

SMOKEY BUNS

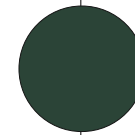
BRAND COLORS



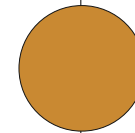
Brand Colours

Our brand is underpinned with a colour palette designed to be bold, modern and distinctive. To help achieve greater brand recognition it is important that our colour palette is applied consistently.

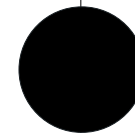
Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.



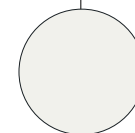
HUNTER GREEN



YELLOW OXIDE



TINT WHITE



TINT WHITE

#2D4539

#FFC436

#151515

#FFFEC

TYPOGRAPHY

NIRBON

01 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*()+
 ÆÇÈÉÊËÌÍÎÏ

Typography Guideline

The nature of TYPOGRAPHY

Display
Typography builds brand recognition

01 / 04



LOGO DESIGN

Brand Logo

Our logo is an important asset to our organisation and should serve as a foundation for all visual communications.

The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its colour, position and size are all specified within this document.

The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.



SMOKEY
BUNS

FULL LOGO 1



SMOKEY BUNS

FULL LOGO 2



LOGO ICON

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SMOKEY
BUNS
BURGERS + BOURBONS

ALTERNATIVE LOGO 1



SMOKEY BUNS
BURGERS + BOURBONS

ALTERNATIVE LOGO 2



LOGO BADGE

Logo Description



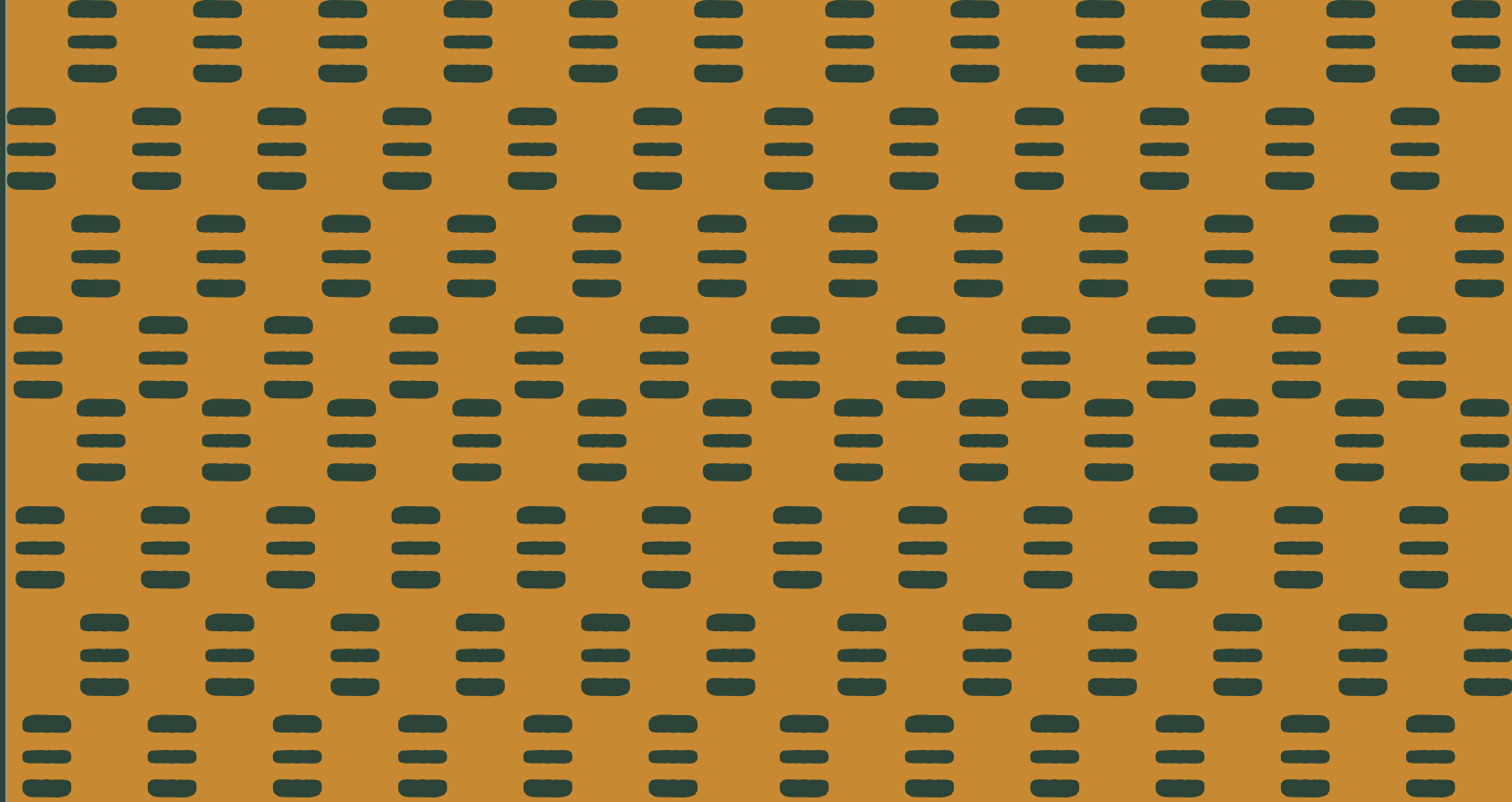
ABSTRACT BURGER
UPPER BUN + BURGER PATTIE + LOWER BUN
GRILLED MARKS - SMOKEY

Brand Pattern

Patterns play a significant role in graphic design, offering a versatile and visually engaging element that can enhance various design projects.

Patterns in graphic design provide a versatile tool to add visual interest, texture, and cohesion to various design projects.

They offer an opportunity for creativity, enabling designers to create unique and captivating visuals that enhance the overall impact of the design.







**SMOKEY
BUNS**





**SMOKEY
BUNS**
BURGERS + BOURBONS

SMOKEY BUNS

BURGERS + BOURBONS

SMOKEY CLASSICS

- #1 CLASSIC BURGER 12
7oz smash burger, smokey sauce, "the works"
- #2 ALL AMERICAN CHEESEBURGER 14
classic plus Cheese (Make it crispy +1)
- #3 DOUBLE 14
classic doubled
- #4 CHEESE-DOUBLE 16
7oz mushroom burger, avo, sprouts, pickled onions, smokey sauce
- #5 VEGGIE 10
7oz chicken patty, with pickled red onions. Naked - fork or general tso's
- #6 SPICY CHICKEN BURGER 15

HANDHELDS, LEAVES & POTS

- GRILLED HALOUMI (Wrap, or Salad) 15
tomato chutney, avocado, pickles, arugula, spinach, and smokey vinaigrette
- SLAW POT 7
carrot, celeriac, coconut
- CHILLI POT 9
Tukay chili, sour cream, cheddar cheese, Jali jam, pickle juice
- CRISPY CHICKEN 13
tempura-fried chicken burger, cheddar cheese, jalapeño-ranch
- The MONTAUK 17
blackened fish, pineapple relish, coconut slaw, crispy shallots.

TATERS & RINGS

- Naked Taters 7
- Buffalo Taters 8
- Loaded Taters 11
- Chilli Taters 11
- Onion Rings 9
- Sweet Potatoes 9

CUSTARD FROZEN

- Malt 7
- Chocolate 7
- Swirl 8
- Make it a shake 8
- Make it boozy 14

BURGER D.I.Y.

- ### PATTY
- Classic Smash
 - Wagyu Patty
 - Blackened Fish
 - Mushroom
 - Crispy Chicken

- ### WORKS
- Iceberg
 - Onion Jam
 - Smashed Avo
 - Dill Pickles
 - Tomato Chutney
 - Sauted Mushrooms

- ### DAIRY
- Fried Egg*
 - Cheddar
 - Papperjack
 - Stilton
 - Beer Cheese

- ### WHAT'S UP SAUCY
- Smokey Sauce
 - Hotissa Mayo
 - Garlic Mayo
 - Baconnaise
 - Truffle Aioli
 - Jali Jam
 - Pineapple Relish

- ### FRAME IT
- Classic Semame
 - Gluten Free Bun
 - Iceberg

* Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of foodborne illness. Before placing your order, please inform your server if anyone in your party has a food allergy. www.smokeybuns.com





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