

***BI·RITE***

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EAT GOOD FOOD

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# BRAND GUIDELINES

UPDATED 10/2022

# CREATING COMMUNITY THROUGH FOOD®

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Something powerful happens when we gather around a table together. We become connected to each other, to the food on the table, to the producers who grew, raised, and crafted the delicious food, and connected to the land where it came from. Gathering around a table together creates community.

On a mission of Creating Community Through Food®, Bi-Rite strives every day to cultivate meaningful relationships with each member at our proverbial table. We believe it's our responsibility to cultivate an organization that helps our community — our guests, our producers and partners, our staff, and our planet — thrive for generations to come.

Creating Community Through Food® is a registered trademark.



# THE BI-RITE BRAND

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Bi-Rite has been a San Francisco institution for more than 80 years. Over the past 20+ years, Bi-Rite has grown from a single location to become the Bi-Rite Family of Businesses, comprised of two neighborhood Markets, a world-renowned Creamery and solar-powered ice cream truck, and a creative Catering company. The Bi-Rite family also includes 18 Reasons, a nonprofit community cooking school.

**BI-RITE IS ALWAYS WRITTEN WITH A CAPITAL B AND R, AND INCLUDES A HYPHEN WITH NO SPACES.**

The Bi-Rite Family of Businesses location names are treated as proper nouns, even when Bi-Rite doesn't precede the location name:

**Bi-Rite Family of Businesses**

**Bi-Rite Market (or Market)**

**Bi-Rite Creamery (or Creamery)**

**Bi-Rite Catering (or Catering)**

# LOGO + USAGE

Our logo is vital to ensuring everyone who interacts with the Bi-Rite Family of Businesses has a consistent, memorable brand experience.

The Bi-Rite logo is designed as a unit, with our tagline “Eat Good Food”. All elements should be scaled in proportion and never scaled independently.

Our logo is only intended to be shown as one-color black or one-color white, except at the discretion of Bi-Rite’s Marketing + Community team.

See page 15 for logos no longer in use.



**CLEAR SPACE:** In order to ensure our logo has a strong impact in every application, we have created a clear space exclusion zone around its perimeter, based on the height of our tagline “Eat Good Food”

**SIZE MINIMUM:** The Bi-Rite EGF logo should be rendered no smaller than 4/5” or 150px

Please do not adjust the proportions of the logo, or render it on an angle

## LOGO DON'TS



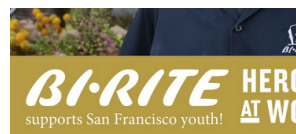
Wrong logo, coloring logo, violating clear space



Wrong logo, modification with drop shadow, violating clear space



Violating clear space with a distracting background



Altering tagline, violating clear space



Cropping logo in a shape, violating clear space



Coloring logo



# VARIATIONS

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## CREAMERY

Bi-Rite Creamery is the only business within the Bi-Rite Family of Businesses that has its own logo. This logo should only be used in relation to the retail scoop shop on 18th Street, the ice cream truck or packaging. All other businesses should use the primary Bi-Rite logo to reinforce a consistent brand experience.

***BI-RITE***  
CREAMERY



# VARIATIONS

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## COLLABORATIONS

At times, Bi-Rite participates in brand partnerships and product collaborations.

These programs include specific co-branding and co-marketing terms, negotiated and agreed to by both Bi-Rite's Marketing + Community team and the partner brand's team.

No brand should visually or in written word promote a partnership or collaboration without advance approval from Bi-Rite's Marketing + Community team.

**BI-RITE**  **MARK BITTMAN**

## PRODUCT AVAILABILITY

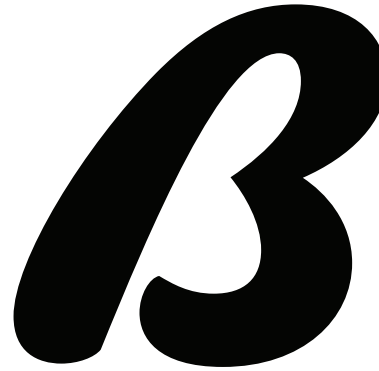
We encourage our makers, farmers, ranchers, and other vendors to promote their products and organizations being available at Bi-Rite Market, Bi-Rite Creamery, or Bi-Rite Catering. Brands should follow the naming guidelines outlined on page 2 and the logo guidelines on page 3. Vendors are also encouraged to tag Bi-Rite Market or Bi-Rite Catering (@biritesf on IG, Twitter, Pinterest; @biritemarket on FB) or Bi-Rite Creamery (@biritecreamery on FB, IG, Twitter) in their social content. We ask, however, the phrases “collaboration” and “partnership” are not used without advance approval by Bi-Rite's Marketing + Community team.

# VARIATIONS

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## MONOGRAM

The Bi-Rite “B” monogram is typically used as a secondary brand element, when the primary brand logo is present elsewhere. The B monogram is used in a variety of applications: scaled up and/or cropped on backgrounds, shopping bags, apparel, and as product packaging. This is up to the discretion of Marketing + Community team.



CONTEXTUAL SAMPLES:  
Free floating or cropped  
at low contrast

# CORE COLORS

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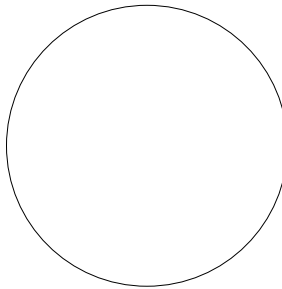
The use of “Bi-Rite Blue” (alongside some neutrals) creates recognition and consistency across all materials. The core colors can be used in harmony with the primary and secondary color palette.



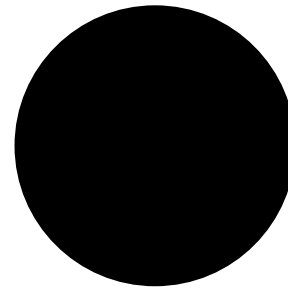
#3C5C78  
PMS 2188 U  
RGB 60 92 120  
CMYK 100 38 0 49  
MONOGRAM TINT 90%



#F5F2EF  
PMS Warm Gray 1 U  
RGB 245 242 239  
CMYK 3 3 4 0



#FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0



#000000  
RGB 000 000 000  
CMYK 75 68 67 90



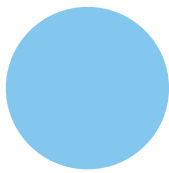
# EXTENDED SWATCH SHEET

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## Used to represent the Markets



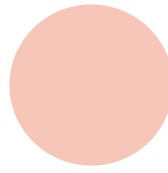
#1295D8  
PMS 299 U  
RGB 18 149 216  
CMYK 69 10 0 0  
MONOGRAM TINT  
82%



#8AC9ED  
PMS 2905 U  
RGB 138 201 237  
CMYK 37 13 0 0



#E95485  
PMS 213 U  
RGB 233 84 133  
CMYK 0 85 10 0  
MONOGRAM  
TINT 80%

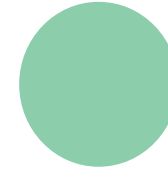


#F5C7B8  
PMS 489 U  
RGB 245 199 184  
CMYK 0 20 20 0

## Used to represent Catering



#009C82  
PMS 3278 U  
RGB 0 156 130  
CMYK 80 0 51 0  
MONOGRAM  
TINT 80%

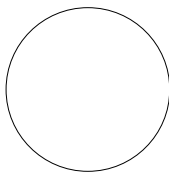


#8ED8AC  
PMS 344 U  
RGB 142 216 172  
CMYK 45 0 39 0

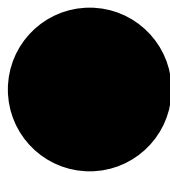
## Secondary neutrals for use with all swatches



#F5F2EF  
PMS Warm Gray 1 U  
RGB 245 242 239  
CMYK 3 3 4 0



#FFFFFF  
RGB 255 255 255  
CMYK 0 0 0 0



#000000  
RGB 000 000 000  
CMYK 75 68 67 90

# TYPOGRAPHY

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GT Esti and Oskar are Bi-Rite's primary typefaces. The fonts are approachable, playful, and distinct.

GT Esti is a geometric workhorse that reads well in print and on screens, while Oskar provides the unique legacy Bi-Rite voice — perfect for display, signage, and headlines.

Bb

## GT Eesti

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 (.,:;!@#%^&\*+-)

BB

## OSKAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (.,:;!@#%^&\*+-)

BB

## OSKAR INLINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (.,:;!@#%^&\*+-)



# TYPOGRAPHY

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## DISPLAY

### HEADLINES

OSKAR INLINE

**OSKAR REGULAR**

### HEADLINE 2/DESCRIPTORS

**GT EESTI DISPLAY REGULAR**

**GT EESTI DISPLAY MEDIUM**

### HEADLINE 3

**GT Eesti Display Regular**

## TEXT

### BODY COPY

**GT Eesti Display Light**

**GT Eesti Display Regular**

When typesetting in **Oskar**, do not change case; all headlines are designed in all caps.

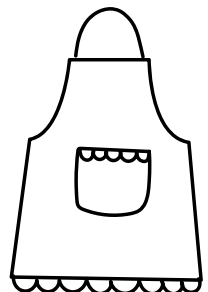
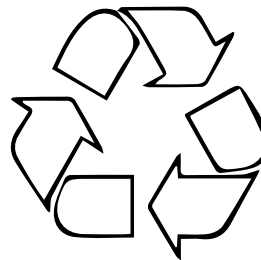
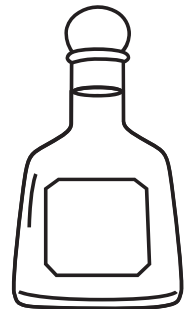
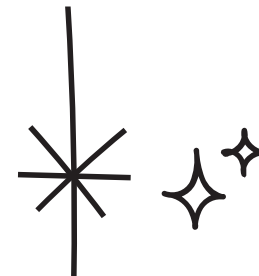
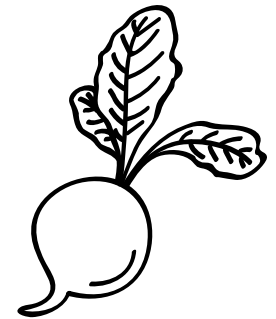
When typesetting text in **GT Eesti**, make sure you use Stylistic Set 1 (InDesign) or stylistic alternates (Illustrator), which automatically serves alternate glyphs featuring round details — the dot on the lowercase i, and j, periods, and other punctuation.

**DEFAULT TYPEFACE:** When typefaces are unavailable, use system font Calibri.

# ICONOGRAPHY

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Bi-Rite uses hand-rendered illustrations throughout its digital and print materials. They are friendly, approachable, and add an element of whimsy. Illustrations are used in a duo-chromatic manner (single color for illustration, single color for background) making exceptions for campaigns, at the discretion of Bi-Rite's graphic designer.



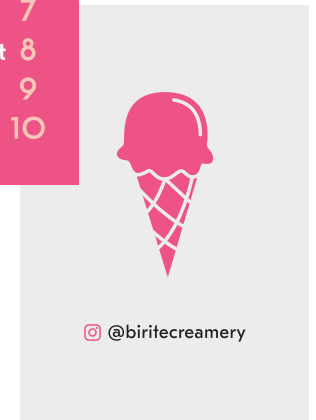
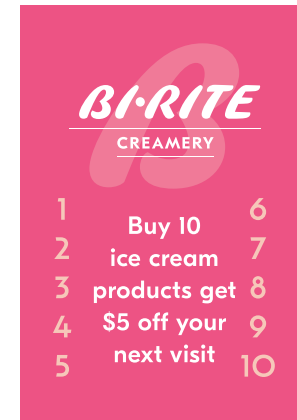
# RULES AND SAMPLES

COLOR SCHEMES should primarily be analogous, using tints, shades, and neutrals.

BACKGROUNDS should have high value contrast to foreground elements.

ELEMENTS are rendered in a flat, graphic manner and should contrast with photography.

GRIDS can be used to mix color blocks with photography or other elements.





A promotional flyer for Bi-Rite Market. The top section has a dark blue background with white text. The bottom section features a photograph of a white plate with roasted peach halves topped with green pesto, set on a wooden surface with a lemon wedge and a bowl of pesto nearby.

**BI-RITE**

EAT GOOD FOOD

JANE SMITH,  
WELCOME TO THE  
**COMMUNITY**

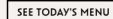
and to the Best Food in San Francisco

ENJOY  
**20%**  
**OFF**

See Inside for  
Details and Recipe



**18<sup>TH</sup> ST MARKET** 3639 18<sup>th</sup> Street | **DIVISADERO MARKET** 550 Divisadero Street | **CREAMERY** 3692 18<sup>th</sup> Street | **ONLINE** [biritemarket.com/shop](http://biritemarket.com/shop)



## A close-up photograph of a fig and slices of prosciutto. The fig is cut open, revealing its red, seedy interior. The prosciutto is sliced into thin, overlapping pieces, showing its characteristic pinkish-red color and white fat. The background is blurred, focusing attention on the food.



# CERTIFICATIONS

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The Bi-Rite Family of Businesses is proud to be a Certified B Corporation since 2015, and is recognized as among the top 5% worldwide Best for the World in the Community impact category since 2018.

All use of the B Corporation and Best for the World names and logos must be used according to B Lab's brand guidelines:  
[www.bcorporation.net/en-us/resources](http://www.bcorporation.net/en-us/resources)



## A WALK DOWN MEMORY LANE...

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The Bi-Rite brand identity has evolved over the years. While there's a lot of love and nostalgia for old logos (especially the B-Man), they were retired in 2016-2017 and should not be making encore appearances on new materials. Please do not use or reference any logos on this page.



***BIRITE***

EAT GOOD FOOD

# THANK YOU FOR HELPING US BUILD BRAND EQUITY!

We rely on our internal and external partners  
to maintain the integrity of our brand and  
share its core messages.

**QUESTIONS?** Email [marketing@biritemarket.com](mailto:marketing@biritemarket.com)