

BAR TINI

BRAND GUIDE
2022



ABOUT

Bartini is Portland's first and only martini bar and is located in the historic Nob Hill neighborhood just two blocks away from the bustling nightlife of NW 23rd Ave. Serving over 100 specialty martinis and cocktails, there is a martini for everyone. Along side small bites, snack on delicious fondue from the neighboring restaurant, Urban Fondue. Bartini is the perfect spot for a unique night out with friends or as a fun addition to your next bar crawl. Cheers!

BAR
TINI

WORDMARK-DARK

BAR
TINI

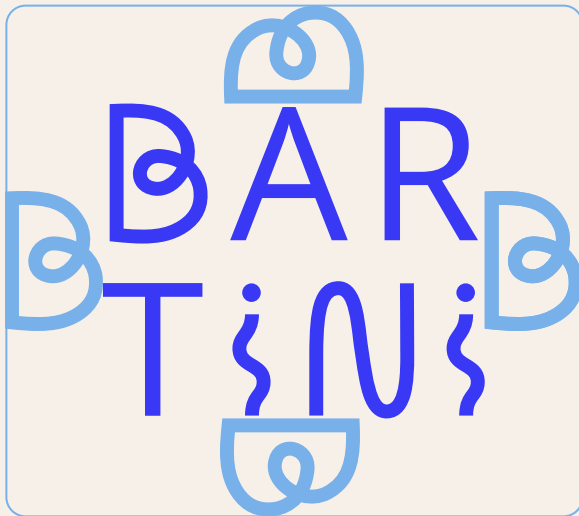
WORDMARK-LIGHT



ICON

BAR
TINI

BAR
TINI



CLEARSPACE

THE MARK

Several of the letterforms for the Bartini wordmark are hand-created just for Bartini. They blend seamlessly with the sans-serif letterforms from the typeface Open Sans.

TYPOGRAPHY

The following type pairings are the foundation of a brand that is modern, sophisticated, and fun. They can be used in a variety of ways and allow for clear hierarchy across applications.

INTERSTATE

Interstate is a clean and sophisticated sans serif typeface that can be used as a header when set in bold or black or as copy when set in regular. Set in a contrasting color from the background and with at least +10 tracking. When used as a header, set in all caps.

Alkaline

Happy hour is always a good idea. Alkaline should be used minimally but creatively. Use to call out information or for fun statements and quotes.

Hatch

Hatch is a slab serif typeface perfect for body copy. Set in light with tight leading, and minimal kerning.

ALL TYPEFACES ARE AVAILABLE FOR
COMMERCIAL USE ON ADOBE FONTS.

*Shaken
not Stirred*

PRIMARY COLORS

COBALT

R56 G56 B245
C82 M75 Y0 K0

PINK

R247 G94 B178
C2 M77 Y0 K0

ORANGE

R247 G161 B54
C1 M43 Y89 K0

YELLOW

R250 G211 B82
C3 M16 Y80 K0

CREAM

R247 G240 B233
C2 M4 Y7 K0

SKY BLUE

R120 G177 B235
C50 M19 Y0 K0

SECONDARY COLORS

OLIVE

R219 G219 B118
C16 M5 Y67 K0

ROSE

R255 G212 B229
C0 M21 Y1 K0

NIGHT

R38 G38 B38
C72 M65 Y64 K69

COLOR

Bartini's primary colors are bright and very playful while the secondary colors provide a contrasting softness that is perfect for type and small elements. Variation in tone and saturation can be used as needed but the main branded elements should remain in the listed primary colors. Be creative in color pairings and applications but avoid pairing too similar colors and always ensure text is legible.

GRAPHIC ELEMENTS

Minimal, abstract, and geometric elements add a retro flare to menus, packaging, and other design assets. These elements can be repeated to create a pattern or used on their own as a simple decoration. Core elements: star, martini triangle, and wave.

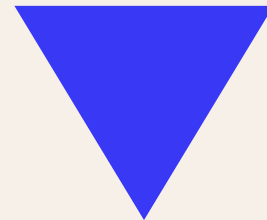
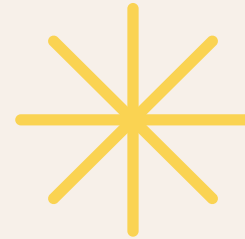


PHOTO TREATMENT

Halftone photos are an easy way to add texture and interest to any photo. This photo treatment can be used for entire photos as well as on photo elements that are used on their own or to make a collage. Layer in bright colored shapes to add even more variation to your compositions.

HALFTONE GUIDE

- 01** Desaturate photo to black & white.
- 02** Add paper and grain texture and halftone pattern using the Bartini Halftone Preset in Photoshop.
- 03** Add a gradient map to change the color of the halftone image.
- 04** Optional: add a shape in a contrasting color. Set to Darker Color blending mode.



Happy Hour \$6

DIABLO	10
LONDON CALLING	10
BELLINITINI	10



Shaken not Stirred



007	10
FRENCH KISS	10
SASSY PEACH	10

London dry gin, Pinnacle
Vodka, Lillet Blanc, shaken

MENUS

These menus showcase Bartini's selection of martinis and spirits in a simple yet appealing way. Pairing all three typefaces creates clear levels of hierarchy and organizes all of the information in an easy and systematic way.

MARTINIS

Clean & Serene

007
London dry gin, Pinnacle Vodka, Lillet Blanc, shaken

LONDON CALLING
London dry gin, English cucumber, lime, simple, sea salt

M.C. COOLER
Lewis & Clark northwest gin, mango, cucumber, honey, mint, soda

ONE FOR MY BABY
Lewis & Clark gin, lemon, rose bitters, simple

Spicy

DIABLO
Crater Lake pepper vodka, Montelobos mezcal, passion fruit, cilantro, citrus, chili sugared rim

SASSY PEACH
Crater Lake pepper vodka, Absolut speach vodka, peach, mango, chili sugared rim

SPICY MANGO
House infused serrano & cilantro gin, mango, citrus, chili sugared rim

ZESTY CUCUMBER
House infused serrano & cilantro gin, lime, cucumber, soda

Classic

CLASSIC MARTINI
Chizano dry vermouth, choice of spirit, and stuffed olive; pimento, blue cheese, garlic

LEMONDROP
Pinnacle vodka, orange liqueur, lemon, simple, sugared rim—or choose blackberry, blood orange, mango, peach, pear, raspberry, strawberry

COSMOPOLITAN
Pinnacle citrus vodka, orange liqueur, cranberry, lime classic—or choose blackberry, pomegranate, raspberry, watermelon

BELLINITINI
Absolut speach vodka, lemon, bubbles—pick a flavor: blackberry, blood orange, mango, peach, pear, raspberry, strawberry

BARTINI MULE
Gin, tequila, or vodka, ginger, lime, simple, soda

BIRD OF PARADISE
Cruzan coconut rum, mango, pineapple, simple

MEXITINI
Sauza silver tequila, orange liqueur, lime, simple—pick a flavor: blackberry, blood orange, mango, peach, raspberry, strawberry, watermelon

MOJITOTINI
Cruzan light rum, lime, mint, simple, soda—pick a flavor: blackberry, blood orange, mango, peach, raspberry, strawberry, watermelon

Fresh & Fruity

FRENCH KISS
Ketel One botanical grapefruit rose, strawberry, rose bubbles

OH MY DARLING
Pinnacle citrus vodka, orange liqueur, peach, grapefruit, sugared rim

PASSIONTINI
Pinnacle vodka, orange liqueur, passion fruit, citrus, sugared rim

PEACH BLISS
Absolut speach vodka, peach, grenadine, citrus

SUMMER FLING
Absolut grapefruit vodka, mango, citrus, soda water

Decadent

BANANAS FOSTER
Pinnacle vanilla vodka, banana liqueur, hazelnut liqueur, coconut cream, cinnamon caramel rim

CLOUD NINE
Cruzan coconut rum, creme de cacao, coconut cream, Mexican cocoa

CREME BRULEE
Pinnacle vanilla vodka, Tuaca, butterscotch liqueur, coconut cream, cinnamon caramel rim

RASPBERRY TRUFFLE
Pinnacle vanilla vodka, raspberry liqueur, creme de cacao, coconut cream, cinnamon caramel rim

THIN MINT COOKIE
Pinnacle vanilla vodka, creme de mint, cream de cacao, coconut cream, chocolate rim

ALL HOUSE MARTINIS \$10
Happy Hour \$6

Upgrade any house martini to a premium spirit for \$2

MARTINI MENU

BAR TINI

VODKA

ABSOLUT	9	KETEL ONE	10
BELVEDERE	10	MEDOYEFF	9
CHOPIN	10	MONOPOLOWA	8
CLEAR CREAK	10	PORTLAND POTATO	8
CRATER LAKE	8	REYKA	8
EFFEN	9	TIMBERLINE	9
GREY GOOSE	12	TITO'S	8
HAKU	11	VINN	9

GIN

ARIA	8	LEWIS & CLARK	8
AVIATION	10	NEW DEAL 33	9
BEEFEATER	8	NOLETS	13
BIG GIN	9	RANSOM OLD TOM	11
LONDON DRY	8	ROKU	10
BOMBAY SAPPHIRE	13	SIPSMITH	12
BOTANIST	13	SIPSMITH VJOP	18
HENDRICKS	11	TANQUERAY	8

Add a premium spirit to any cocktail for \$2

SPIRITS MENU

BAR TINI

It's always a good time for a martini

HAPPY HOUR

Tues-Sat 4-6, 11-close
Sun & Mon All night

HAPPY HOUR FLYER

PACKAGING

Bartini at Home is a new line of pre-packaged martini kits that allow people to enjoy Bartini cocktails at home or at an event. These small boxes feature Bartini's most popular cocktails and include enough ingredients to make two full-size drinks.

The design for these boxes feature a minimal illustration that indicate the flavors or theme of the drink. The bold colors and large script type capture the attention of buyers and allow the boxes to stand out on the shelf.

When designing these boxes, keep to a three-color palette and include the star on the front of the packaging as a "garnish" for the martini.

**BAR
TINI
AT HOME**

LOGO VARIATION: PLACE "AT HOME" SO IT SPANS THE WIDTH OF THE BARTINI LOGO. SET IN ONE COLOR.



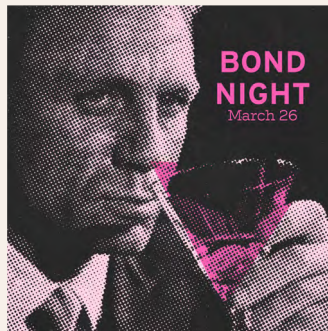
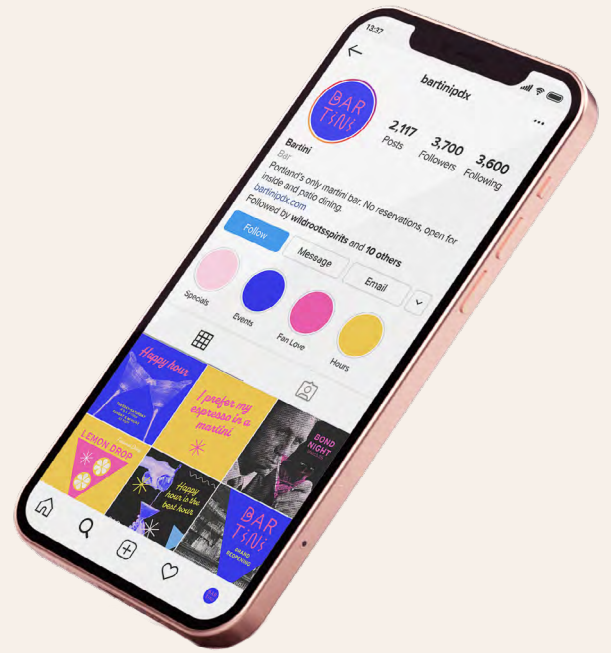
* PLEASE DRINK RESPONSIBLY



SOCIAL

A strong social media presence allows for Bartini to grow their brand recognition and interact with their community. A large collection of graphic elements gives each post variation and a playful feel that encourages interaction.

When creating a post, make sure type is bold and eye-catching. When using Alkaline as the focal point, set at a +10° angle.



BUSINESS CARDS

Minimal business cards include all the basic brand elements and important information cohesively in a small space.



COASTERS

Set of three branded coasters that patrons can collect during their visit.



GOALS

Develop a modern, fun, and exciting brand identity.

Position Bartini as one of Portland's top local bars and create more brand awareness.

Create a meaningful and memorable brand experience for Bartini patrons.

STRATEGY

Following these brand guidelines, Bartini will position itself as a staple in Portland's bustling night life scene and draw in more customers who are eager to try exciting takes on the classic martini. This brand system is exciting, visually appealing, and provides the basis for a lot of variation, experimentation, and growth.



BRANDING: KELSEY
ZUBERBUEHLER