

# Brand Guidelines

## LOGO



## SALT & KETTLE

is a name that combines the essence of flavor and health.

"Salt" represents the rich and beloved taste of chips, while "Kettle" refers to the traditional cooking method that uses less oil, making it both delicious and a healthier choice.

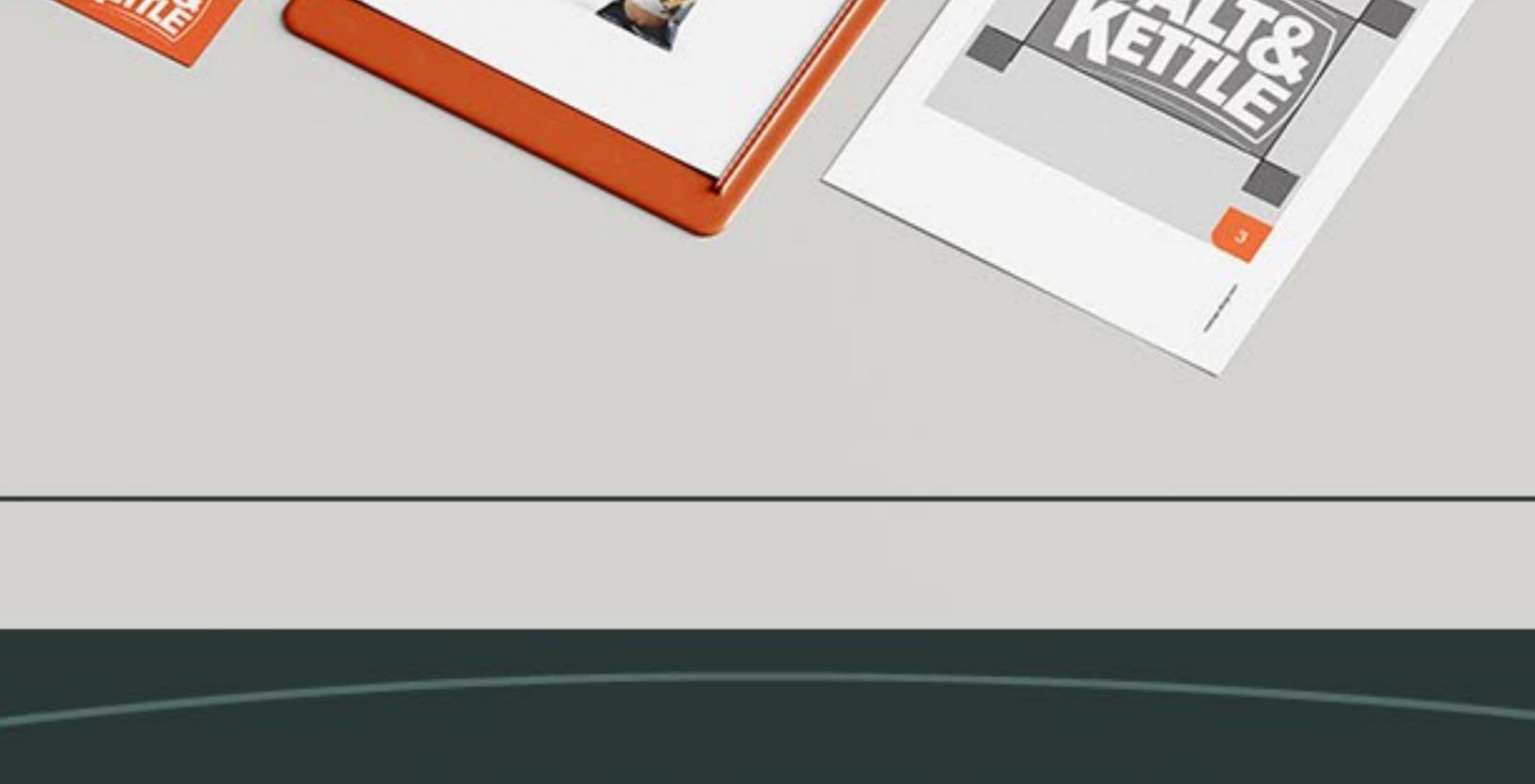
## LOGO usage



## Color Palette



## Clear space



## Arial font

## Font

**Bold**  
**ABCDEFGHI**  
**abcdefghijklm**

**Aa**

**Regular**  
**ABCDEFGHI**  
**abcdefghijklm**

**Light**  
**ABCDEFGHI**  
**abcdefghijklm**

## Arial font

## Mock ups



**THANK**

**YOU**