



S O C I A L M E D I A



BRAND DOCKET

A SIMPLE GUIDE TO HELP YOU PRESERVE
BRANDING IDENTITY IN DIGITAL MARKETING

CREATED BY

THOUGHTFOLKS DIGITAL PVT. LTD FOR DUKES INDIA JUNE 2018

» THE G U I D E

This guide is for anyone who works on Social Media Marketing and uses it to communicate the brand should find this guide a helpful and inspiring resource

Designers can mine the rich veins of typography, color palettes, photography and design elements to give life to their creations.



» BRAND OVERVIEW

Dukes has been a shining brand for over two decades in the competitive Biscuit & Confectionery market. A brand with varied offerings to delight a whole range of taste buds and a wide range of age groups. From crispy wafers and biscuits that you can munch and crunch with your buddy to irresistible chocolates that will melt your sweetheart and yummy confectionaries that kiddos can't help but crave – Dukes has it all to liven up your day. The diverse range of products are made from innovatively developed recipes and using authentic ingredients.





THE TONE



Light hearted, smooth flowing and heart warming, our campaigns will resonate with the innocent, happy go lucky attitude of youngsters unbridled and unadulterated by the pressures of adulthood. Our messages will stoke feelings of camaraderie and enjoyment in togetherness that youngsters and kids will associate with everything that makes life worth living, giving them a heightened sense of cheerful bliss. The lingo used will be warm and simple with a hint of coolness as perceived by youngsters. Dukes prioritizes the happiness and contentment of its customers like no other and forever strives to uphold its name as the go to brand for its TA.



Don't worry,
be **Waffy**!

Lose
Control

Cheesidicious
Waffy





IMAGES



HAPPY



CHEERFUL

QUIRKY





IMAGES



CHEERFUL

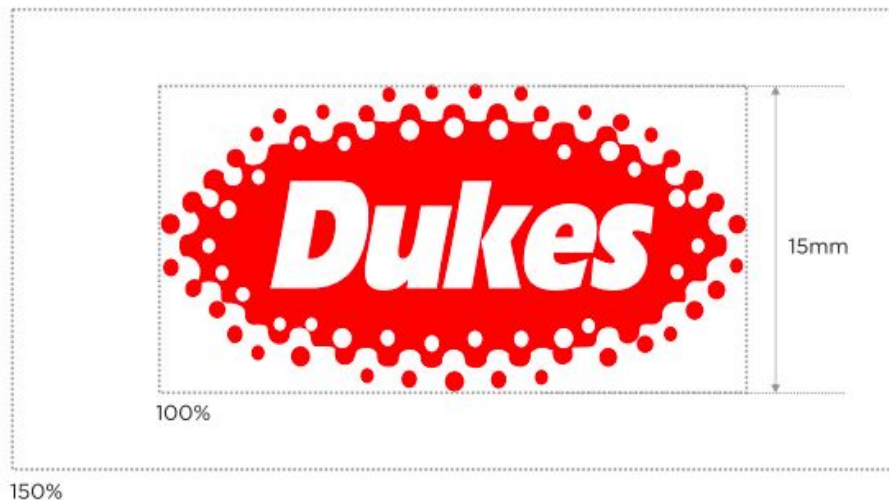
HAPPY

QUIRKY





LOGO VISUAL GUIDELINE



- Height of X must be equal or greater than – 15mm
- Keep a clear space around the logo as marked -150%
- Don't alter, rotate or modify the logo.

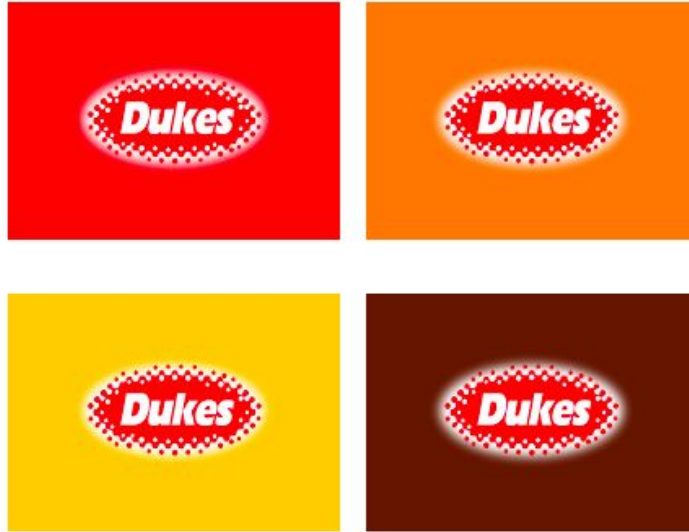
C M Y K
0 100 100 0

PANTONE -
485 C





LOGO CORRECT USE





COLOR SELECTION

THE GOAL IS ALWAYS TO MAINTAIN THE VISUAL INTEGRITY OF BRAND COLORS.

THE PRIMARY TRIO

RED



#ee1d24

ORANGE



#f58220

YELLOW



#fdc90b

SECONDARY PICKS

BROWN



#5f210c

BLACK



#040404





OTHER COLORS TO USE

THE GOAL IS ALWAYS TO MAINTAIN THE VISUAL INTEGRITY OF BRAND COLORS.





THE TYPOGRAPHY

Primary: Gotham Series

Gotham Light

ABCDEFGHIJKL

Gotham Medium

ABCDEFGHIJKL

Gotham Narrow Medium

ABCDEFGHIJKL

Gotham Bold

ABCDEFGHIJKL

Gotham Black

ABCDEFGHIJKL

Secondary: Quicksand Series

Quicksand Light

ABCDEFGHIJKL

Quicksand Book

ABCDEFGHIJKL



Quicksand Bold

ABCDEFGHIJKL

Quicksand Book Oblique

ABCDEFGHIJKL





FONTS USED IN CREATIVES

Primary Fonts:

Nexa Light

ABCDEFGHIJKL

Nexa Bold

ABCDEFGHIJKL

CAC Futura Casual

ABCDEFGHIJKL

Geogrotesque Regular

ABCDEFGHIJKL

Geogrotesque Regular

ABCDEFGHIJKL



Secondary Fonts:

Gotham Pro Light

ABCDEFGHIJKL

Gotham Bold

ABCDEFGHIJKL

Gotham Bold

ABCDEFGHIJKL

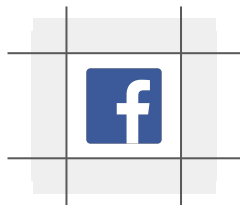
Gotham Bold

ABCDEFGHIJKL

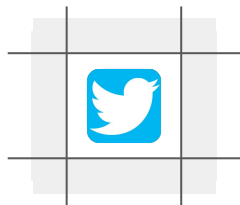




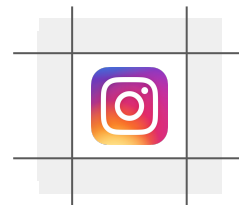
SOCIAL MEDIA CREATIVES



Cover Photo **851 x 310 px**
Share Image **1200 x 630 px**
Profile Picture **400 x 400 px**



Cover Photo **1500 x 500 px**
Image Size **1024 x 512 px**
Profile Picture **400 x 400 px**

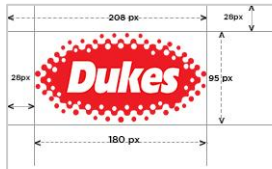


Square Post **1080 x 1080 px**
Vertical Post **1080 x 1350 px**
Horizontal Post **1080 x 566 px**





LOGO PLACEMENT



Logo

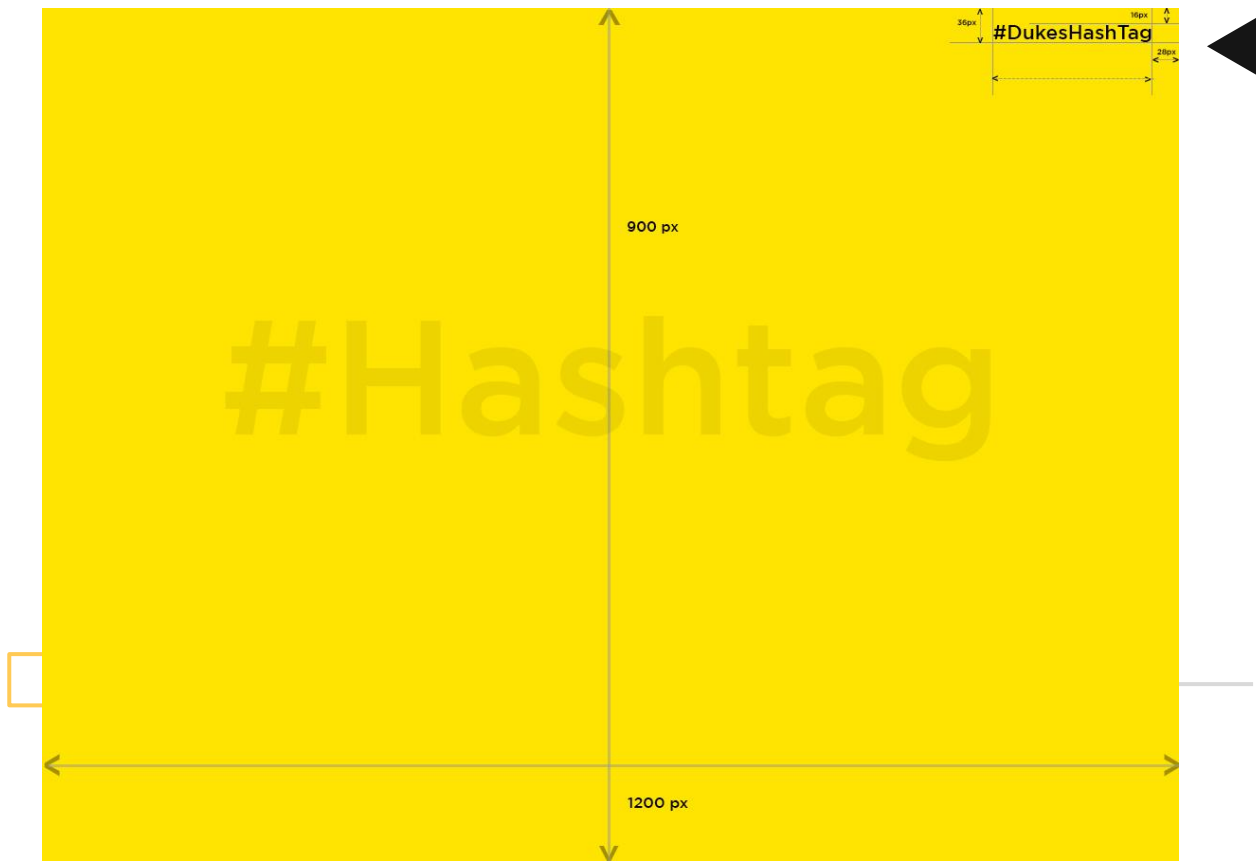
900 px



1200 px

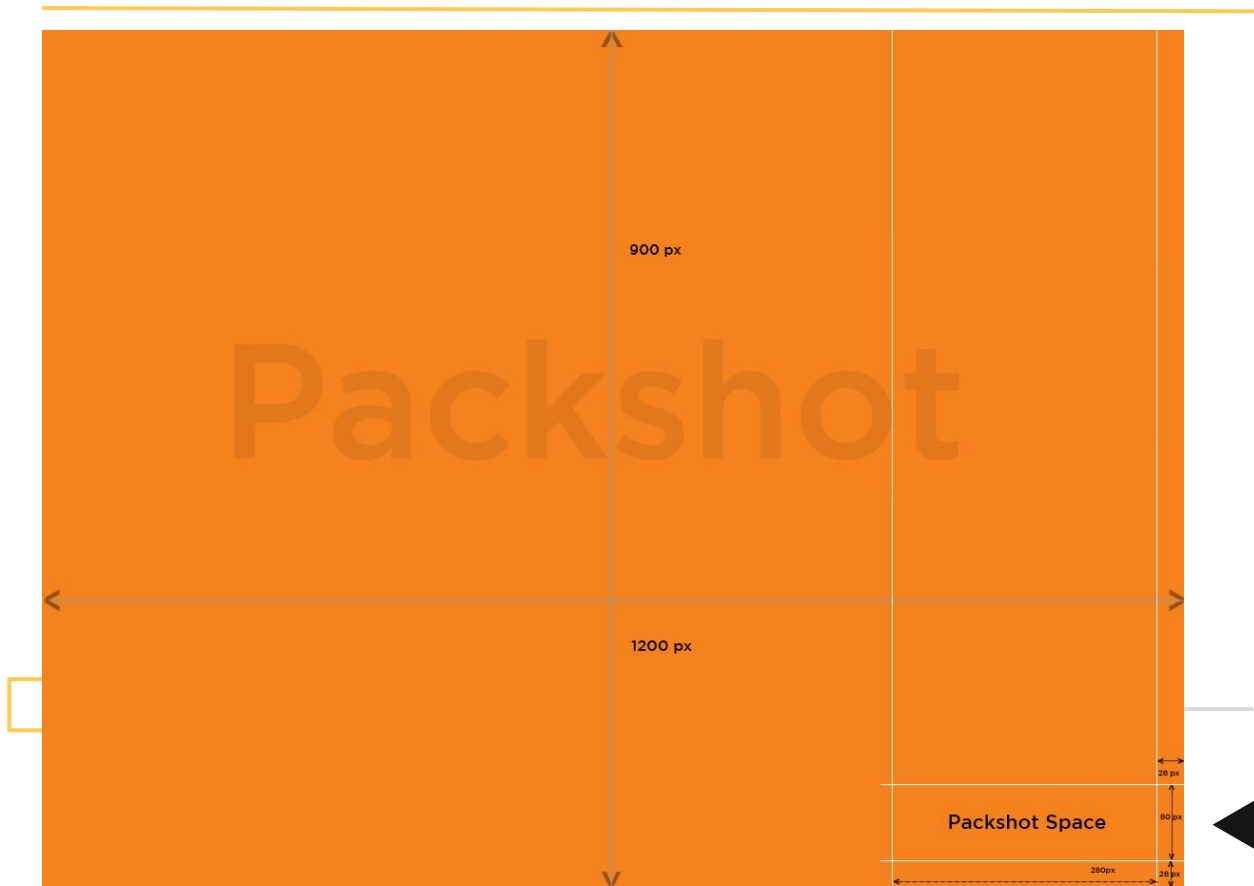


HASHTAG PLACEMENT



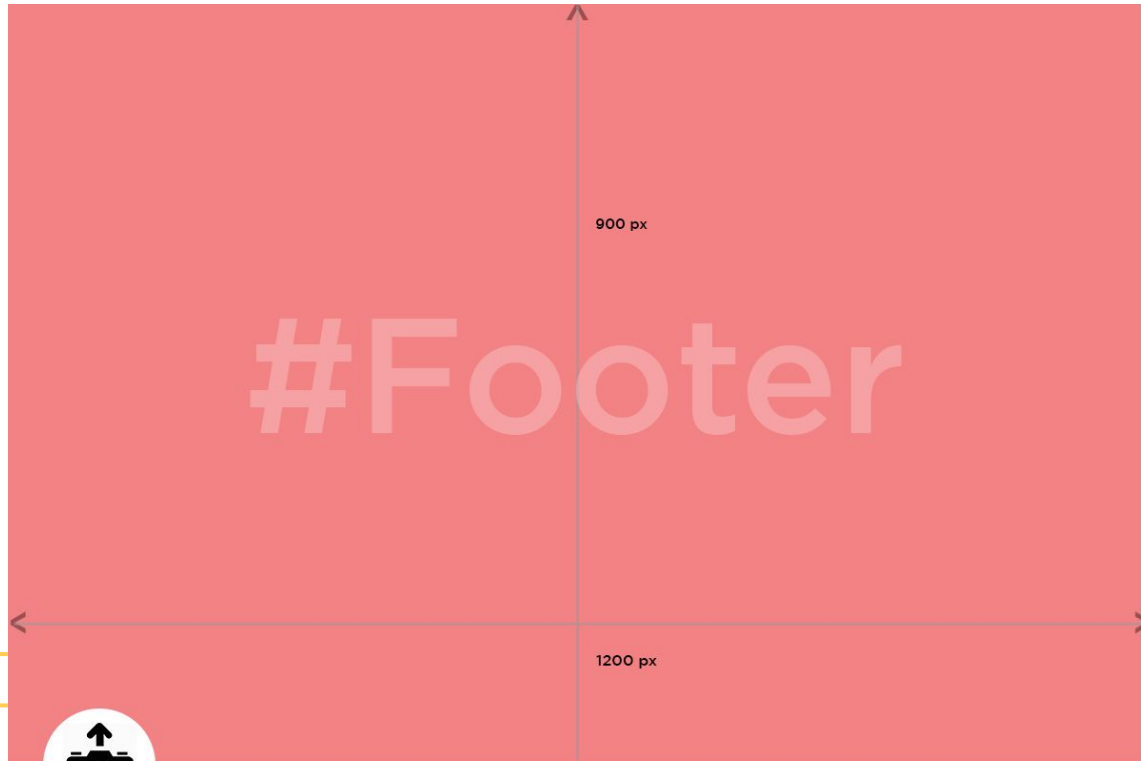


PACKSHOT PLACEMENT





FOOTER PLACEMENT



Sample Text ->Upload a picture and a thank you note.

S O C I A L M E D I A



B R A N D



D O C K E T

DESIGNED BY



THOUGHTFOLKS PVT LTD

G U I D E L I N E S



THANKS FOR VISITING BRAND DOCKET !