SUPER PORP

Brand Style Guide

About Super Porp

What's the best way to quench your thirst and refresh your mind? With a can of Super Porp of course.
Life is tough and at Super Porp, our goal is to share the delicious addicting taste of our grape-flavored soda around the world for everyone because Super Porp believes in fun and play - whenever you need to. Walk up to our trademark vending machines anywhere to enjoy a taste of Super Porp at any time.
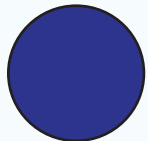With our rounded and bubbly design, our consumers are never disappointed and are always coming back for more.
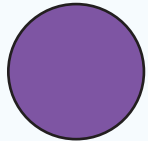
Color Palette

Primary Colors

Super Porp Blue
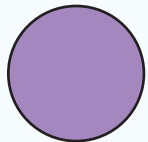C = 65 M = 13 Y = 0 K = 0
#41b0e4

Super Porp Dark Blue
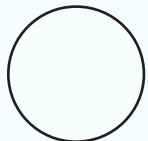C = 100 M = 97 Y = 6 K = 1
#30419a

Super Porp Dark Purple
C = 59 M = 78 Y = 0 K = 0
#765fa9

Secondary Color

Super Porp Light Purple
C = 36 M = 49 Y = 0 K = 0
#a589bf

Super Porp Light Blue
C = 3 M = 0 Y = 0 K = 0
#f5fafc

What's our favorite color? We're so glad you asked. We have a few actually.

Our primary colors are colors that bring a bold look to our brand and is used in logical ways throughout our products and marketing to guide your eyes. Our secondary colors soften the experience and provide a light optimism.

Super Porp Blue is the main focus of our color palette as it is used in our logo and for the bubbles on our website and other marketing products.

Ideally Super Porp Dark Blue and Super Porp Dark Purple are used primarily for text,such as headlines and titles. The secondary colors are for smaller text such as body/paragraphs or background colors.

Logo & Product Icon

Ideally the logo should be placed against a white background or backgrounds that prevent clashing, to ensure it stands out from surrounding text or backgrounds and is legible. It is important that our logo remains consistent and should not be modified or added to. We also have a secondary logo that is featured on our website.

The primary logo includes a grape with a leaf in the background with no lines for the individual grapes. On our icon the grape instead has defining lines in the center of the can.
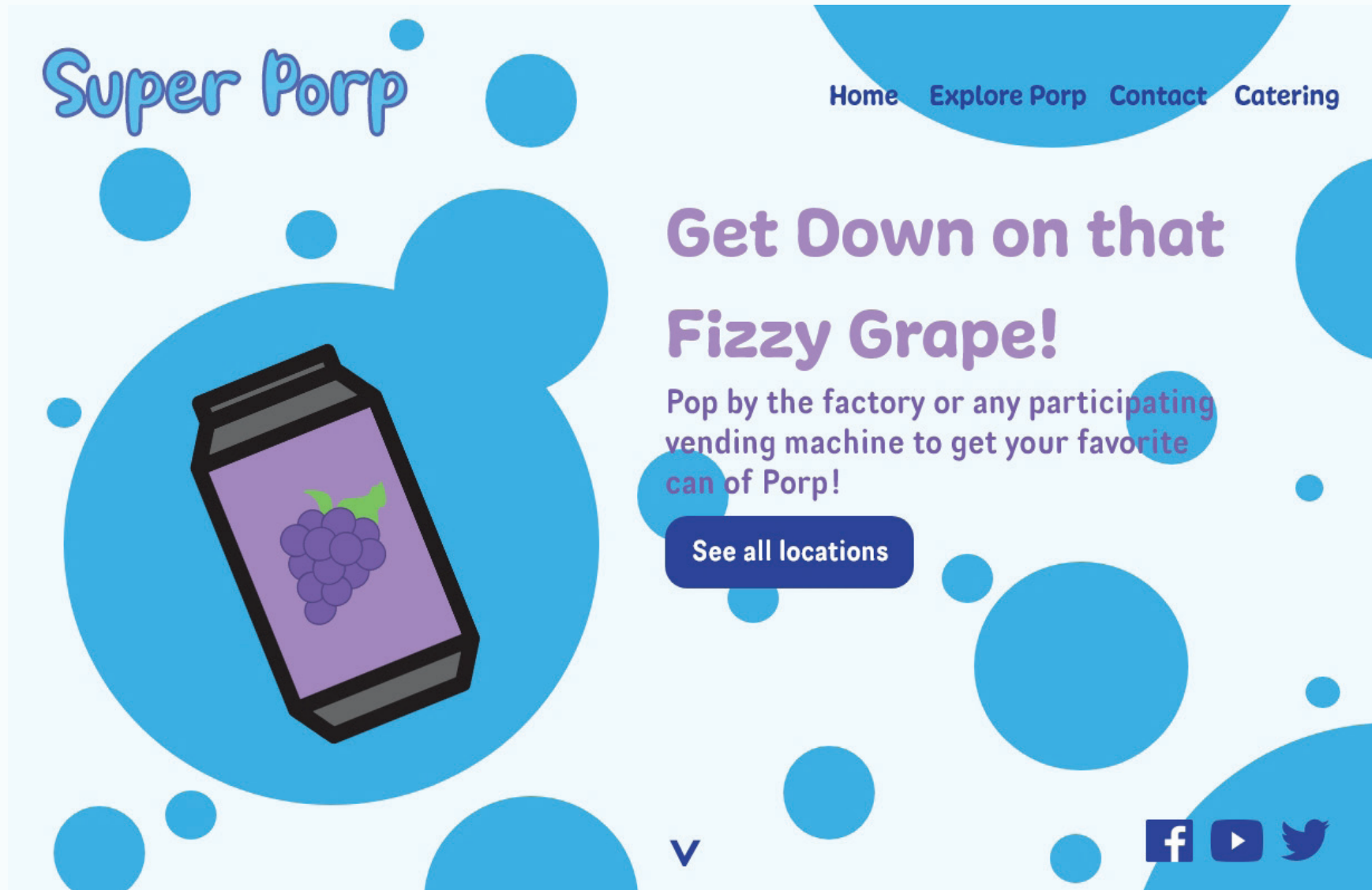
Type

The company's logo uses the font Spooky Cat with Super Porp Blue type and a stroke using Super Porp Dark Blue designed to express a cartoony, happy feeling of the brand.

For the design artifacts that require a title, the font Freude is used and the general body/pararaph uses the font Scheme. They are both easy to read and compliment the logo font.

SUPER PORP

Super Porp

Spooky Cat

Freude

Scheme

Website

Super Porp

Home   Explore Porp   Contact   Catering

Get Down on that Fizzy Grape!

Pop by the factory or any participating vending machine to get your favorite can of Porp!

See all locations

Business Card

Front of Card

Get Down On That Fizzy Grape!

www.superporp.com

🐦 @SuperPorpSoda

f @SuperPorpSoda

Vending machines located everywhere!

Back of Card

Event Poster

RUN FOR SUPER PORP

Come celebrate our anniversary!

All proceeds from signup will go toward building more vending machines so YOU can get more Super Porp!

When: Nov 13, 2020
Where: Candy Kingdom

For more info, scan below!

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