

Funnel

_BESPOKE BRANDS

215^E 63RD ST INDIANAPOLIS Ind. 46220

USofA

317 | 5905355

funnel.tv

BRAND GUIDE

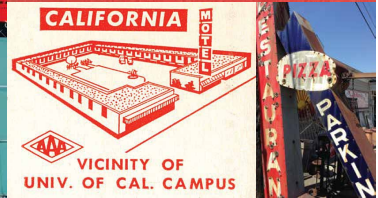
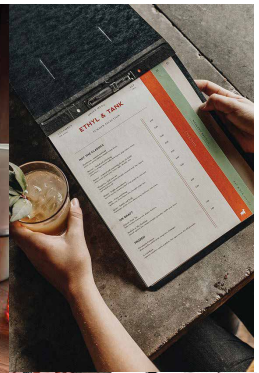
// obsessing over you – distilling your dreams & building your brand! //

* collaborating closely crafting chaos into carefully curated communication connecting consumers with commerce by concocting curious compelling comprehensive commercial art conceits with continuity consistency and clout * { Funnel : Bespoke Brands — *The Fine Commercial Art Practice of Eric Kass* } provides comprehensive *branding, identity & package design* for select *artisanal food & beverage, boutique products* & all-types of *elevated creative endeavors* around the globe //

_BINKLEY'S X FUNNEL



- community
- family
- heritage
- pride
- vintage
- modern
- fresh
- clean
- warm
- friendly
- comfortable
- dependable
- sentimental
- fun
- cocktails
- beer
- personalities
- regulars
- neighborhood
- quirky
- individual
- unique
- spirit
- fellowship
- brotherhood
- sportsmanship
- classy
- casual
- personal
- sophisticated
- character
- heart



Binkley's

KITCHEN & BAR



BANQUET HALL

TAP ROOM



Binkley's

KITCHEN & BAR

_LOGOS



Binkley's

KITCHEN & BAR



BINKLEY'S

KITCHEN & BAR



_FONTS

Barley Script

TT ROUNDS NEUE COMPRESSED
TT ROUNDS NEUE CONDENSED
TT ROUNDS NEUE REGULAR
OPTICIAN SANS

_COLORS





Binkley's

KITCHEN & BAR



BANQUET HALL

TAP ROOM



Binkley's

KITCHEN & BAR



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TAP ROOM



Binkley's

KITCHEN & BAR



BANQUET HALL

TAP ROOM



PMS 874
Metallic Gold

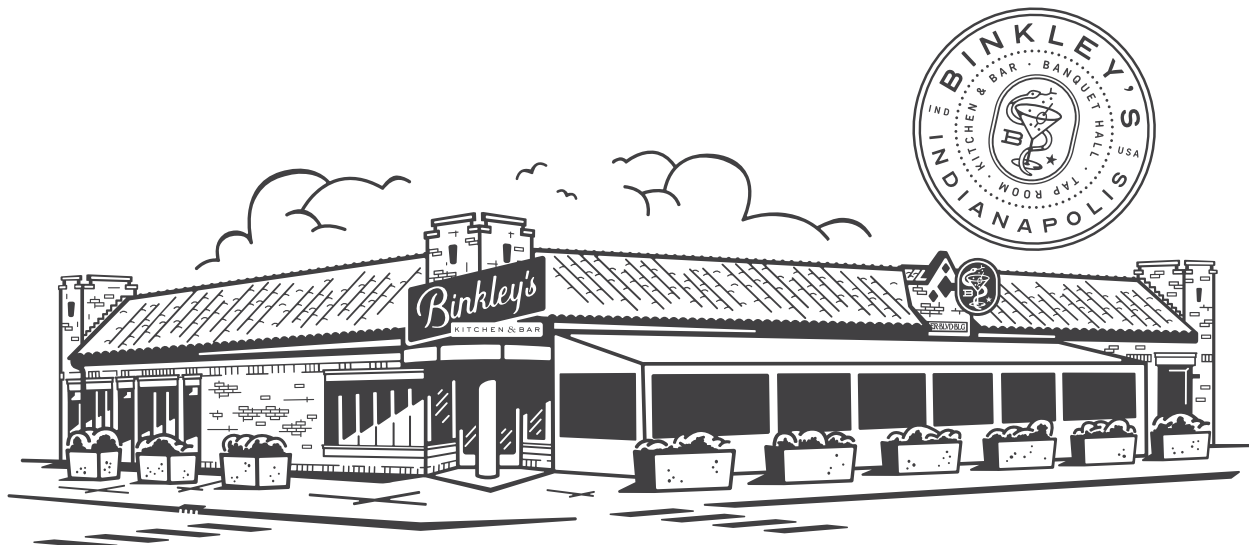


PMS 3517
RGB 190 / 30 / 45
CMYK 0 / 99 / 91 / 10
HEX #BE1E2D



PMS 579
RGB 195 / 208 / 179
CMYK 24 / 2 / 43 / 0
HEX #C3D0B3





MERIDIAN-KESSLER

COCKTAILS & CONVERSATION

BROAD RIPPLE

5902

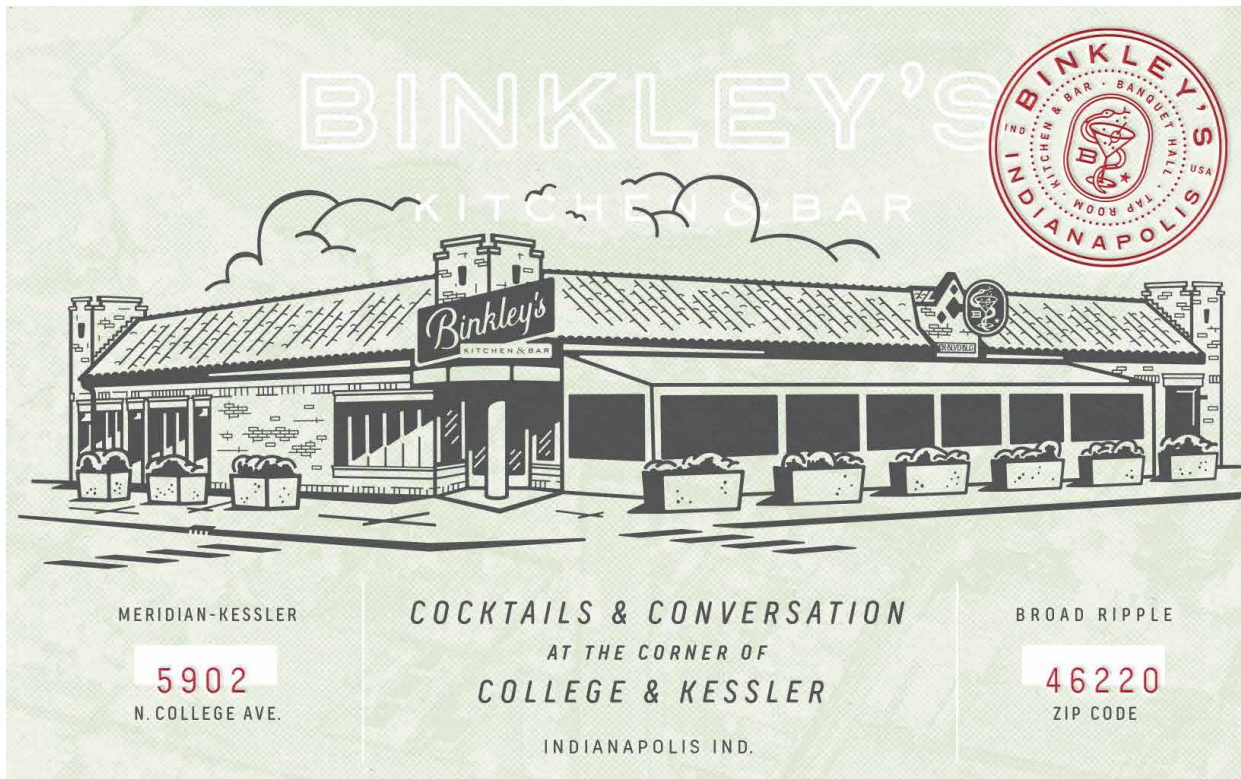
AT THE CORNER OF

46220

COLLEGE & KESSLER

N. COLLEGE AVE.

ZIP CODE



MERIDIAN-KESSLER

COCKTAILS & CONVERSATION

BROAD RIPPLE

5902

AT THE CORNER OF

46220

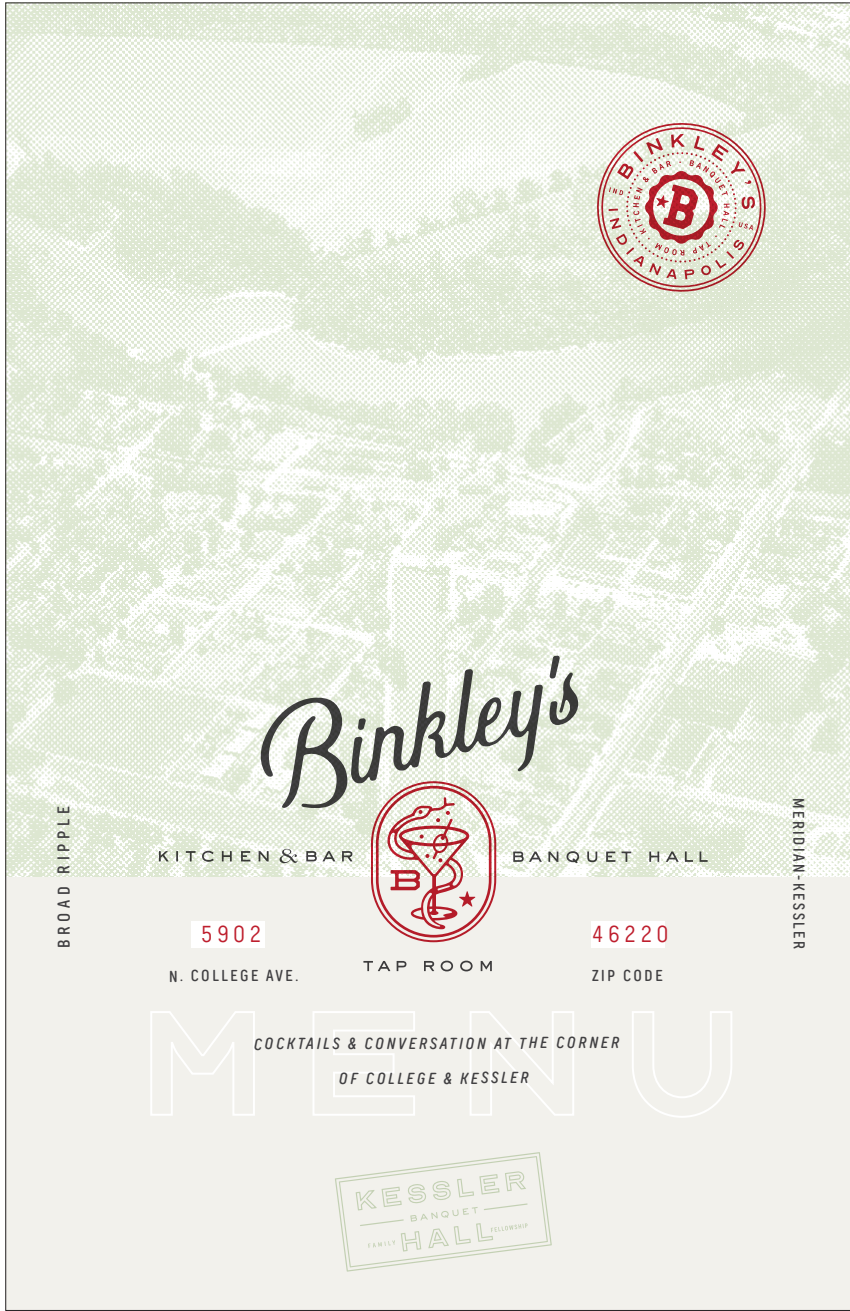
COLLEGE & KESSLER

N. COLLEGE AVE.

ZIP CODE

INDIANAPOLIS IND.







_ PEN

_ STATIONERY



_ BLIND EMBOSSED SEAL



- / 317 / -
AREA CODE

Binkley's

722-8888
TEL. PH. NO.

KITCHEN & BAR



BANQUET HALL

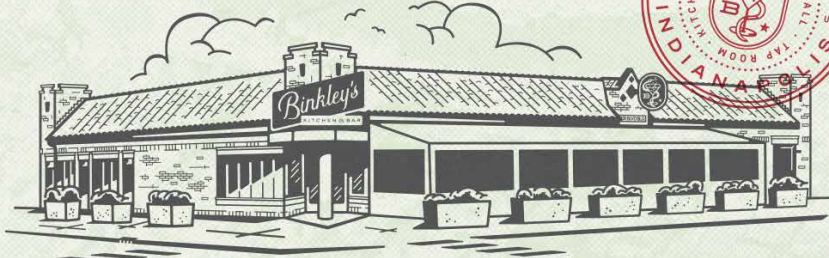
TAP ROOM

COURTNEY WHISTLER

PROPRIETOR

COURTNEYWHISTLER@BINKLEYSKITCHENANDBAR.COM

COCKTAILS & CONVERSATION
AT THE CORNER OF COLLEGE & KESSLER



5902

MERIDIAN-KESSLER

BROAD RIPPLE

46220

N. COLLEGE AVE.

INDIANAPOLIS IND.

ZIP CODE

3.5" X 2"



5902

N. COLLEGE AVE.
INDIANAPOLIS IND.

46220

Binkley's



KITCHEN & BAR BANQUET HALL

TAP ROOM

- / 317 / -

AREA CODE
TEL. PH. NO.

722-8888

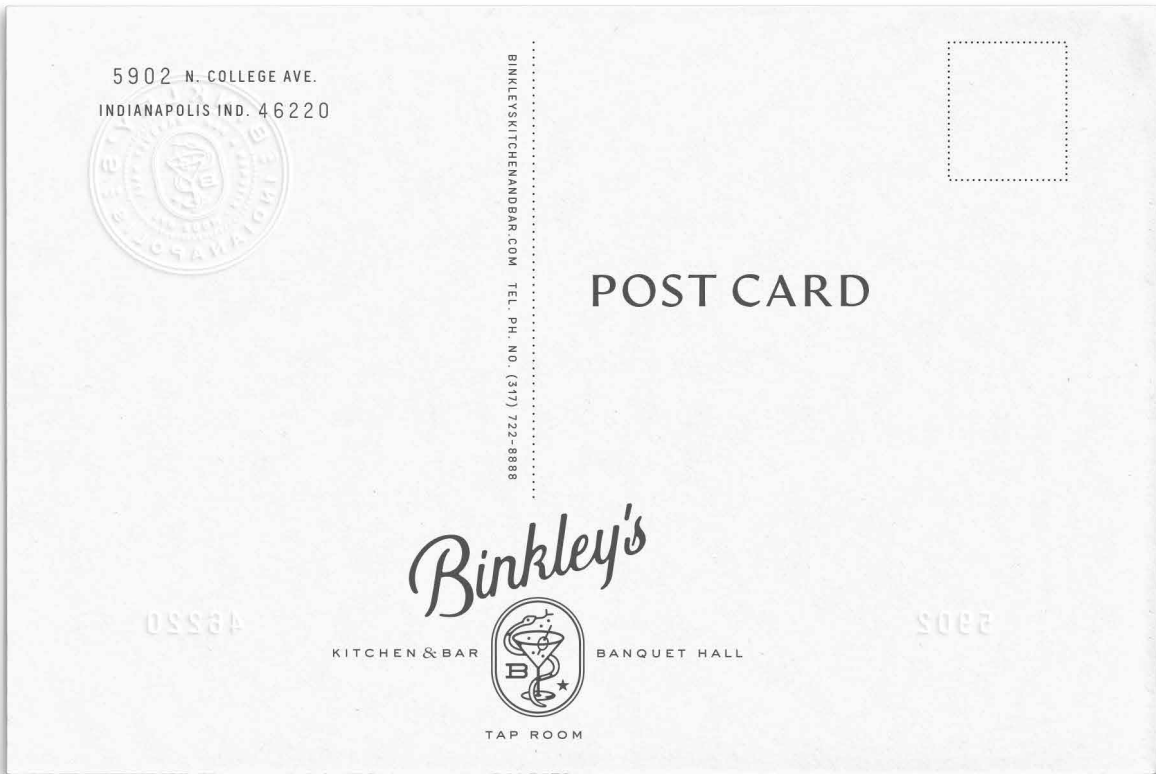
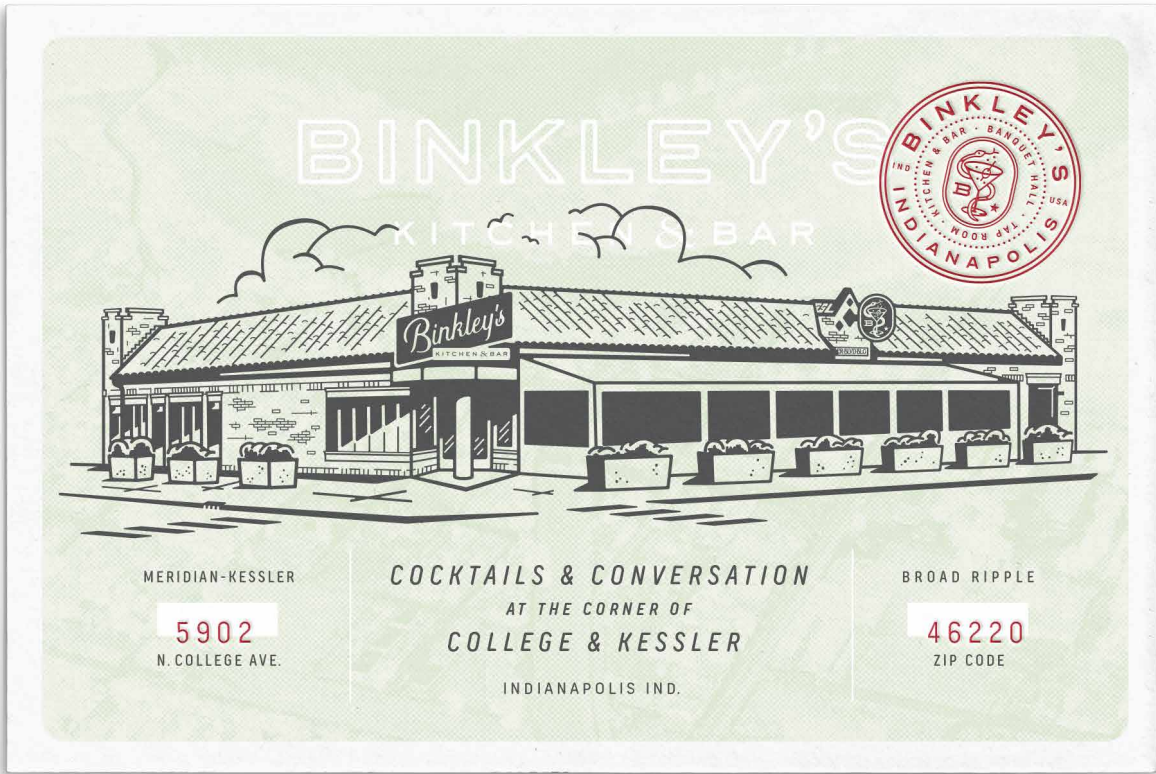
MERIDIAN-KESSLER

BINKLEYSKITCHENANDBAR.COM

BROAD RIPPLE

COCKTAILS & CONVERSATION
AT THE CORNER OF COLLEGE & KESSLER





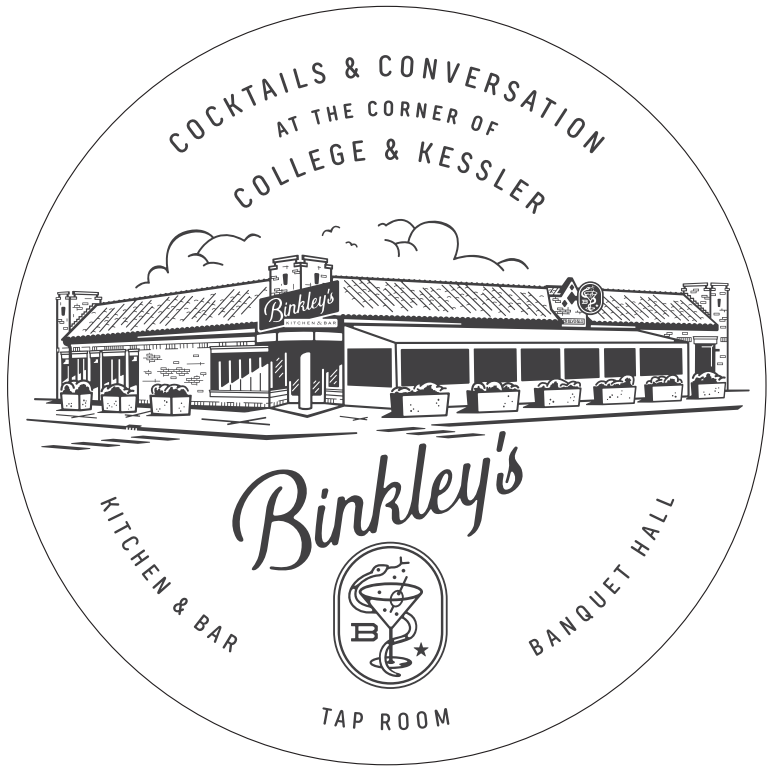
_ 4" X 6"

_ POSTCARD





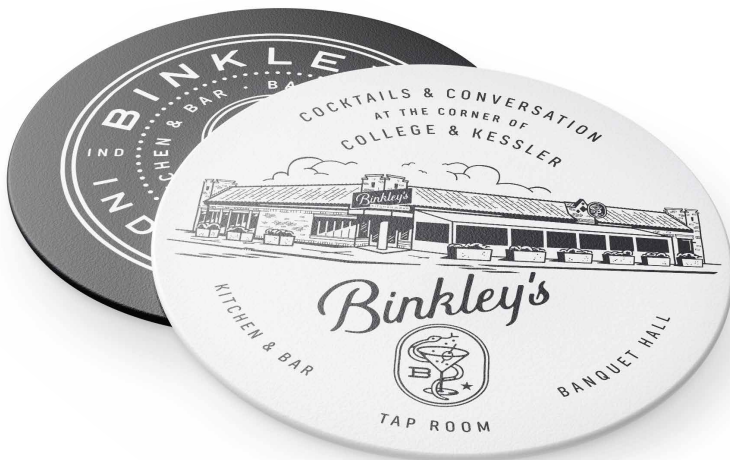
_ 4" DIA.100%

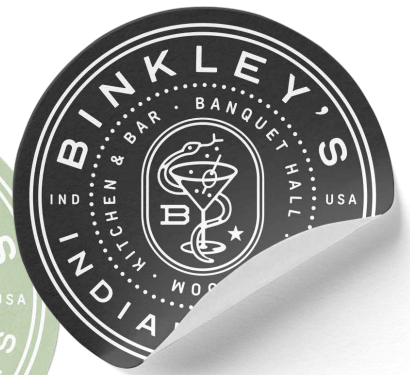


_ 4" DIA.50%

_ COASTERS







_ 2" DIA. STICKER



_ ENAMEL PIN



_ MATCHBOOK



_ 1" DIA. BUTTON



_ 1.25" DIA. BUTTON



_ PATCH 2.5"

_ MERCH





_APPAREL

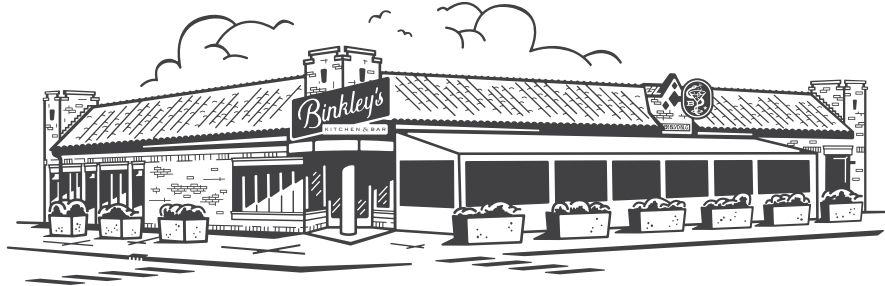


Binkley's

MERIDIAN-KESSLER



BROAD RIPPLE



COCKTAILS & CONVERSATION
AT THE CORNER OF COLLEGE & KESSLER



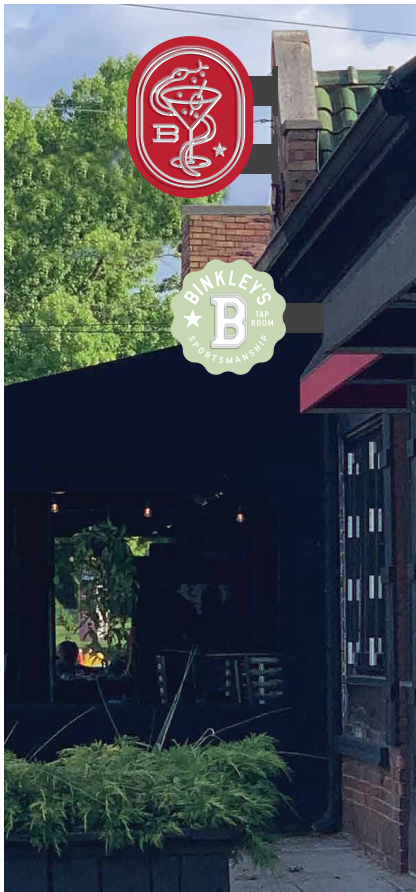
Binkley's



Binkley's

KITCHEN & BAR





_NEON - DAY



_NEON - NIGHT







