RJ'S FOOD ROCKS

Brand Guidelines
as of October 2020

RJ's Food Rocks

Established 2020

Executive Producer: RJ Silva
Lead Design: Emily Le

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Pictorial Mark

The RJ's Food Rocks pictorial mark and "mascot" takes a lot of influence from the Kawaii art style. It is a caricature of RJ, himself, emphasizing cute round cheeks and classic "pie-eyes".

The full colour mark (fig. 1) should be prioritized for use but the black and white versions (fig. 2) are also appropriate when necessary.
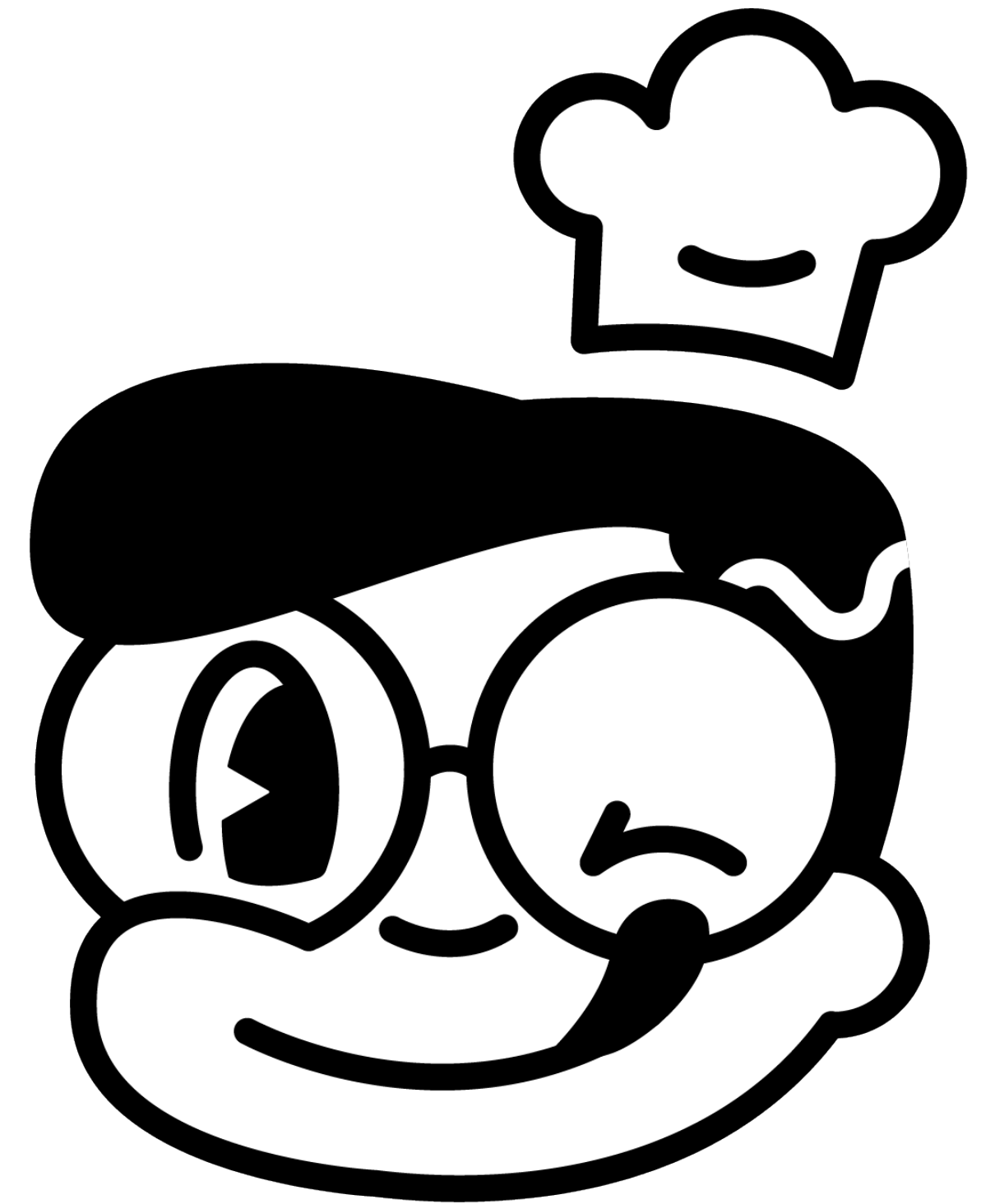

fig. 1

fig. 2

Typography

The main font for the RJ's Food Rocks brand is VAG Rundschrift D and can be found online for fair use.

RJ's Food Rocks

Main Type

VAG Rundshrift D - Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Secondary Type

VAG Rundshrift D - Light

Logo Variations

Fig. 3 is the main logo for RJ's Food Rocks. Black and white versions are also available.

Fig. 4 is the block version of the logo, to be used in compact spaces and the YouTube banner. Black and white versions are also available.

Fig. 5 is the horizontal version of the logo, to be used in appropriate applications. Black and white versions are also available.

fig. 3

fig. 4

fig. 5

Colour Palette

The main brand colours are bright blue and orange combination. Both colours can be used interchangeably or together.

The secondary colours are a lighter blue and yellow to be paired with the main colours.

Main Colours
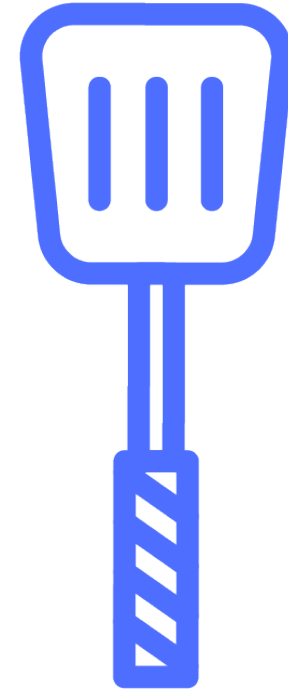
4D6EFF

FF7651

Secondary Colours

CFE1FF

FFDD4A

Icon Set

These are examples of various icons aligned with the brand's imagery. The producer is able to use these as necessary. For example, Instagram story highlights, stickers, etc.
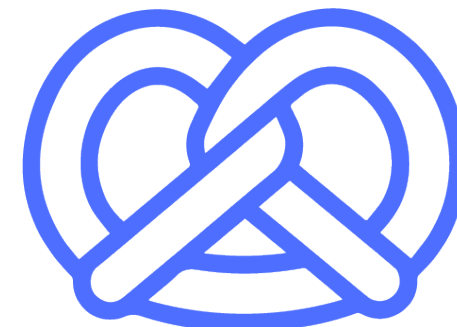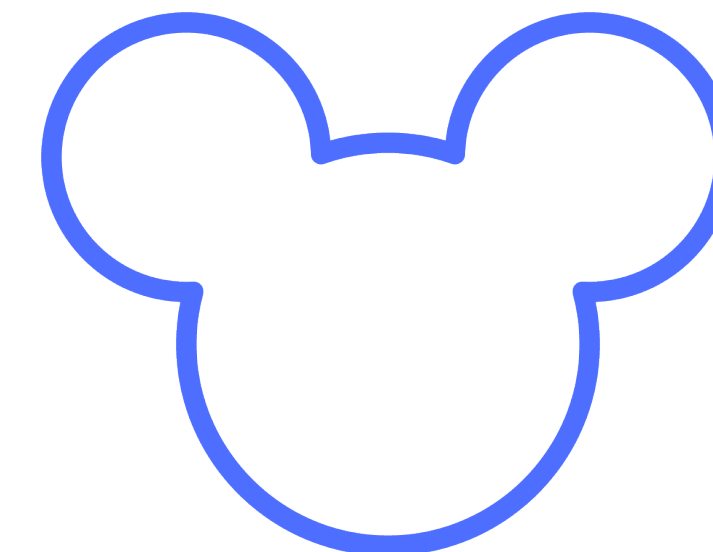
Spatula

Rice Bowl

Chef's Hat

Corn Dog

Pretzel

Mickey Head

Applications

This is an example of various applications for the assets presented in this package.

Fig. 6 and 7 are examples of social media profile pictures.

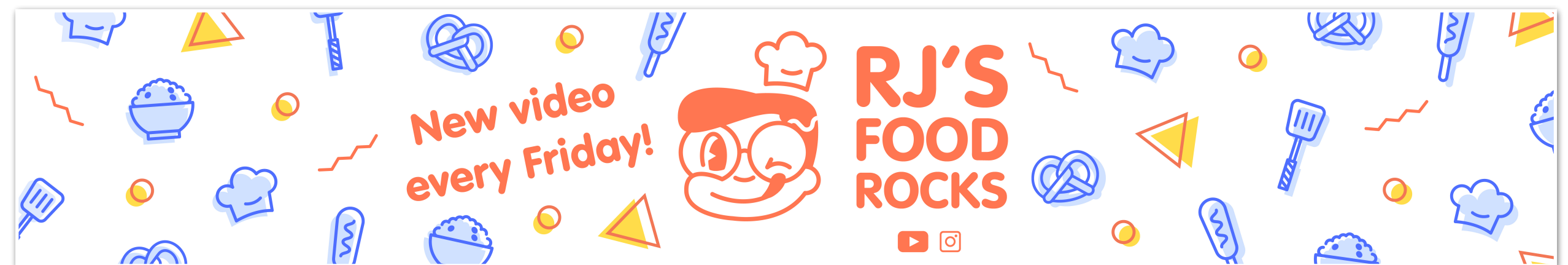Fig. 8 is a YouTube channel banner.

fig. 6

fig. 7

New video every Friday!

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fig. 8