

The
Bunker
MIXOLOGY

Brand Book

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The
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MIXOLOGY

Hello!

In your hands you have “The Bunker” brandbook, contains tools that will serve as a guide to apply our brand in everything we do and say as a company. Our brand is not just a name, logo or the way we sell our services. Our brand represents our principles and how we will communicate to get our ideas heard with one voice.

This is where it all begins.

Our brand is not only a name or a logo. Is much more; It represents who we are, our purpose and ideas that we communicate

Brand Personality

Being born and raised by parents who were artists, from an early age Bunker relocated throughout various countries around the world accompanying his parents to showcase and sell their artwork. Bunker saw the struggle and hardships of being an artist throughout his entire childhood. Bunker embraced multiple cultures around the world and took an interest in the arts, fine spirits and gastronomy world. As an adult, using his well polished communication and multicultural skills, as well as his parents failed art ventures, Bunker realized selling was more lucrative than creating, so he decided to pursue a career as a global art dealer. Tending to exclusive clients around the world his little black book of clients included world leaders, politicians, celebrities, musicians and of course A list sculptors and painters. Bunker was the life of the party by memorizing his acquaintances with his world travels and adventures in procuring fine arts. Getting close to retirement, Bunker now enjoys displaying his collection of curiosities and adventures to his guests. His charisma and story telling abilities will forever entertain his elite guests as he relaxes and enjoys a fine scotch while appreciating his museum like collection.

UNTOLD STORIES

..... The story is yours to tell.

Brand Promise

**THE STORY
IS YOURS
TO TELL.**

We must transmit in all our actions, behavior, in the way we we communicate and how we see each other.

Our Essence

The sense of story-telling enchants your mind to visualize his adventures. You will be at the edge of your feet anxiously wanting to hear how the story unfolds and ends.

Creative context

It is hard to measure the art of storytelling, but you know it when you see it, hear it or feel it. Works of art tell stories. Artists can present narrative in many ways, by using a series of images representing moments in a story, well-known historical, religious, legendary, mythic stories, or artists invent their own, leaving the viewer to imagine the narrative. We take this ancient form of enchanting audiences in one location to live as a sensory captivating experience of a collection of art and stories.

Manifesto

As I travel round the world I have learned many Languages, People, Art, Traditions and Stories. People have shared their knowledge and I have gathered everything I require to share it with the world. Many unheard voices, many stories left forgotten, it is I who shall teach their ways. Art hides many details, anecdotes and my duty is to share those stories, inspire and captivate you with them.

Content pillars

- **EVERGREEN**
- **PROMOTIONAL**

Our values are at the core of our brand, represent our principles as a company and should guide all our decisions, communications and our personality.

Concept

- **UNTOLD STORIES**
- **THE STORY IS YOURS
TO TELL**

Our concept defines the way we speak, we write and how we see each other. Applied to everything we do helps us create a strong and recognizable brand.

Voice Tone

- **ADVENTUROIOUS**
- **DIPLOMATIC**
- **AMBITIOUS**
- **CAPTIVATING**

Our voice tone articulates all perceptions of the brand and is used as a distinctive element of our personality to reinforce our brand promise.

The Do's n Dont's

DO'S

- Share the story behind art.
- Inspire and captivate through story telling.
- Teach about mixology.
- Embellish the audience with unique and enchanting word play.

DONT'S

- Do not enter into an argument with a hater.
- Do not censor opinions.
- Do not post or replay without using our voice and tones, could generate mistrust.
- Do not get into controversy over a social problem.

OUR BRANDING!

Our Fonts

Antiquarian Scribe

Inspired by a brush script, we use this font only in the menu as it serves as notes written by bunker.

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Our Fonts

Bebas Neue

Inspired by old newspaper titles.

This font should only be used in big titles.

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsTt UuVvWwXxYyZz

1234567890

Our Fonts

Gabriele
Bad AH

This font has been selected specifically to appeal to a typewriter replica that will be used on the menu. The menu will be written as the finding of a notebook with provisions lists used on the WW2.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Our Fonts

MILLER BANNER

Simple font that should be used in long scripts like stationary documents and sometimes in titles that try to replicate newspapers.

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
1234567890

Our Colors

Colors are simple yet refined. The Bunker should stay silent, art is what gives color to us. The Bunker does not want to overshadow what we show, the show, the spectacle comes from stories and art.



Onyx

CMYK 68 - 62 - 61 - 51
RGB 59 - 59 - 59
HEX #3B3B3B



Sandy Brown

CMYK 21 - 16 - 17 - 0
RGB 200 - 200 - 200
HEX #C8C8C8



White

CMYK 0 - 0 - 0 - 0
RGB 255 - 255 - 255
HEX #FFFFFF

Our Logotype

Based on “The Saturday evening post” a magazine from 1897 that featured art in its covers by a man named “Norman Rockwell” He started his own artistic movement where his statement was that art should be and understood by everyone. All othe artists thought he was the odd one out, everyone was making obscure things only they understood. What we seek here is to make art something everyone can enjoy, tell stories driven by art and teach through it.

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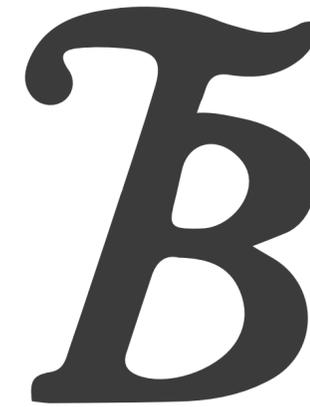
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The
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Our short logo

*A seal of aproval, our signature. Bunker seeks the very best
this short logo should be used as a signature when required.*



B

B

B

Our Logotypes

We try to replicate an olden style as this logo has been lost in time and brought back to tell everything they've been doing. The logo itself as a great story to tell and thats what we want people to feel when they are in bunker. Ask, learn, understand about art and stories to tell.

The
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Official Logo

B

Short Logo

Tell me her story

Story says people used to worship her, based on my research this one is still a mystery to this day



MARIANNE
Reward to anyone who gives information about her location.

CONFIDENTIAL

Current location: unknown.



OUR BRAND
IN ACTION



Tell me their story

Story says people used to worship her, based on my research this one is still a mystery to this day



SPHIRON
Reward to anyone who gives information about her location.

CONFIDENTIAL

B

Current location: unknown.





Tell me their story

ystem to this day

ays people used to worship her, based on my research this on

is still a m

Story sa

PTO
Return

GMÉE
to gives information about her location.

to anyone who
OLF

CONFIDENTIAL

Current location: unk



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B'



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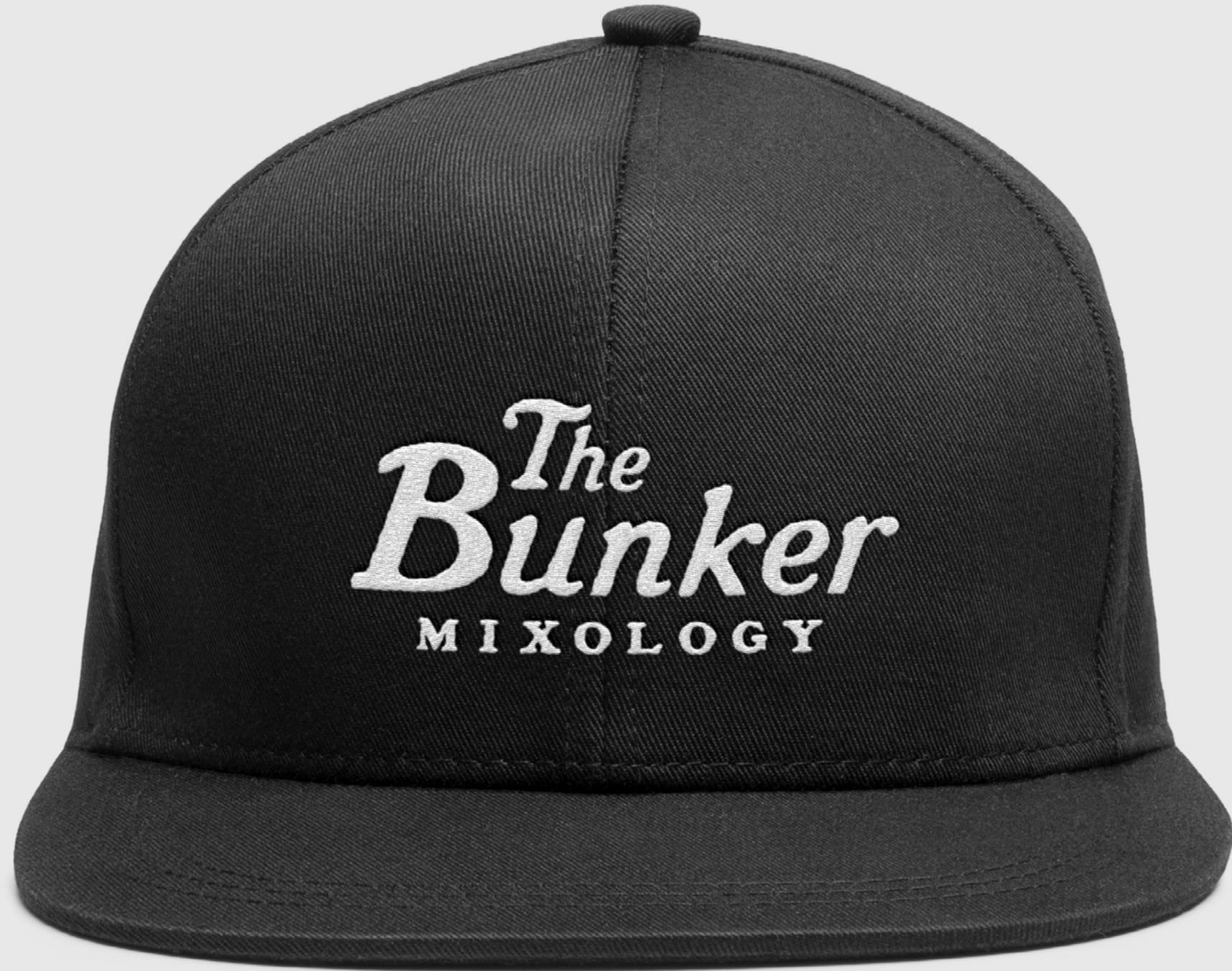
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