

BUDDY CLARKE'S

EST. TAVERN 1968

BRAND GUIDE

A DUNMORE TRADITION SINCE 1968.

Small Irish pub. It's a corner bar with an upscale and traditional feel.

Somewhere to have fun with friends, but also somewhere you expect to see executives go for happy hour.

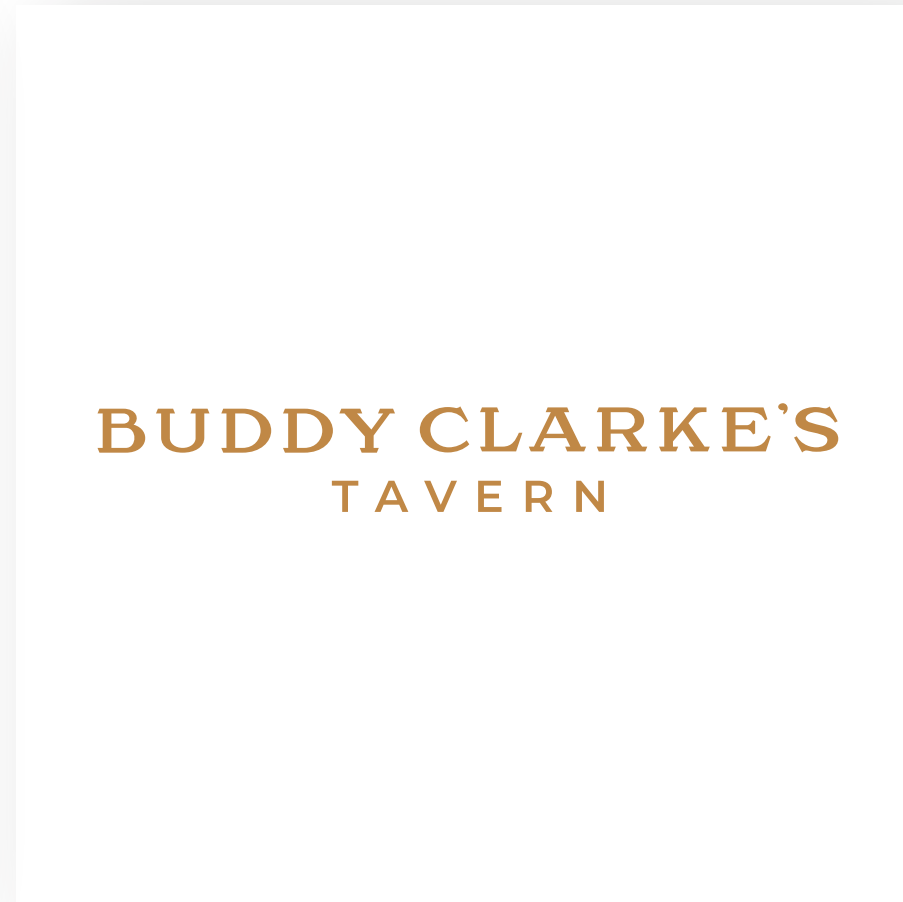
DUNMORE, PENNSYLVANIA



02 Logo



PRIMARY LOGO



SECONDARY LOGO



LOGO ICON



03 Logo Usage



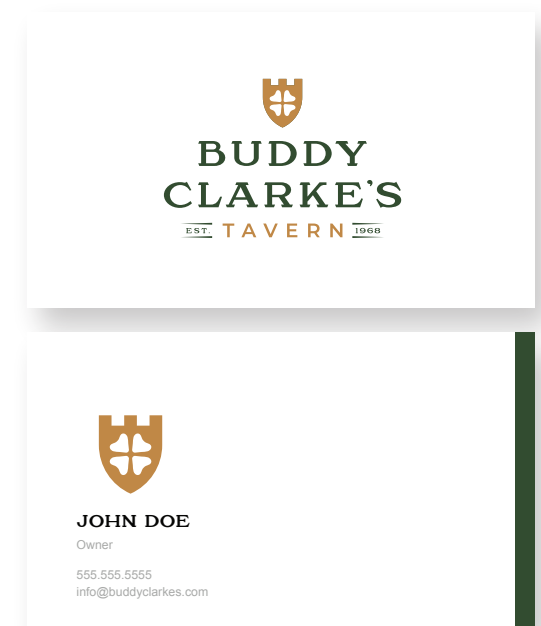
Please allow adequate spacing at all times.



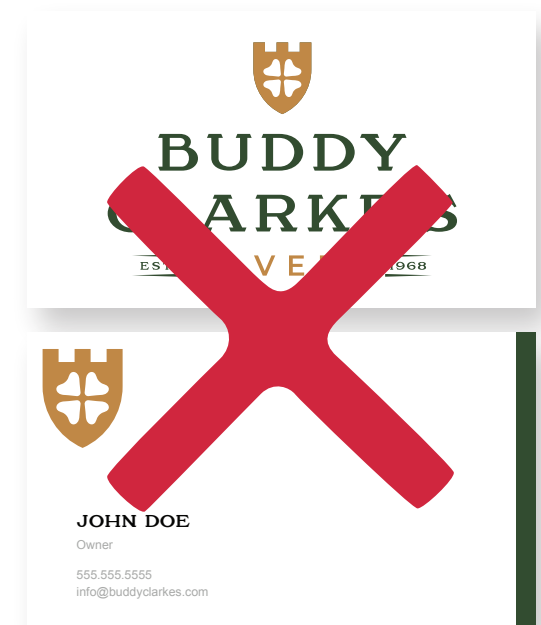
Letterhead example



Photography example



Business card example



04 Typography

GASOLINE

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()_+="':?><

Montserrat

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

The quick brown fox jumps over a lazy dog.

Medium

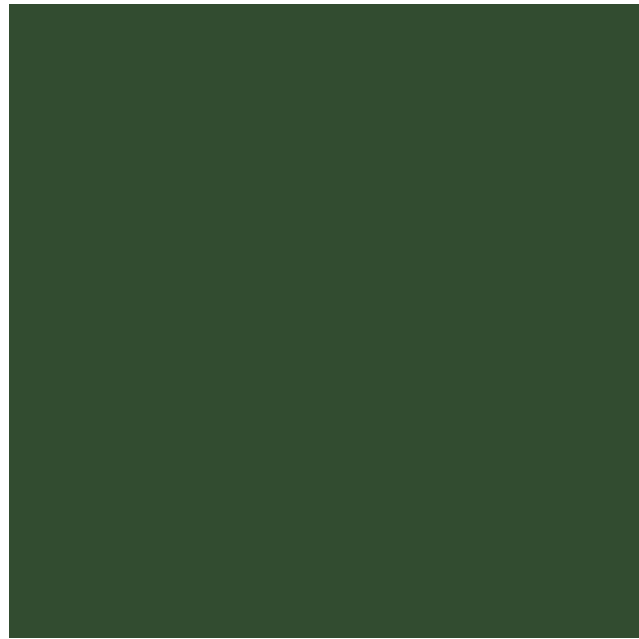
The quick brown fox jumps over a lazy dog.

Bold

The quick brown fox jumps over a lazy dog.



05 Color



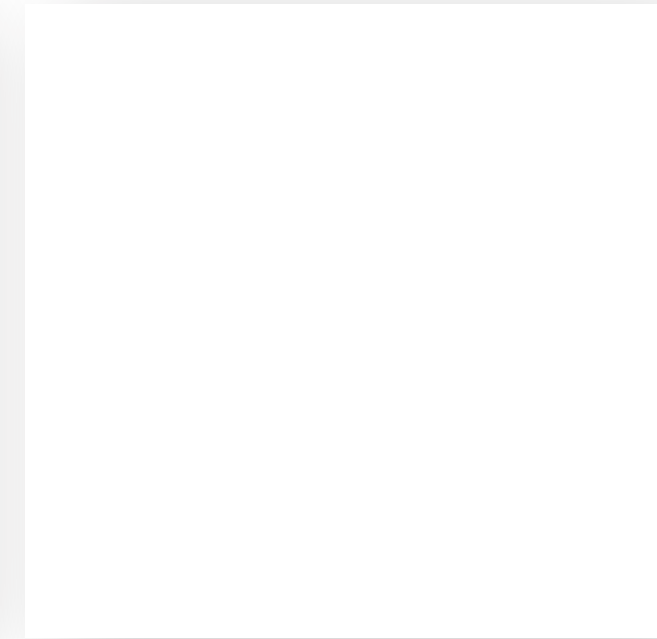
HEX 334D32
R51 G77 B50
C75 M46 Y82 K46



HEX BF8646
R191 G134 B70
C23 M48 Y83 K4



HEX 000000 (BLACK)
R0 G0 B0
C75 M68 Y67 K90



HEX FFFFFFFF (WHITE)
R255 G255 B255
C0 M0 Y0 K0

