A little more merry.

BarCrwlr?

One shared holiday identity. Six local personalities.

A practical kit for promoting free, self-guided holiday nights in Chicago, Denver, St. Louis, Omaha, Kansas City, and Nashville.



Chicago

Big-city sparkle. Your little crew.



Denver

A little glow at the end of the line.



St. Louis

A gateway to a very merry night.



Omaha

A little neighborhood magic



Kansas City

Your invitation to a little sparkle



Nashville

Rhinestones. Reindeer. Repeat.

Free passports and voting. Optional games, venue admission, drinks, bookings, and transport are separate.

City images are AI-generated interpretations, not verified holiday displays.

The candy-cane signature.



PRIMARY WORDMARK

Use the peppermint mark on dark backgrounds. Use the solid pine wordmark on light backgrounds, and solid cream on dark or photographic backgrounds.

Give it space.

Leave clear space around every side equal to the height of the letter B. Minimum wordmark width: 140px digitally or 35mm in print.

Keep the shape.

Scale proportionally. Keep the cane attached to the wordmark; use the standalone cane only where the BarCrwlr name is already visible.

Use the right file.

SVG for scalable print and design work. Transparent PNG for social tools and everyday documents. All SVG logos are outlined and need no installed font.

Preserve the identity.

Do not stretch, recolor the peppermint stripes, add shadows, or place the mark on a busy area without a solid contrast panel.

A color story for every city.

Chicago

Background #142735	Panel #203B4C	Accent #A9DCD9	Gold #F2CE8D

Denver

Background #122F2D	Panel #20423C	Accent #C8DFB5	Gold #F0C17C

St. Louis

Background #341F2B	Panel #4B2D3E	Accent #F2C0BD	Gold #F3D092

Omaha

Background #10372C	Panel #194536	Accent #F4C1B3	Gold #F4CD78

Kansas City

Background #11263A	Panel #1D364C	Accent #D9C59C	Gold #EAC587

Nashville

Background #281B30	Panel #3B2943	Accent #F6B6D0	Gold #F1CC88

Shared cream: #FFF5DF / Peppermint red: #BB354B

Use cream text on dark backgrounds. Gold is for calls to action and accents. Do not rely on color alone to communicate a status.

Type with a little personality.

HEADLINES / BARLOW CONDENSED BOLD

A whole lot of holiday.

Use for short, energetic headlines. Keep line breaks intentional.

ACCENT / PLAYFAIR DISPLAY ITALIC

A little more merry.

Use for one expressive phrase, not long paragraphs.

BODY / DM SANS

Your night. Your stops. Your people.

Use for body copy, buttons, captions, directions, and practical details.

Bundled fonts include their SIL Open Font License notices. Install them before editing the live-text SVG templates. Outlined logos and finished JPG/PDF files work without installation.

Sound like a good invitation.

Warm. Local. Playful. Useful.

Talk to the group chat. Name the neighborhood. Give people a clear next step. Make room for non-drinkers and different budgets.

SAY THIS

Plan your own holiday night. Save your free passport. Rate your festive favorites.

KEEP THE PROMISE CLEAR

Free passport and voting. No hosted guide, guaranteed entry, included drinks, discounts, or reservations.

USE HONEST VENUE LANGUAGE

Listed on BarCrwlr is accurate. Official partner, exclusive offer, and award winner require separate approval or evidence.

KEEP RANKINGS INDEPENDENT

Invite guests to share an honest rating after a visit. Never offer benefits for positive ratings or imply that a payment improves a ranking.

ASK BEFORE USING PEOPLE

Get permission before posting identifiable guests. Keep private contact details out of shared artwork.

Put the kit to work.

POSTS + STORIES

Use the 1080 x 1350 feed JPGs and 1080 x 1920 story JPGs. Keep story link stickers inside the open lower area, away from platform controls. Suggested captions are in captions.txt.

PRINT + QR

Print the matching Letter or A4 PDF at actual size. These are RGB desktop-print files, without bleed or crop marks. Use the original PDF, preserve the white QR quiet zone, and test a physical print before displaying it.

EDITABLE SOURCES

Install the included fonts, open templates/*.svg in a compatible design editor, and edit the live text. City imagery and logos are embedded. Keep the city URL, age notice, and AI-image disclosure.

VENUE-SPECIFIC SIGNS

The posters in this pack link to the city passport. For a QR sign that links to an individual venue, visit barcrwlr.com/holiday/partners, select the city, and open the venue page.

IMAGE USE + BRAND PERMISSION

Cityscapes are generated interpretations, not actual venue photographs. Keep the disclosure visible. Use these assets to promote the listed free holiday passports. The kit does not grant venue endorsement, exclusivity, paid placement, or resale rights to the BarCrwlr identity.