

# STYLE GUIDE | At-a-Glance

## PRIMARY LOGO



## SECONDARY LOGO



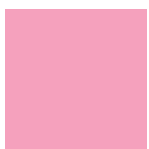
## ONE-COLOR LOGO



## REVERSED LOGO



## COLOR PALETTE



PMS: 183 CP  
CMYK: 0/46/6/0  
RGB: 229/154/172



PMS: 2180 CP  
CMYK: 74/34/26/25  
RGB: 75/113/125



PMS: 547 CP  
CMYK: 100/11/20/82  
RGB: 0/60/70



PMS: 600 CP  
CMYK: 1/0/44/0  
RGB: 245/238/152



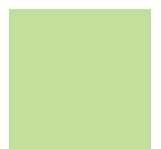
PMS: Warm Gray 7 CP  
CMYK: 35/34/36/11  
RGB: 148/139/129



PMS: 4176 CP  
CMYK: 20/8/17/0  
RGB: 194/205/186



PMS: 2100 CP  
CMYK: 39/43/0/0  
RGB: 161/148/194



PMS: 7486 CP  
CMYK: 25/0/50/0  
RGB: 189/216/139

# STYLE GUIDE | At-a-Glance *(continued)*

## FONTS

### **Barricada Pro**

Headlines (30pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

### Neue Kabel Regular

Body Copy (12pt)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### **PINECONE MVB ROUGH2**

Callouts (14pt)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

## MINIMUM SIZE / CLEAR SPACE



Minimum Size - .5in Height



Minimum Distance - .25in

## ADDITIONAL BRAND ASSETS



Packaging Background

# LegenDairy Cheese Company

*Finally, a vegan, plant-based cheese nearly identical to the real thing. It's so good, it's truly LegenDairy.*

## BRAND OVERVIEW

Everyone loves cheese! Even Vegans. Vegan cheese has come a long way since its bland, non-melty (or, on the opposite side of the spectrum, oily) beginnings. In fact, the vegan cheese brands of today hardly resemble these rubbery, dry, lackluster predecessors. Thankfully, today's non-dairy cheese varieties are bursting with flavor. They also melt down to the perfect, ooey-gooley consistency.

*So, what is vegan cheese made from?* If you're wondering exactly what makes up the glorious concoction that is vegan cheese, the answer is... just about anything! So long as it doesn't stem from animals. In lieu of dairy, vegan cheese is made from plant proteins. These include soy and nut milks and vegetable oils like coconut oil. Starchy flours like tapioca and arrowroot, as well as root vegetables like potatoes and carrots (and even cauliflower) can also be turned into vegan cheese. And, similarly to dairy-based cheese, plant-based cheese can come in many different varieties: in blocks, shreds, slices, grated and as a dip.

## OBJECTIVE

Create a unique brand to reflect the mythical/legendary status of this new product line. The mark will be used on packaging, website, social media and other advertising needs.

## TARGET AUDIENCE

The fastest growing group consuming plant-based diets are Millennials and Gen Z generations, with 74% of vegans being female. According to market research from Grand View Research, the vegan cheese market is expected to grow at a rate of 12.6 percent annually from 2022 to 2030.

## tone & Brand Voice

Well-crafted, Fun, Creative, Experimental, Exciting, Mythical

## COMPETITORS

- |                      |                     |
|----------------------|---------------------|
| • FieldRoast – Chao  | • Miyoko's Creamery |
| • Follow Your Heart  | • So Delicious      |
| • Kite Hill          | • Violife           |
| • Loca               | • Daiya             |
| • Misha's Kind Foods | • Parmela Creamery  |

## NOTES

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## FOLLOW-UP QUESTIONS

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## PROJECT OBJECTIVES

Design a logo, brand style guide and deliverables for the LegenDairy Cheese Company using attached creative brief and doing research on their competition.

## PROJECT OVERVIEW

- Complete 10 thumbnail sketches of your mythical creature and type variations before starting in Illustrator (*upload photo of sketches to Blackboard*)
- The logo must be a combination mark; typography with a pictorial representation. The logo may work as a crest or a badge.
  - The pictorial mark must be a representation of a mythical creature. It can be a silhouette or a more detailed representation of a mythical creature. You may invent one of your own if you wish.
  - The typography must be customized. Either modify the letter forms of a typeface or create your own letter forms.
  - Modifications could include: Warping, modifying the typeface's features, adding details like texture, highlights and shadows, adding serifs, spurs, swashes or other design details.
  - The mythical creature must be created with the pen tool and use two or more reference photos as inspiration for the creature.
- Two versions of the logo—black and white and full color. The black and white must be designed prior to developing the full-color version.
- Create a simple brand style guide based on your final logo. A brand style guide is the rulebook for everything you create, from what fonts to use to how logo treatments work with different color schemes. Whether you're creating a business card, crafting a tweet or developing an entire ad campaign, a style guide ensures your work is consistent with brand identity guidelines — both visually and in tone of voice.

## LOGO DOCUMENT SPECIFICATIONS

- **Document size.** 8 inches x 8 inches
- **Two artboards.** Logos must be centered horizontally and vertically on artboards.
- **Artboard 1.** Completely black and white. *No gray tones, tints or opacity adjustments.*
- **Artboard 2.** Full-color logo

## BRAND STYLE GUIDE

- **Document size.** 8.5 inches x 11 inches (one more artboards depending on your style guide layout)
- **Final layout.** Saved as a .PDF using Adobe PDF Preset "Illustrator Default" with file named as **Last\_First\_BrandGuide.pdf**
- **Logo usage.** Specify a primary logo (the pictorial mark locked up with the company name) for use wherever space allows. Provide a secondary option for use in situations when the primary logo is unnecessary or will not fit. You may also consider how the logo works as just a word mark or as an icon only.
- **Color palette.** Establish primary and secondary colors. Select Pantone C swatches, and also include their CMYK and RGB breakdowns
- **Typography.** Note the two or three typefaces the brand uses. Explain the use cases for each font as well as the desired size, spacing and weight. Whatever font family represents the brand, it's important that designers use it consistently. Do not choose typefaces that are the same as the logo—choose something complimentary.
- **Size requirements.** List minimum size and proper proportions. If the logo requires a certain amount of white space around it, give clear instructions.
- **Additional brand assets** (*include if time allows*). Are there certain patterns, other illustrations, textures, etc. that you'd like used consistently with your brand? If so, include clear usage instructions for those in this section.

## FINAL DELIVERABLES

- **Packaging label.** Utilizing the provided template, create three labels for three different kinds of cheese (your choice, but options may include cheddar, brie, mozzarella, co-jack, gouda, feta, parmesan, gruyere or even a cheese spread).
- **Social media advertisement.** Using the packaging labels created and your final color logo, design a social media advertisement with the catchphrase: ***Finally, a vegan, plant-based cheese nearly identical to the real thing. It's so good, it's truly LegenDairy.***
  - Size (Instagram story): 1080px wide by 1920px tall
  - Export as a .PNG



Vegan Camembert



LegenDairy

7oz (170g)

Give the cows a day off and be LegenDairy!



