



BRAND GUIDE BOOK

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# COLOURS

## Green

Hex. #334C37  
RGB 51, 76, 55  
CMYK. 33, 0, 28, 70

## Red/Burgundy

Hex #7A1223  
RGB 122, 18, 35  
CMYK 0, 85, 71, 52

## White

Hex #000000  
RGB 0, 0, 0  
CMYK. 0, 0, 0, 100



# TYPEFACE

## BARON NEUE - DISPLAY

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890

## *Blackjack - Handwriting*

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890*

I wanted these fonts to be easy to read, stand out and grab attention.

# THE LOGO



# THE LOGO



The Design



# PRIMARY & SECONDARY LOGO



Primary



Secondary

# CLEAR SPACE

The specific amount around the logo should be on all sides to ensure its Visibility and impact.

No graphic of any kind should invade this area. No matter where it is used.





# LOGO MISUSE



- Do not alter the logo in any way.
- Do not horizontally or vertically distort the logo.
- Do not rotate the logo.

# Comfort style food

*So much more than a truck that serves food.*

On The Go Kitchen food truck wants to bring comfort food to you. Who doesn't love comfort food? We want to serve a variety of people, adding in keto and gluten free food options to our menu. We buy the freshest ingredients from local markets and it makes all the difference to making our food tasting so good. Since we started in 2021, We believe that everyone needs a little comfort, food is comfort. No matter the season rain or shine we can provide you with the best comfort food that will be satisfying for any occasion.





[HOME](#)[SCHEDULE](#)[ABOUT US](#)[COVID SAFETY](#)[CONTACT](#)

# SERVING THE BEST *comfort food* AROUND TOWN



*Your friendly neighbourhood food truck*





# EMAIL SUBJECT LINES

**Sign up today for our loyalty program**

We are offering 50% off on your 10<sup>th</sup> meal. You will receive a stamp card.  
Every time you buy a meal you will receive a stamp on your card.

**Every Wednesday get 15% off your meal**

Come every Wednesday to enjoy a meal for 15% off.  
Check your email for a the code and show us the code and receive 15% off.  
We change the code every week.

# KEYWORDS

- Food trucks near me today
- Food trucks near me
- Food truck catering near me
- Food truck catering
- Southern comfort food
- Comfort soup
- Healthy comfort food
- Keto comfort food
- Best winter soup
- easy comfort food





# SWAG

