

BUBBA GUMP

— SHRIMP CO. —

fresh flavours, warm welcome

BRAND GUIDELINES



TABLE OF CONTENTS

1. LOGO DESIGN & VARIATIONS	2	4. TYPOGRAPHY SYSTEM	12
LOGO EXPLANATION	3	TYPOGRAPHY EXPLANATION/ EXAMPLES	13
LOGO VARIATIONS	4		
2. LOGO USAGE RULES	6	5. BRAND PERSONALITY	14
SPACING	7	CORE VALUES	15
USAGE RULES	8	ICONS & IMAGERY USED	16
3. COLOUR PALETTES	9	6. PRINT & DIGITAL SPECIFICATIONS	17
MAIN PALETTE	10	SPECIFICATIONS	18
SECONDARY PALETTE	11	EXAMPLES	19
		MOCKUPS	20
		CONTACT INFORMATION	21



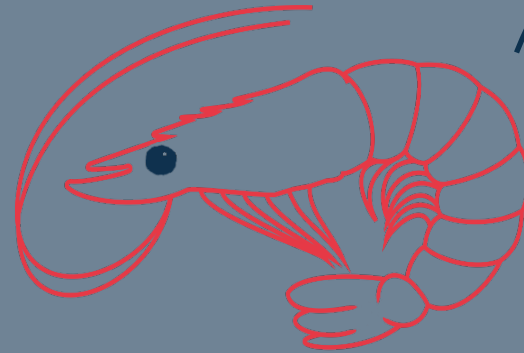
01

LOGO DESIGN & VARIATIONS



It is a bold and confident wordmark that communicates trust, tradition and authority. We are very dedicated to providing fresh and sustainably sourced seafood, and about our customers dining experience.

Represents the product and what we specialize in. It is simple but strong. The colour represents the freshness of our dishes.



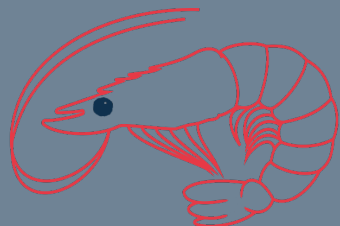
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This tagline is straightforward; welcoming and friendly. It shows that we care about our customers and that we only want to provide them with the best dining experience. The font is different and unique, just like our dishes.

The font style anchors the brand with clarity and balance.



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Use: Always used as the default logo for official brand communication, restaurant signage, menus, business cards, uniforms, and website headers.

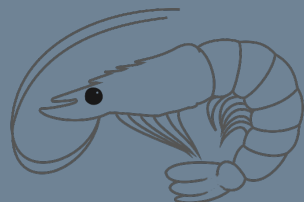
Explanation: This is the primary representation of the brand, showcasing both the shrimp illustration and the full text.

Use: Digital applications where horizontal space is limited; website footers, letterheads, and social media banners.

Explanation: A horizontal variation that pairs the shrimp icon with the brand name in a side-by-side format.

Use: Formal documents, watermarks, or when printing small scale items where the shrimp detail may be lost.

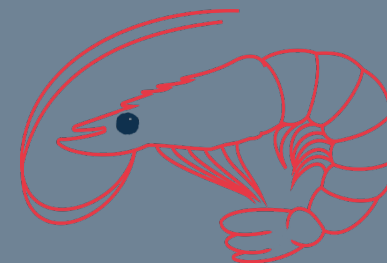
Explanation: A simplified version of the logo that uses the wordmark only.



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Use: Fax, stamps, single-color printing, and embroidery where the full color palette cannot be applied.

Explanation: A high-contrast version of the logo in monochrome for maximum legibility. Ensures brand consistency even in restricted print conditions.



Use: Digital icons like website favicons, app icons, social media profile pictures, and other small-scale applications.

Explanation: The standalone shrimp icon used without text for compact branding.



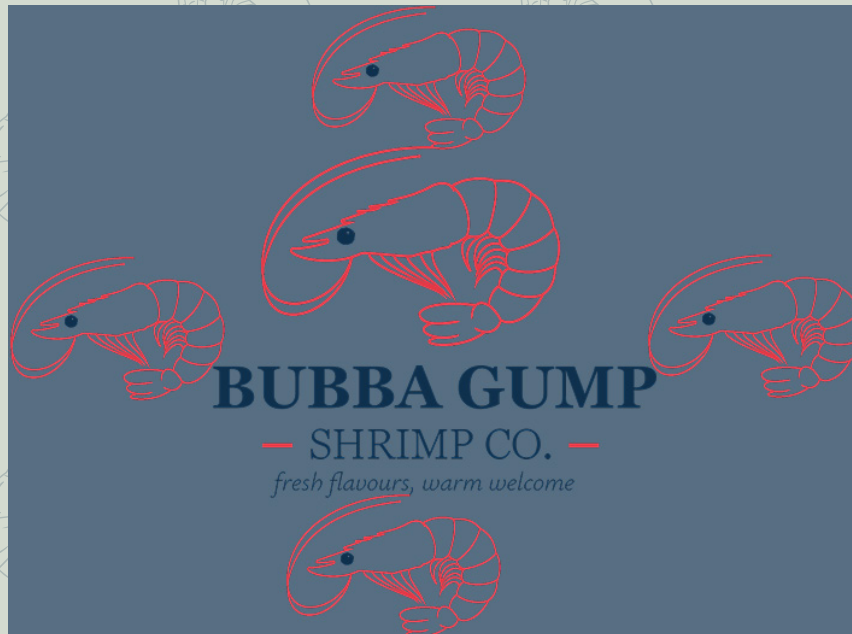
02

LOGO USAGE

RULES

SPACING

120px grid



711 x 526

To maintain legibility and visual impact, the Bubba Gump Shrimp Co. logo must always be surrounded by a minimum area of clear space. This prevents other design elements, text, or images from crowding the logo.

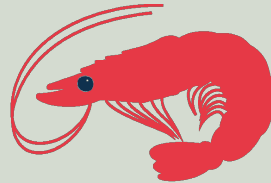
We use the shrimp icon as our unit of measurement for the clear space. The distance of one shrimp icon, scaled proportionally to the logo, should be maintained around all sides of the logo.

This ensures that the logo always has enough breathing room and maintains its professional and welcoming presence across applications.



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Do not rotate or resize the icon



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Do not fill in the icon



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Do not change the fonts



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Do not remove or add



You may change the wordmark
logo to white on brand coloured

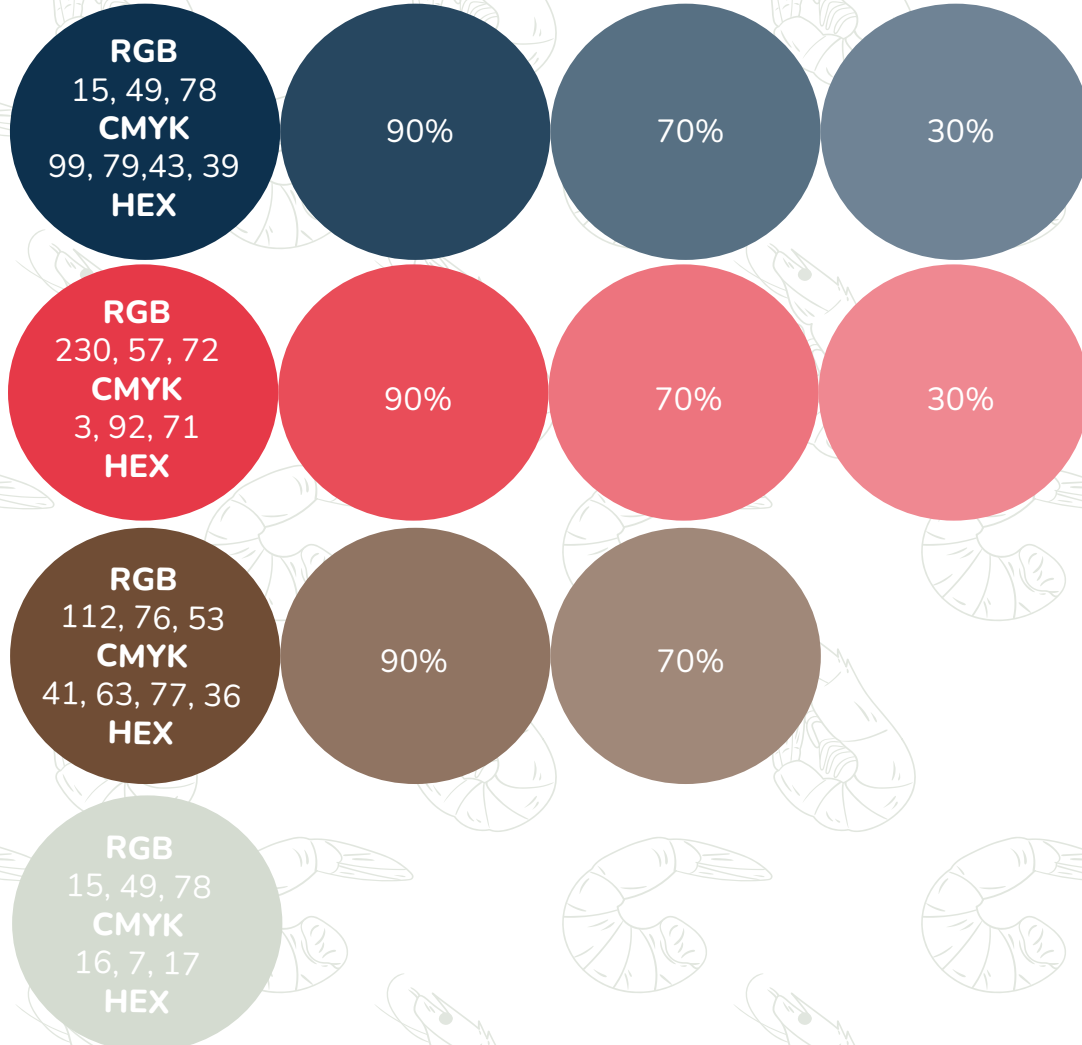


03

COLOUR

PALETTES

MAIN PALETTE



Deep Navy blues: These tones connect strongly to the ocean and marine time traditions. It gives the brand a feel of trust, stability and professionalism. The navy blue gives the brand a timeless feel.

Soft Coral: It evokes energy, passion and flavour. They add warmth, vibrancy, friendliness and approachability to contrast with the navy. These tones reflect fresh seafood and an unforgettable dining experience.

Brown neutrals: Earthy tones that ground the palette. They reinforce tradition and authenticity with the connection to the wooden and rustic dining experience.

Seafoam neutral: Balances the darker tone and suggests cleanliness and freshness.

SECONDARY PALETTE



NAVY BLUE

RGB
30, 29, 64
CMYK
93, 90, 43, 49
HEX
#1E1D40



VIBRANT RED

RGB
217, 13, 50
CMYK
8, 100, 86, 1
HEX
#D90D32



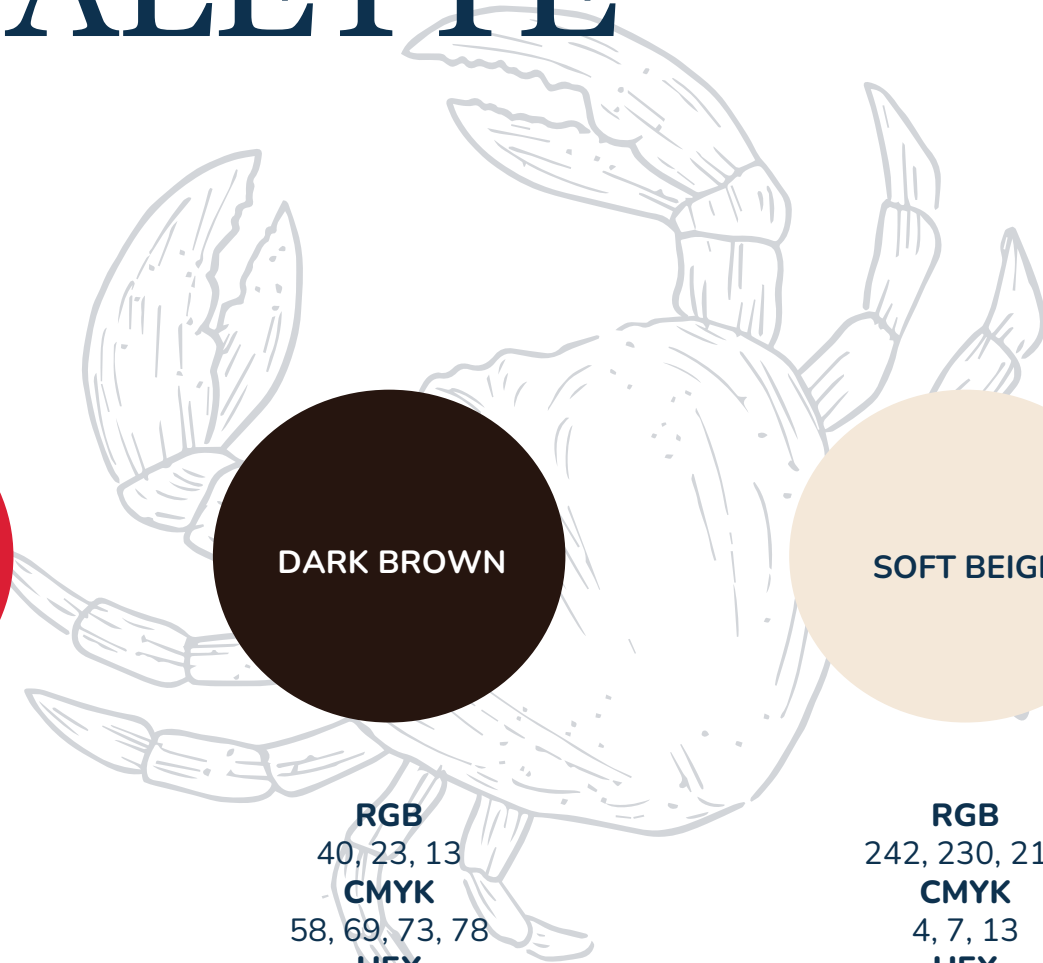
DARK BROWN

RGB
40, 23, 13
CMYK
58, 69, 73, 78
HEX
#28170D



SOFT BEIGE

RGB
242, 230, 216
CMYK
4, 7, 13
HEX
#F2E6D8





04

TYPOGRAPHY *SYSTEM*

GEORGIA PRO

HEADINGS/SUBHEADINGS

It is big, bold and readable. It is also elegant and timeless. It gives a sense of trust and heritage.

NUNITO

PARAGRAPH TEXT

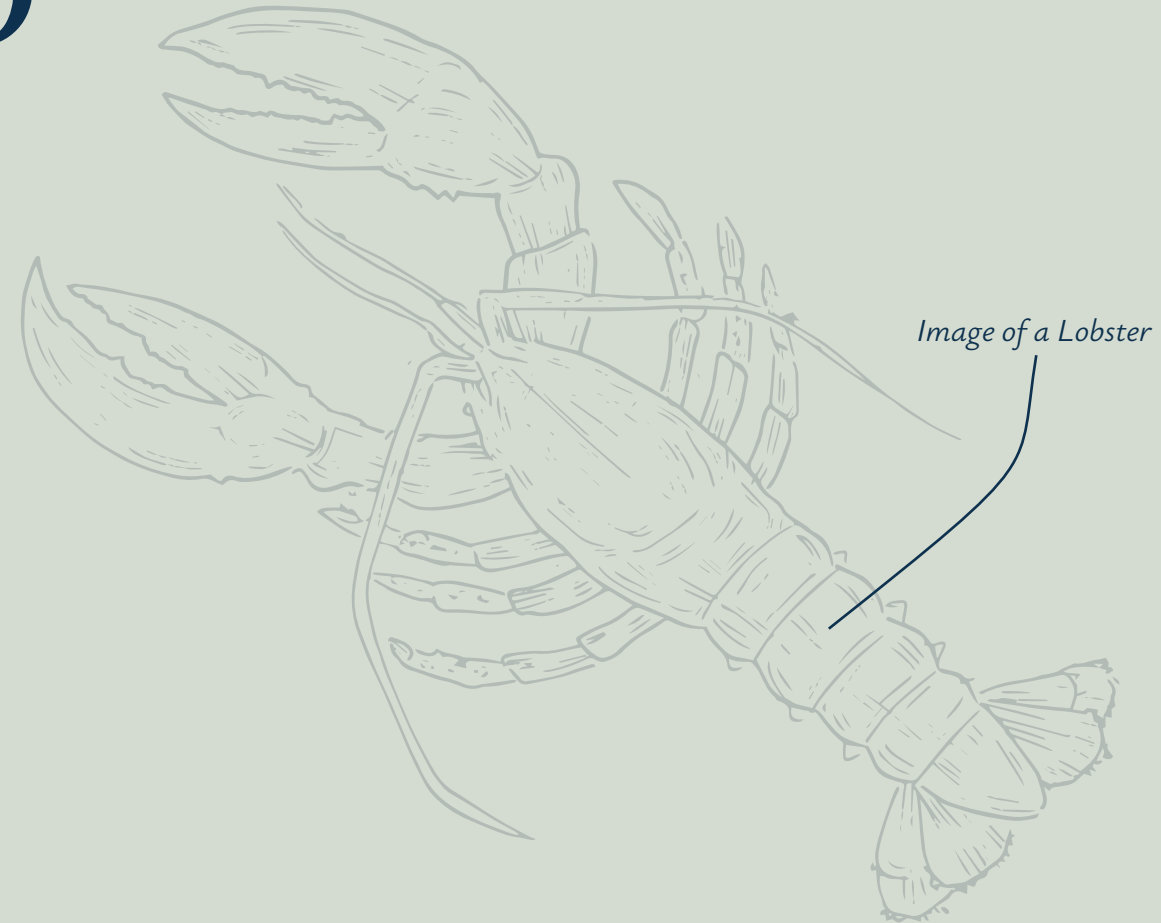
Modern and readable. Adds a sense of friendliness and approachability to balance Georgia's formality.

YSABEAU

TAGLINES/ HIGHLIGHTS/ LABELING

Modern and different. It is unique just like our dishes.

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05

BRAND

PERSONALITY



SUSTAINABLE

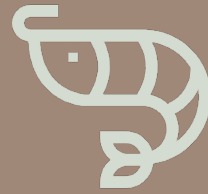
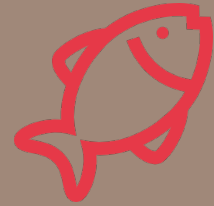
We are committed to freshness and sustainability. We use sustainable methods to catch our seafood to ensure that we are doing our part to contribute to the health of our ocean and provide our customers with the best quality seafood.

FRESH

Our brand voice and message should be friendly. We want our customers to feel at ease and happy. They should know that we care about the environment and their health. We only want to feed them delicious, fresh and sustainably sourced food.

WELCOMING

SOUTHERN STYLE



Icons are in brand colours or white. They should be rounded and simple.



Dishes and items should be placed on a wooden surface/ table when taking images. Images taken of customers should feel warm, welcoming and friendly.



06

PRINT & DIGITAL *SPECIFICATIONS*

PRINT

Printed materials should reinforce the traditional and welcoming feel of the brand.

Logo Usage:

- Primary logo for menus, business cards, letterheads, packaging.
- Secondary shrimp mark for coasters, receipts, or corner branding.

Typography:

- Headlines: Georgia Pro regular for titles (menus, posters).
- Body text: Nunito for readability on menus, brochures.
- Tagline/Accents: Ysabeau italic for warmth and emphasis.

Colour Palette:

- Main colour palette for print use.
- Navy & Red for headers and bold accents.
- Seafoam as a soft background wash to add freshness.

DIGITAL

Bubba Gumps digital presence should feel modern, fresh and authentic with a focus on community and dining experience.

Logo Usage:

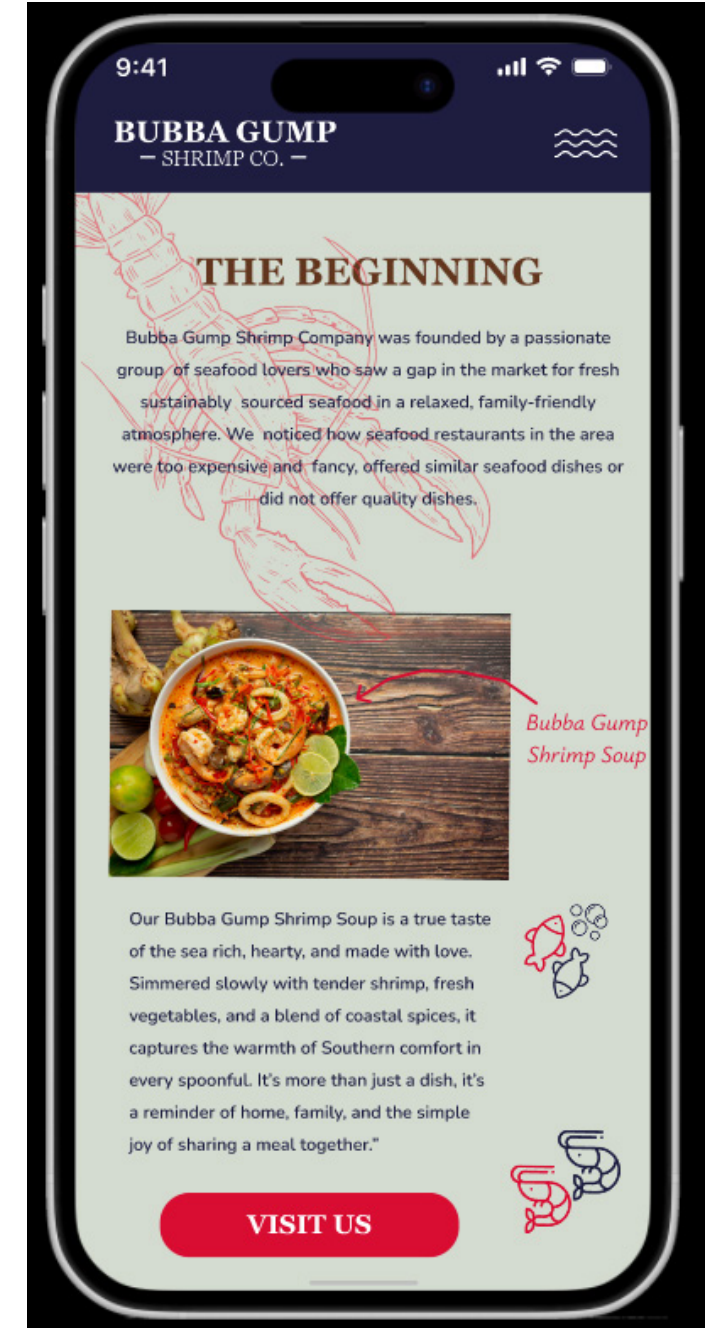
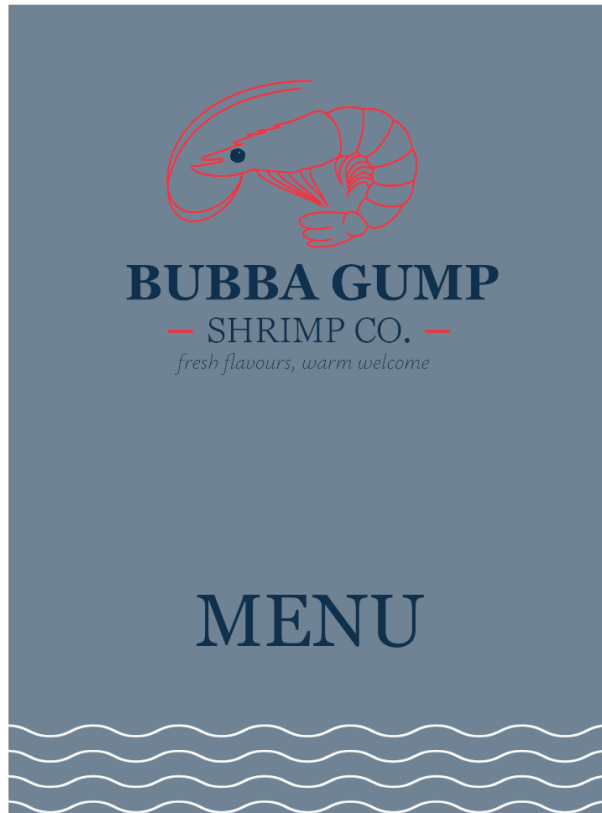
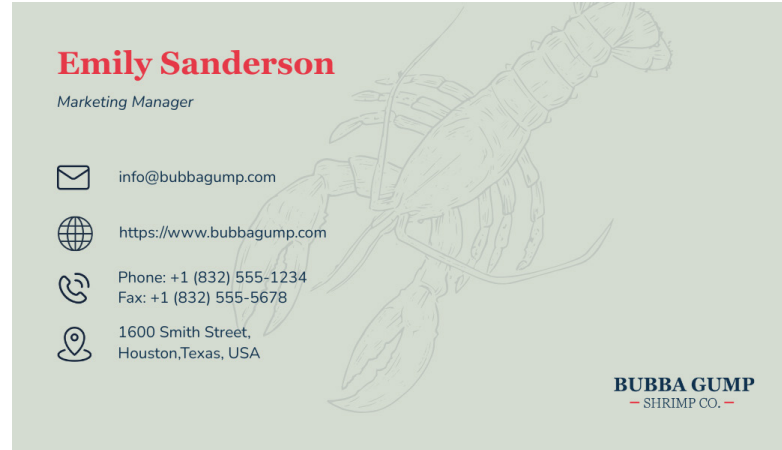
- Full logo and/ or secondary logo on websites, apps, and digital menus.
- Shrimp icon as a favicon, app icon, or watermark.

Typography:

- Headings: Georgia Pro regular
- Body text: Nunito
- UI labels: Ysabea

Colour Palette:

- Secondary colour palette.
- Vibrant red for buttons, CTAs, highlights.
- Navy as the main colour.
- Beige for backgrounds.





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