BUNS

BUNS

BEST BURGERS IN AMARILLO

BUNS OVER TEXAS

SINCE 1989

BRAND LOOKBOOK

VOL. 01 · 2026

01

WORDMARK · SEAL · COLOR · TYPE

THE IDENTITY.

THE PANHANDLE'S BURGER SINCE 1989.

THE IDEA

Buns Over Texas has fed Amarillo for more than thirty years. Cooked to order, names called at the counter. The brand should feel the same way: loud, friendly, a little bit proud. Big words. Red and cream check. A wordmark that puts Amarillo on the map, literally.

BIG WORDS

BASKET CHECK

AMARILLO STAR

YOUR BUNS ARE UP!



PICKUP · AMARILLO, TEXAS

YOUR BUNS ARE UP.



PRIMARY LOGO

TEXAS ON THE SIDE.

The hand-drawn letters, stacked and stepped, with the state tucked in beside TEXAS and a star pinned right on Amarillo. It leads on everything. BUNS can travel alone as a graphic; OVER never goes anywhere without TEXAS.



PRIMARY · FULL COLOR



PRIMARY · ON NAVY



PRIMARY · ON RED



THE SEAL



SECONDARY · THE BADGE



ONE COLOR · STAMPS & CUPS

LOGO SYSTEM

SIX WAYS TO SAY IT.



THE SEAL

BEST BURGERS IN AMARILLO.

The wordmark wrapped in a ring of type. For wrappers, cup lids, bag stickers, the front door and anywhere a round stamp looks better than a block.



BIG WORDS

BUNS, straight out of the logo, is the brand's loudest graphic. Repeat it, crop it, run it off the edge. Let one word fill the whole wall.

PANHANDLE NAVY

40%

#18204F
RGB 24 32 79
CMYK 70 59 0 69

BUN CREAM

30%

#FFF3DC
RGB 255 243 220
CMYK 0 5 14 0

BUNS RED

15%

#D7262E
RGB 215 38 46
CMYK 0 82 79 16

CHEDDAR

6%

#FFB321
RGB 255 179 33
CMYK 0 30 87 0

BRICK RED

5%

#8E141B
RGB 142 20 27
CMYK 0 86 81 44

GRIDDLE BLACK

4%

#111113
RGB 17 17 19
CMYK 11 11 0 93

BURGERS

HERO · LOGO LETTERING

BUNS

Hand-drawn caps from the wordmark. BUNS travels alone. OVER never leaves TEXAS.

DISPLAY · ANTON

BIG, TALL, LOUD

Every headline, menu header, poster and wall. All caps, tight leading, set huge.

ACCENT · BEVAN ITALIC

Your buns are up!

One phrase at a time. Taglines, the call at the counter, a wink on the cup.

TEXT · ARCHIVO

Cooked to order.

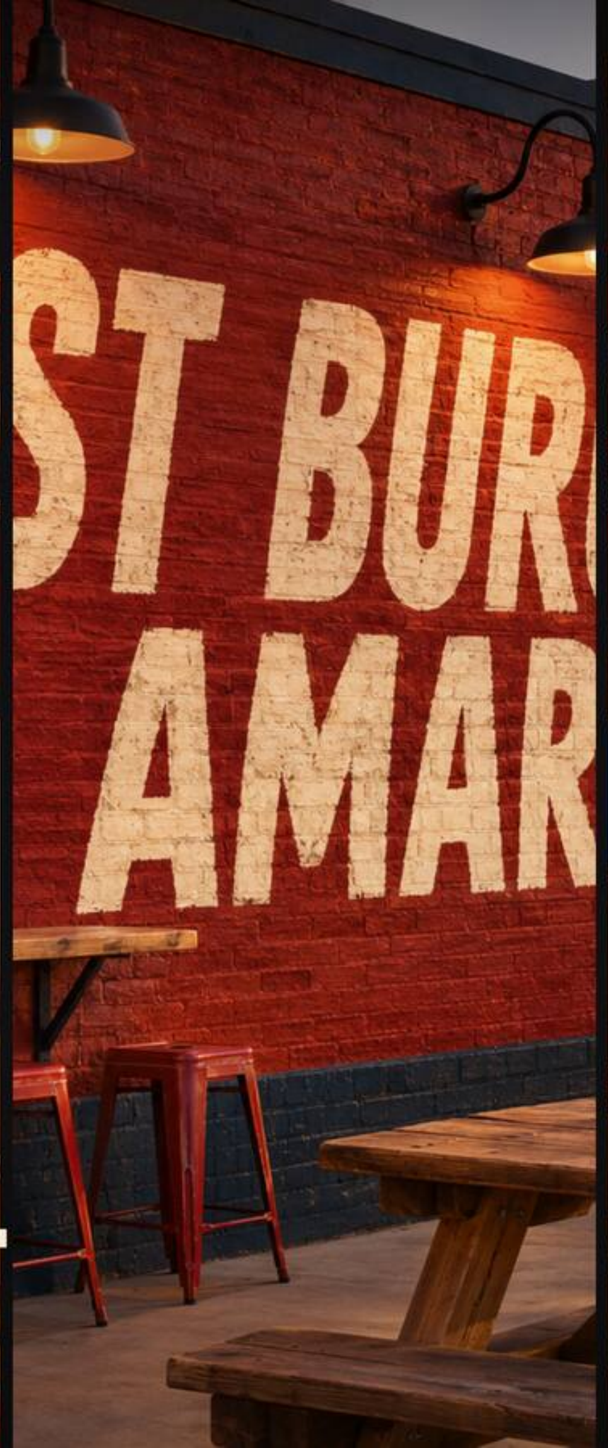
Body, prices, addresses and small caps labels in the condensed cut.

02

SIGNS · PACKAGING · CUPS · MERCH · WALLS

IN THE WILD.









PHOTOGRAPHY

GOLDEN HOUR. REAL FOOD.





POLE SIGN · BLADE SIGN

SEE IT FROM THE HIGHWAY.



STOREFRONT · 6045 SW 34TH AVE

LIT UP ON SW 34TH.

BOXES · WRAPS · FRY CARTONS

STAMPED, WRAPPED, HANDED OVER.





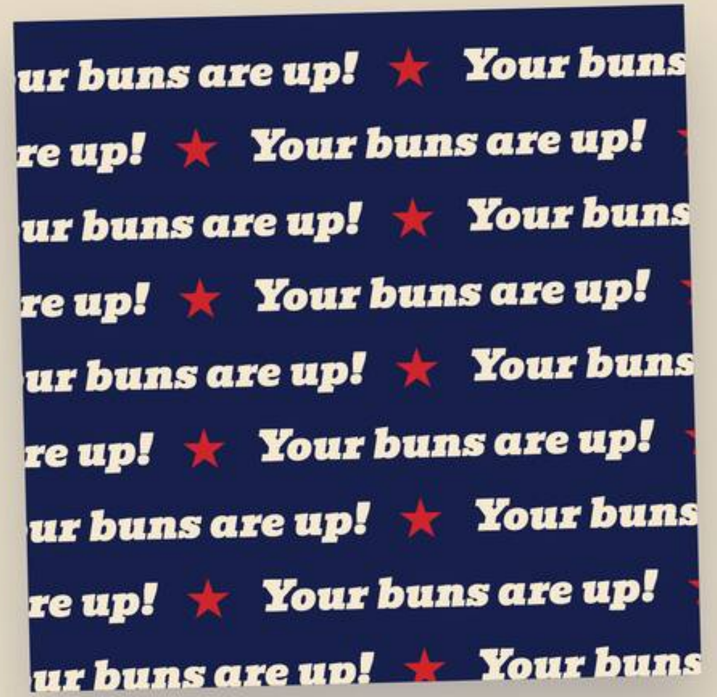




01 · BASKET CHECK



02 · BUNS REPEAT



03 · BUNS ARE UP

BASKET LINERS · 12 × 12 IN GREASEPROOF

THREE PAPERS. ONE BASKET.





FOUNTAIN CUPS · TEA BAR

EVERY CUP A BILLBOARD.



STAFF TEES · CAPS · PATCHES

WORN IN AMARILLO.









BUSINESS CARDS · PUNCH CARDS

POCKET-SIZED TEXAS.

Red fronts, cream backs, and a punch card for the regulars.

03

APP · SOCIAL · WEBSITE

ON SCREEN.



APP · ONLINE ORDERING · ICONS

SKIP THE LINE.

AMARILLO, TEXAS · EST. 1989

CIRCLESCO.COM

SOCIAL · POSTS & STORIES

BUILT FOR THE FEED.

Big words, real food, the basket check. Every post reads at thumb speed and every story ends at the counter.



INSTAGRAM · SAMPLE FEED

MONDAYS GOT LOUDER.

Sample posts in the new look: big words, the basket check, the navy band. Made to stop the scroll on a phone. Instagram screen, likes and captions are a mockup.







WEBSITE · APPROVED DIRECTION

ORDER FROM THE COUCH.

Big Words: cream, navy and red, the menu up front and the order button never out of reach. Sample copy.

SEE THE SAMPLE SITE

CIRCLESCOSITES.COM/BUNSOVERTEXAS

VISIT THE SITE →



BUNS OVER TEXAS

BURGERS

CHEESEBURGER 6.99
DOUBLE CHEESEBURGER 9.49
BACON CHEESEBURGER 8.49
AMARILLO CHEESE FRIES 4.29
ONION RINGS 3.99
HAND-SPUN SHAKES 4.99
TEA BAR 2.49

MENU BOARD · SAMPLE PRICES

READ IT FROM THE LINE.

YOUR BUNS ARE UP!

MURALS · WILD POSTING

TYPE DOES THE TALKING.

BUR GERS
BUNS OVER TEXAS



PATIO · PICNIC TABLES · STOOLS

PULL UP A STOOL.



BAGS · TOTES · TRUCK STICKERS

CANYON TO DUMAS.





RED AND CREAM SINCE 1989.

THE BASKET CHECK

THE BASKET CHECK.

The paper in every basket since 1989, now the brand's backdrop. Behind food and big words, never behind small text.

BUNS OVER TEXAS

LET'S EAT.

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