

IRONWORKS

FOOD



BAR



INDUSTRIAL



DURANGO & SILVERT

VINTAGE



STRONG



IRONWORKS

FOOD  BAR



LOGO Design Characteristics

IRONWORKS

FOOD  **BAR**

IRONWORKS

FOOD  **BAR**

Logo Fonts & Icon

Main Font: Brawls Typeface

Small Font: Black Mass Press

Includes Anvil Icon



PANTONE: 447C
CMYK: 69/59/64/54
RGB: 55/58/54
HEX: # 373A36



PANTONE: 187 C
CMYK: 22/100/88/15
RGB: 170/30/46
HEX: # AA182C

Acceptable Variations

Colors



Stacked version Logo for Design elements such as merchandise or marketing purposes

Alternative Options

IRONWORKS

**FOOD
& BAR**



IRONWORKS

**FOOD
& BAR**



When a horizontal version of the logo is needed these are the approved versions



Favicon (Website Icon)
The Red "o" is the Icon



Additional Icon



BLACK MASS PRESS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



FONT: "BLACK MASS PRESS"
This Logo Fonts, Can Be Used Decoratively,
Very Sparingly



Painting With Chocolate

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



FONT: "PAINTINGWITHCHOCOLATE"
USE: For Titles, Headlines, Small Paragraphs and
Descriptions, Marketing, Menus Items



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



FONT: "LOUIS GEORGE CAFE" Regular, Bold or Light
LETTER SPACING: Not Determined
USE: All The Body Copy, Large Pieces Of Text, Paragraphs or
Descriptions, Marketing, Menus Items Descriptions



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Color Guidelines

Logo Colors

PANTONE: 447C
CMYK: 69/59/64/54
RGB: 55/58/54
HEX: # 373A36

PANTONE: 187 C
CMYK: 22/100/88/15
RGB: 170/30/46
HEX: # AA182C

PANTONE: Cool Gray C
CMYK: 49/40/35/1
RGB: 151/152/153
HEX: # 979899

PANTONE: 5405C
CMYK: 74/47/33/7
RGB: 78/116/139
HEX: # 4E748B

PANTONE: 168C
CMYK: 35/75/96/40
RGB: 117/58/27
HEX: # 753A1B

PANTONE: Warm Gray 11C
CMYK: 51/53/59/4
RGB: 116/100/91
HEX: # 74645B

Sign Examples

Exterior



Exterior Illuminated Sign with Rolled Steel Face. White & Red acrylic inside and internally illuminated.



Similar look but back-lit at night.



Hand Painted Logo on Brick Wall

Interior



Scale: 3/8" = 1"

Interior Signs: 1/2" Dark Walnut Wood with applied aged Steel logo and bottom. Applied painted metal copy and Raster braille.

