

**FRESH.** **VIBES.**



## TABLE OF CONTENTS

Intro .....	1
Brand Key .....	3
Brand History .....	5
Culture & Team .....	7
Community .....	10
Values .....	12
Voice .....	13
Decor .....	15
Vibe .....	17
Photography .....	20
Food .....	23
Bourbon & Brews .....	25
Catering .....	28
Franchise Support .....	29
Logo & Style Guide .....	31
Colors & Fonts .....	32

THE BOHEMIAN BULL EXPERIENCE  
IS ALL ABOUT TWO THINGS.

## EATING GOOD. DOING GOOD.

Mix our servant attitude and unique scratch-made menu in a fun, relaxing, “get away from the real world” environment, and you’ve got a good understanding of who we are (and why we do what we do). NO BULL.

This is our style guide and it'll teach you how to use logos, fonts, and other elements that make up our brand.



# BRAND KEY

*Essence:* **FRESH. VIBES.**

**1**

## Competitive Environment

Full-service restaurants with full liquor bars providing a laid-back, family-friendly atmosphere and high-quality food.

**2**

## Target

Someone looking for good food and fun for all ages (singles and families) - any person that strives for individuality, uniqueness, is flexible and easy-going and believes every person can help make the world a better place with acts of kindness

**3**

## Values & Personality

Values the unconventional, unpretentious, and interesting, but is also approachable and respectful to all people; servant attitude with all things; the best friend to share

**4**

## Benefits

Laid-back full-service dining experience of in-house ground burgers and other unique scratch-made items using high-quality, fresh, local ingredients. Always hand-

crafted cocktails and beers with attentive servers in a fun, relaxing, getaway from the real world. Enjoy beers of the month, new and unique hand-crafted cocktails by experienced and warm-hearted bartenders.

Each location is locally owned and provides a unique feel centered around great customer service and high-quality food. More than just bar food - we're an escape from the chain mundane.

We offer a bohemian state of mind - where you're free to live, laugh, and eat however you want. No forking judgment.

**5**

## Discriminator

The Bohemian Bull provides a vacation away from the real world into a place where you can relax, be yourself, and enjoy high-quality scratch-made food, specifically the scratch made food and amazing drinks..

**6**

## Reasons to Believe

Amazing, passionate staff members with servant's attitudes, hand-crafted cocktails and an insane selection of craft beers. In-house ground, high-quality meat making it the best burger

Goal is to give guests a break from the ordinary and send them home happy, full, and satisfied after a good time is had by all - regardless of age or diet. With a menu of high quality, award-winning food; a fun, family-friendly atmosphere; and enough beer to satisfy even the snobbiest of beer snobs, it's easy to live and love the fresh vibes. No bull.



# our HISTORY

**Bohemian Bull Tavern and Beer Garden opened in 2013 and was inspired by the culture and lifestyle of Charleston, South Carolina. We strive to support our local community in everything we do and we're proud to use local vendors as much as we can.**

Our mission is to be a positive influence to everyone we come in contact with, to give back to the communities we work and live in, and to honor all that we have been trusted with.

In the same way, we're honored to be a part of your future as you take the step to invest in a Bohemian Bull franchise of your own.

Clear communication from our business experts, ongoing support within all areas of the business, and an incredibly strong leadership team keep our franchise system strong.

Welcome and thank you for being a part of our history.



*Bohemian Bull is a place where family and friends can come and relax in a lively, open atmosphere, and enjoy hearty, craveable food, and a delicious selection of craft beers and cocktails.*

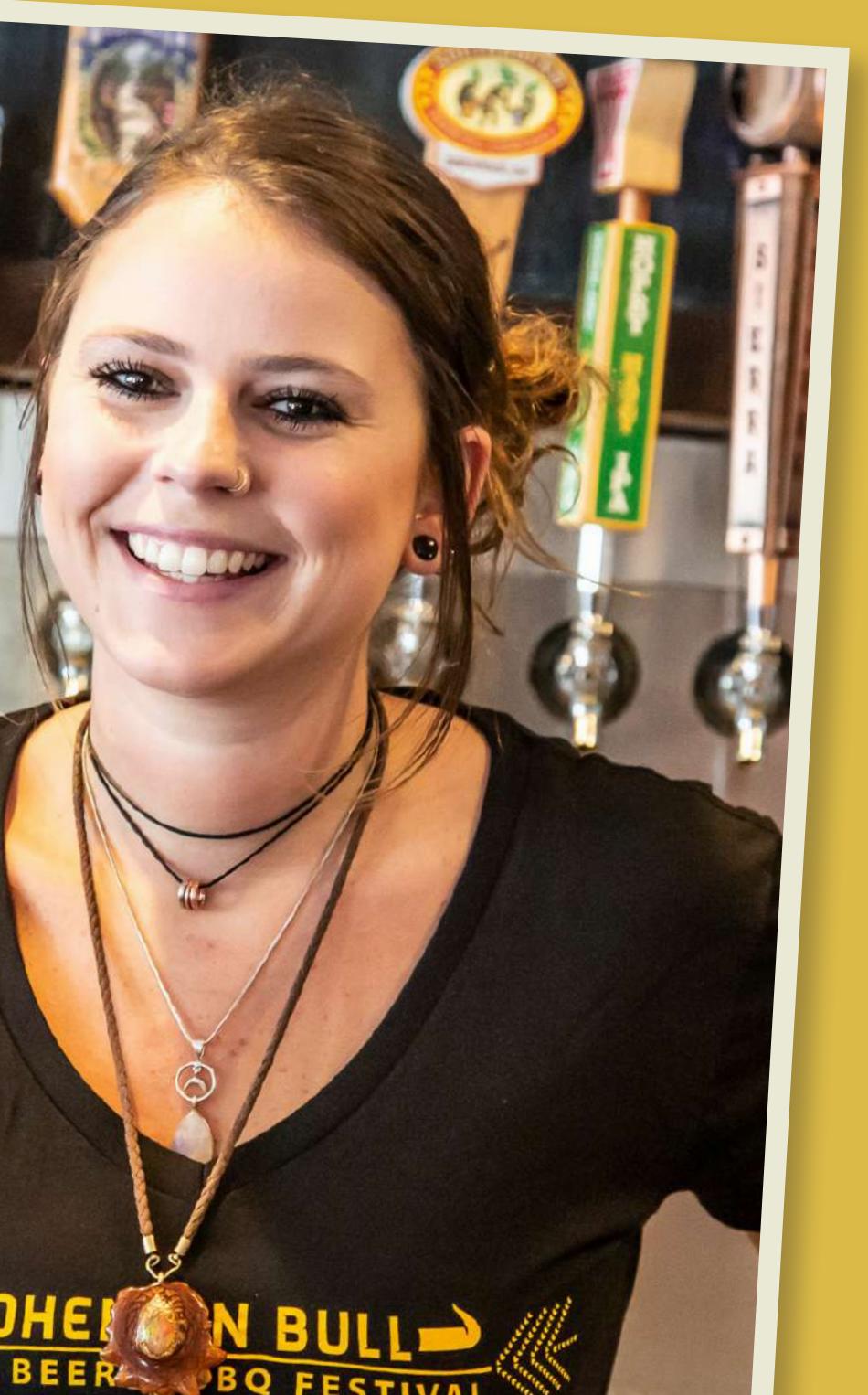


# our CULTURE & TEAM

The culture of every Bohemian Bull stems from a mix of respect, quality, integrity and fun.

How do we come up with such a delicious cocktail? The same way we come up with every delicious cocktail we serve: our staff.

Our team is our biggest asset, so we don't treat them like a number - instead, we get to know them and teach rather than reprimand.

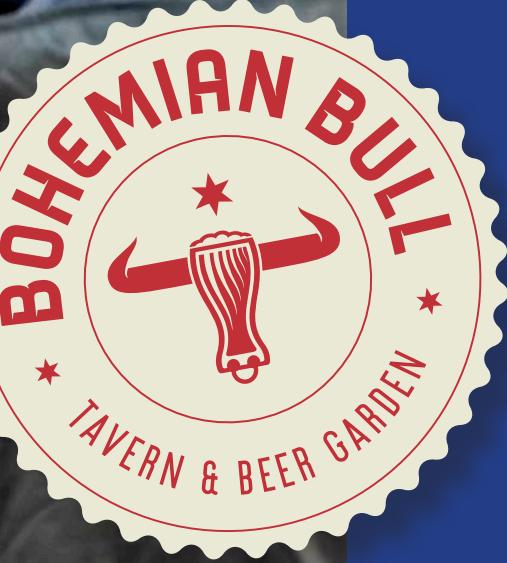


## We don't lose. We learn.

To us, our culture isn't defined just by good financial numbers, but by a willingness to always do what's right.

Here's our "quick hitter" list for a successful staff relationship.

- ★ You can't manage staff through security cameras and P&L statements
- ★ Listen and get to know your staff so they get to know your guests
- ★ Put your staff first and they'll put guests first
- ★ Everyone has a unique flavor and that's OK - it's what helps make up the bohemian vibe in each location
- ★ Encourage your team to participate in bonding experiences and by lending their time to worthy local events and causes



# OUR COMMUNITY

Since opening in 2013, we've done so much for our local community. What we've found is simple yet profound: when you give to the community, the community gives back to you.

We care deeply about our surrounding community and you should, too.

Choose a cause, or a few causes, that are important to you, your team, and your community and then wear your heart on your sleeve (and your walls).

Grab the bull by the horns and actively support local events and worthy causes. We encourage you to display your efforts and actively invite your staff and your guests to join.



## our **VALUES**

We value the unconventional, unpretentious, and interesting, but we're approachable and respectful to all guests (two and four-legged alike).

- ★ Everyone is always **WELCOME**
- ★ **COMMUNITY SERVICE** is a privilege
- ★ **QUALITY** is our Number 1 Ingredient
- ★ **FUN** starts when you walk in
- ★ **WEIRD** is welcome

# our **VOICE**

Much like our brand, our burgers, and our menu, our voice can be a little bohemian - meaning it's unconventional and artistic but it's always welcoming.

Little bit of this. Little bit of that. Whole lotta fun.

Our voice is not offensive, profane, inappropriate, or long-winded. Keep it brief, have fun, and don't be a jerk. It's a good life lesson and the best way to match our tone.



# OUR DECOR

## Bohemian, duh.

**Our walls and our vibe set the stage for the guest experience, especially for those unlucky enough not to have walked through our doors before.**

We want every guest to feel like they're relaxed and ready to have a good time the moment they walk through our doors.

**Be unique. Be weird.  
Be courteous.**

Your location must include the following, but feel free to add your own bohemian flair to your restaurant.

**Remember:** wherever possible, you should bring local flavor and culture into your restaurant.

### Distinctly Different

- ★ Bullhead
- ★ Funky murals
- ★ Warming wood tones
- ★ Bohemian structures (rebar walkway, rope wall, reused materials, bottle cap bench)

Your space should bring unconventional elements into a restaurant for a unique design that is totally cool and totally your own.

### FUN FACT

The rebar walkway at our first location has become a selfie hot spot for guests.

They enjoy taking their photo there, and we enjoy the free publicity and shares from their social media accounts, so consider having a similar structure (something unique that enhances photos) at your location.



# our VIBE ATMOSPHERE MUSIC

Guests should immediately feel relaxed and welcome when entering. We're not upscale or uptight, but we do want guests to feel comfortable and welcome.

Although things may look and feel eclectic, make no mistake: the key to our success is providing the very best food and beverage experience.

**Every. Single. Time.**



What comes before part-b?  
**Part-aaaaay!**  
(but, like, a cool relaxed one)

## MUSIC

We have eclectic tastes (and tastebuds), so we hope you do, too. Some rules of the road:

- ★ Rock, pop and country is always appreciated
- ★ Don't be afraid of the 70s and 80s hits
- ★ Rap until you nap (see what we did there with the rhyming?) but don't play anything explicit
- ★ Ya mon! Reggae always sets a great tone for guests
- ★ Okay, maybe not death metal - it might "kill" the vibe

## LIGHTING

Indoor lights should be timed to adjust with the sun to keep everything feeling cool as a cucumber.

**An electric state of mind.**



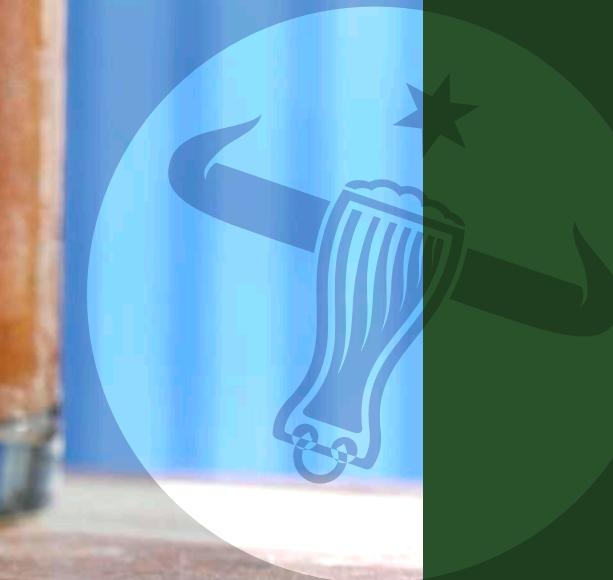


# OUR PHOTOGRAPHY

**All photographs should create a feeling and tell a story, right?**

For us, that means the photos make people feel hungry... or satisfied shortly after being hungry (what a great feeling by the way).

We'll provide you with photos, but you're free to take your own as well (especially for social media use).



## Food & Drink

- ★ Good food photos are worth their weight in gold, so be prepared to pay a professional for them
- ★ Showcase the variety of menu items including seasonal dishes and cocktails

## our PHOTOGRAPHY

### PEOPLE

- ★ Showcase the diverse culture of your staff and your patrons to highlight that everyone is welcome
- ★ When you're photographing food, showing just hands is OK - but every other photo you take or post on social media should include faces to help engage viewers and promote connection
- ★ Happy faces are the best faces
- ★ Consider your ideal customer and make sure they're represented in your photography



## our PHOTOGRAPHY

### Social Media

- ★ Include a mix of food, event, charitable and restaurant photos
- ★ Try not to post photos featuring the same team members or guests back-to-back
- ★ Pay attention to your background (you'd be surprised how quickly dirty dishes or cleaning rags make their way into a photo when you're not looking)

#### TIP:

Nominate someone on your team to step up and take the lead as a social media coordinator to help develop consistent social "voice" and post cadence.



# our FOOD

**We're not like any other burger joint out there by design.**

We start with the best ingredients, and then add in a pinch of passion and a dash of "wow" to present something that guests want to eat again and again.

The star of the show? Our in-house ground, scratch-made burgers. We spend up to several hours every day on this process (most places that do this aren't cheap or casual), but it creates our signature flavor.

**Elevating the burger by grinding the meat.**

It's what we're known for - and for good reason.

Instead of grilling our burgers over a charbroiler, we sear them on a flat top grill. This method locks in all the fat to create a really juicy burger, even when it's cooked well done. You're required to cook burgers this way because, well, it really is the best way to do it.



**Good ingredients, good people, good times.**

Burgers are our bread and butter (see what we did there?), but sometimes guests may want something different from our menu of unique scratch-made items using only high-quality, fresh, and local ingredients.

Every salad, wrap, sandwich, appetizer, and entree is meant to be craveable, delicious, and consistent.

P.S., a lot of our sauces are also scratch-made to provide our guests with the freshest ingredients.

# BOURBON & BREWS

We offer a full liquor bar to our guests, but we love our bourbon and craft beer.

## Bourbon

We have as many as 80 different bourbons on our shelf at any given time. You won't be required to have that many, but you should have a substantial amount across varying price points at all times.

If you have the ability to participate in bourbon barrel programs, we highly encourage it. You'll go to the distilleries and choose a specific barrel (or we may do it for you), get it bottled and sell it in specialty cocktails or on the rocks.

Vibe with your tribe.



## Brews

High-quality craft beer is a staple at Bohemian Bull and you'll be required to have a significant amount of beers on tap.

One tap should be dedicated to a "Beer of the Month" with a special price point

Every tap is reserved for craft beer (domestics and imports should only be available in cans or bottles)

We love supporting local breweries as much as possible

Beer should also be incorporated in menu items like beer cheese, beer batter or Guinness-braised corned beef

Local events and partnerships with breweries are always a big hit and draw a good crowd

An escape from the chain mundane.





# our CATERING

Office party? Special occasion? Just obnoxiously hungry? No judgment.

We can cater with the best of 'em.

Make sure catering is a part of your location's success with signage and availability on your website.

If you are catering a big job, consider posting it on social media to organically generate interest in this side of the business.

# our FRANCHISEES



## Operational Support

The Bohemian Bull team is here for you every day with an entire team dedicated to your success. Operational support includes administrative procedures, product ordering, pricing guidelines, and more.



## Marketing Support

When you join our network, you are gaining incredibly strong brand power that boosts your reputation from the beginning. Solid marketing plans, collateral designs, and social media tactics are all included in your franchise package. We will also provide professional photography for use in your marketing materials.



## Training Program

Our comprehensive training program kicks off your Bohemian Bull franchise. Training takes place at our location and then yours, plus we offer refresher training throughout the life of your franchise.



## Ongoing Research and Development

We will provide our continued research methods and techniques to enhance unit-level profitability.



## THE LOGO



HORIZONTAL LOGO COLOR



HORIZONTAL LOGO BLACK



HORIZONTAL VARIATION 1



HORIZONTAL VARIATION 2

## LOGO BADGE



4C LOGO GREY



2C LOGO RED



4C LOGO GOLD

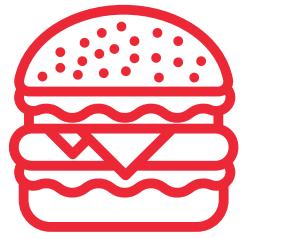


2C LOGO GOLD



2C LOGO CREAM

## ICONOGRAPHY



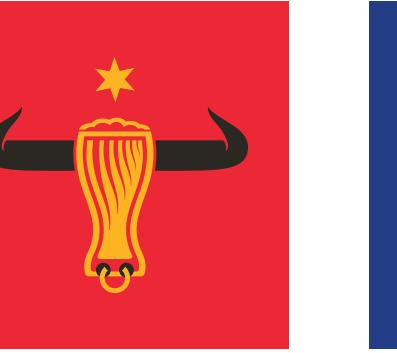
BURGERS



BOURBON

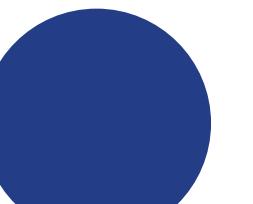


BEER



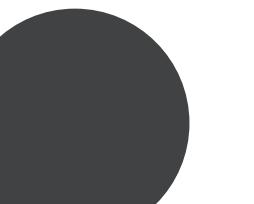
BRAND SUB-MARK

## THE COLORS



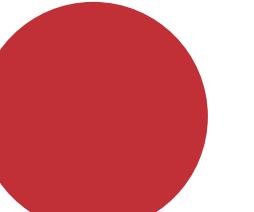
INDIGO BLUE

C 100 M 89 Y 15 K 4



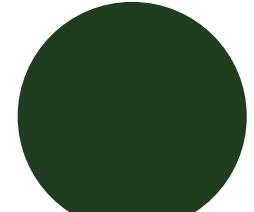
STONE

C 0 M 0 Y 0 K 89



EARTHY RED

C 18 M 94 Y 83 K 7



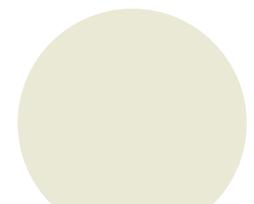
LUSHGREEN

C 78 M 48 Y 89 K 58



GOLDEN

C 15 M 24 Y 85 K 0



CREAM

C 8 M 5 Y 1 K 0

## THE FONTS

### HEADLINES

**EXPORT** REGULAR

### SUB-HEADLINES & BODY COPY

**LosLana Niu Pro**  
Light / Regular / Bold

### ACCENTS

**Providence Sans Pro**  
Regular / Bold

