



A CELEBRATION OF WOOD-FIRED COOKING

THE ESSENTIAL

BRAND

GUIDELINES

WHO WE ARE & WHAT WE DO

CELEBRATE FLAVOR—CELEBRATE LIFE!

Sample adventurous, from-scratch cooking in a casual environment. With a relaxed atmosphere, friendly faces and great food, FireWorks brings the memorable experiences into dining out.



Enjoy mouthwatering cuisine, from-scratch recipes, and handcrafted ales you'll be sure to love. Whether you choose to dine in our all-seasons sunroom or skylit dining room, FireWorks offers a unique dining experience.

Local and International Flavors

At FireWorks, **every day is a celebration of wood-fired cooking.** Keeping the Lazlo's tradition of from-scratch recipes with a contemporary flair, we put a creative twist on classic American comfort foods. Fresh ingredients and wood-fired cooking are what give our food its bold, yet primal, flavors.

Savor flavorful favorites like steak and seafood, slow-roasted rotisserie chicken and prime rib, and pizzas baked in our custom wood-fired oven.

Celebrate at FireWorks Restaurant and let us exceed your expectations with mouthwatering dishes, premium ingredients, from-scratch recipes and great service.

SOCIAL MEDIA HANDLES



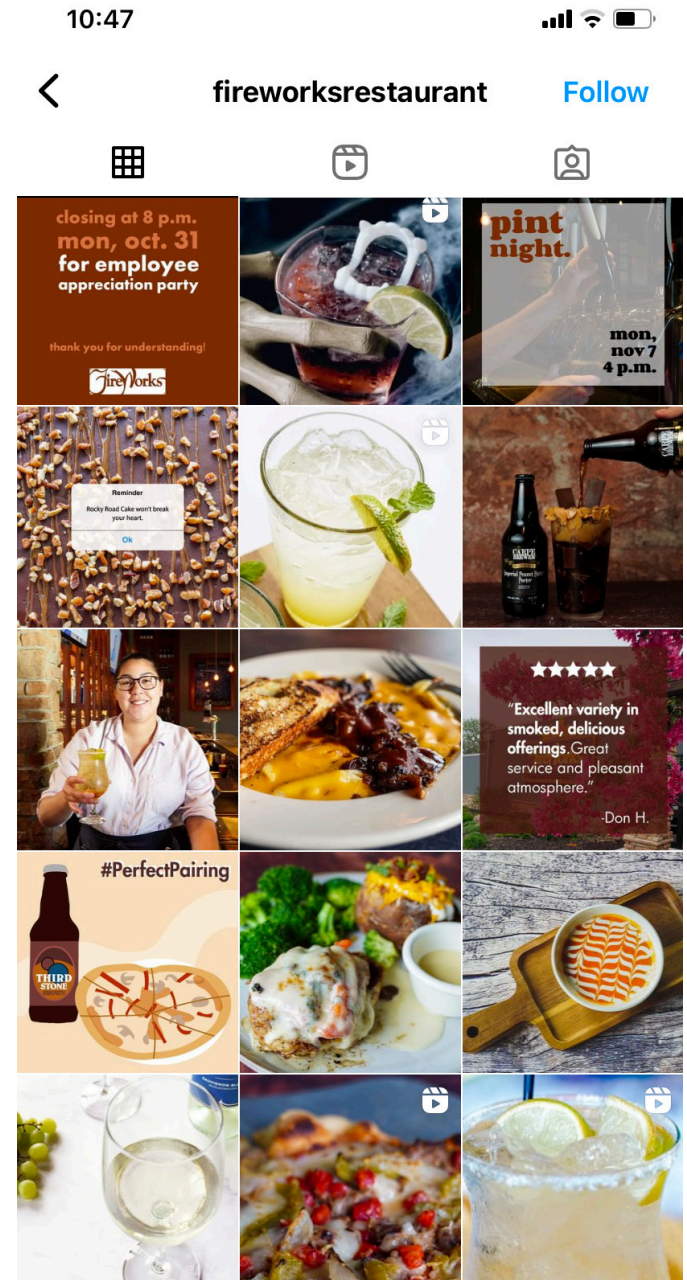
FOLLOW US!

 @fireworksrestaurant

 @fireworksne

 @fireworksne

 @company/fireworksne



brand identity & POSITIONING

Purpose / Positioning Statement

A celebration of wood-fired cooking.



Brand Values

1. Premium ingredients
2. From-scratch recipes
3. Outstanding service
4. Environmental responsibility



LOGO



A CELEBRATION OF WOOD-FIRED COOKING

FIREWORKS LOGO, BLACK; FIREWORKS LOGO, WHITE

Use these logos for minor communications only (brochures, posters, etc.) and choose between them depending on the context. The black logo should appear on white backgrounds when sized too small to use the color logo.

FIREWORKS LOGO, COLOR

Usage of this logo versus secondary logos will vary by application, message and place. In general, use this logo for print and important communications, and against a white or high-contrast background.

LOGO SPECIFICATIONS

The logo should always appear at least 1" wide on print materials. Always leave a significant amount of space around the logo. This will ensure the logo doesn't get "crowded" and leaves the visual impact for which it was intended. Always use the full logos exactly as they are; it should never be distorted or altered in any way.

Secondary logos



WINE DOWN WEDNESDAYS

Use this logo only with our Wine Down Wednesday promotion (any bottle 25% off on Wednesdays 3 p.m.-close, no limit, dine-in, takeout or curbside).



FRIENDS WITH BENEFITS

Our rewards program. Spend dollars to accumulate points that can be applied to future savings. No strings attached.

logo

usage examples



**Wine Down
Wednesdays**

Every Wednesday after 3 p.m.,
Join us for 25% off
our exclusive selection of bottled wine.
We offer a vast array of bottles from around
the world that can only be found at FireWorks.
* Ask your server for the full wine list.

Offer applies to any bottle, no limit.
Also available for curbside.
Occurs every Wednesday from 3:00—close.



TAKEOUT



Make it FireWorks when it's your night to cook.

Our robust takeout menu features something
for everyone, including our “FireWorks
Feast” family meals.

Ask your host for a take-home menu, or
visit our website at:
fireworksrestaurant.com

402-434-5645

5750 S. 86TH DRIVE
LINCOLN, NE 68526



We're
going
barefoot
so they
don't
have to.




FireWorks
A CELEBRATION OF WOOD-FIRED COOKING

We are
CLOSED on
THANKSGIVING
Thursday, November 26

BRAND COLORS

Primary Colors



C:30 M:85 Y:100 K:87
R: 127 G: 47 B: 1
#7f2f01



C:5 M:3 Y:8 K:0
R: 240 G: 239 B: 231
#f0efe7



C:0 M:0 Y:0 K:100
R: 0 G: 0 B: 0
#000000

Secondary Colors



C:23 M:51 Y:100 K:5
R: 191 G: 128 B: 27
#bf801b



C:60 M:42 Y:42 K:8
R: 111 G: 126 B: 130
#6f7e82

Brand **FONTS**

WHEN TO USE

The two primary fonts work together to be used for all headlines and body copy. Headlines are generally all-caps (Futura-Heavy), while the body copy utilizes lower case (Futura-Medium). When Futura-Medium is unavailable online, use Poppins (FireWorks website body font) or Century Gothic (email newsletter body font).

Corben is used as an accent on various print materials and menus. When used sparingly, it provides a nice variety and contrast from Futura. You should only use this font for headlines and subheads.

WEB-SAFE VS. PRINT-SAFE FONTS

Web-safe: Futura, Poppins, Century Gothic, Corben

Print-safe: Futura, Corben

PRIMARY

FUTURA-HEAVY (headers)
Futura-Medium (body)

SECONDARY

Corben (accent & web font)
Poppins (web-only, body)
Century Gothic (web-only)

OTHER

**Elephant (Wine Down
Wednesdays)**
Minakoe Regular (Friends with
Benefits)

OUR BEER

Demand for our brews goes all the way back to 1991, when our sister restaurant, Lazlo's Brewery & Grill, became Nebraska's first brewpub. In 1997, we grew our pub through the birth of **Empyrean Brewing Co®**. Fast forward to today, where Empyrean has 4,000 accounts in 9 states and online ordering capabilities.

We continue to dream big and pursue the brew® as we hand-craft our beers in small, flavor-filled batches.



WITHOUT FEAR OF FAVOR, SINCE 1990.

The ancients believed paradise existed at the highest point in the universe within a fiery sphere they called "The Empyrean." Inspired by this sentiment, we set out to infuse every batch of our handcrafted ales with our own unique notion of paradise—**take a journey with us, one sip at a time.**

**PURSUE
THE BREW®**

PHOTOS

FireWorks Restaurant

5750 South 86th Drive

Lincoln, NE 68526

Located on the corner of South 86th & Old Cheney

Phone

(402) 434-5644



Please credit: Mark Dahmke

