

BARREL
& Stone

Brand Overview

BARREL & STONE WAS FORMED BY THREE MATES,
BONDED BY A LOVE OF SOCIALISING, FOOD AND BEER.



Our Ethos

WE ARE PASSIONATE ABOUT MAKING DELICIOUS
HAND-CRAFTED PIZZA.

WE STRIVE TO SERVE OUR PIZZAS WITH THE BEST BEER, IN GREAT
LOCATIONS. WHETHER IT'S A TRADITIONAL PUB IN THE
COUNTRY, A FESTIVAL OR THE BAR NEXT TO THE OFFICE.

WE SIMPLY WANT TO SERVE GREAT PIZZA TO EVERYONE.



Our Customers

PIZZA LOVERS • SOCIALITES • YOUNG FAMILIES • FESTIVAL GOERS • FOODIES
COMMUNITIES • OUTDOOR LOVERS • CREATIVES • BEER DRINKERS • WINE LOVERS



BARREL & Stone

WE MAKE ALL OUR PIZZAS FRESH TO ORDER.
WE USE THE FINEST & AUTHENTIC ITALIAN INGREDIENTS TO
CREATE THE PERFECT QUALITY AND DELICIOUS TASTE.

PIZZA AS IT SHOULD BE.



Our Promise

WHEREVER YOU ORDER YOUR BARREL & STONE PIZZA, WE WILL PROVIDE YOU THE HIGHEST QUALITY TO OUR EXACTING STANDARDS.
THAT'S OUR PROMISE.

Our Brand

THE BARREL & STONE BRAND IDENTITY IS THE TOTALITY OF ALL TOUCHPOINTS.

IT IS EXPERIENCED BY THOSE WHO COME INTO CONTACT WITH THE BRAND AND INFLUENCES THEIR OPINION OF BARREL & STONE. FOR THAT REASON, WE ASK THAT YOU OR ANY OUTSIDE AGENCY ALWAYS CONSULT THE BARREL & STONE BRAND BIBLE BEFORE KICKING OFF NEW PROJECTS.

1. ALL CREATIVE SHOULD BE BASED ON THE BRAND GUIDELINES OUTLINED WITHIN THIS BRAND BOOK. THIS INCLUDES THE CORRECT FONTS, IMAGE TREATMENT, COLOR PALETTE AND LOGO.

2. ONLY THE SUPPLIED COLLATERAL MATERIAL SHOULD BE USED.

IMAGES CAN BE FOUND IN THE PARTNER LOGIN SECTION AT WWW.BARRELANDSTONE.CO.UK/MARKETING-MATERIAL

Approval Process

3. PLEASE EMAIL YOUR CREATIVE TO MARKETING@BARRELANDSTONE.CO.UK FOR APPROVAL IN A PDF FILE.
PLEASE INCLUDE SITE NAME, LOCATION AND LENGTH OF CAMPIAGN IN YOUR EMAIL.

IT MAY TAKE A DAY OR SO FOR BARREL & STONE'S BRAND TEAM TO GET BACK TO YOU,
PLEASE ALLOW FOR THIS IN YOUR CAMPAIGN GO LIVE DATE.

Our logo

WHERE POSSIBLE WE USE OUR MAIN LOGO AT ALL TIMES,

THE WHITE LOGO MUST ONLY BE USED WHEN THE BACKGROUND COLOUR CLASHES WITH THE MAIN LOGOS BACKGROUND COLOUR.



MAIN LOGO

TO BE USED IN MOST CASES



WHITE LOGO

USE WHEN BLACK AND WHITE PRINTING IS AN
OPTION



BLACK LOGO

USE ONLY WHEN BLACK AND WHITE
PRINTING IS AN OPTION

Dos and don'ts

HERE IS SOME EXAMPLES OF WHAT NOT TO DO!

WRONG



OUR LOGO HAS BEEN
DESIGNED TO STAND OUT
FROM BACKGROUND IMAGES

CORRECT



IF A BACKGROUND COLOUR CONFLICTS WITH THE LOGO
USE THE SINGLE COLOUR VERSION



Dos and don'ts

HERE IS SOME EXAMPLES OF WHAT NOT TO DO!



NEVER CHANGE
OUR BRAND COLOURS



NEVER OUTLINE
OUR LOGO



NEVER USE GRADIENTS
OR DROP SHADOWS



WE NEVER STRETCH
OUR LOGO



WE NEVER CROP
OUR LOGO



OUR LOGO SHOULD NEVER BE
SMALLER THAN 22MM WHEN PRINTED

Landscape logo

WE CAN USE THE LANDSCAPE LOGO WHEN WE MENTION THE WORDS 'STONEBAKED PIZZA' IN KEY MESSAGING.

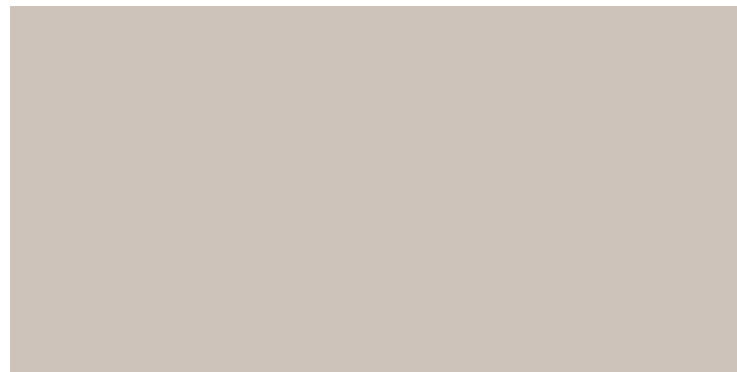


LANDSCAPE LOGO



Colour Palettes

WE USE A WARM GREY WHICH SIGNIFIES THE STONE USED, THE DEEP NAVY HELPS ACCENT OUR LIGHTER COLOURS HELPING THEM TO POP. THE FINAL COLOUR IN OUR PALETTE IS RED, HAPPY, VIBRANT & POSITIVE IT IS A CORE COLOUR THAT SITS WITH OUR VALUES.



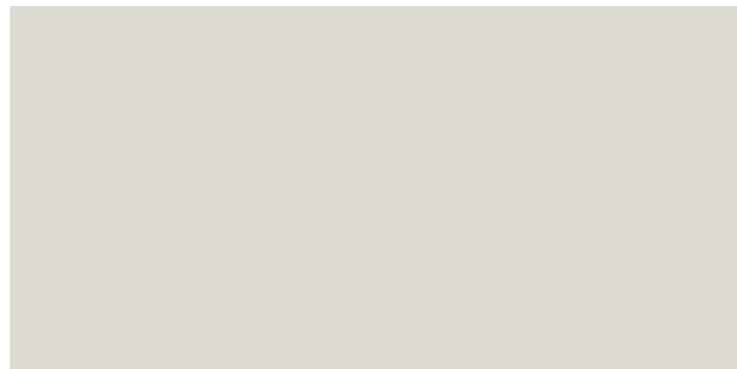
PANTONE Warm Gray 2 C



PANTONE 432 C



PANTONE 1785 C



CMYK 6 7 10 11



CMYK 21 3 0 87



CMYK 0 76 54 0

RAL 080 80 05

RAL 5008

RAL 3017

Brand Typography

WE ALWAYS ALLOW FOR OUR MESSAGE TO BE SEEN AND GIVE OUR TEXT ROOM TO BREATHE.
OUR DISPLAY FONT MARKELLA, IS BIG AND BUBBLY SO SHOULDN'T BE USED FOR LONG SENTENCES.

DISPLAY FONT - MARKELLA

*The Display font
Big, Bold & Happy!*

HEADING FONT - BARREL & STONE BOLD

ALL OF THE BARREL & STONE HEADERS ARE
WRITTEN IN OUR OWN FONT AND IN UPPER
CASE. IT SHOULD BE HALF THE POINT SIZE
OF THE DISPLAY FONT.

*Do Not use
Drop Shadows*

BODY FONT - BARREL & STONE BOLD

We use the same font for the body copy, only this time we keep it all
lower case. We also drop the point size 5pts smaller than that of the
header. *Note this font is very open so you can track it back! -50*

Our Photography

ONLY BARREL AND STONE IMAGES SHOULD BE USED

OUR IMAGES ARE AVAILABLE TO DOWNLOAD FROM THE PARTNERS AREA WWW.BARRELANDSTONE.CO.UK/MARKETING-MATERIAL/#PHOTOGRAPHY



IF YOU CAN NOT FIND WHAT YOU NEED PLEASE EMAIL MARKETING@BARRELANDSTONE.CO.UK

Messaging

BARREL & STONE IS ABOUT CONNECTING. BRINGING THINGS TOGETHER.
WHETHER IT BE COMBINING THE FRESHEST INGREDIENTS & FLAVOUR, PAIRING FOOD & DRINK , OR JOINING FRIENDS & LOCATIONS.

TO COMMUNICATE THIS WE USE OUR  IN ALL MEDIA

PIZZA
&
MUM

PIZZA
&
NIGHT IN

PIZZA
&
FRIDAY

PIZZA
&
MEETING

PIZZA
&
SPORT

PIZZA
&
BEER

PIZZA
&
MUSIC

PIZZA
&
PARTY

B2B benefits

QUICK
&
EASY

PIZZA
&
PROFIT

SIMPLE
&
NO HASSLE

FRESH
&
TASTY



FUN & FAMILY

BARREL
& Stone



TAKE OUT & MATES

BARREL
& Stone



PARTY & FRIENDS

BARREL
& Stone



RUSTIC & CLASSIC

BARREL
& Stone

Tone of Voice

WE ALWAYS TALK IN THE 1ST PERSON.

WE ARE ENTHUSIASTIC POSITIVE & FRIENDLY. WE ARE CONFIDENT IN SOCIAL SITUATIONS AND NEVER TAKE LIFE TOO SERIOUSLY.
UNLESS IT'S ABOUT PIZZA, THEN WE ARE SERIOUS.

Layout & Branding – Print

POSTERS & FLYERS



Layout & Branding – Print

IMAGES AND TONE OF VOICE

APPROVED
BRAND IMAGE



BALANCE
BETWEEN IMAGE
AND BASE

CLEAR
MESSAGE

Eat In or Takeaway
STONEBAKED PIZZAS
& CRAFT BEER

JOIN US ONLINE @BARRELANDSTONE   

CORRECT



UN-HEALTHY FALSE
ADVERTISING
ONLY
BARREL & STONE
IMAGERY TO BE USED

NO BALANCE
BETWEEN IMAGE
AND BASE

Eat In or Takeaway
KICK ASS PIZZAS
& CARLING LAGER,
HAVE IT!

JOIN US ONLINE @BARRELANDSTONE   

TONE OF VOICE
NOT FAMILY
FRIENDLY

WRONG

Layout & Branding – Online

FACEBOOK & ONLINE - MESSAGING CAN BE SIMPLIFIED TO A TITLE OR BRAND MESSAGE.

OFFERS OR DISCOUNTS SHOULD ONLY BE OUTLINED AS TEXT WITHIN THE POST - THIS INCLUDES URL'S, T&CS AND DATES

ALL POSTS ARE SET AT 1200PX X 600PX WHICH IS THE STIPULATED SIZE BY FACEBOOK



CORRECT

ALWAYS USE A POSIVE BRAND MESSAGE



WRONG

YOUR OFFER MUST ONLY BE WRITTEN AS LIVE TEXT
UNDERNEATH THE IMAGE
THIS SAVES ANY CONFUSION BETWEEN OTHER
PARTNER SITES

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ALL POSTS ARE SET AT 1200PX X 600PX WHICH IS THE STIPULATED SIZE BY FACEBOOK



CORRECT

ALWAYS USE A POSITIVE BRAND MESSAGE




WRONG

YOUR OFFER MUST ONLY BE WRITTEN AS LIVE TEXT
UNDERNEATH THE IMAGE
THIS SAVES ANY CONFUSION BETWEEN OTHER
PARTNER SITES

Layout & Branding – Online


FACEBOOK & ONLINE - AS YOU CAN SEE BELOW INFORMATION GOES SEPARATELY TO THE IMAGE, WE ALSO UTILISE LINKS & HASH-TAGS THAT HELP PROMOTE THE EVENT IN POPULAR SEARCHES. INCLUDING BARREL AND STONE AND YOUR OWN SITE.

**British Arms**
posted today at 12am

As we all know Thursday's are the new Friday's, so to celebrate the [British Arms](#) are offering 2 Pizzas for £20!!

Pop by anytime Thursday for our eat in or take away offer. [#pizzathursday](#) [#pubpizza](#) [#thursdaygoals](#)


See the full menu at : www.barrelandstone.co.uk/menu



PIZZA & THURSDAYS
BARREL & Stone

279 people reached


Boost Post

**British Arms**
posted today at 12am

We have some excellent craft ale in at the [British Arms](#) this month so to celebrate great taste you can order any 8" pizza and a beer for £10.

Offer available for all of August between 5pm - 10pm. [#camra](#) [#pubpizza](#) [#pizzaandbeer](#) [#craftnotcrap](#)

See the full menu at : www.barrelandstone.co.uk/menu



PIZZA & BEER
BARREL & Stone

Layout & Branding – Signage

SIGNAGE

LANDSCAPE LOGO IN USE
AS 'STONEBAKED PIZZA' IS IN THE KEY MESSAGING



B&S TEXTURED BASE

AMPERSAND & COMBINED
MESSAGING



ROUGHEND STROKE LINE
USED FOR CONSISTANCE

ARROW, USES ROUGHEN TO
MAINTAIN BRAND VOICE



Social Media

WE NEED TO REFLECT THE BRAND TONE OF VOICE AND MESSAGING. WE ARE CONVERSATIONAL, ENTHUSIASTIC, CONFIDENT AND FUN AND COME ACROSS AS EXPERTS IN PIZZA.

WE ARE A REAL COMPANY WITH REAL PEOPLE AS SUCH WHEN IN THE SOCIAL DOMAIN EVERYTHING HAS A REAL HUMAN PRESENCE & PERSONALITY.

WE WANT TO HELP OUR BRAND AMBASSADORS TELL THEIR STORY AND SHOWCASE THEIR UNIQUE PERSONALITIES AND VENUE. EACH SITE HAS SOMETHING DIFFERENT TO OFFER AND WE NEED TO CAPTURE THAT, AS IT'S WHAT MAKES BARREL & STONE UNIQUE.

Facebook & Instagram

POSTS ON INSTAGRAM & FACEBOOK ARE ALL ABOUT EYE-CANDY.
BECAUSE OF THIS IMAGES & VIDEO SHOULD BE INVITING & ENGAGING.
PLEASE USE THE TEXT BOX TO ADD YOUR SPECIFIC INFORMATION OR OFFERS.

Twitter

TWITTER SHOULD BE USED FOR HAVING TWO-WAY CONVERSATIONS WITH OUR CUSTOMERS.
FOLLOWERS SHOULD FEEL ABLE TO ENGAGE WITH A REAL PERSON.

Campaigns

SOCIAL MEDIA CAMPAIGNS/COMPETITIONS SHOULD ALLOW CUSTOMERS TO ENGAGE
WITH OUR BRAND IN A PERSONAL AND PLAYFUL WAY. THEY SHOULD BE EASY, FUN,
CREATIVE AND SHAREABLE.

OUR AUDIENCE IS VERY BROAD. WHEN WE NEED TO WE CAN USE SOCIAL MEDIA TARGETING TO
ISOLATE POSTCODES, AGE ETC AND DELIVER VERY SPECIFIC MESSAGES THROUGH BOTH ORGANIC
AND PROMOTIONAL POSTS.