LOGO GUIDELINES

BRAND OVERVIEW

BRAND NAME: "NUSH"   **BRAND TAGLINE:** *HUNGRY? NUSH IT!*

BRAND KEYWORDS:

Playful · Modern · Premium

TARGET AUDIENCE:

Aged 16 – 30   Gen Z and young millennials

BRAND STATEMENT:

When someone hears "Nush", they should instantly feel cravings,
taste and vibes like this is the spot everyone talking about.
Its not just food its a Gen Z fast-food plug.

TYPOGRAPHY

POPPINS

Aa

HUNGRY? NUSH IT!

H1   34PT   CHUNKO BOLD

CHUNKO BOLD

Aa

HUNGRY? NUSH IT!

H2   22pt   Poppins Bold

Hungry? Nush It!

H3   18pt   Poppins SemiBold

Hungry? Nush It!

Body Text   14pt   Poppins Medium

Hungry? Nush It!

Description   14pt   Poppins Regular

LOGO VARIATIONS

PRIMARY LOGO

NUSH

SECONDARY LOGO

NUSH

HUNGRY? NUSH IT!

COLOR PALETTE

#ffce1b

#292974

#000000

#ffffff

MISUSE EXAMPLES

STRETCHED/SKEWED

ROTATED LOGO

EFFECTS/SHADOW

Low-Resolution/Pixelated

07

LOGO REPEATED ON A BURGER WRAP

NUSH
HUNGRY? NUSH IT!

LOGO DISPLAYED ON A RESTAURANT WALL

THANKYOU