BURMA+SHAVE

brand book

extensions, history, and standards

B+

look
sharp

B +

who we are

Established in 1925, Burma-Shave caters to a broad range of men across America, with our products sold in most major drugstore chains and some specialty stores. Originally a brushless shaving cream, the product line now includes razors, blades, shaving creams, pre-shave skin conditioners, moisturizers, toners, and after-shave lotions. Guiding principles of the Burma-Shave brand have historically been convenience, quality, and a down-to-earth, friendly accessibility. Since our rebranding efforts in 2006, Burma-Shave now embraces the broader skincare needs of our younger market while retaining the principles that built the brand. With quality products that can compete with the most sophisticated department store brands, Burma-Shave offers all men everywhere an upscale boutique skincare experience at affordable prices.

smell
good

B +

where we've been

In 1925, the Burma Vita Corporation of Minneapolis brought to market one of the first brushless shaving creams, using an unprecedented (and cheap) marketing strategy: a series of roadside signs which, read in sequence, created a memorable rhyming message in the driver's mind. The signs, seen all over the country on monotonous stretches of road, gave the impression of a national firm, and quickly catapulted the small and previously little-known company into the limelight; in 1936 it gained the position of the number two seller of men's shaving cream.

Burma-Shave had not been an immediate success. Burma-Vita, a liniment that was the company's first product, had failed dismally, and Burma-Shave initially suffered from the same problems: limited distribution and almost no advertising. Then Allan Odell, son of Burma Vita Corp. founder Clinton Odell, hit on the idea of spending just $250 to put up road signs along his sales route. The Burma-Shave signs are still remembered today as one of the most successful campaigns in advertising history.

The signs were not wholly responsible for Burma-Shave's success, however. The novelty and convenience of a brushless shaving cream was appreciated by millions of men who were happy to abandon their brushes and mugs. The product and the advertising campaign united to become a brand beloved by millions. In World War II, Burma Shave was so ingrained in the heads of Americans that homesick GIs posted Burma-Shave signs all around the world.

The brand remained successful until the early 1960s, when the ubiquity of interstates meant that drivers were moving too fast to read the signs, especially against the backdrop of larger billboards and suburban development. Burma Vita was purchased by a series of corporations culminating in 1963 with Phillip Morris. The signs came down. Sales came down as well, until the Burma-Shave product line was discontinued in 1966. Surprisingly, it was reintroduced in 1997 by the American Safety Razor Company, in a line that includes razors, blades, and (ironically) shaving soap and brushes, but not shaving cream. It continues to do a modest business, mostly with men old enough to remember the old Burma-Shave road signs.
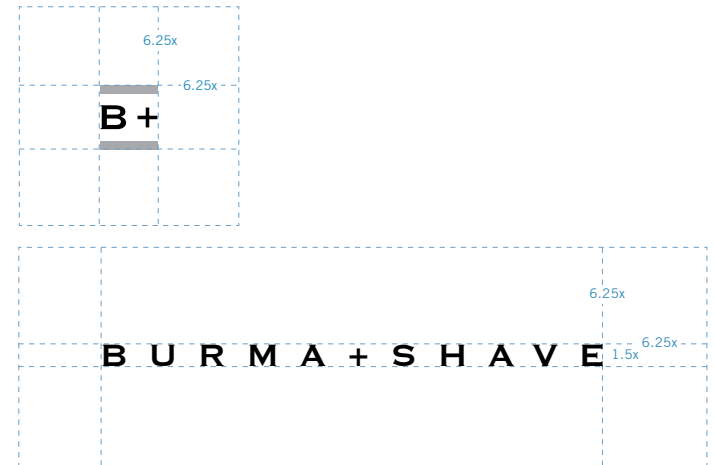
get
clean

B +

using our logo

The following guidelines will assist you in using the company trademark to support consistent branding in all media.

The unit "x" is equal to the height of the bottom bar of the trademark. At least 6.25x clear space should appear around all sides of the trademark and word mark at all times.
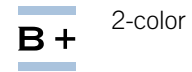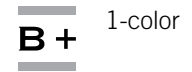
feel
great

B +

in print

B U R M A + S H A V E

B + 3-color

B U R M A + S H A V E

B + 2-color

B U R M A + S H A V E

B + 1-color

B U R M A + S H A V E

B + Reversed

B U R M A + S H A V E

Word mark (for 1-color jobs, a black "+" is acceptable)

B U R M A + S H A V E

Reversed word mark (for 1-color jobs, a white "+" is acceptable)

BURMA+SHAVE

clean
facial cleanser

BURMA+SH
refresh
stimulating aftershave splash

BURMA+SHAVE
shaving cream
gentle foaming action for all skin types
125 mL / 4 fl oz (60)

BURMA+SHAVE
deodorant
fresh scent anti-perspirant deodorant
125 mL / 4 fl oz (60)

BURMA+SHAVE
soothe
post shave calming lotion

on the web

Presenting our mark at sizes smaller than those specified below can cause it to degrade at screen resolutions. Take care also not to reduce GIFs to fewer than 32 colors.
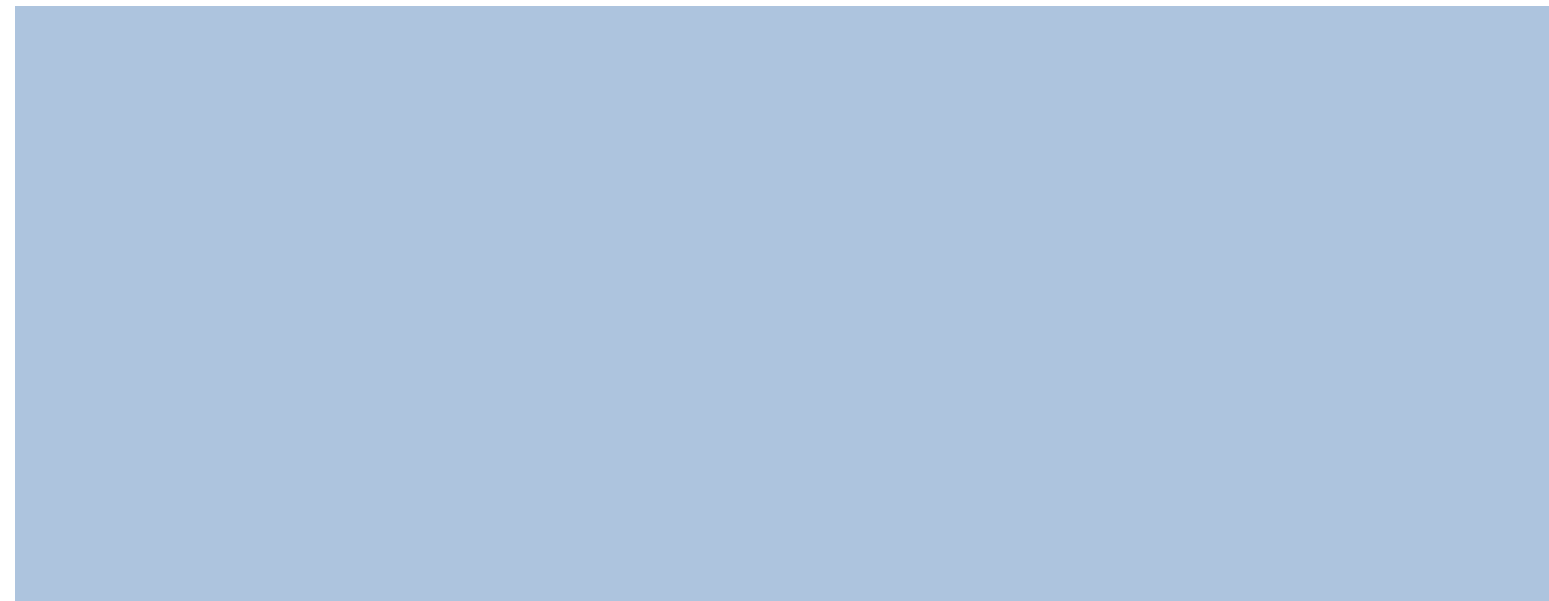
BURMA+SHAVE

125x65 pixels

BURMA+SHAVE

200x10 pixels

B+
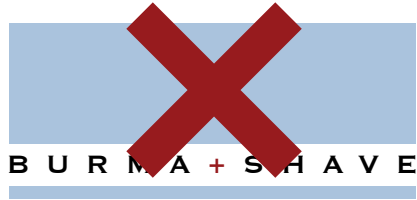
26x29 pixels

BURMA + SHAVE

what not to do
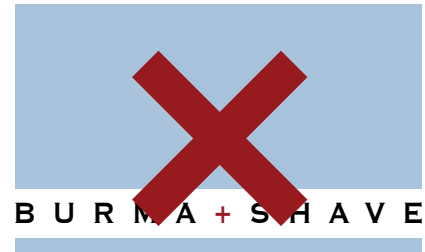

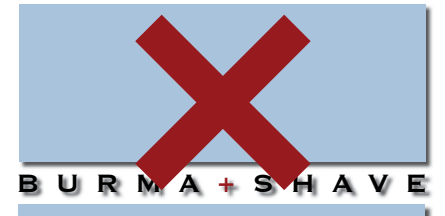Do not change the height of the bars.

Do not apply gradients.

Do not apply strokes.

Do not use unapproved colors.

Do not stretch, skew, or alter proportions.

Do not use dropshadows.

BURMA·SHAVE

shaving cream
gentle foaming action for all skin types

BURMA·SHAVE

soothe

BURMA·SHAVE

refresh
stimulating aftershave splash

BURMA·SHAVE

prepare

L'ORÉAL
PARIS
men's expert

L'ORÉAL
PARIS
men's exp

NEW

STOP LINES SPF 15
ANTI-LINES
MOISTURIZER WITH
UVA/UVB SUNSCREEN

VITA LIFT
ANTI-WRINKLE & FIRMING
MOISTURIZER

Fine lines?
STOP LINES

Deep wrinkles
VITA L

Magic
SHAVING

Neutrogena
MEN
RAZOR DEFENSE
Face Scrub

Neutrogena
MEN
SKIN CLEARING
Face Wash
OIL-FREE

Neutrogena
NEW
Skin Clearing
SHAVE GEL
OIL-FREE

Neutrogena
MEN
SKIN CLEARING
Shave Cream

Neutrogena
MEN
Razor Defense
SHAVE GEL

Neutrogena
MEN
RAZOR DEFENSE
Post Shave Lotion

Neutrogena
MEN
TRIPLE PROTECT
Face Lotion
SPF 20

showing our colors

C: 32	**R:** 170	**PANTONE:**	
M: 15	**G:** 195	2717	
Y: 4	**B:** 221	**WEB-SAFE:**	
K: 0	**HEX:** AAC3DD	99CCFF	

C: 25	**R:** 157	**PANTONE:**	
M: 100	**G:** 27	179	
Y: 100	**B:** 30	**WEB-SAFE:**	
K: 25	**HEX:** 971B1E	993333	

C: 80	**R:** 35	**PANTONE:**	
M: 35	**G:** 140	2925 M	
Y: 10	**B:** 190	**WEB-SAFE:**	
K: 0	**HEX:** 218ABC	3399CC	
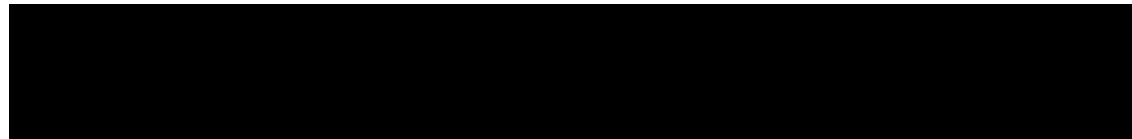
C: 0	**R:** 0	**PANTONE:**	
M: 0	**G:** 0	Black M	
Y: 0	**B:** 0	**WEB-SAFE:**	
K: 100	**HEX:** 000000	000000	

type and our brand

The trademark and word mark use Copperplate Regular, all in capital letters, with tracking set at 500. In all presentations of the mark, the tracking should be considered essential to the consistency of the brand.

The original Copperplate Gothic was designed by Frederic W. Goudy in the early 1900s, and the successive weights were drawn by Clarence C. Marder for American Type Founders. It's a wide, squarish, monotone gothic (sans serif) with the addition of small hairline serifs. These tiny serifs were reminiscent of the edges on letters that were engraved in copperplate, hence the name. This kind of typeface was popular in the mid-twentieth century for stationery and business cards, especially for serious business professionals like doctors, lawyers, and bankers. Today, Copperplate Gothic enjoys a revival in corporate and advertising design, still imparting a look of serious business, both understated and posh. Despite the lack of a lowercase, Copperplate Gothic is legible at small sizes because of its open and wide shapes.

—linotype.com

COPPERPLATE REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&*()~_+{}|:"<>?

Supporting typefaces, for use in advertising, marketing, and internal communications, are Trade Gothic and Palatino.

Trade Gothic may be used throughout Burma-Shave marketing materials and corporate communications. Trade Gothic Medium is the standard typeface for product names on their labels (always in red, always in lowercase). Trade Gothic Bold Condensed No. 20 should be used for headlines, subheads, and for display purposes (always in lowercase). Trade Gothic Light should be used for body text. The typeface offers a variety of weights as well as oblique styles in both condensed and uncondensed versions, which are available as alternatives for subheads or other uses in complex documents.

Trade Gothic Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&*()~_+{}|:"<>?

Trade Gothic Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&*()~_+{}|:"<>?

Trade Gothic Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&*()~_+{}|:"<>?

Trade Gothic Condensed No. 18

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&*()~_+{}|:"<>?

Trade Gothic Bold Condensed No. 20

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&*()~_+{}|:"<>?

Palatino is Burma-Shave's tertiary typeface, and it is the best choice for letters and other business communications which are not primarily for promotional purposes. Palatino is available in Regular and Bold, as well as Italic and Bold Italic.

Palatino Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&*()~_+{}|:"<>?

Palatino Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&*()~_+{}|:"<>?

Palatino Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&()~_+{}|:"<>?*

Palatino Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`-=[]\;',./
!@#$%^&*()~_+{}|:"<>?

BURMA+SHAVE
clean
facial cleanser

BURMA+SH
refresh
stimulating aftershave splash
120 ml / 3.4 fl oz (60)

BURMA+SHAVE
shaving cream
gentle foaming action for all skin types
125 ml / 4 fl oz (60)

BURMA+SHAVE
deodorant
fresh scent anti-perspirant deodorant
125 ml / 4 fl oz (60)

BURMA+SHAVE
soothe
post shave calming lotion