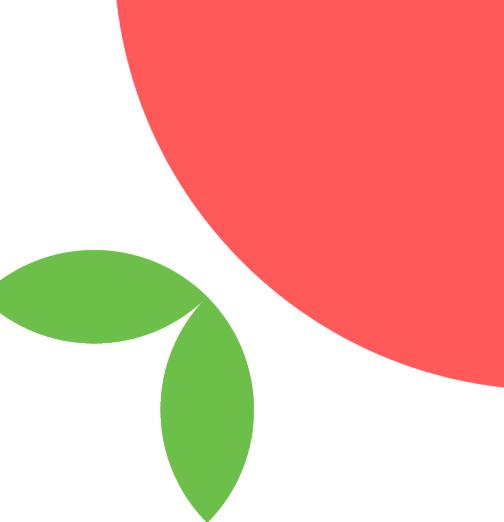


palette

BRAND GUIDE



palette



WELCOME TO THE PALETTE BRAND GUIDELINES!

This brand book contains all you need to know about the Palette identity and how to use it consistently throughout different materials. Positioning our brand correctly is what makes us impactful and recognizable. Thus it is important that this guide is always referred and adhered to. We hope you enjoy getting to know our brand better.



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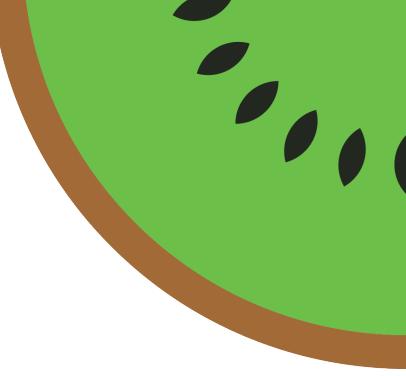
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Brand Foundation



BRAND POSITION



Palette aims to promote sustainability by creating a grocery line that makes smaller food portions more accessible.

Palette is a grocery company that sells everyday food items in smaller portions. Targeted towards single-person households, Palette aims to reduce food waste by portioning foods for only one person. With the smaller servings, shoppers are also encouraged to try and experiment different food items without needing to commit to bulk sizes.

BRAND PROMISE

We promise to provide consumers with the freedom to purchase food items in smaller quantities.

SUPPORT PILLARS

- Sustainable future: reduce food waste as consumers can buy only the amount of food items they will consume
- Experimenting with new foods: Shoppers can try a new food item without being intimidated by big portions
- Higher grocery turnover rates: Promotes food freshness and variety for single-person households
- Encourage cooking: making your own meal becomes more associated with fun and creativity

BRAND VOICE

We want our consumers to know that saving the environment can be fun and exciting. Palette aims to encourage experimentation and creativity with food, hence the brand voice will be light-hearted and whimsical to portray the endless possibilities of cooking. As our brand name, Palette, suggests, individuals will be the artist and paint their own “meal palette”.

Whimsical
Fun
Friendly
Warm
Inspiring
Quirky

BRAND MANIFESTO

In North America, we are encouraged to buy in bulk and cook family sized meal, because it's efficient and saves money. However, what we don't notice is the rise of single-person households. Foods that came in bulk becomes problematic for those living alone. Palette is created to solve this problem. With smaller-portioned food items, those who cook for themselves can have access to a variety of foods without worrying about the leftover ingredients.

We want to encourage consumers to make their own food. Cooking saves money and develops healthier eating habits, but many see it as a mundane task. With smaller portions, consumers can sample different types of food items and be encouraged to try out new recipes. In essence, Palette want individuals to be creative with their food in order to show that cooking can be an enjoyable task. When individuals cook with Palette, they will help with sustainability by reducing food waste.



Brand Guidelines

PRIMARY LOGO



palette

The Palette logo features different raw foods arranged in a circular manner to symbolize food on a plate.

The dynamic identity symbolizes the creativity in do-it-yourself meals with the different combinations it can achieve. Each food item takes up a quarter of the circle, similar to food portions on a plate. Everyone's "palette" is different. The possibilities are endless!

SECONDARY LOGOS

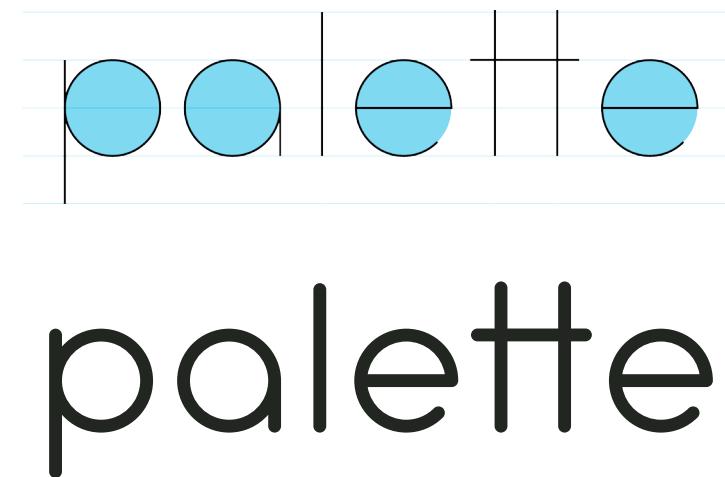
Depending on the application, Palette's secondary logomarks can be used in replacement of the primary logo. Please use only one logo variation per application (with the exception of the animated version). Do not have multiple variations adjacent to each other.

1. Main logo with tagline
2. Logo variation with different food icons
3. Horizontal logo
4. Horizontal logo with tagline
5. Wordmark



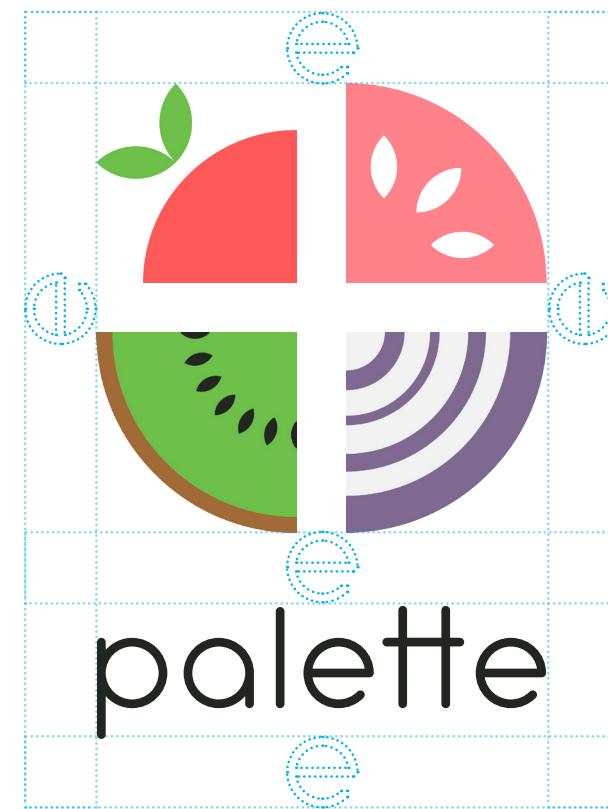
WORDMARK

The custom Palette wordmark embodies the circular shape to resemble a meal plate. The rounded sans-serif aesthetic reflects the fun, light-hearted tone of the Palette brand. We want to brand cooking as a fun experience rather than an intimidating one.



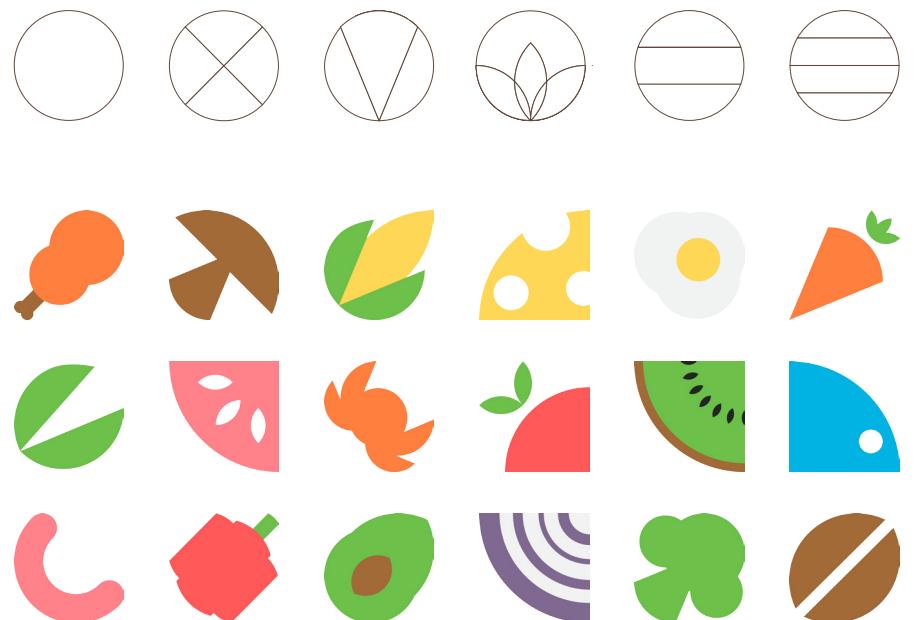
CLEARSPACE

The clearspace is defined by the "Palette" wordmark x-height. Minimum clear space should be respected at all times to ensure legibility and breathing room. Overcrowding the logo lessens the impact of the brand.



VISUAL ICONS

Food icons are made up of shapes derived from a circle, cut in different ways. This is to represent the idea that each food element makes up a portion of the meal. They are the core visual elements that make up Palette's brand identity.



TYPEFACE

The Palette brand consists of two typefaces. It is important to use only these specified typefaces for all collateral.

Avenir is a clean, easy to read typeface that works well on both print and web. This is the main typeface, and should be used for headers and body text.

Baskerville provides classy aesthetic while maintaining readability. The typeface should be used to highlight information, such as header of a poster or pull-quotes. It should also be used on text-heavy materials, such as letters and legal documents.

Avenir

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

Avenir Light

Avenir Regular

Avenir Heavy

Baskerville

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz1234567890

Baskerville Regular

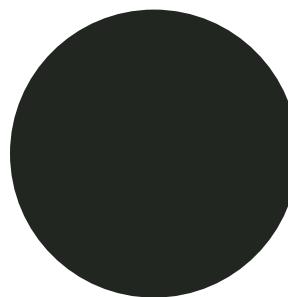
Baskerville Regular

Baskerville Italic

COLOUR PALETTE

The colour palette consists of eight fun, vibrant colours.

These colours are carefully chosen to represent the variety and nutritions in raw foods, resembling a rainbow. It is important that Pantone colours are referenced when comes to producing printed materials instead of CMYK. This will maintain maximum colour consistency throughout different print applications.

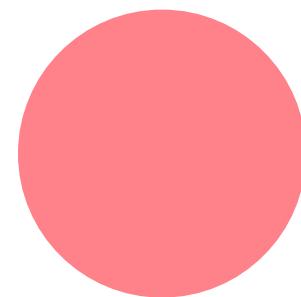


PANTONE BLACK 3C

RGB: 33 39 33

HEX: #212721

CMYK: 67 44 67 95

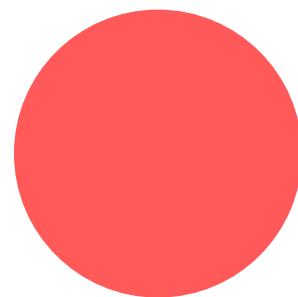


PANTONE 177 C

RGB: 255 128 139

HEX: #FF808B

CMYK: 0 54 38 0

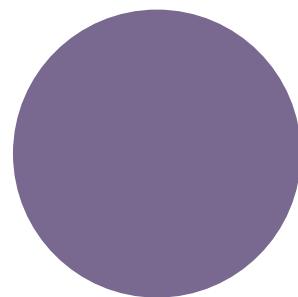


PANTONE 178 C

RGB: 255 88 93

HEX: #FF585D

CMYK: 0 70 58 0

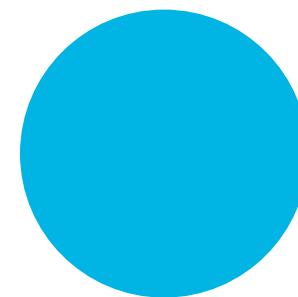


PANTONE 667 C

RGB: 124 105 146

HEX: #7C6992

CMYK: 56 59 4 14

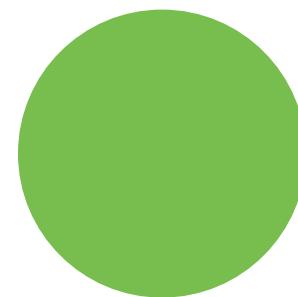


PANTONE 306 C

RGB: 0 181 226

HEX: #00B5E2

CMYK: 75 0 5 0

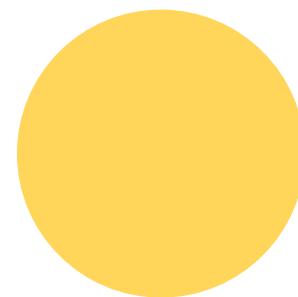


PANTONE 360 C

RGB: 108 194 74

HEX: #6CC24A

CMYK: 63 0 84 0

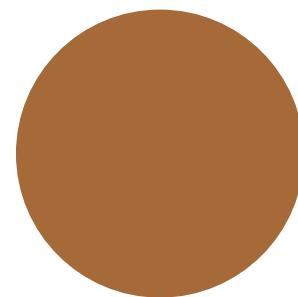


PANTONE 121 C

RGB: 253 215 87

HEX: #FDD757

CMYK: 0 8 70 0



PANTONE 7574 C

RGB: 158 106 56

HEX: #9E6A38

CMYK: 12 55 92 36

**FULL COLOUR
REPRODUCTION**

Logo should be placed on a solid colour background that does not interfere with the logo visibility. Colour of logo should stay within the colour palette defined in this brand book.



INCORRECT USAGE

The effectiveness of the Palette identity is dependent on the accurate, consistent application of brand elements. Here are some examples of incorrect usage, which should be avoided at all times.

1. Do not place colour logo on top of interfering background
2. Do not squash or stretch
3. Do not outline
4. Do not change logo colour or tone out of the specified colours
5. Do not apply drop shadow or other styles
6. Do not rotate



Application



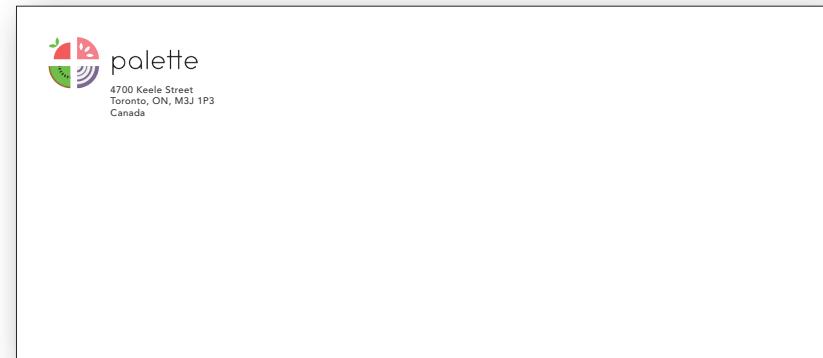
STATIONERY

Business stationery incorporates a pattern made up of food items. Main logo is used for the generic version, but teams can customize their own version of the logo by choosing four food icons they like to feature on their stationery.

Business Card



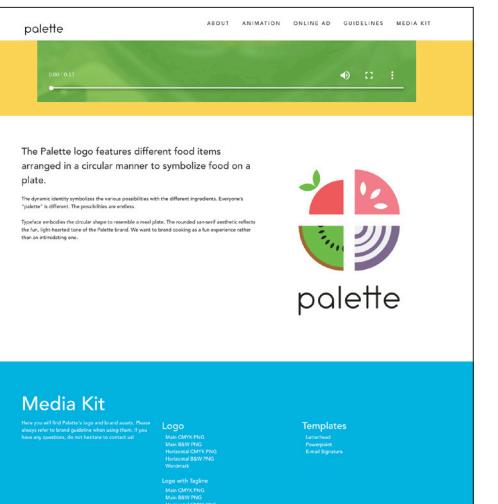
Envelope



Letterhead



Website Desktop



ONLINE RESOURCES

Resources such as Powerpoint templates, letterhead and e-mail signature are available for download. Please check the site frequently for updated brand materials and assets.

Website Tablet



Website Mobile



Powerpoint



E-mail Signature



MARKETING

Creative use of Palette's visual elements and shapes, such as packaging cut-outs, are encouraged.

The colourful visual elements can also be layered onto photography by using the multiply effect.

Instagram Post Examples



Food Packaging



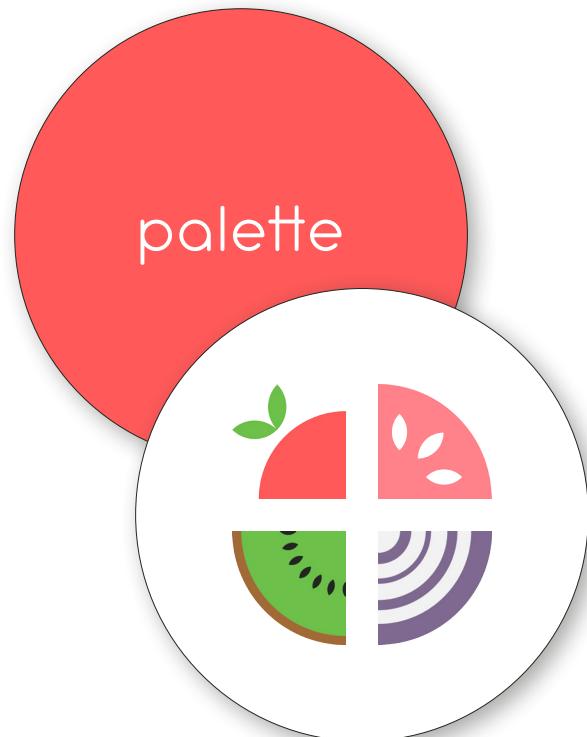
Advertisement



PROMOTIONAL ITEMS

Promotional items can feature different combinations of the Palette logo, using the visual elements as building blocks. Designers should make use of the wide spectrum of brand colours and icon varieties.

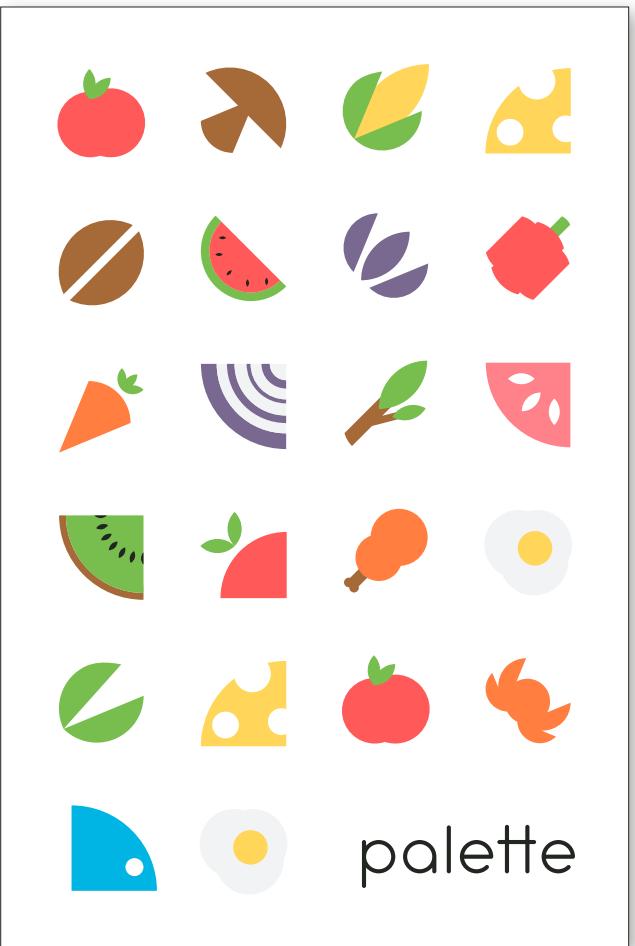
Coasters



Buttons



Stickers





THANK YOU

The Palette brand provides flexibility for creative freedom while maintaining a coherent identity. We hope you've found this guide useful in your upcoming design projects.

For additional resources, please visit tastethepalette.ca

CONTACT US

If you are having trouble with the brand elements or are unsure whether your communication best represents the Palette brand, please contact the design team.

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design@tastethepalette.ca

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palette

Created for Professor Wendy Wong's Corporate Identity design practicum.
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