



BRAND STYLE GUIDE

Original master artwork / production and application



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One brand, three signatures

Use the official wordmark as the principal identifier; the wordmark with “Fire Has No Rules” when the full verbal signature is appropriate; and the standalone AA/U logomark for small or expressive applications. Never redraw the source artwork.



MASTER FILES: 1 / 2 / 3

Use the supplied vector masters

The Illustrator files are the source of truth for shapes, spacing, proportions and exact typography outlines. Use the matching inverted or monochrome master rather than recolouring screenshots. Do not typeset a replacement logo from fonts.

Use originals, not approximations.

The complete name

The primary KURSAAL wordmark combines dynamic KUR forms with architectural SAAL. Keep its proportions and intrinsic spacing unchanged. Recommended: on menus, primary signage, web headers, stationery and presentation covers.

Do not stretch, skew, trace or rebuild.

Fire Has No Rules

The approved lockup pairs the wordmark with the handwritten tagline in Beth Ellen Regular and Charred Wood (#3F1921). For production, use the approved master with tagline. Do not independently change the line spacing or baseline.



KURSAAL
Fire Has No Rules

Use the official lockup, not manually typed substitutes.

AA + tilted U

The standalone mark brings the reduced, 45-degree tilted U from KUR into the AA construction. It represents the intersection of energy, architecture and human connection. Use for social avatars, seals, small print details and merchandise when legibility permits.

One mark, multiple layers of meaning.



From encounter to hall

Repeat the supplied logomark in ordered rows or a restrained grid to suggest many conversations in one hall. This is a pattern derived from the original logomark master, not a new redrawn AA. Maintain consistent scale and rhythm.

One conversation becomes many.



Fire, char and limestone

LIVE FLAME — #DA411E / RGB 218,65,30. CHARRED WOOD — #3F1921 / RGB 63,25,33. SOFT LIMESTONE — #EEE1D1 / RGB 238,225,209. CMYK conversions depend on the printer's ICC profile and substrate; request production proofs.

Digital HEX values are approved project references.

Expressive with discipline

Beth Ellen Regular is the selected handwritten treatment for the tagline. Bauer Bodoni and Palmore were part of earlier client-supplied typographic references; do not treat them as required final text families without further confirmation. Use a readable companion sans for body copy.

The logo is custom artwork; do not retype it.

Protect legibility

Use dark artwork on light limestone or a suitable approved inverted master on dark surfaces. Check the small handwritten tagline at actual reproduction size; when it becomes too small, prefer the tagline-free wordmark.

Legibility takes priority over decoration.

Protect the signature

Proposed operational rule pending client approval: reserve clear space around each mark equal to at least the height of the central AA motif. Apply this consistently to signage, print and digital work. Validate against the actual master artboard.

Proposed guideline — verify before locking production specs.

Test the real material

No verified minimum physical sizes are embedded in the supplied files. Proof the full lockup on paper, fabric and screens; if the tagline is illegible, use the wordmark alone. For embroidery, ask the supplier for a stitch test of the standalone mark.

Do not publish arbitrary minimum-size numbers.

Keep the system intact

Never rotate individual letters, distort proportions, substitute fonts, add outlines or shadows, crowd the clear space, place the logo over busy footage without contrast, or alter the 45-degree U relationship.

Preserve the intended visual logic.

Respect the architecture

Use the approved vector artwork and verify materials, mounting and lighting with the sign maker. Any proposed façade changes, including decorative flame lighting, require the relevant historic-building permissions.

Architecture and identity should complement each other.

Materials should feel considered

Prefer warm uncoated stock, controlled use of flame orange and restrained applications of the AA motif. For one-colour jobs, use the supplied black-and-white masters. Ask printers for a proof and output profile.

Quality without pretension.

The human identity

The logomark can work as a small chest emblem, label or embroidery; the wordmark can appear on aprons or backs. Test line weight, thread count and the flame detail with a physical sample before production.

Make the mark feel worn, not pasted on.

Let the forms tell the story

On digital hero sections, the KUR movement can introduce fire, while SAAL and the AA motif reveal people and conversation. Use motion subtly, keep a static accessible alternative, and respect reduced-motion preferences.

Fire moves. People gather.

What suppliers receive

Supply the relevant original AI master plus vector PDF or SVG and a visual reference PNG. Confirm intended background, print method, final dimensions and colour profile with each vendor. Preserve an unmodified archive of all 15 masters.

Original artwork always takes precedence.