



BRAND STYLE GUIDE

2023



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INTRODUCTION

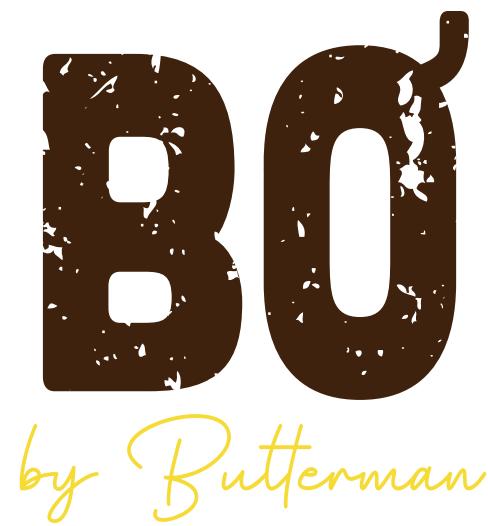
Bo by Butterman is a small bakery that creates mouthwatering cakes, cookies, and treats while making a meaningful difference in the community. With a deep passion for baking and a heart for giving, Bo by Butterman is dedicated to bringing satisfaction to customers through delicious, freshly baked goods. Every bite is a taste of love and craftsmanship, crafted with the utmost care and attention to detail. But Bo by Butterman's mission extends beyond simply satisfying cravings—it's about creating a positive impact. With the profits from their bakery, Bo by Butterman donates to orphanages, supporting and nurturing children in need. Indulge your taste buds and join us on a journey of delight and generosity with Bo by Butterman.

OUR MISSION

At Bo by Butterman, our mission is twofold: to delight customers with irresistibly delicious baked goods and to make a positive difference in the lives of others. We believe that good food has the power to bring joy and create lasting memories. That's why we pour our hearts into every cake, cookie, and treat we bake. We strive for perfection, using the finest ingredients and artisanal techniques to create flavors that excite and satisfy. But our mission goes beyond the realm of baking. We are committed to supporting orphanages by donating a portion of our profits, providing care, education, and hope to children who need it most.

BRAND LOGO

The logo for Bo by Buttermen embodies the essence of our bakery and the values we uphold. It features a delightful combination of elements that reflect our commitment to delivering delicious treats while making a positive impact. At the core of our logo is the handwritten fusion of "bo" and "by Buttermen," representing the personal touch we bring to our creations. This unique combination symbolizes the harmony between our delectable offerings and our mission of giving back.



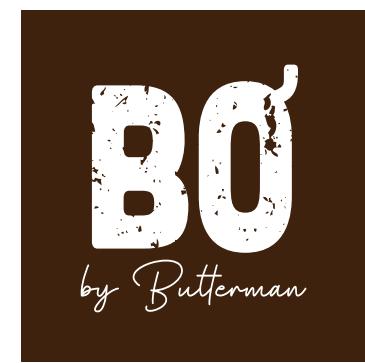
Correct logo usage



FULL COLOR LOGO

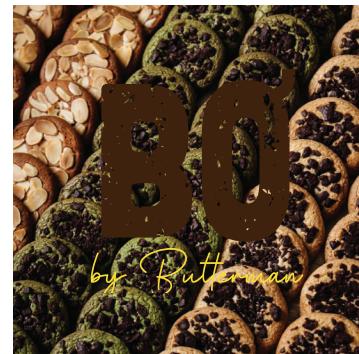


BLACK COLOR LOGO



WHITE KNOCKOUT LOGO

Incorrect logo usage



The Bo by Butterman logo should always be displayed prominently and consistently across all brand materials.

Do not distort, alter, or modify the logo in any way. It should always be used in its original form.

Maintain sufficient clear space around the logo to ensure its visibility and impact.

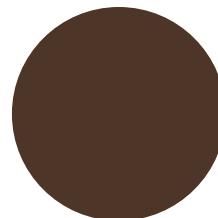
The logo can be used on light or white backgrounds to maintain legibility and contrast.



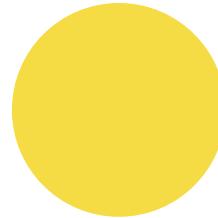
COLOR SYSTEM

Primary Color

The chosen primary colors for Bo by Butterman are vibrant yellow and rich brown. Yellow, symbolizing warmth and cheerfulness, represents the joy and delight that comes with each delectable treat we create. It evokes a sense of happiness and positivity, inviting customers to indulge in the sweetness of our baked goods. Brown, on the other hand, embodies the earthy tones found in nature and signifies the artisanal craftsmanship that goes into every creation. It conveys a sense of warmth, comfort, and the wholesome ingredients used in our recipes. Together, these primary colors capture the essence of Bo by Butterman, blending vibrant energy with natural goodness to create a visual identity that is both inviting and deliciously delightful.

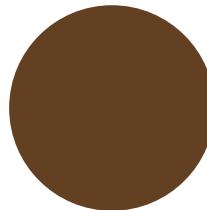


PANTONE 476 C
HEX: 4E3629
RGB: 78, 54, 41
CMYK: 30,71,75,81



PANTONE 115 CP
HEX: F8DB46
RGB: 248, 219, 70
CMYK: 0,6,87,0

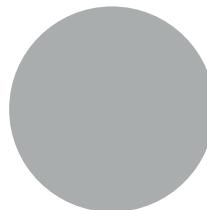
Secondary color



PANTONE 161 XGC
HEX: 634023
RGB: 99, 64, 35
CMYK: 0,0,30,79,57,0,0



PANTONE 9043 U
HEX: EAE6DD
RGB: 234, 230, 221



PANTONE 10105 C
HEX: AAADAE
RGB: 170, 173, 174

These secondary colors can be used to add depth and variety to your brand's visual identity. They harmonize with the primary colors and maintain a cohesive look and feel. Feel free to incorporate these secondary colors into your branding materials, website design, packaging, and other visual elements to enhance the overall aesthetic of Bo by Butterman.

TYPOGRAPHY

ICIELBC CUBANO
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
0 1 2 3 4 5 6 7 8 9

Our chosen fonts, Open Sans and iCielBC Cubano, work together harmoniously to create a typographic experience that strikes a perfect balance between clarity and creative expression. Through the versatility of Open Sans and the boldness of iCielBC Cubano, we ensure that every word and headline communicates our dedication to delivering exceptional quality and artisanal craftsmanship.

Open sans
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
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
0 1 2 3 4 5 6 7 8 9

IMAGERY



BO

by Buttermilk