

Barby & Ken Brand Guide

1. Logo Usage

- The logo should always be used in its original form without distortion or modification.
- The primary logo features a bold white "BARBY & KEN" text with a curved golden design.
- Preferred backgrounds: Black or neutral tones that highlight the gold and white contrast.
- Ensure clear spacing around the logo to maintain visual balance.

2. Color Palette

- **Primary Colors:**
 - Gold: #C8913B
 - White: #FFFFFF
 - Black: #000000
- **Accent Colors:**
 - Charcoal Grey: #333333 (for depth in branding materials)
 - Warm Red: #D9534F (optional for call-to-action elements)

3. Typography

- **Primary Font:** Bold Sans-serif (used in logo, strong and impactful)
- **Secondary Font:** Montserrat or Open Sans (for website, marketing materials, and body text)
- Headers should be uppercase, bold, and high contrast.
- Body text should be clean and easy to read.

4. Brand Identity & Tone

- **Brand Personality:** Fun, high-energy, social, and premium.
- **Tone of Voice:** Friendly, engaging, and inviting.
- **Tagline Ideas:** "BBQ Anywhere, Anytime!" / "Grill, Chill, Repeat."
- **Imagery:** High-quality lifestyle shots of groups BBQing, enjoying food, and scenic outdoor locations in Malta.

5. Marketing & Social Media Guidelines

- Use vibrant imagery showcasing the BBQ experience.
- Engage with customers using humor and lifestyle-driven content.
- Hashtags: #BarbyAndKen #BBQMalta #GrillAndChill #BBQAnywhere
- Recommended post themes: BBQ tips, event promos, user-generated content, beach BBQ setups.

6. Applications

- **Website & App:** Maintain a sleek black-and-gold theme with clear CTA buttons.
- **Merchandise:** Branded aprons, BBQ sets, and coolers.

- **Packaging:** Black and gold for premium feel, eco-friendly materials.
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