

Holy Cow!

- 
- 1 - Our Story
 - 2 - Logo
 - 3 - Color
 - 4 - Typography
 - 5 - Imagery

Table of contents

1. Our Story

1. Our Mission
2. Vision
3. Persona
4. Values
5. Brand Positioning
6. Brand Archetype
7. User Experience
8. Tone of Voice

2. Logo

1. The Holy Cow! Logo
2. Other versions
3. Logo wordmark
4. Logo colour guide
5. Logo on backgrounds

4. Typography

1. Type overview
2. Paradigm Pro
3. Brandon Grotesque
4. Type Examples
5. Type and Color

3. Color

1. Color scheme
2. Color overview
3. Secondary colors
4. Color for UI
5. Color examples

5. Imagery

1. Photography
2. Images
3. Brand Communication
4. Digital

Our Story

1.1 Our Mission

It's our mission to create a world where people can enjoy a healthy and guilt-free meal.

We want to be the most ecological fastfood-chain in the industry by spearheading innovation.

1.2 Our Vision

What is Holy Cow about ?

Holy Cow! is an inclusive and innovative fastfood-brand that tries to convince people in a quirky way to make ecological and healthy food choices.

How do we do it ?

To achieve this we work full circle. We make use of the latest trends and innovations, like Clean-meat, farm-to-table and online services like TooGoodToGo.

We focus on what matters, to insure the best quality and the lowest impact for our beloved planet.

1.3 Persona

 <p>"I would love to eat a greasy burger without feeling guilty about it"</p> <p>Creative Empathic</p>	<p>Katrien</p> <p>Age: 20-25</p> <p>Social Media Manager</p> <p>Likes sports, pets, photography</p> <p>Hasselt</p> <p>Possibly single</p>	<p>Goals</p> <ul style="list-style-type: none">Durable fastfoodLess animal harm <p>Challenges</p> <ul style="list-style-type: none">High costStanding out <p>Solutions</p> <ul style="list-style-type: none">InnovationClean MeatInstagramable
<p>Katrien is 24. She works as a social media manager. Katrien likes to do sports, photography in her free time, but also likes to read a book. Single but ambitious. Also concerned for the environment. She likes to share pictures of her cat, Billy.</p>		<p>A innovative and durable alternative for the existing fastfood industry, at a reasonable price.</p>

1.4 Our Values

Ecology

We lower our impact at all possible levels. Our packaging is renewable, and we only use seasonal ingredients. We also provide full transparency on all our products.

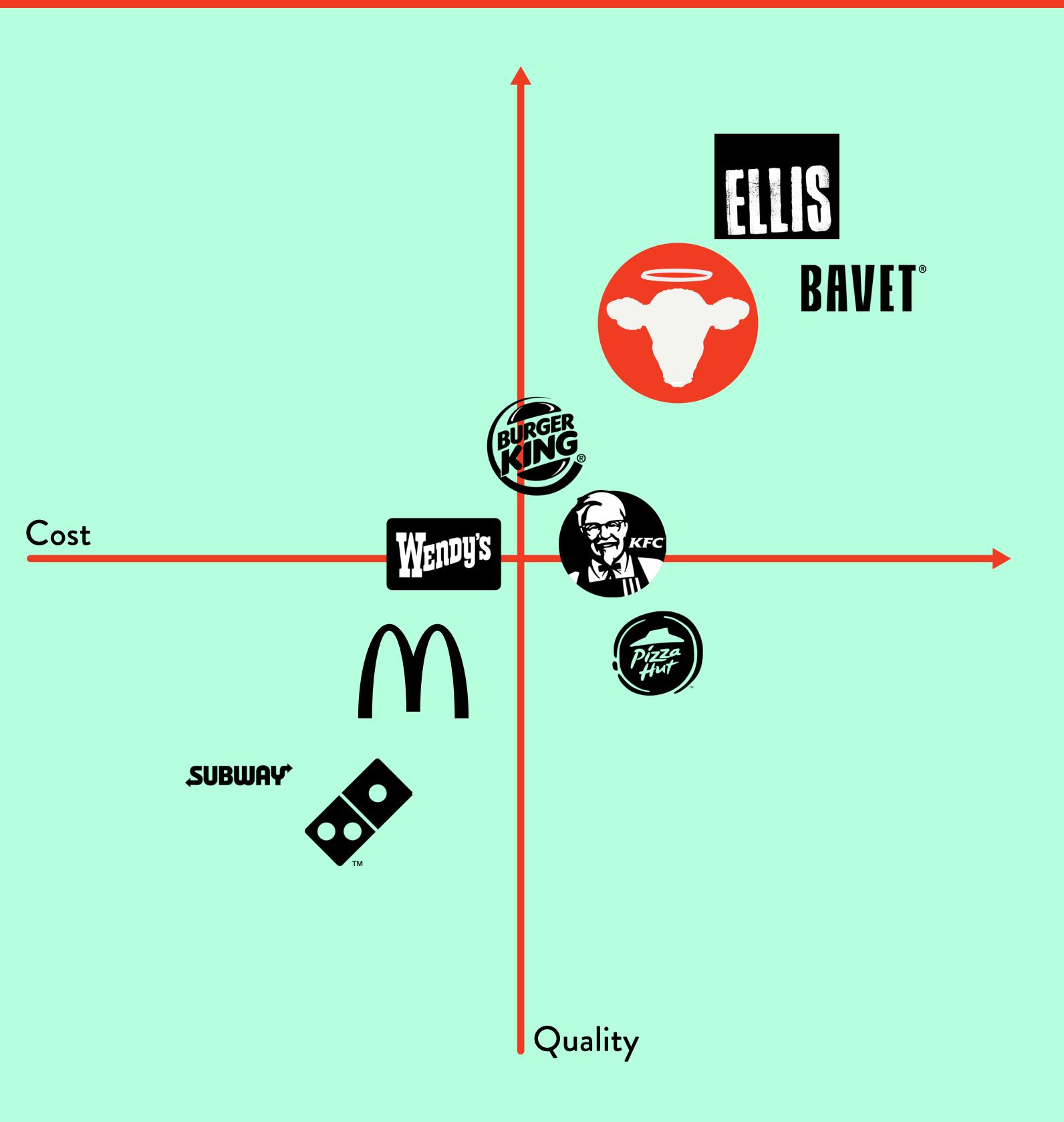
Quality

We invest in local products of the highest quality. We also aim to provide the best possible service to all our customers. The details make the difference.

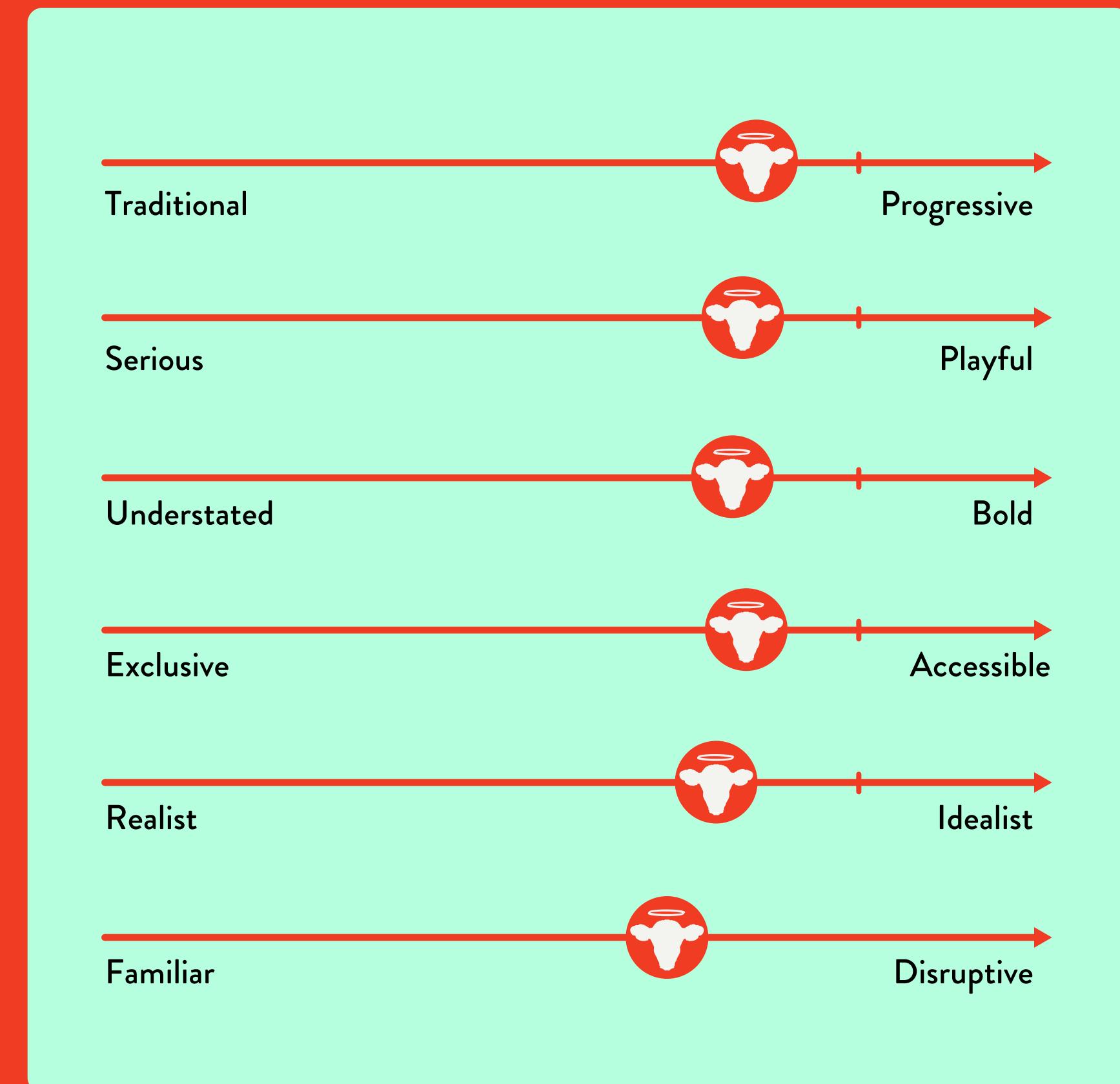
Innovation

By embracing the latest innovations we can achieve real ecological impact. We strive to make these innovations accessible for everyone.

Brand Positioning



Brand Positioning



1.6 Brand Archetype

HERO

We try to introduce our ideas boldly and honestly.
we take responsibility, and we are dedicated to our
cause.

DURABLE

HONEST

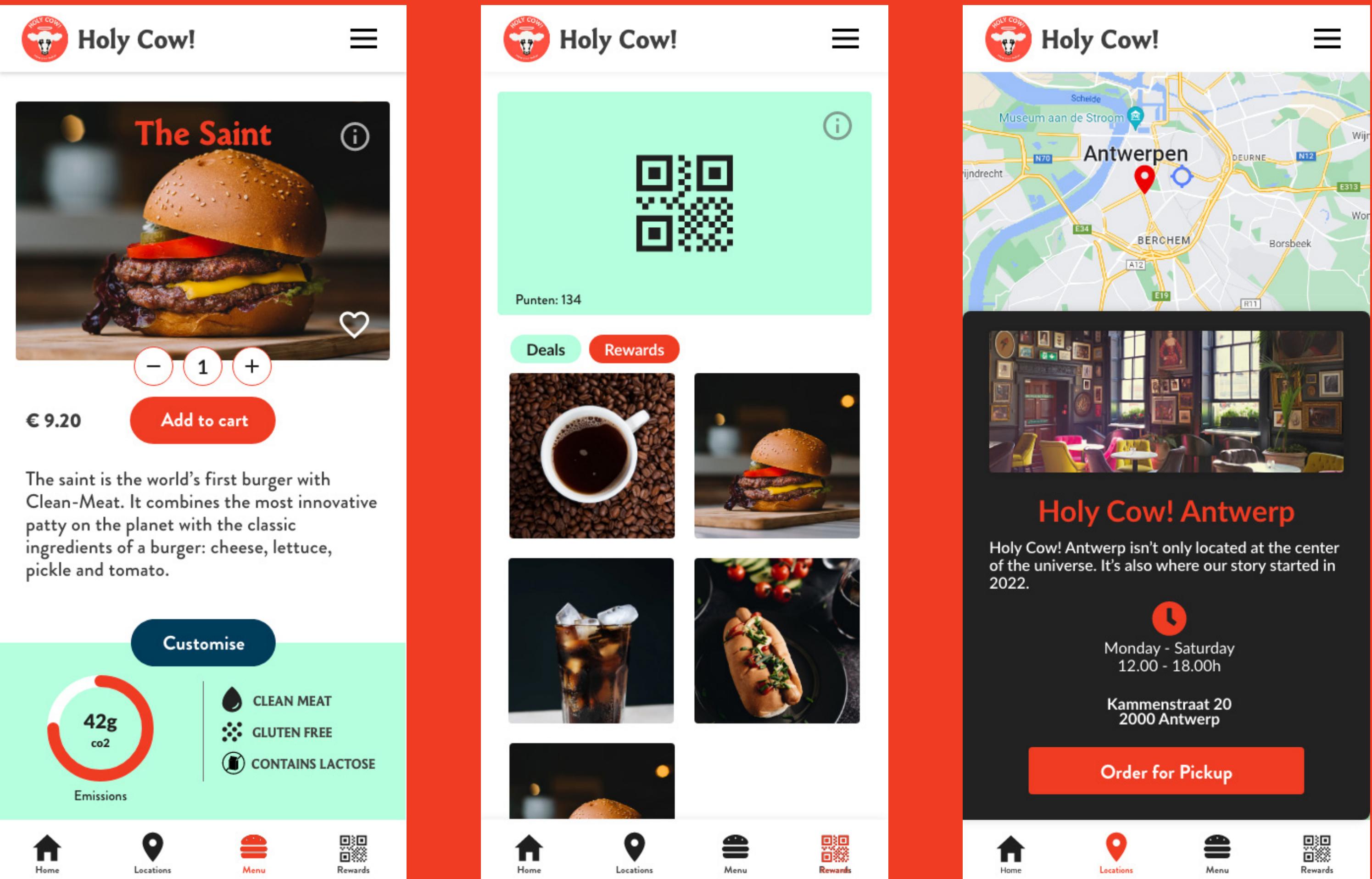
HUMANIST

INDEPENDENT

REBEL

1.7 - User Experience

Native App and Website.
Detailed product information.
Storytelling.
Make your own Burger.
Delivery Service.
. Reward system.
Restaurant-Finder.
Self-Service Kiosk.
Real-Life Service.
Packaging-experience.



1.8 Tone of Voice

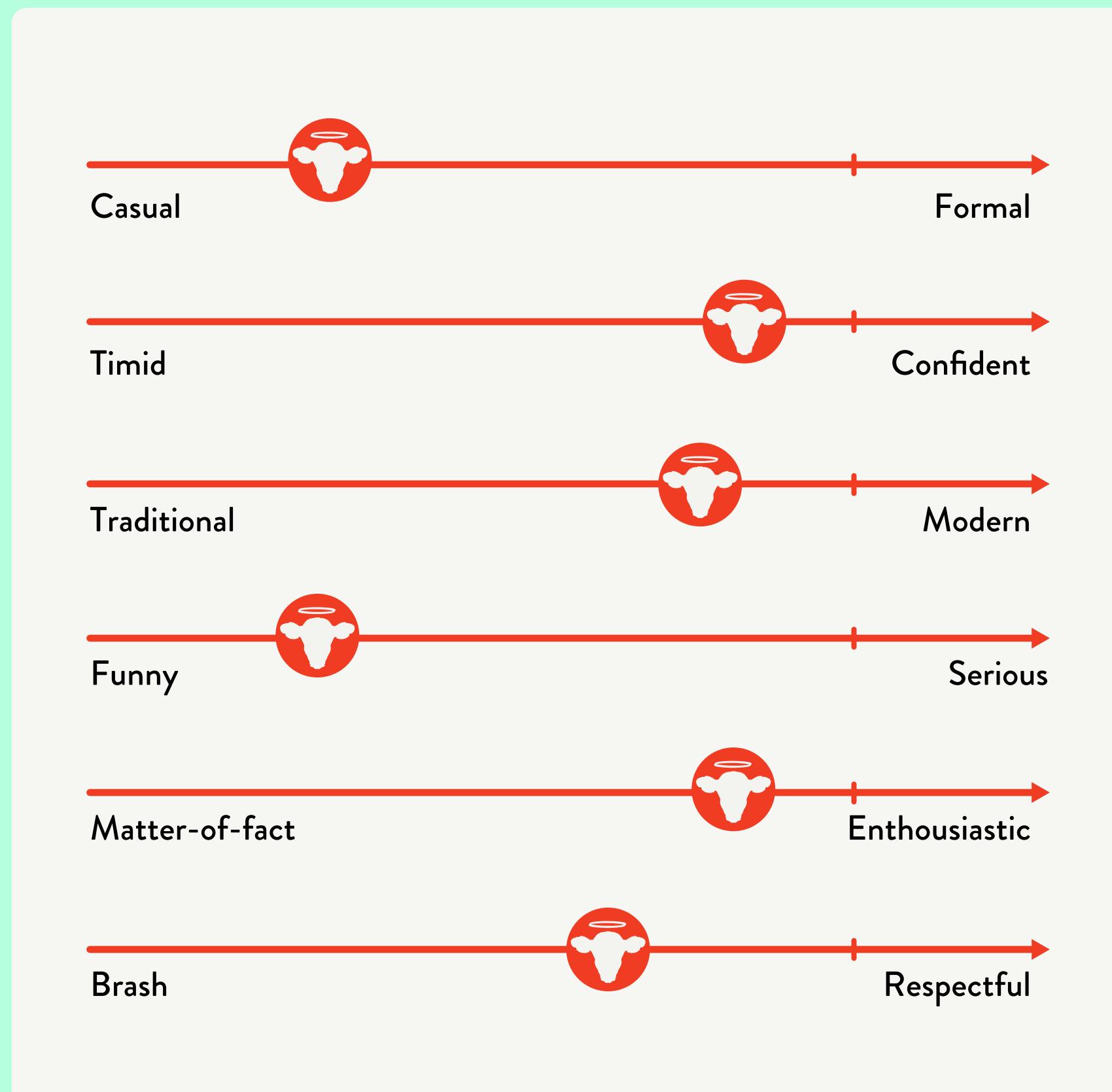
We don't only say Mooh.

Holy Cow! likes to make a statement.

We're not cocky though. Our copy is supposed to be straightforward but inclusive. We like to convince people of our ideas, but we want a no-pressure, guilt-free environment to do so.

Cows just wanna have fun.

So does our customer. Thats why we never sound negative. After all our goal is to inspire and to spark joy.



Logo

Our Logo



Our Logo



Large round logo with text and tagline.

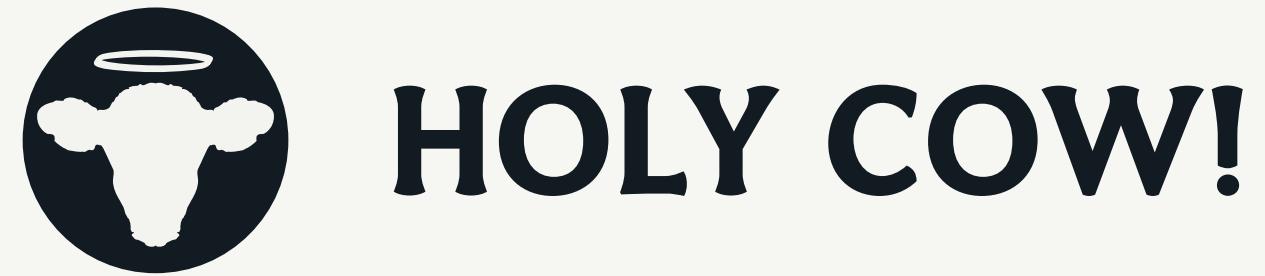
The holy cow logo is a symmetrical representation of a black and white cow, generally on a round field. Above it's head floats a halo, which signifies that it's a holy creature.

Small logomark without text.

To be used in smaller spaces or as an icon



Icon logo with wordmark



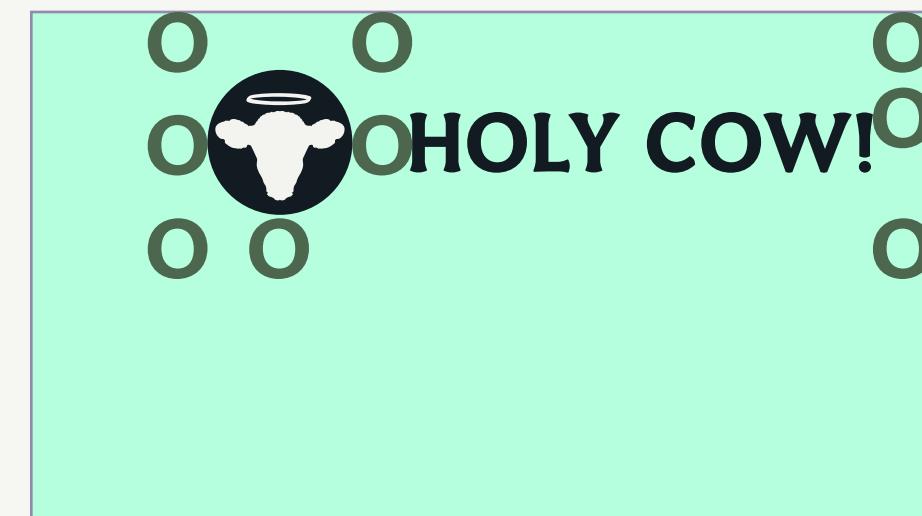
Our icon is arranged as described above.

The outer edge of icon, or the logomark should always be at least one O-width at any size.
In combination with the Holy Cow! wordmark the specified distance is one O-width.

Examples are shown of the wordmark correctly positioned in a corner.



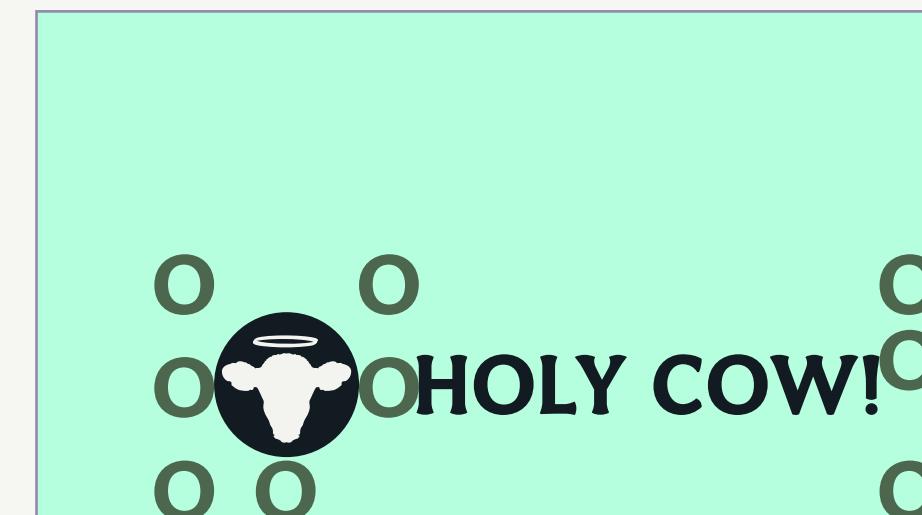
top-right positioning



top-left positioning



bottom-right positioning



bottom-left positioning





HOLY COW!
meat your maker



HOLY COW!
meat your maker



HOLY COW!
meat your maker

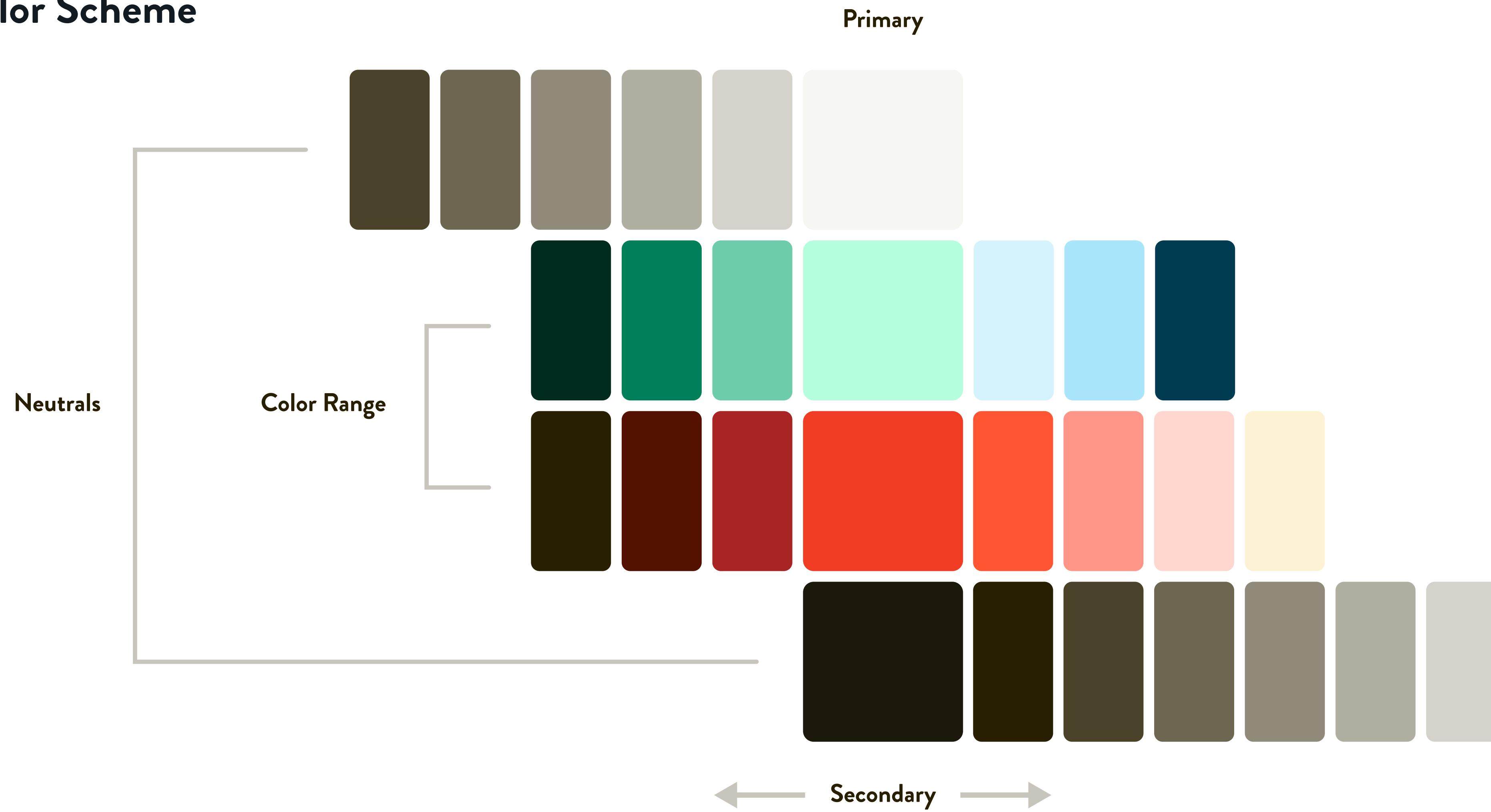


HOLY COW!
meat your maker



Color

Color Scheme



Primary Color

#EF3C23

RGB
239, 60, 35
CMYK:
0, 75, 85, 6

#A92623

RGB
239, 60, 35
CMYK:
0, 75, 85, 6

#551100

RGB
85, 17, 0
CMYK:
0, 80, 100, 67

#281E00

RGB
40, 30, 0
CMYK:
0, 25, 100, 84

Holy Red

#FF5533

RGB
255, 85, 51
CMYK:
0, 67, 80, 0

#FF9681

RGB
255, 150, 129
CMYK:
0, 41, 49, 0

#FFD7CF

RGB
255, 215, 207
CMYK:
0, 16, 19, 0

#FDF3D4

RGB
253, 243, 212
CMYK:
0, 4, 16, 1

Additive Yellow

Secondary

#B5FFDE

RGB
181, 255, 222
CMYK:
29, 0, 13, 0

#6DCCA9

RGB
109, 204, 169
CMYK:
47, 0, 17, 20

#551100

RGB
0, 128, 90
CMYK:
100, 0, 30, 50

#002B1E

RGB
0, 43, 30
CMYK:
100, 0, 30, 83

#CCF5FF

RGB
204, 245, 255
CMYK:
20, 4, 0, 0

#B3EBFF

RGB
179, 235, 255
CMYK:
30, 8, 0, 0

#003C51

RGB
0, 60, 81
CMYK:
100, 26, 0, 68

Prairie Green

Virgin Blue

Neutrals

#1C180C

RGB
28, 24, 12
CMYK:
0, 14, 57, 89

#281E00

RGB
255, 150, 129
CMYK:
0, 41, 49, 0

#4A4229

RGB
74, 66, 41
CMYK:
0, 41, 49, 71

#6D6651

RGB
109, 102, 81
CMYK:
0, 11, 45, 57

#8F8A7A

RGB
143, 138, 122
CMYK:
0, 6, 26, 57

#B1AEA2

RGB
177, 174, 162
CMYK:
0, 3, 15, 44

#D4D2CA

RGB
255, 215, 207
CMYK:
0, 2, 8, 31

#FDF6F3

RGB
253, 243, 212
CMYK:
0, 4, 16, 1

Dark Soil

Milky White

Color

Examples of possible color combinations.
Primary colors and secondary colors may be
combined as described.

On this page we describe our primary colors.

On the next page we illustrate some
examples with secondary colors. These are
more appropriate for expressive uses.

HOLY COW!

HOLY COW!

HOLY COW!

HOLY COW!

HOLY COW!

Typography

Typography

Paradigm Pro

Paradigm Pro is our Serif-font.
It is used as headline, in our logo, or to add flair.

Paradigm Pro is a neo-roman font.
Can be used Bold for headers or the logo.
Regular sizes are better suited for subheaders or smaller body text that needs to stand out.

Brandon Grotesque

Brandon Grotesque is our Sans-serif-font.
It is used as body-text, in our wordmark, or to add clarity.

Notice the similar accents between the lower case 'g' or 'r'.
We chose this combination to be bold, quirky and well-defined.
best used for large text-blocks, paragraphs, eyebrow text.

Header 1
Header 2

Body Text 1
Body Text 2
Body Text 1
Body Text 2

EYEBROW TEXT
small text
Icon Text
EYEBROW TEXT
small text

Typography

Paradigm Pro ExtraBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Paradigm Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Paradigm Pro Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Paradigm Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Paradigm Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Paradigm Pro Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Paradigm Pro Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Typography

Brandon Grotesque Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Black Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Medium Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Brandon Grotesque Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y X
a b c d e f g h i j k l m n o p q r s t u v w x y z

Typography Examples

The use of type can be done in several ways. Legibility and clarity are essentials drivers for our choice of type.

We want to communicate loud and clear, with a quirky style.

Blending classic and modern elements from both fonts is allowed in graphic uses of our fonts, as long as the balance is right. We advise to emphasise header text.

Header text in Paradigm Pro ExtraBold 42pt.

X

This is a paragraph in Brandon Grotesque Medium 30pt.
Please make sure there is enough contrast between headers and paragraphs. A spacing of 1 capital X is advised.

Header text in Brandon Grotesque Bold 42pt.

X

This is a paragraph in Brandon Grotesque Medium 30pt.
Please make sure there is enough contrast between headers and paragraphs. A spacing of 1 capital X is advised.

Header text in Paradigm Pro Regular 36pt.

X

This is a body text in Brandon Grotesque Light 24pt.
Please make sure there is enough contrast between headers and paragraphs. A spacing of 1 capital X is advised. Leading 28, Tracking 12.

Header text in Brandon Grotesque Black 36pt.

X

This is a body text in Paradigm Pro Light 24pt.
Please make sure there is enough contrast between headers and paragraphs.
A spacing of 1 capital X is advised. Leading 26, Tracking 12.

HOLY COW!

Combinations can be made in more extreme ways for graphic applications. Brandon Grotesque 120pt and All Caps in the header. Paradigm Pro Italic for the body text.

Header Text

Combinations can be made in more extreme ways for graphic applications. Paradigm Pro Italic 120pt in the header. Brandon Grotesque 32pt for the body text.

Header Text

**Paradigm Pro Bold 120pt in the header.
Brandon Grotesque Bold 32pt for the body text.**

HOLY COW!

Brandon Grotesque Medium 90pt and All Caps in the header. Paradigm Pro 32pt for the body text.

Type and color

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

The Saint

The saint is the world's first burger with Clean-Meat.

It combines the most innovative patty on the planet with the classic ingredients of a burger: cheese, lettuce, pickle and tomato.

Imagery

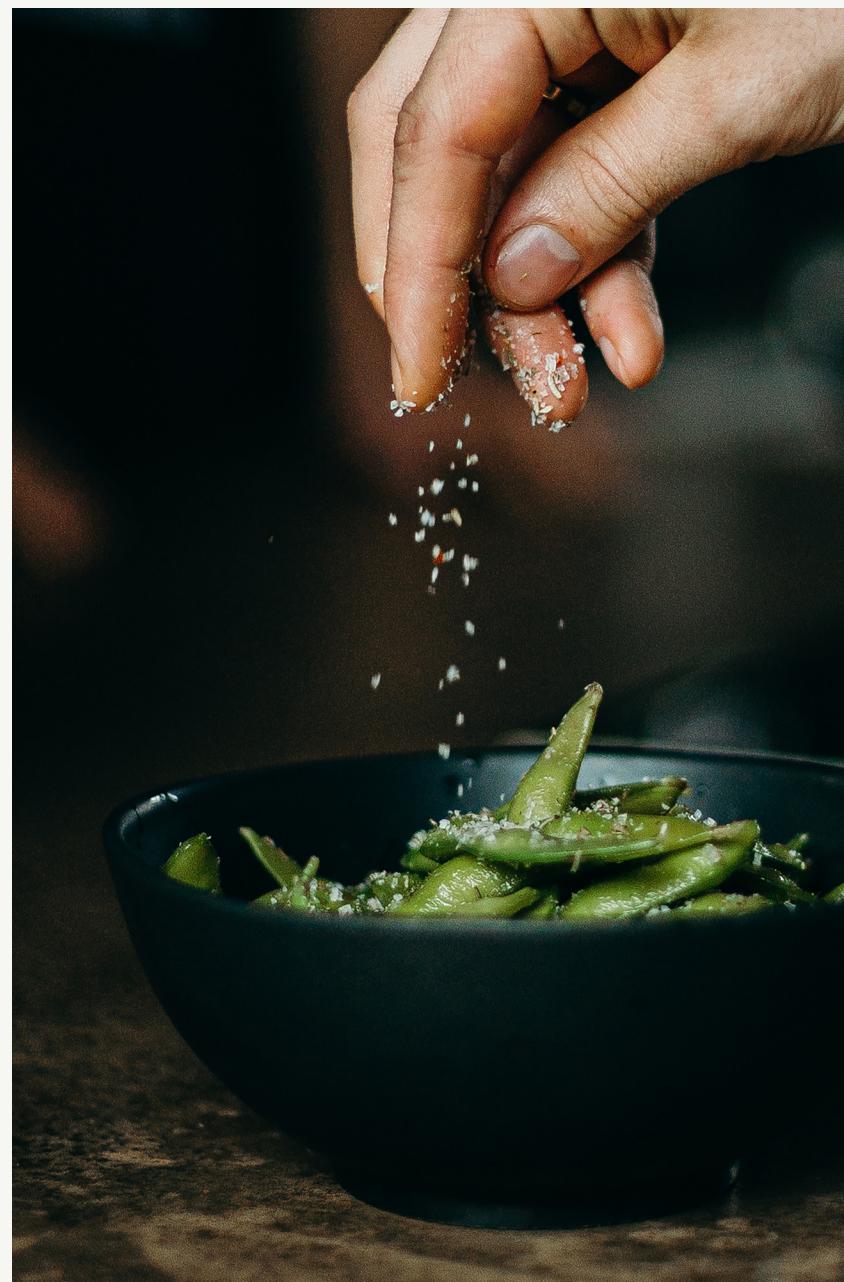
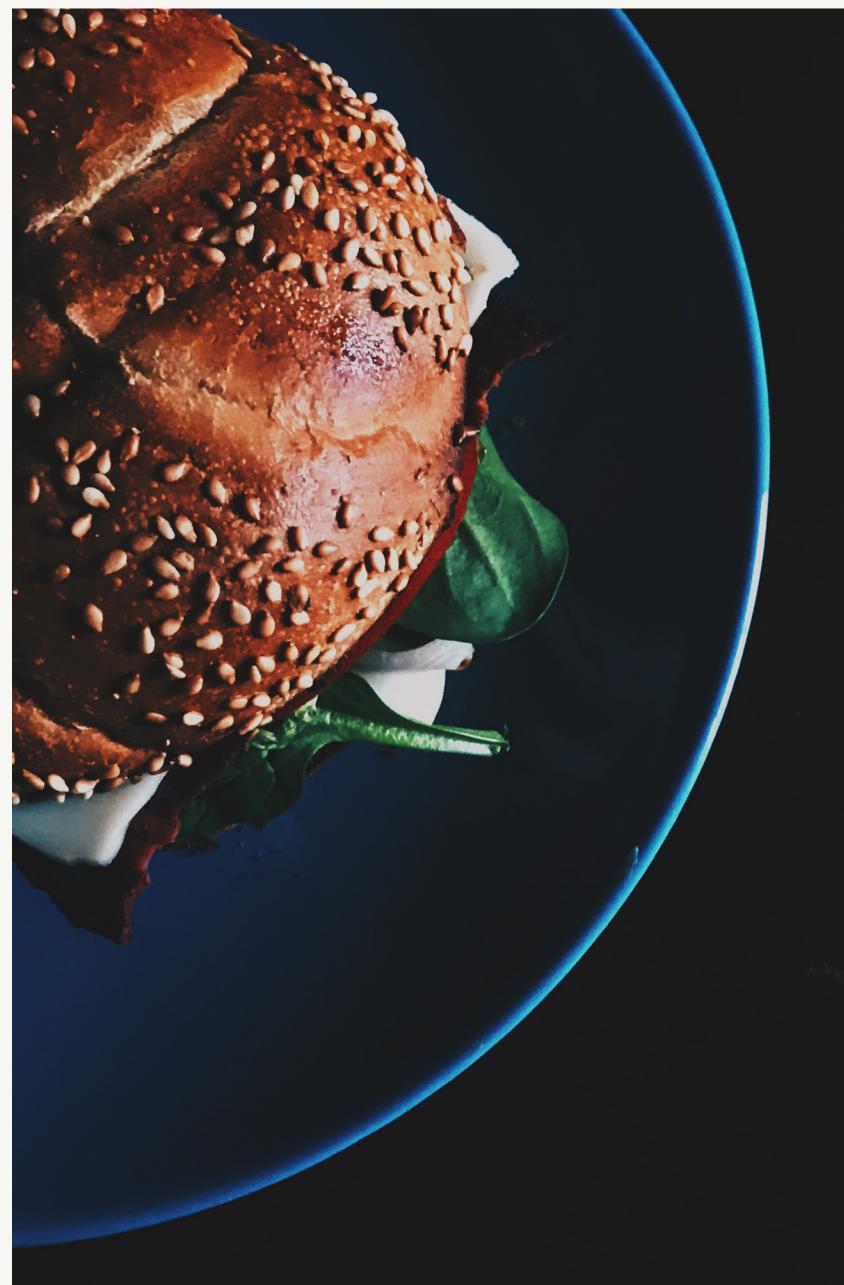
Photography

Holy Cow! uses images to advertise it's products, communicate ideas, or to inform their users.

All images used should follow our key values.
Images ought to be inclusive, truthful and feel real.
We don't want to see fake smiles , we want real food.

The images we use should feel joyful, happy, and positive.

Where food is presented it should be on a dark background.
Items should be plated accordingly, and well lit.
Drinks will always be photographed in a neutral, modern tall glass.

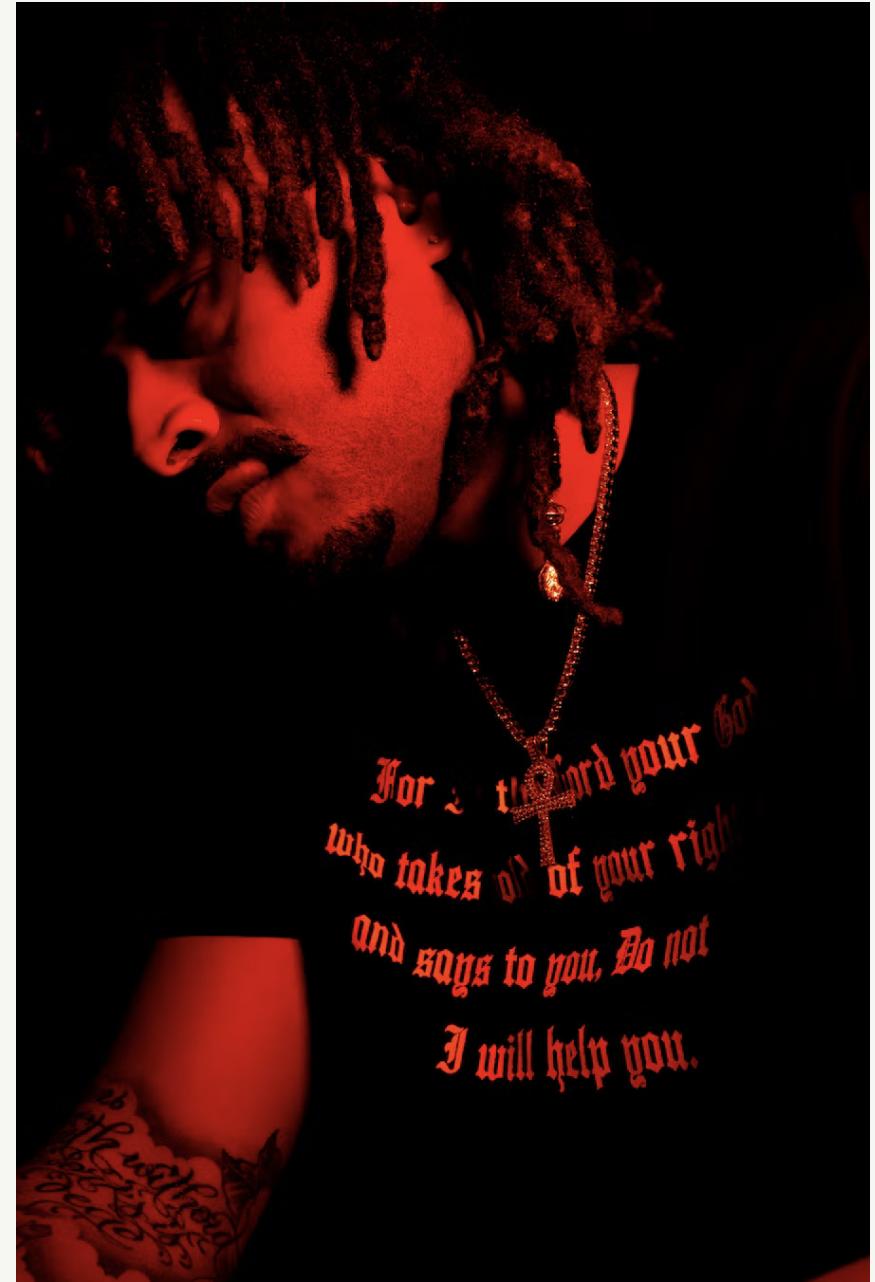
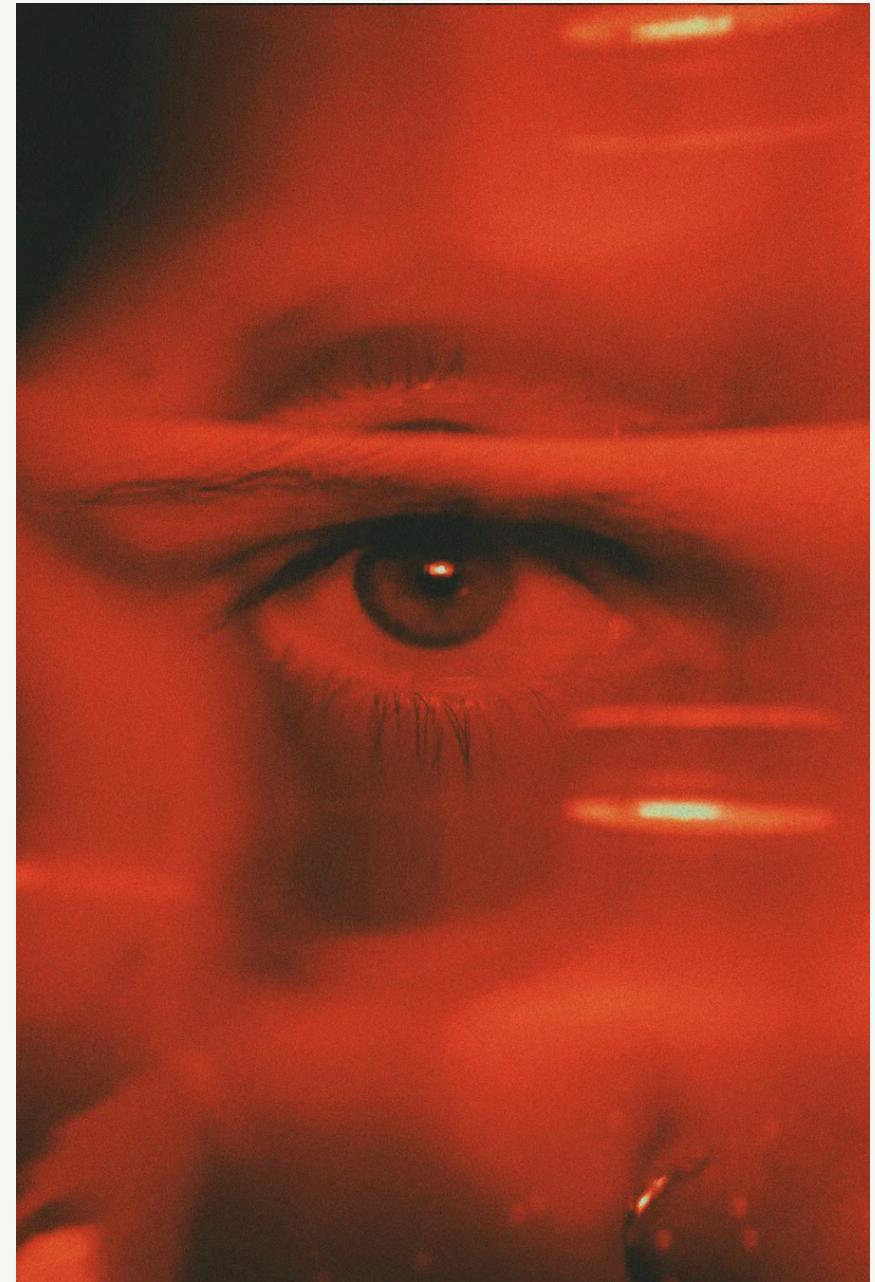
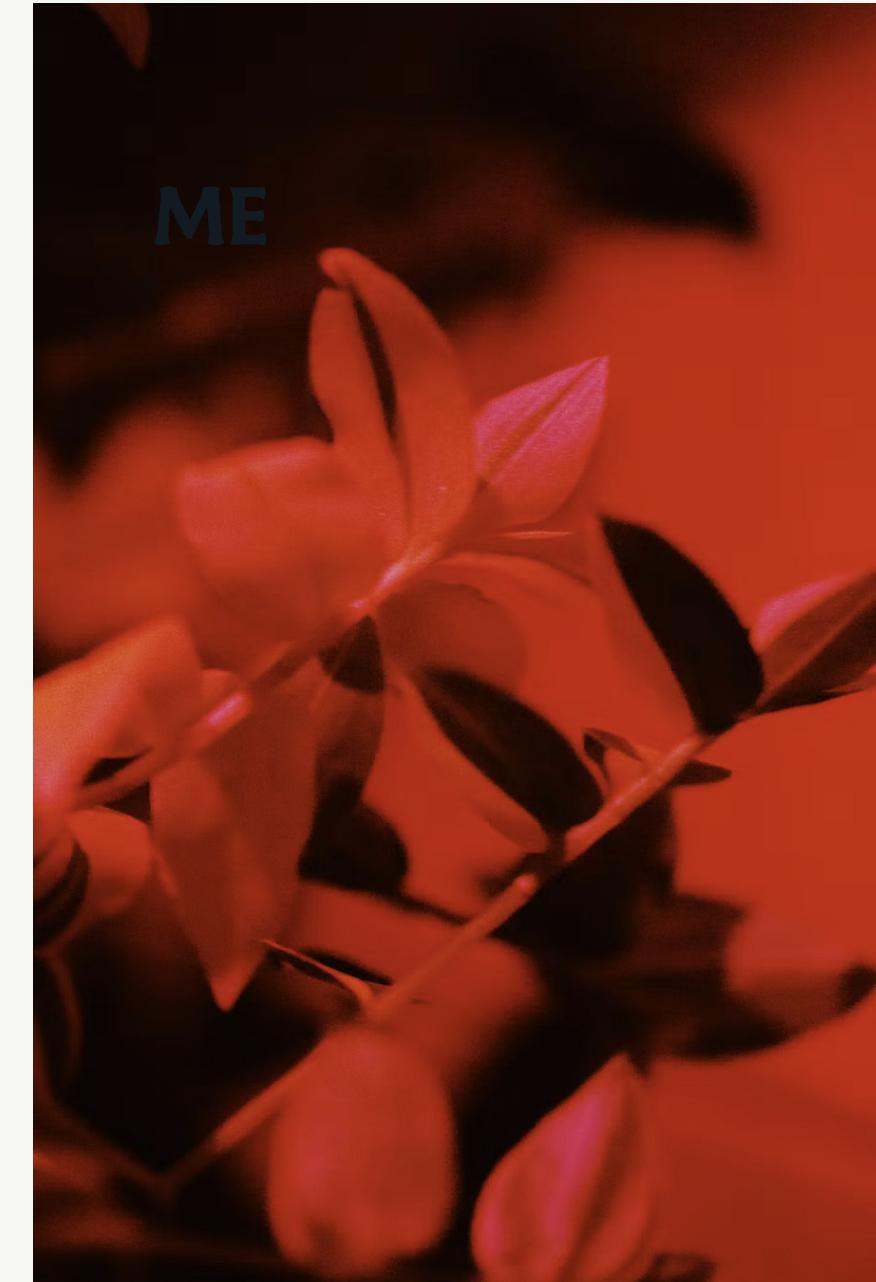
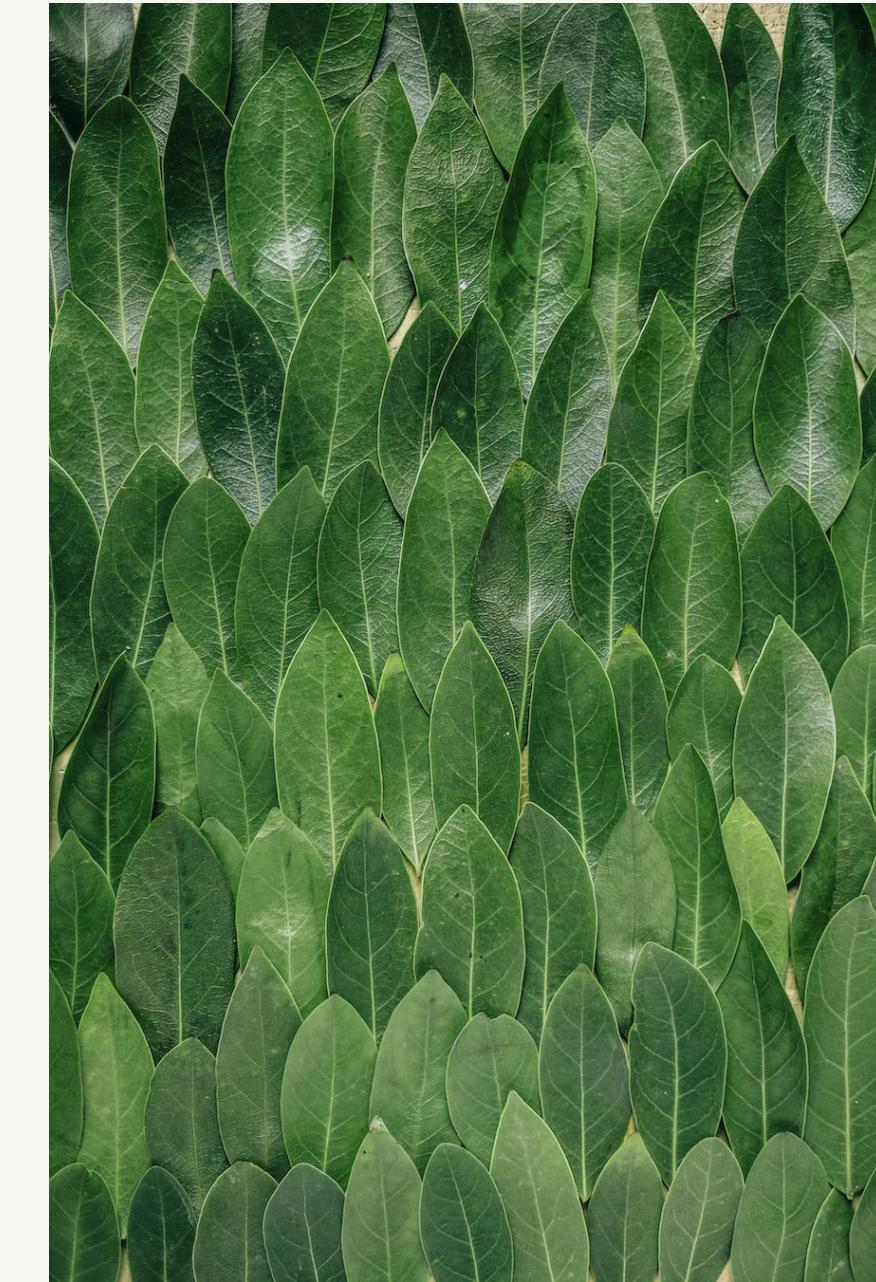


Images

On this page you can find examples of colored images or textures that we recommend. Images with a red overlay, red elements that stand out, but also natural environments fit well into the concept and are strongly encouraged.

The subjects may vary, but we emphasise the following;

Nature, diversity, adventure, and joy.



Brand Communication

On this page you can find mockups of brand communication. We try to look creative, accessible and fun.

We express our brand through every aspect of its lifecycle.

Our Holy Cow! logo and primary color are the leading guide within our product range. However, variations using the prescribed color palette are allowed if they complement the existing esthetic.





Holy Cow! App.

The Holy Cow! App is the extension of our real-life service. We apply the same look and feel to our digital experience as we do all the rest.

We strive for accessibility, clarity, and fun.

These images show examples of the look and feel of our application.

