



POO
.PERONI.

OFFICIAL BRAND GUIDE

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B R A N D C H A R A C T E R I S T I C S

Poo-Peroni is very much a "tongue-in-cheek" brand. We want the consumer to know we're taking the piss out of this mash-up just as much as they are. We want you to instantly know what we're about, at first glance.

With the mixture of the classic brew, Peroni, and Poo-Pourrii's design elegance we get our brand. Strong fonts to hold attention, a bright and bold colour palette to catch your eye. It's hard not to see why this brand works.

Within using our likeness there must be the following requirements:

The Poo-Peroni bottle and one toilet. This is to ensure the customer knows it's us.

TYPOGRAPHY

Playfair Display SC 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 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

Montserrat

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

(; . ? ! @ # \$ %)

Lobster 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 z

A B C D E F G H Y K L M N O P Q R S T U V W X Y Z

(; . ? ! @ # \$ %)

TYPOGRAPHY USAGE

Lobster Regular

Use this font for any promotional items that require text. This font is a mainly used font for our advertisement and marketing. It's a fun reminder that we're here for a good time, just like you

Monsterrat

Used for any informational text. A modern font, that is still professional and sleek

PLAYFAIR DISPLAY SC BLACK

This font is to be used only for the word, "Poo-Peroni".

C O L O U R

#60bddd

#eee27e

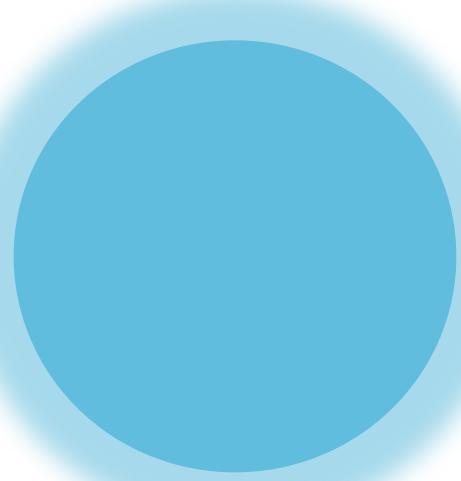
#999999

#FFFFFF

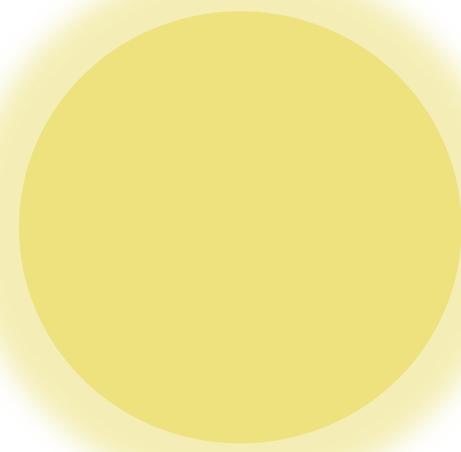
#000000



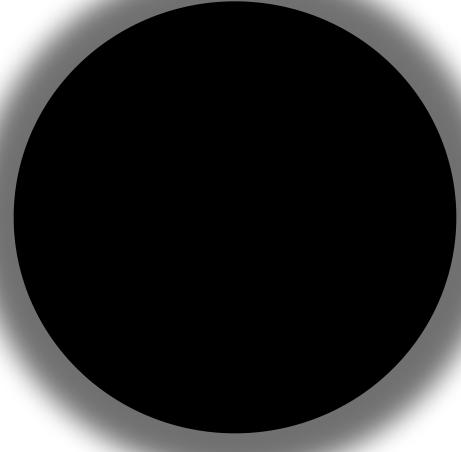
C O L O U R U S A G E



#60bdddd is used for the background of the label. It is also used as a primary colour in our promotional images. It's only to be used along side the colour, #eee27e.



#eee27e represents, well, do I have to say it? It's to be paired with #60BDDDD in promotional images, behind our logo. It's used as the banner colour and the back accoutrements around the frame.



#000000 Used for all text on logo, titles, context.

LOGO

Our logo encapsulates what Poo-

Peroni is all about. It's what

identifies us to the consumer. Our

iconic Poo-Peroni signature sits in

the middle of our renaissance style

frame. We go for bold, we push the

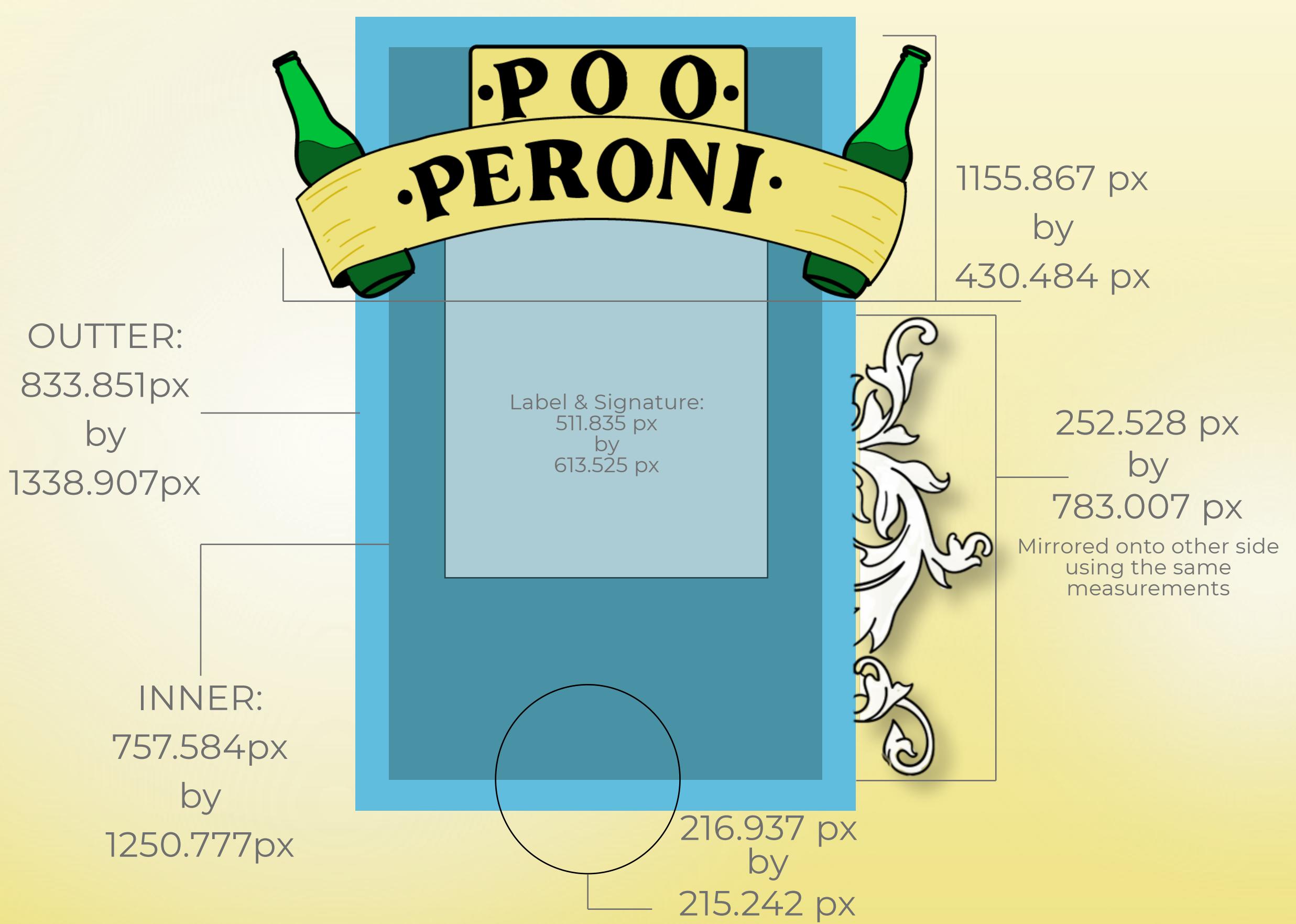
limits. We keep our logo consistent

because like you, we are at our

best when we stay *regular*.



LOGO BREAKDOWN

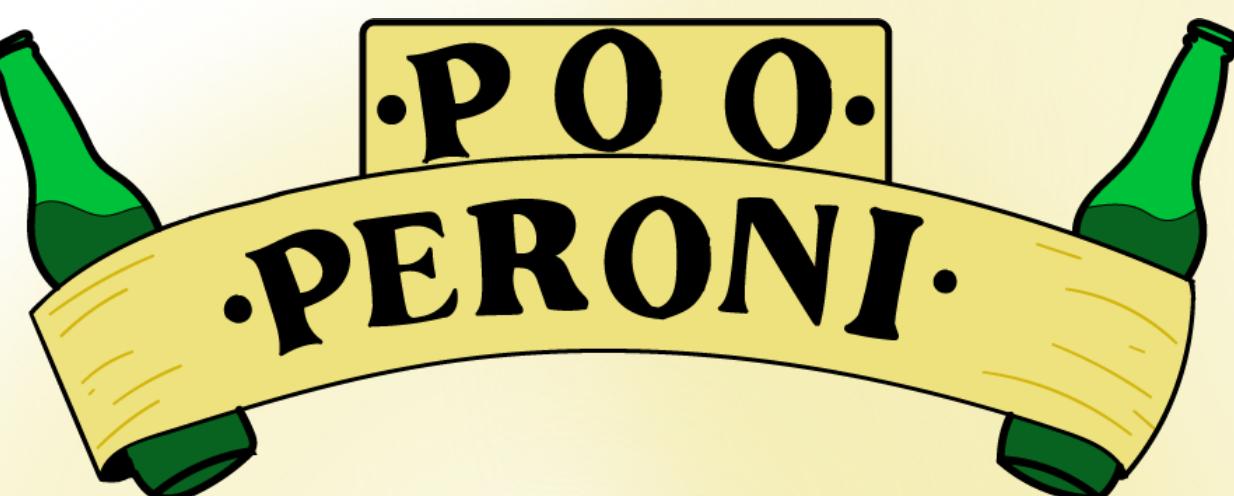


LOGO VARIATIONS

Promotional Logo



Half Sized Logo



Full Logo

