



DICKEY'S
BARBECUE PIT[®]
est. 1941

LEGIT. TEXAS. BARBECUE.

BRAND STANDARDS GUIDE 2019

DICKEY'S BARBECUE PIT - The Brand

The use of "Barbecue"

We are known as Dickey's Barbecue or Dickey's Barbecue Pit. The rules for using the Dickey's name are below. Please follow these rules at all time for brand consistency:

- We always spell out the word "Barbecue".
- We do not use bar-b-cue, BBQ, b-b-q, or barbeque.
- No other abbreviations or versions are permitted.

Brand Tagline

- Legit. Texas. Barbecue.

Key Talking Points

- Legit. Texas. Barbecue.
- Pit-smoked On-Site Daily
- Family Recipes Since 1941
- Hickory Smoked



LOGO USE

Official Logo



with URL



with tagline

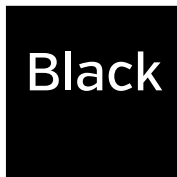
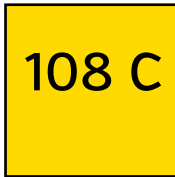


Note: The Dickey's logo is available to our external partners by request in several different file formats. Logo components are not to be resized to dimensions not proportional to those shown above.

THE 14 LOGO RULES

1. Never attempt to create your own Dickey's Barbecue Pit logo.
2. Never reproduce the logo in non-approved colors.
3. Never stretch or alter the logo's proportions.
4. Never attach anything to the logo unless it is dickeys.com
5. Never use part of the logo; it is an integral unit, always keep it whole.
6. Never use the logo as part of a sentence or phrase.
7. Never add computer effects (distress, glows, etc.).
* May add shadow over photographic elements
8. Never make the logo part of a larger graphic. It should be separate & distinct.
9. Never use the logo as a pattern, in multiples or as a decoration.
10. Never alter the horizontal orientation of the logo.
11. Never use the logo in a crowded space.
12. Never print on top of the logo.
13. Never use the logo as a watermark.
14. Never use old or unapproved Dickey's logos.

Color Palette

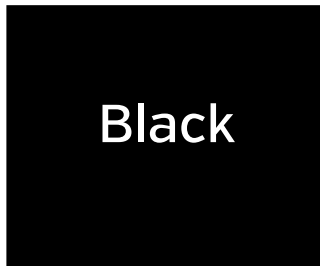


Food Photography Focused



* in environment. May fade image to the black or chalkboard background, but never over food

Background



Brand Fonts

EVELETH - HEADLINE

VENEER REGULAR - HEADLINE ALT

Verb - Family of Fonts - Copy

Covered By Your Grace - dickeys.com under logo & callout copy

Trade Gothic Condensed 18 - Small text & legal

- Promotion specific fonts may apply

*hand written fonts recommended and subject to approval along with use of other fonts.

