TRILL BURGERS

BRAND GUIDELINES

Partner & Co-Branding Edition

Logo usage, color, typography and co-branded lockup rules for partner-produced materials: service ware, window clings, signage, stencils and presentations.

Trill Burgers · Houston, TX Version 1.0 · October 2026 Approvals: golda@trill-burgers.com

Logo versions

Trill Burgers has **one primary logo**: the stacked TRILL / BURGERS lettering with ornamental flourishes. It is custom artwork. Always use the supplied files, and never retype, redraw or rebuild it.

The logo comes in three colors (gold, black and white), which make the four approved pairings shown here. Pick the pairing with the strongest contrast against the surface it sits on.

> No separate icon, monogram or secondary wordmark exists. Do not crop the flourishes or pull out parts of the logo to make one.



Gold on Black
Signature look. Use it for hero placements, packaging, signage and the deck cover.



White on Black / Dark
Use on black or dark solid colors and on dark photos inside a solid holding shape. Also the reversed choice for one-color white ink.



Black on Trill Gold
Use on gold or yellow fields, such as cups, napkins and window clings.



Black on White / Light
Use on white or light solid surfaces, kraft stock, and for one-color black printing and stencils.

Which file to use

USE	FILE TYPE (IN THE LOGO PACK)
Print: boxes, cups, napkins, clings, signage	Vector **PDF / EPS (CMYK)** or the original **.AI** master. Vectors scale to any size.
Stencils, vinyl and plotter cutting	Vector **SVG / PDF / EPS**, one-color black (K100 file supplied)
Decks, web and social	**PNG** (transparent, 4000 px or 1200 px) or **SVG**

Clear space & minimum size



X = the height of the "B" in BURGERS (about one-third of the logo's height). Keep at least X of clear space on every side, measured from the outermost flourish.

Clear space

Keep text, partner logos, graphics, die cuts, folds and the edges of the surface outside the clear-space zone. On packaging, also keep the logo at least 0.25" inside every cut and fold line.

Minimum size

Print	1" (25 mm) wide minimum
Screen	120 px wide minimum
Stencils & cut vinyl	Make the logo big enough that the thinnest flourish lines cut and print cleanly. **Send a test cut or proof to Trill for approval.**

The fine flourish lines are part of the logo. If a process can't hold them at the planned size, make the logo bigger. Don't remove, thicken or simplify the flourishes.

Color palette

The brand runs on **gold, black and white**. Print values come from the official master logo file. The digital accent is the gold used for text on trill-burgers.com. Put the Trill logo only on these colors. Partner colors can be used elsewhere in the artwork.

Trill Gold
HEX #FEC150
RGB 254 · 193 · 80
CMYK 0 · 26 · 79 · 0
Logo gold (master file)

Black
HEX #000000
RGB 0 · 0 · 0
CMYK 60 · 40 · 40 · 100 (rich)
1-color: K 100
Logo & backgrounds

White
HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0
Reversed logo

Web Gold (digital accent)
HEX #F5C365
RGB 245 · 195 · 101
Screen only. For print, use Trill Gold.
Text color on trill-burgers.com

Approved logo / background pairs

- Gold logo on black
- White logo on black or a dark solid color
- Black logo on Trill Gold
- Black logo on white or a light solid color

Print notes

CMYK values come from the master Illustrator file. Rich black is for large black areas. For fine line work, small sizes and one-color jobs, use 100 K. **No Pantone (spot) color is specified.** If your production needs a spot ink, ask Trill to approve a match from a printed proof.

Typography

The logo is artwork, not a font

The TRILL BURGERS lettering in the logo is supplied as outlined artwork. Don't try to recreate it with a typeface or set other words in its style.

Brand typeface (website)

Silvano Western

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Trill Burgers uses Silvano Western Regular (Letterhend Studio) for headlines and text on trill-burgers.com. It is a commercial typeface, so your team needs its own license to use it.

Type on co-branded materials

- **Partner copy** (offers, event details, hashtags) can be set in the partner's own brand typefaces.
- **Trill-voice copy** (headlines that speak for Trill) should use Silvano Western where it's licensed. If it isn't, send the copy and your proposed font to Trill for approval.
- Don't put type inside the logo's clear space, and don't join type to the logo to make a new lockup.
- On dark backgrounds, set text in white or Web Gold. On gold, set it in black.

> Trill has not specified a separate body or secondary typeface for partner use. If you need one for longer copy, agree on it with Trill during design review.

Logo do's & don'ts



Do
Use the supplied files, at their original proportions, on a clean solid background.



Do
Keep strong contrast and the full clear space around the logo.



Don't stretch or squash
Always scale proportionally.



Don't recolor
Use only gold, black or white, and never partner colors.



Don't rotate or tilt
Keep the logo level.



Don't add effects
No shadows, glows, outlines, bevels, gradients or textures.



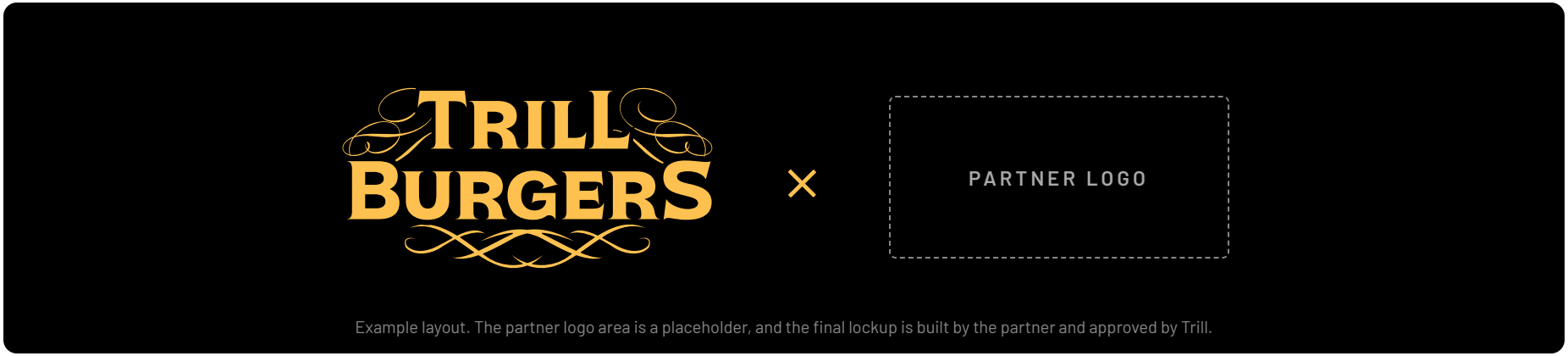
Don't use busy backgrounds
Over photos, put the logo on a solid holding shape.



Don't use low contrast
Avoid gold on tan, gray on black and similar pairings.

Also don't crop or rearrange the logo, remove its flourishes, outline it, add taglines inside its clear space, or combine it with other marks into a new logo. Use the co-branding lockup on the next page instead.

Co-branding & partner lockups



Example layout. The partner logo area is a placeholder, and the final lockup is built by the partner and approved by Trill.

Lockup rules

- Place the Trill logo and the partner logo **side by side**, separated by a thin vertical divider or an "×".
- **Give both logos equal visual weight**, with similar optical size and presence. Neither should dominate.
- Leave at least **X** (the height of the "B") between each logo and the divider, and around the whole lockup.
- Align both logos on their vertical centers. Set the divider or "×" in one color: gold, white or black.
- Use each brand's approved files and colorways unchanged. Don't merge, overlap or restyle either logo.

Applications

- **Boxes, cups & napkins:** Build boxes on the official die template (supplied by Trill's packaging partner). Keep logos 0.25" inside cuts and folds.
- **Window clings & decals:** Use a solid gold, black or white field behind the logo. Check legibility from both sides if the cling is reversed.
- **Sidewalk chalk stencils:** Use the one-color black vector and make it big enough for the flourishes to hold. Prototype before production.
- **Signage & activation deck:** Use the vector or 4000 px PNG files, and never a screenshot.

Approval required: All partner lockups, mockups and final artwork need written approval from Trill Burgers before anything goes to print or production.

07 · APPROVALS

Approvals & contact

How approvals work

1. Send concepts and mockups as PDFs, showing every item (boxes, cups, napkins, clings, stencils, signage, deck).
2. Trill reviews the logo use, colors, clear space and the co-branded lockup, then approves or sends back changes.
3. Send final, print-ready files for sign-off before you release them to any printer or vendor.
4. Build review time into your production schedule. Nothing goes to print or production without written approval from Trill.

What's in the logo pack

Primary logo in gold, black and white with transparent backgrounds (SVG, PNG 4000/1200 px, CMYK PDF and EPS), a one-color K100 black, the logo on gold, black and white backgrounds (CMYK PDF and PNG), and the original Illustrator master (.AI).

BRAND APPROVALS CONTACT

Golda Valladares

Administrative Lead, Trill Burgers

golda@trill-burgers.com

www.trill-burgers.com · Houston, TX

© Trill Burgers. All rights reserved. The Trill Burgers logo may be used only with permission, as described in these guidelines.