Smash burgers on the Bristol harbourside

STACK.

Brand guidelines · Version 1 · October 2026

02 THE IDEA

BIG BURGERS. NO FUSS.

STACK. is a burger joint that does one thing properly. Local beef, smashed thin on a screaming-hot griddle, stacked in a soft potato bun and handed over without ceremony.

The brand should feel like the food: loud, warm, a bit messy and completely confident. Big type, bright colour, real food.

LOUD WARM UNFUSSY GENEROUS

HOW WE TALK

WE SAY
SMASHED TO ORDER.

WE DON'T SAY
A GOURMET BURGER EXPERIENCE.

WE SAY
TWO OF YOU? THE COUNTER IS QUICKER.

WE DON'T SAY
PLEASE BE ADVISED THAT SEATING IS LIMITED.

WE SAY
THE TRIPLE. GOOD LUCK.

WE DON'T SAY
OUR SIGNATURE TRIPLE-PATTY OFFERING.

Short sentences. Plain British English. A little humour, never smug. Say what the food is.

WORDMARK AND STACKED MARK













GIVE IT ROOM



CLEAR SPACE

Keep a gap of two full stops on every side. Nothing else sits in that space.

MINIMUM SIZES

Wordmark: 80px wide on screen, 20mm in print.
Stacked mark: 48px on screen, 12mm in print.

STACK.

STA
CK.

PLEASE DON'T

STACK.

STRETCH OR SQUASH IT

STACK.

ROTATE IT

STACK.

RECOLOUR IT OFF-PALETTE



PUT IT ON A BUSY PHOTO

Use the logo files as supplied. If it doesn't fit, use the stacked mark or leave it off.

07 COLOUR

HOT, BRIGHT, EDIBLE

TOMATO
#EB4E22

MUSTARD
#F5B82E

BUN
#FBF3E4

CHAR
#1D1A17

PICKLE
#1F4A33

WHAT GOES ON WHAT

AA
BUN ON TOMATO
Big type only

AA
CHAR ON TOMATO
Avoid. Looks muddy

AA
CHAR ON MUSTARD
Any size

AA
BUN ON CHAR
Any size

AA
MUSTARD ON CHAR
Any size

AA
CHAR ON BUN
Any size

AA
BUN ON PICKLE
Any size

AA
TOMATO ON BUN
Big type only

Body copy only goes on bun, char, mustard or pickle. On tomato, keep to headlines and buttons.

09 TYPE

TWO TYPEFACES

ARCHIVO EXTRACONDENSED BLACK

SMASHED TO ORDER

DM SANS

Local beef, smashed thin so the edges go crisp, then stacked in a soft potato bun with cheese that actually melts.

Headlines, prices and buttons in Archivo. Everything you read for longer than a second in DM Sans.

CLOSE, MESSY, REAL













GET CLOSE

Fill the frame with the burger. Melt, drips, crumbs.

BOLD BACKDROPS

Shoot on mustard, tomato or char where we can.

REAL HANDS

People holding, eating, flipping. No staged smiles.

Current images are Unsplash stand-ins until the first shoot.

STICKERS, STOPS AND STACKS



STICKERS

Round, bold, slightly wonky. For news, offers and packaging.



THE FULL STOP

The square from the logo, used as a bullet, a price marker or a sign-off.



THE STACK

Rounded bands in brand colours, stacked like a burger. For patterns, dividers and packaging edges.

12 POSTERS

LAUNCH POSTERS







One big line, one close-up burger or the stack. Wordmark bottom left, details bottom right.

ON THE STREET



Tomato fascia with the wordmark, the stacked mark on the hanging sign, window graphics and stickers.

ORDER AT THE COUNTER



Mustard header, char board, tomato footer. Prices in Archivo, nothing smaller than you can read from the queue.