

BIG RON'S

VERSION 1.0 • 2026

Brand Guidelines

Fast food, engineered like an aircraft. Colour, typography, photography, technical drawing, voice, and the one rule that governs the motion.

TWIN-PATTY SIGNATURE BUILD • DBL-2X

Fast food, engineered like an aircraft.

Big Ron's takes the visual language of ultra-premium aviation — wide grotesque type, generous negative space, technical specification grids, measured motion — and applies it, without irony in the execution, to a cheeseburger.

The humour comes entirely from the collision of subject and treatment. It never comes from the design. Nothing here should look playful or cartoonish. The moment the layout winks, the joke dies.

The governing rule: if a decision would look correct on a private jet charter site, it is correct here. If it would look correct on a fast-food site, question it. Every claim is stated as a measurement — grams, seconds, degrees.



Ron Red

#C8102E

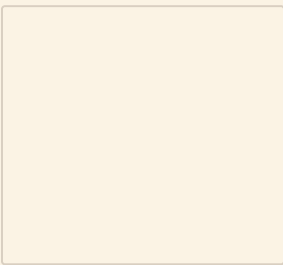
Gradient base, wordmark field, CTA.



Grill Yellow

#FFC72C

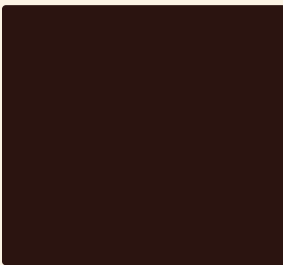
Accent only. One highlight per screen.



Bun Cream

#FBF3E4

Ground. Backgrounds, product backdrop.



Char Ink

#2B1410

All type and all line work.

SIGNATURE GRADIENT



Cream at the top, red at the bottom, vertical, no hard stops. Every long page runs on this one wash. Never invert it, never run it horizontally.

✗ No purple, indigo, violet-to-blue gradients, ambient orbs, glow, or dark mode. These are the defaults every generative model reaches for, and avoiding them is the reason this brand exists.

DISPLAY & WORDMARK — READEX PRO BOLD, TRACKING -2%

Eat in Luxury

SUBHEAD — READEX PRO SEMIBOLD

Twin-Patty Signature Build

BODY — ARCHIVO REGULAR, 15/1.6

A true time-saving machine, it brings lunch and dinner an hour closer, and at ninety seconds from grill to bag, it can cross the city with a single stop.

READOUT — JETBRAINS MONO MEDIUM, +4% TRACKING, UPPERCASE

NET WEIGHT 284 G • SERVE TIME 90 SECONDS • 218 °C

The mono is a system, not decoration. Every number, unit, label and counter is set in JetBrains Mono so specifications read as instrument output rather than marketing copy. If it can be measured, it is set in mono.



PRIMARY • YELLOW ON RED



SECONDARY • INK ON CREAM

Clear space on all sides equals the cap height of the B. Minimum width 120 px on screen, 32 mm in print — below that the apostrophe closes up.

- ✗ No icon, mascot, or arch beside it
- ✗ No outline, shadow, bevel, or gradient fill
- ✗ No stretching, arching, or rotation
- ✗ Never yellow on cream

The hero.

Straight-on side elevation at eye level. Dead centre. Floating, with a single soft contact shadow beneath and one key light from the upper left.

Always isolated — no plate, no tray, no hands, no props, no packaging, no motion blur, no falling ingredients.

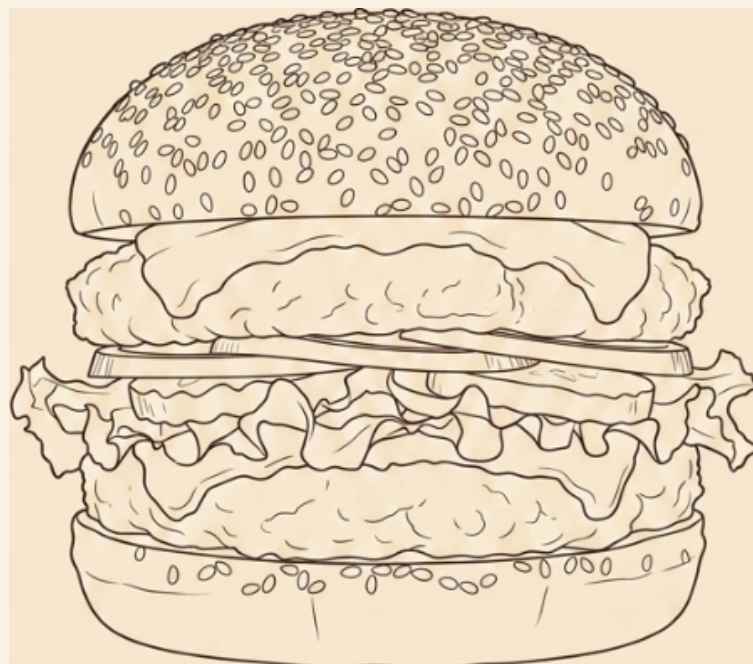
Photographed the way an aircraft is photographed: as an object of engineering.

The macro.

One tight crop per page, used as a full-bleed edge panel — sesame, crust, melt. It carries the appetite so the body copy never has to. Same lighting, same burger, never a different one.

ASPECT 1.12 : 1 • CENTERED • CONTACT SHADOW ONLY





The photo and the section are the same object.

Thin Char Ink strokes on Bun Cream. No fill, no shading, no colour. Every layer outlined as a discrete component, exactly as an aircraft cabin is drawn. Dimension lines run down the left and across the bottom, labelled in mono — added in vector afterwards, never generated.

The signature interaction is a cross-dissolve from photograph to drawing, in place, at identical scale and centre point. It is the brand's one moment of motion.

Verified. Photograph 1039 × 926 px, aspect 1.122. Drawing 446 × 394 px, aspect 1.132. The silhouettes agree to within 0.9 %, so the dissolve holds without distortion.

✗ The section is never drawn **exploded**. An exploded assembly is a legitimate diagram, but it belongs in its own section further down the page — it cannot be the dissolve target, because the outlines no longer coincide.



OVERLAY TEST • DRAWING OVER PHOTOGRAPH

AVIATION REGISTER

Fly in Luxury

Luxury that moves with you

Gulfstream · 650ER

Ultra-long-range Aircraft

Direct access to private travel

Book the Flight

About · Our Fleet · Advantages · Global

BIG RON'S

Eat in Luxury

Flavour that travels with you

Signature · DBL-2X

Twin-Patty Signature Build

Direct access to the grill

Place the Order

About · The Menu · Why Ron's · Locations

RULES

Understate everything. No exclamation marks, no "delicious", no "juicy", no appetite adjectives at all. Copy describes performance, never taste — the photograph handles taste. Every claim carries a unit: "fast" is not a claim, "90 seconds from grill to bag" is.

SPECIFICATION GRID — SIX SLOTS, ALWAYS THIS ORDER

NET WEIGHT

284 G

SERVE TIME

90 SECONDS

LAYER COUNT

9 LAYERS

HOLD TIME

12 MINUTES

SAUCE VOLUME

28 ML

GRILL TEMP.

218 °C

LAYOUT & MOTION

Product dead centre, headline split around it — left half and right half, never stacked above. Specs anchor lower left, descriptive copy upper right, ragged left. Margins 82 px at 1440 px wide. Negative space is the primary material: if a screen feels empty, it is close to correct. One idea per scroll; easing slow-out, never linear, never bouncy.

BEFORE ANYTHING SHIPS

- ✓ Gradient cream to red, vertical
- ✓ Product centred, isolated, contact shadow only
- ✓ Every number in mono, with a unit
- ✓ Section drawing registers to the photograph
- ✗ No purple, orb, glow, or dark mode
- ✗ No appetite adjectives; no rounded feature-card grid

BIG RON'S

EAT IN LUXURY