



RVRB

Hard Rock

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- Gamification

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THE BRAND

Reverberation in music is the persistence of a sound after the source has stopped. Memories are reverberations, constantly echoing times once had, filled with experiences and joy.

The brain brings back sensations connected to the memories, as if you are reliving that very moment. When an emotion comes up, that's how you know something is important to you.

RVRB is the persistence of memories.
Our minds are our RVRB.



purpose

To inspire new memories through the remembrance of great moments in our lives with music at the core.



promise

RVRB promises to keep memories alive to inspire new ones by creating space for love, connection, and excitement.

RVRB

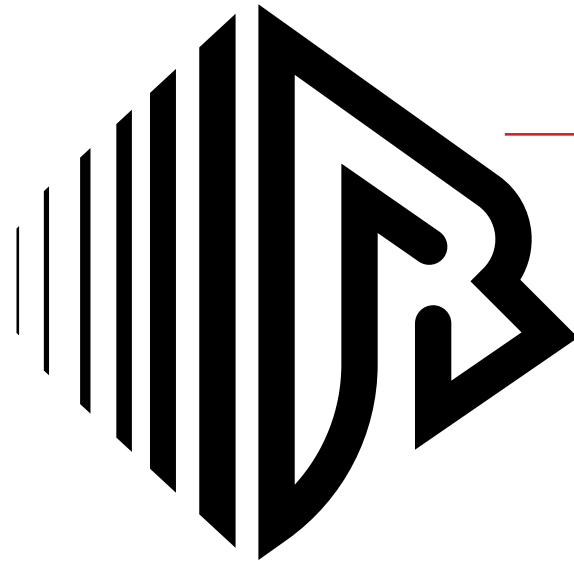
tone and personality

RVRB personifies the strong spirit and freedom of life, always reflective and hopeful. RVRB's voice is deep, husky, and charming. When RVRB talks, everyone listens. He sounds like an old friend, ready for reflective conversation.

voice

Reverent
Rebellious
Authentic
Always changing
Electric





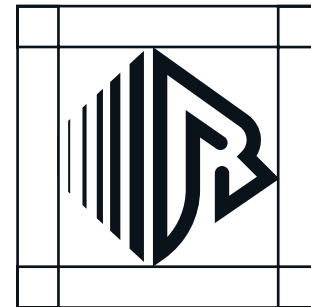
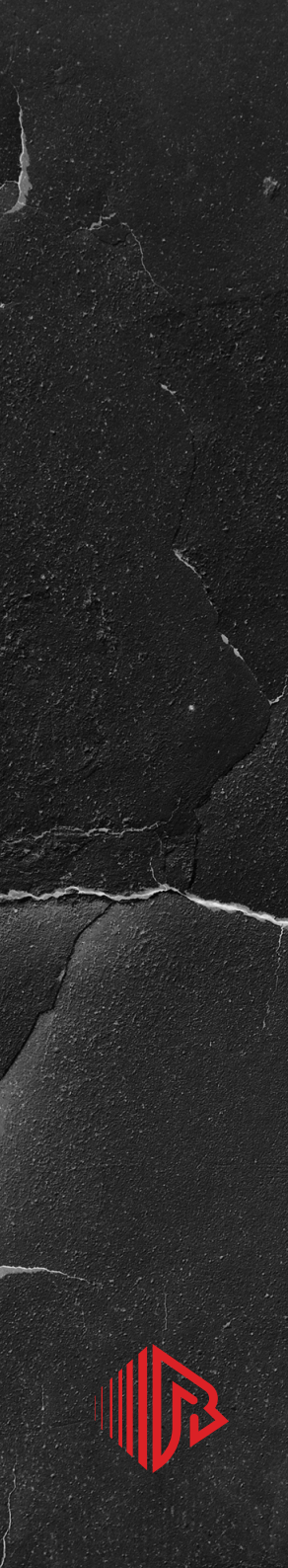
— Logo mark



— Logo type



— Parent





RVRB



RVRB



RVRB



RVRB



RVRB



RVRB

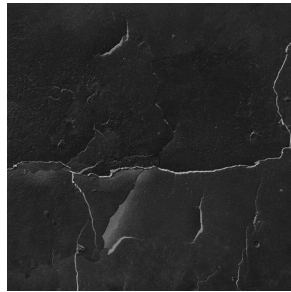
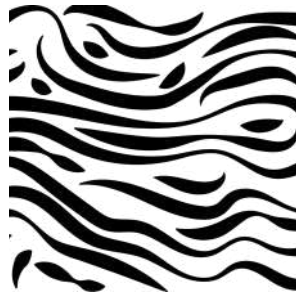
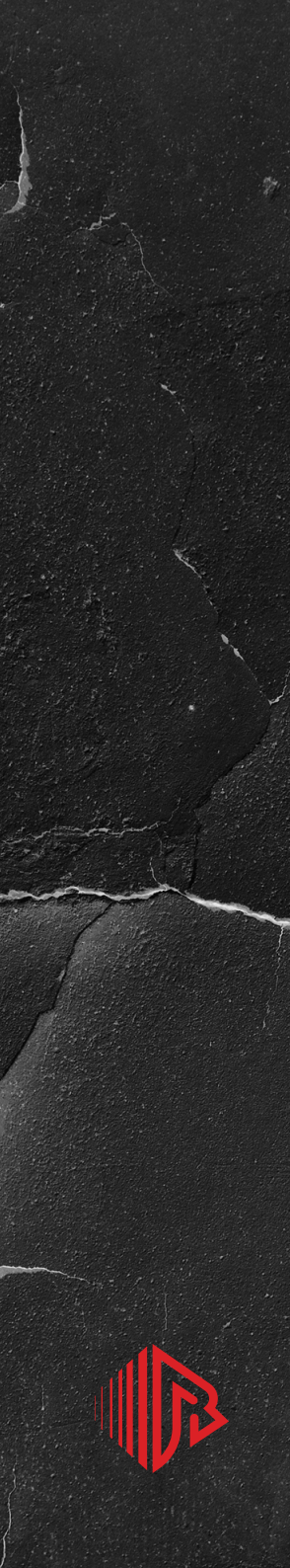


RVRB



RVRB

VISUAL TOOLKIT



Trumpets and vi
I think they're ca
Can't hear them, I
Take hold of my ha



CHANGELING NEO

light regular bold
inline stencil

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 -
, ! @ # \$ % ^ & * ()



MONTSERRAT

Thin Extralight Light Regular
Italic Medium SemiBold
Bold ExtraBold Black

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 -
, ! @ # \$ % ^ & * ()



primary colors

bin bags in the rain

#0A211A
RGB 10, 18, 26
HSV 210, 62, 10
CMYK 62, 31, 0, 90
LAB 5, -1, -6

maximum red

#D82226
RGB 219, 34, 38
HSV 359, 84, 86
CMYK 0, 84, 83, 14
LAB 47, 68, 46

secondary colors

sea buckthorn

#F9A838
RGB 249, 171, 59
HSV 35, 76, 98
CMYK 0, 31, 76, 2
LAB 76, 19, 66

bone

#E1D1B9
RGB 225, 209, 185
HSV 36, 18, 88
CMYK 0, 7, 18, 12
LAB 85, 2, 14

white

#FFFFFF
RGB 255, 255, 255
HSV 0, 0, 100
CMYK 0, 0, 0, 0
LAB 100, 0, 0

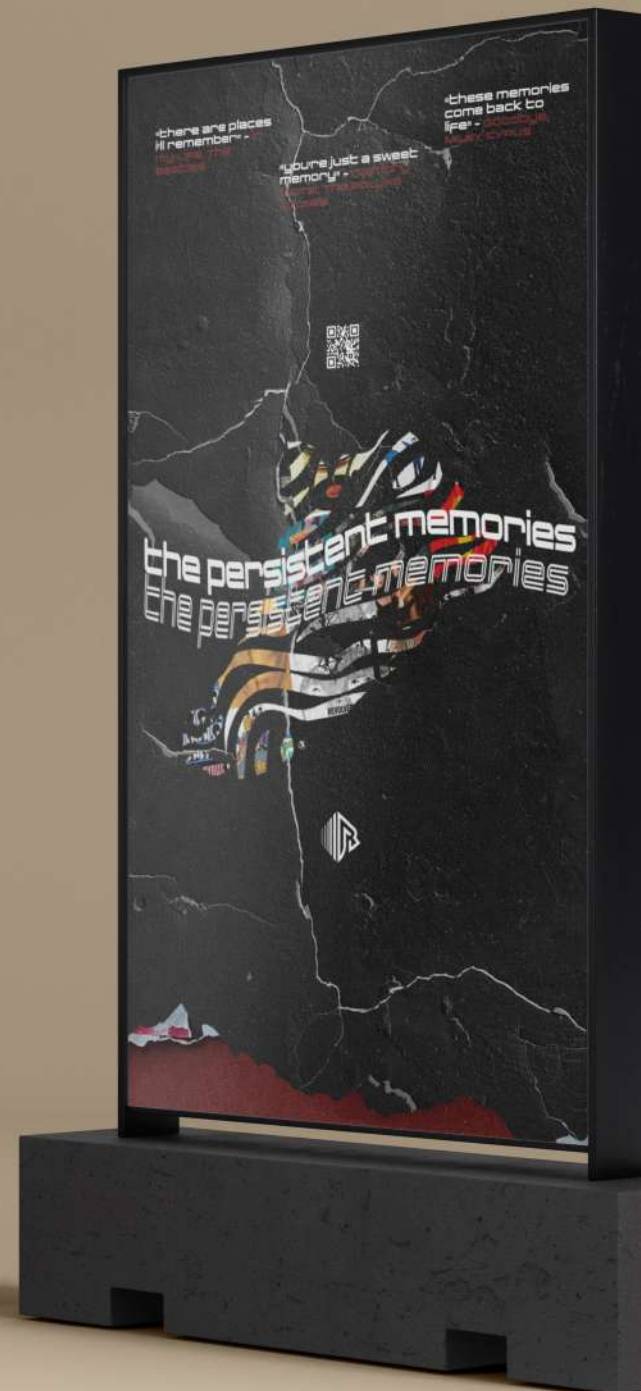
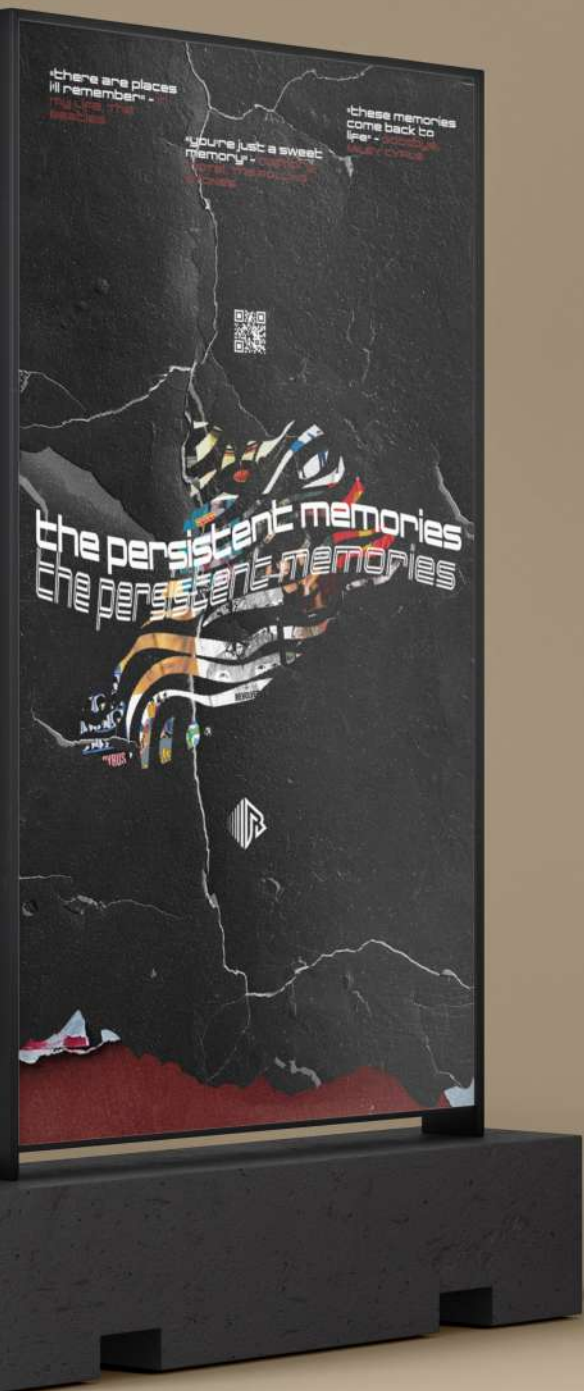
photography style



CAMPAIGN/GAMIFICATION



RVRB



"there are places
i'll remember" - in
my life, the
beatles

"you're just a sweet
memory" - inspired by
mick jagger, the rolling
stones

"these memories
come back to
life" - goodbye
miley cyrus

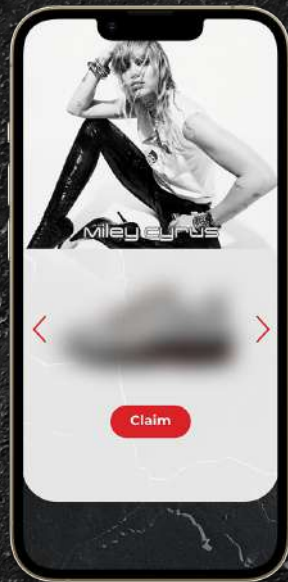
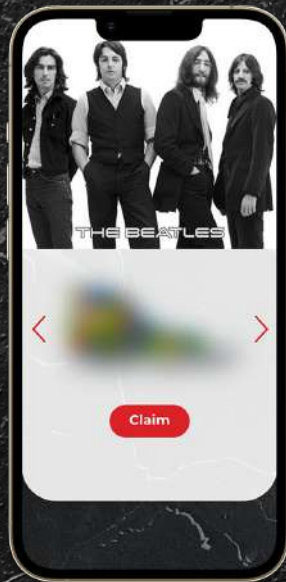
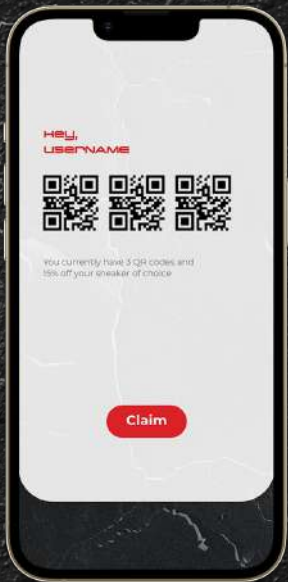
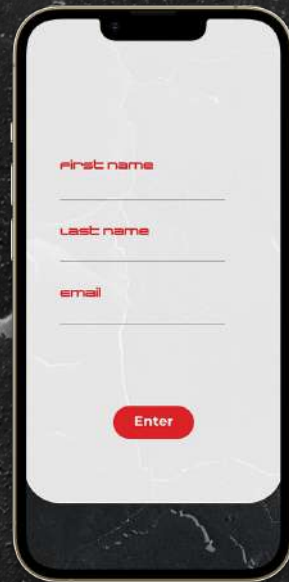
the persistent memories
the persistent memories



RVRB YOUR MEMORIES

explore Hard Rock and earn discounts
towards exclusive collaborations.







BURGERS

All Legendary® Burgers are served with fresh toasted brioche buns and seasoned fries. Substitute your fries for Cheese Fries with Smoked Bacon (400 kr).

ORIGINAL LEGENDARY® BURGER

The burger that started it all
A fresh hamburger, with smoked bacon, cheddar cheese, crispy onion ring, leaf lettuce and vine-ripened tomato.* 2990 kr.

LOCAL LEGENDARY

Our 140 gr. Local Legendary® burger cranks our Original Legendary up a notch to the next level. Prepared with local flavor and flair, topped with smoked bacon marmalade, pickled red onion, garlic roasted mushrooms, Havarti cheese, shredded lettuce, vine-ripened tomato and Berrnaise sauce on the side.* 2990 kr.

JAVA LAVA BURGER

Awakened with espresso rub and house-made java lava sauce, crunchy onions, melted cheddar cheese, smoked bacon, crisp lettuce and vine-ripened tomato, garnished with a fried jalapeno.* 2890 kr.

VEGAN BURGER

Our vegan burger is made from what grows above the ground, topped with Vegan cheese, hummus, pickles, arugula and vine-ripened tomato served on our freshly baked spelt vegan bun.* 2890 kr.

MEMPHIS BURGER

One of the best in town, seasoned with Memphis dry rub and topped with pickle slices, spicy Memphis slaw, Tennessee BBQ pulled pork, crispy onions and cheddar cheese.* 2990 kr.

BURGER SLIDER TRIO

A trio of the Local Legendary Burger, BBQ Bacon Burger and Cheeseburger.* 2890 kr.

THE BIG CHEESEBURGER

Three thick slices of Havarti, Swiss and cheddar cheese melted on our fresh hamburger, served with leaf lettuce, vine-ripened tomato and red onion.* 2890 kr.

BBQ BACON CHEESEBURGER

Fresh hamburger seasoned and seared with a signature spice blend topped with house-made barbecue sauce and topped with caramelised onions, cheddar cheese, smoked bacon, leaf lettuce and vine-ripened tomato.* 2890 kr.

MOVING MOUNTAINS® BURGER

100% plant-based patty, topped with cheddar cheese and a crispy onion ring, served with leaf lettuce and vine-ripened tomato. 2990 kr.

Veganize your burger

If you fancy any of our burgers but would like it vegan please talk to your waiter and we'll swap out everything non-vegan and veganize your burger with our vegan patty, vegan cheese etc.



THE BIG CHEESEBURGER



LOCAL LEGENDARY

Add an upgrade to your Burger

BEEF UP YOUR BURGER TO 220 GR.	800 kr.
SMOKED BACON	350 kr.
EXTRA CHEESE	350 kr.
SAUTEED MUSHROOMS	300 kr.
CARAMELIZED ONIONS	300 kr.
GLAZED HAM	300 kr.
JALAPENOS	300 kr.
FRIED EGG	100 kr.
SEASONED CHEESE FRIES W/	990 kr.
SMOKED BACON (Substitute Fries for 400 kr.)	
SUBSTITUTE FRIES W/ SWEET	300 kr.
POTATO FRIES	
SEASONED FRIES	590 kr.
SEIZ CRON RINGS	700 kr.

*Contains some or all of the following allergens: wheat, soy, dairy, egg, tree nuts, peanuts, fish, shellfish, pork, beef, lamb, chicken, turkey, seafood, and/or other animal products. We hold allergy information for all menu items, please refer to the allergen information at the back of this menu or speak to your server for further details. If you suffer from a food allergy, please ensure that your server is aware at time of order.

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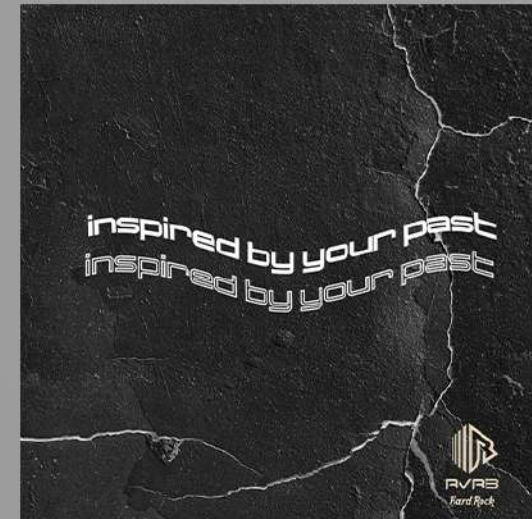
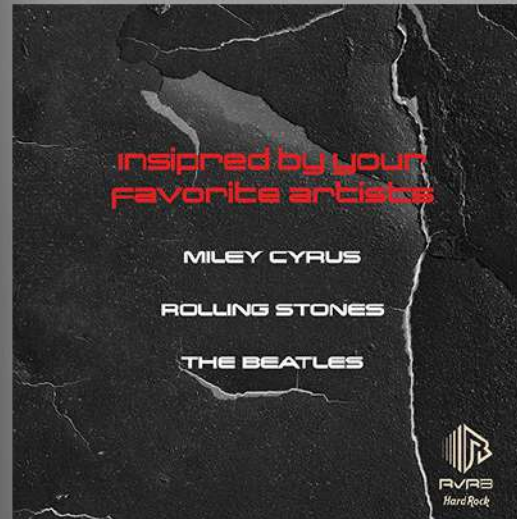
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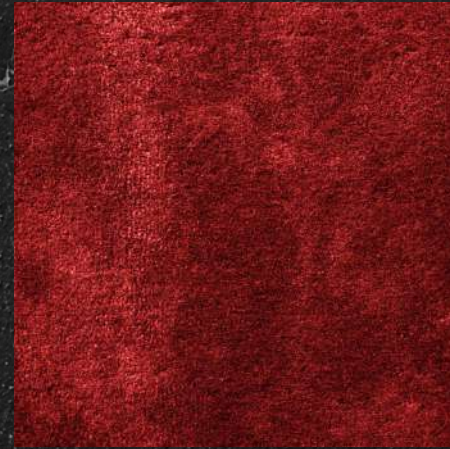


PRODUCTS



THE ROLLING STONES







THE BEATLES

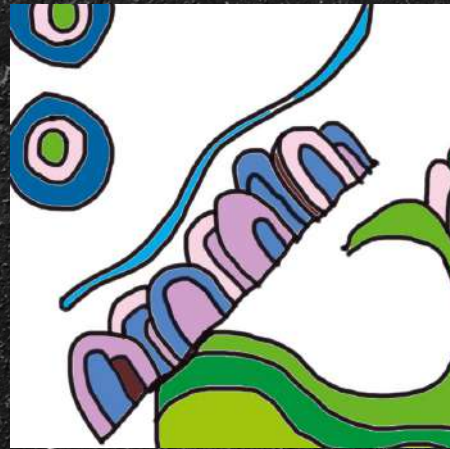
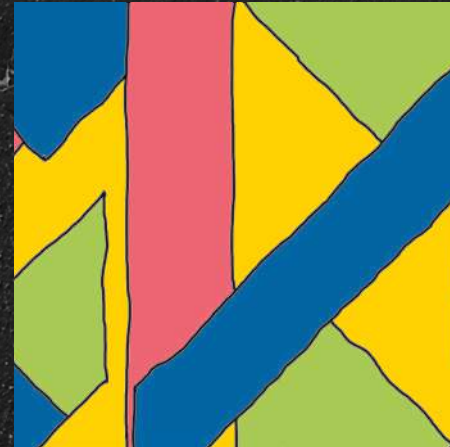
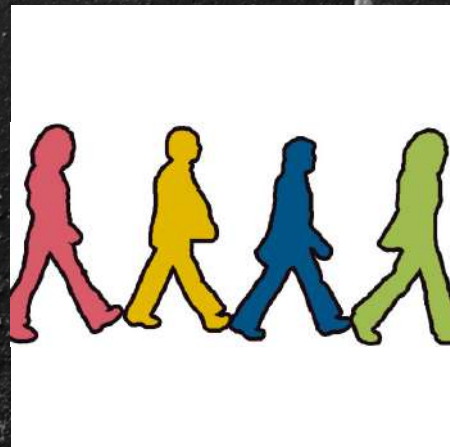
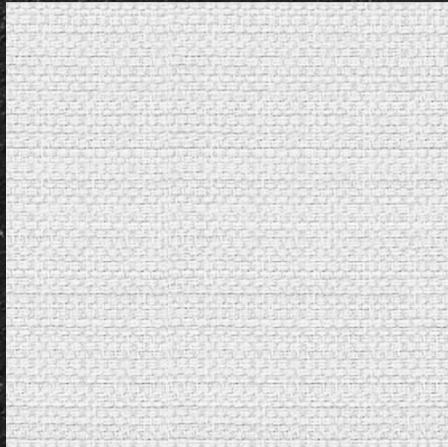


D. O'Neil

George Hossler

Kohlmann

George Hossler



George Harrison
George Harrison
John



MILEY CYRUS



Malay

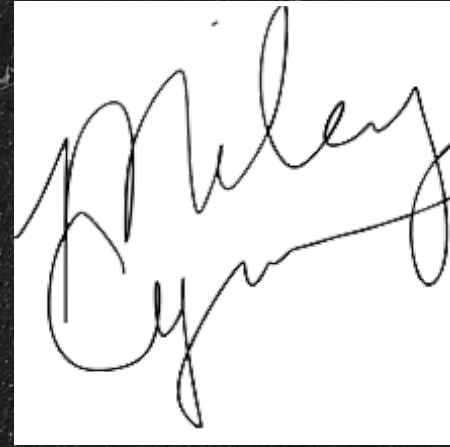
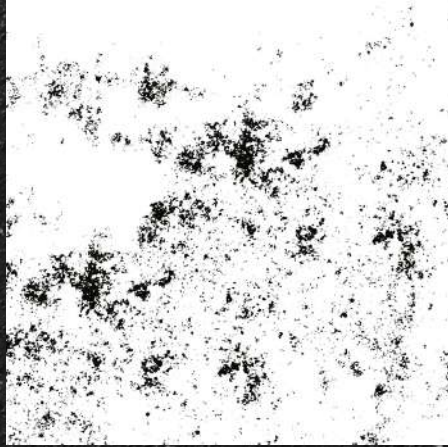
HH

XO

love never dies

Just Breath

eyowis





I get no satisfaction
I get no satisfaction
I try, and I try, and I try
I get no. I can't get no

I'm driving in my car
a man come on the radio
is telling me more and more
of some useless information
posed to fire my imagination

I get no. oh, no. no. no. hey, hey
what I say

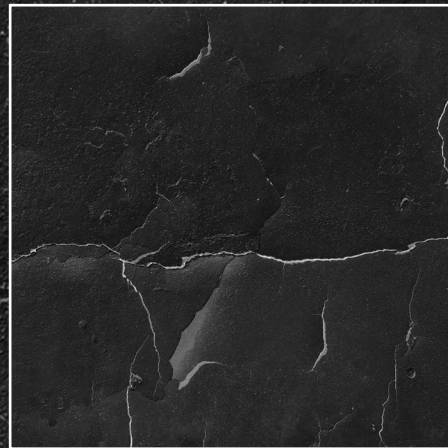
I see a red door
and I want it painted black
no color any more
I want them to turn black

I see the girls walk by
dressed in their summer clothes
I have to turn my head
until my darkness goes

I see a line of cars
and they're all painted black
with flowers and my love
both never to come back

I've seen people turn their heads
and quickly look away
like a newborn baby
It just happens everyday

I look inside myself
and see my heart is black
I see my red door





RVRB

Hard Rock

SOURCES

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