DONUT DISTURB **✕** MARCH 2024

THE ESSENTIALS
THE CORE ELEMENTS

X

FOR EVERYONE

"EMBRACE DIVERSITY, PROMOTE EQUITY, FOSTER INCLUSION.
BE INCLUSIVE ALWAYS."

PRINT | SOCIAL MEDIA | WEB

INSTRUCTIONS AND GUIDE FOR THESE APPLICATIONS

×

THE ESSENTIALS

Essentials

✕

THE STORY BEHIND THE DONUT

yumm...

OUR BRAND STORY

Donut Disturb isn't just a bakery and café it's a celebration of Filipino flavors and hospitality.

From the moment you step through our doors, you're greeted with the sights, sounds, and smells of home.

Our recipes are steeped in generations of tradition, with each pastry crafted with care and infused with the vibrant flavors of the Philippines.

OUR VALUES

Values

COMMUNITY: We cherish the connections we build within our neighborhood, fostering a welcoming atmosphere where everyone feels like family.

BOLDNESS: We embrace creativity and innovation, daring to push boundaries and challenge conventions in everything we do.

CELEBRATION: Every bite at Donut Disturb is a celebration of individuality and adventure, where each visit is an opportunity to savor life's sweet moments.

OUR AUDIENCES

Boldness X

Community X *Celebration*

OUR STORY IS ONE **WORTH** TELLING. IN THIS SECTION, WE DISCUSS RECOGNIZING THE **IMPORTANT** DIFFERENCES IN OUR **AUDIENCES** AND MESSAGING EACH DISTINCTLY.

OUR AUDIENCES

Donut Disturb represents different ideas and experiences to several different audiences.

By tailoring the core Donut Disturb brand standards to each audience's characteristics, we can communicate more effectively and authentically.

FOOD ENTHUSIASTS

This audience appreciates the artistry and quality of our baked goods and cafe offerings.

They value authenticity and attention to detail.

When communicating with them, we should emphasize the craftsmanship behind our products, using rich, descriptive language and visually appealing content to showcase

our offerings.

CURRENT CUSTOMERS/ REGULARS

Having already chosen Donut Disturb, our current customers expect us to consistently deliver on our brand promise.

We should continue to provide them with exceptional experiences and acknowledge their loyalty.

Enhancing their affinity for our brand through new and surprising offerings will strengthen their connection with us.

LOCAL COMMUNITY

Our community plays a significant role in our success, and we should express appreciation for their support.
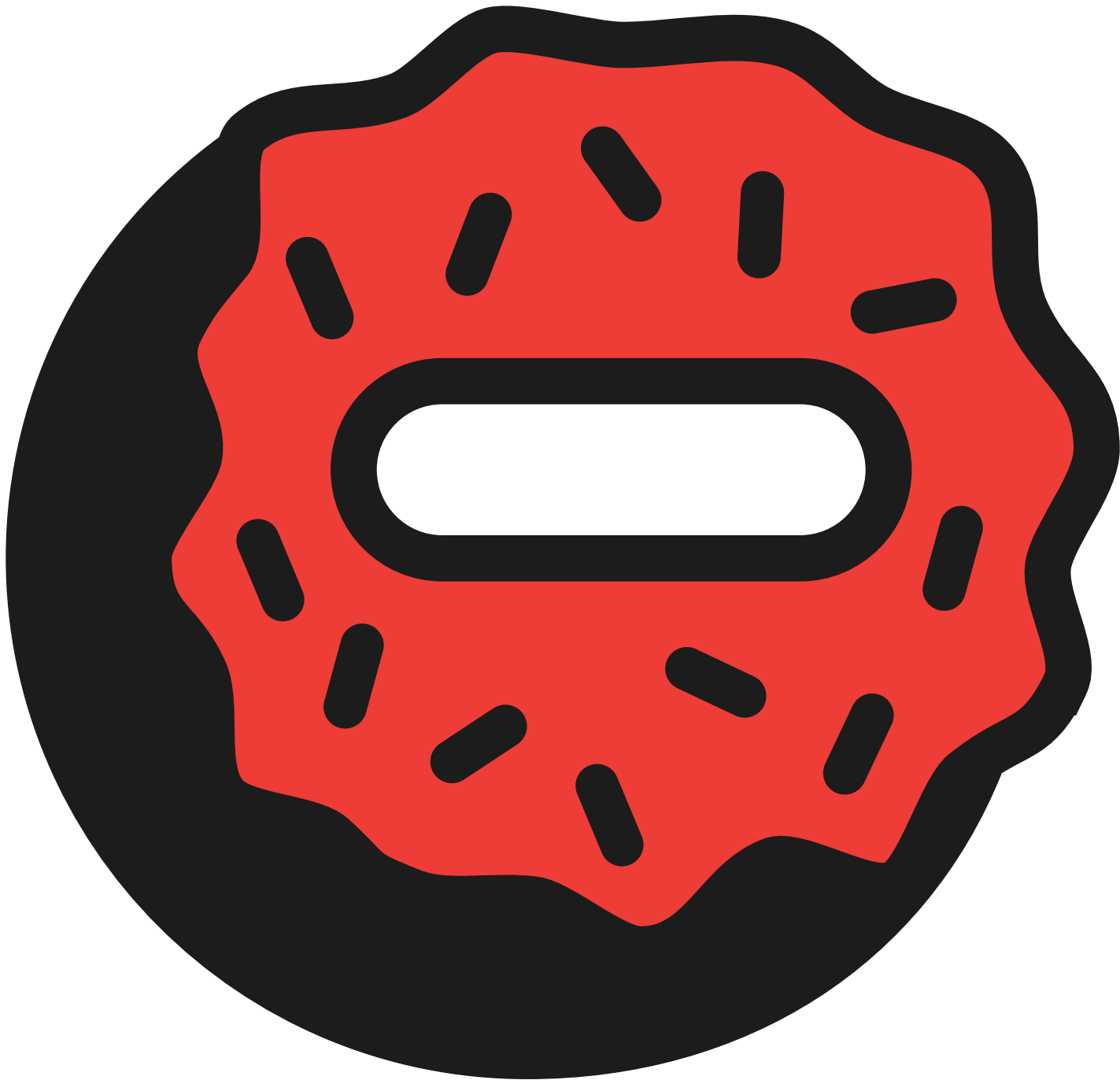
Whether they're regulars or occasional visitors, our community members contribute to the vibrancy of Donut Disturb.

We should acknowledge their importance and strive to engage with them authentically, building strong relationships that foster loyalty.
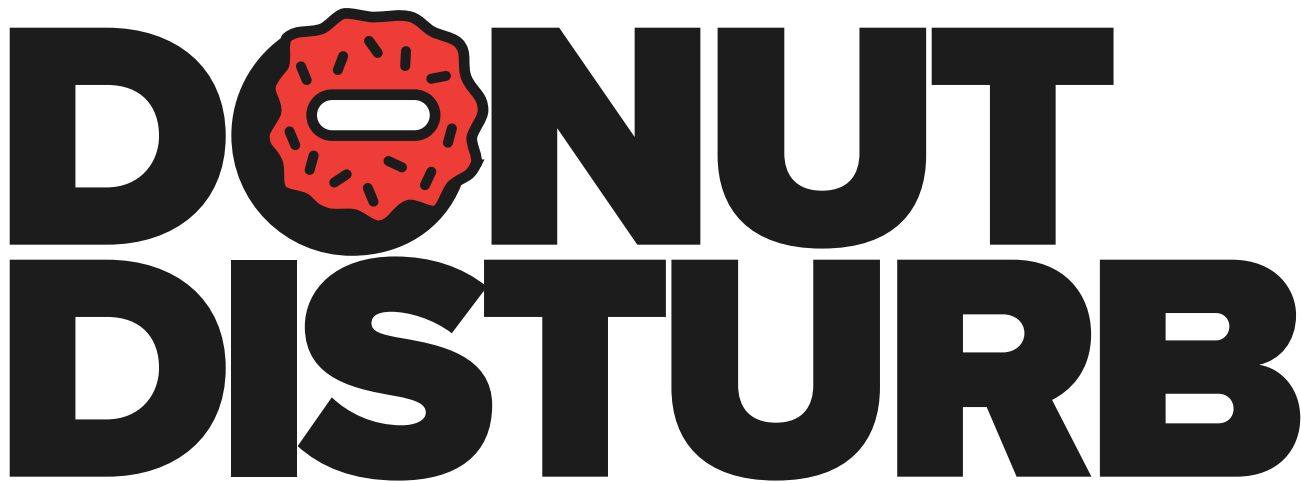
THE CORE ELEMENTS

THE
USE
OF THE DONUT

DONUT DISTURB SIGN

PLS DONUT DISTURB: Our logo showcases a donut with a "Do Not Disturb" sign, embodying our dedication to delicious treats and cozy vibes. It's an invitation to savor sweet moments at Donut Disturb, where every bite is pure delight.

DONUT DISTURB TITLE

I SAID DONUT DISTURB: Our title showcases bold lettering with a donut replacing the "O," adding a touch of whimsy and reinforcing our brand as a destination for sweet indulgence.

OUR
LOGO USAGE

CLEAR SPACE
Give our logo the reverence it deserves by keeping it clear of other elements. Apply clear space around the entire logo assembly by using the height of the DISTURB letters as a measuring tool, defined in the example as "X."

MINIMUM SIZE
To ensure the typography stays legible, the minimum size should always be determined by the height of the primary logo wordmark. Please reference the measurements in the examples.

THANK YOU!
To help build a stronger, consistent brand, always use the logos as they are provided. Do not edit the files in any way.

MINIMUM USAGE
0.375 x 0.375For traditional medias
36x36 Pixels for digital media

MINIMUM HEIGHT USAGE
0.375 For traditional medias
36 Pixels for digital media

LIGHT BACKGROUND

LOGO USAGE
Light background versions (specified in file names as "dndlightbg") should be used on white, light, or "Boston Red". Avoid using these logos on any background — solid color, photographic, or textured — that may affect clear legibility of all type.

FILE NAMES
Should be under "LightBGLOGOS" (file)
logodndlightbg.svg
titledndlightbg.svg
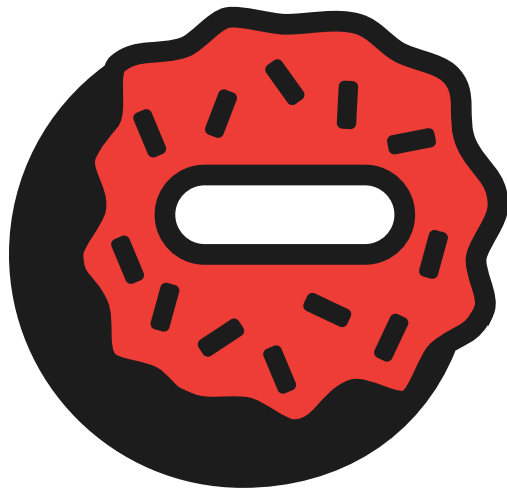
Perf!
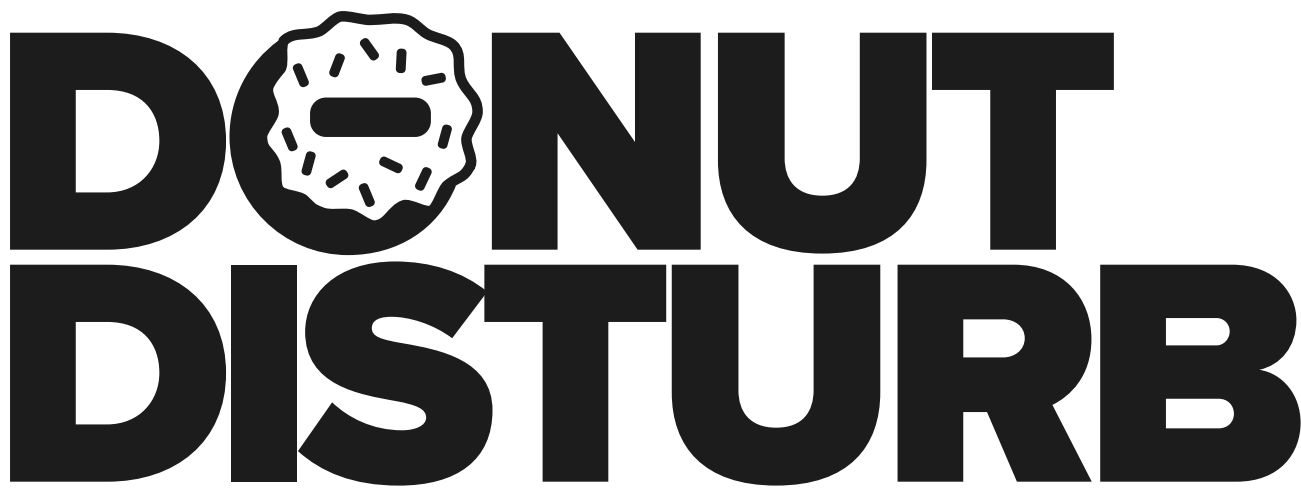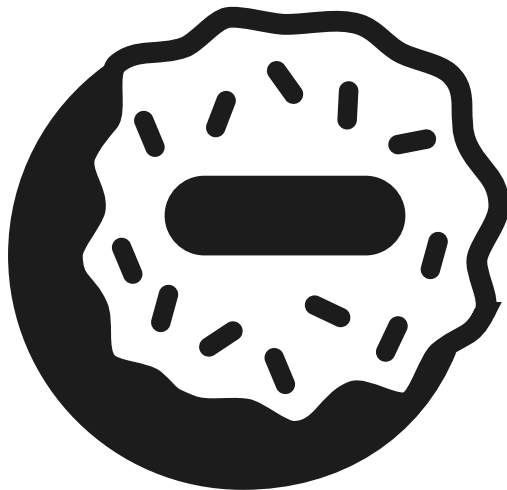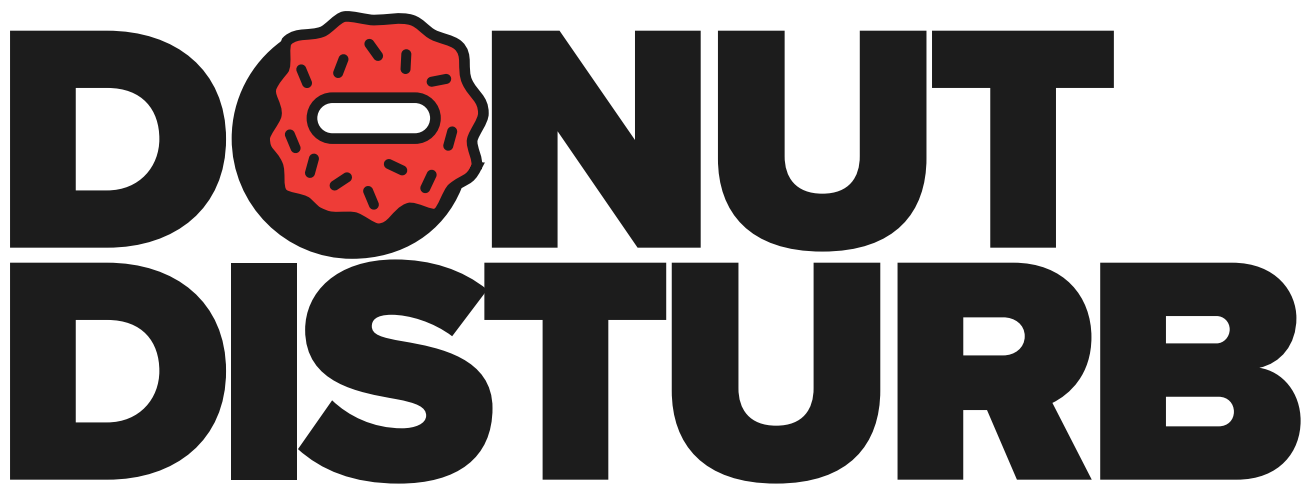
Wow!

BOTH CORRECT
Both are used correctly because of their legibility and contrast.

DARK BACKGROUND

LOGO USAGE
Dark background versions (specified in file names as "dnddarkbg") should be used on "Dark Cacao", dark backgrounds, or medium backgrounds that provide enough contrast. Avoid using these logos on any background — solid color, photographic, or textured — that may affect clear legibility of all type.

FILE NAMES
Should be under "DarkBGLOGOS" (file)
logodnddarkbg.svg
titlednddarkbg.svg
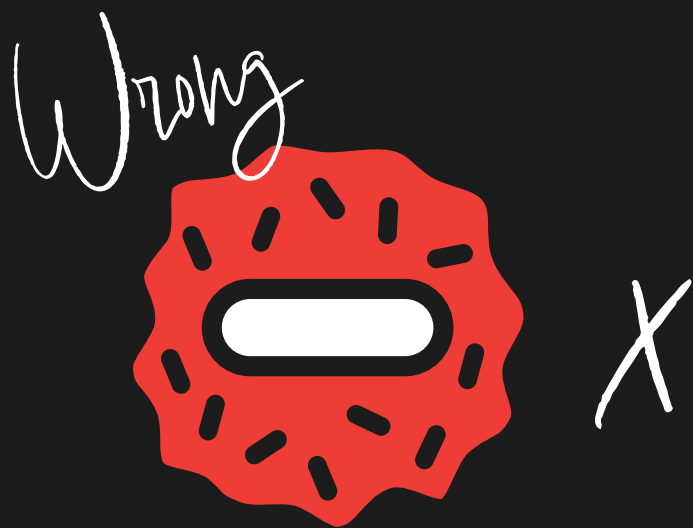
Wrong

X **DONUT DISTURB**

Correct

DONUT DISTURB

TOP SECTION IS WRONG
Only the bottom section is used correctly because of it's contrast from the dark background and it's legibility.

TYPO GRAPHY

Typography

TYPEFACES PRIMARY

PROXIMA NOVA

The **Proxima Nova** typeface reflects the Donut Disturb's boldness, strength, and future-forward nature. Typeface with eight weights each offer a wealth of possibilities. The full complement of italics are also included.

If you are an Adobe Creative Cloud subscriber, simply activate the font set(s) from Adobe Fonts: https://fonts.adobe.com/fonts

Proxima Nova Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Proxima Nova Bold Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PROX**IMA NOVA**

THIN LIGHT REGULAR **SEMIBOLD BOLD EXTRABOLD BLACK**

*PROXIMA **NOVA ITALICS***

*THIN LIGHT REGULAR **SEMIBOLD BOLD EXTRABOLD BLACK***

PRIMARY TYPFACES USAGE

Proxima Nova Black
Size 68pt / Leading 60 / Tracking -10 - - - - - - -

Proxima Nova Extra Bold
Size 68pt / Leading 20 / Tracking 0 - - - - - - -

Proxima Nova Extra Bold
Size 12pt / Leading 20 / Tracking 10 - - - - - - -

Proxima Nova Bold Italics
Size 9.5pt / Leading 15 / Tracking 100 - - - - - - -

TEXT SIZE FOR MAIN TITLE

TEXT SIZE FOR SUBHEADS AND LONGER DESCRIPTORS

Joyously savoring delectable donuts while basking in the cozy ambiance, patrons of Donut Disturb find themselves immersed in a delightful haven, where every bite is a journey of pure bliss, and every moment is a celebration of life's sweetest pleasures.

CAPTION/ CTA HERE

TYPEFACES SECONDARY

The **Audrielle No 1/2** typeface reflects the Donut Disturb's elegance, fluidity,gentle curves and loops of the cursive script lend a sense of warmth and intimacy.

This typeface captures attention with its timeless charm and versatility, offering a balance of classic elegance and modern appeal.

If you are an Adobe Creative Cloud subscriber, simply activate the font set(s) from Adobe Fonts:
https://fonts.adobe.com/fonts

Audrielle No. 1 & 2

Audrielle No. 1

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Audrielle No. 2

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY TYPFACES USAGE

Audrielle No 1
A complimentary font to the
Proxima Nova Black font for titles.

Audrielle No 2
A complimentary font for anything, a sketch written feel beside any headings and body texts.

Primary

PRIMARY FONT FOR MAIN TITLE

Joyously savoring delectable donuts while basking in the cozy ambiance, patrons of Donut Disturb find themselves immersed in a delightful haven, where every bite is a journey of pure bliss, and every moment is a celebration of life's sweetest pleasures. *100 :)*

TYPEFACES
PRIMARY
ALTERNATE

The **ARIAL /ARIAL BLACK** is an alternate typeface that also reflects the Donut Disturb's boldness, strength, and future-forward nature.

This typeface is for everyone in use that isn't part of the creatives.

It is a google font that is accessible to anyone.

ARIAL
(BLACK)

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL

REGULAR *REGULAR ITALICS* BOLD ***BOLD ITALICS***

ARIAL BLACK

PRIMARY TYPFACES ALTERNATE

Arial Black
Size 68pt / Leading 60 / Tracking -10 _ _ _ _ _ _ _

Arial Black
Size 68pt / Leading 20 / Tracking 0 _ _ _ _ _ _ _

Arial Regualr
Size 12pt / Leading 20 / Tracking 10 _ _ _ _ _ _ _

Arial Bold Italics
Size 9.5pt / Leading 15 / Tracking 100 _ _ _ _ _ _ _

TEXT SIZE FOR MAIN TITLE

TEXT SIZE FOR SUBHEADS AND LONGER DESCRIPTORS

Joyously savoring delectable donuts while basking in the cozy ambiance, patrons of Donut Disturb find themselves immersed in a delightful haven, where every bite is a journey of pure bliss, and every moment is a celebration of life's sweetest pleasures.

CAPTION/ CTA HERE

COLOUR
Colour

PROFILES | PALETTES

✖

COLOUR PROFILES

Our color palette is directly inspired by our donut flavours and our shops.

CMYK
PRINTED MATERIALS

CMYK refers to cyan, magenta, yellow, and black inks. This four-color process is the standard for printing and uses dots and different percentages of each ink to optically create colors.

CMYK has a slightly more limited spectrum than RGB, therefore colors may not appear as bright. Color consistency is also more difficult to control from printer to printer due to varied calibration and inks.

USED FOR

Traditional media and printed materials like posters and brochures.

RGB & HEX
DIGITAL MATERIALS

RGB uses combinations of red, green, and blue light to create colors. This is the standard for digital screen and devices.

RGB offers the widest spectrum of colors, allowing for brighter, vibrant options.

USED FOR

Digital materials like websites, apps, videos, and social media.

PMS
MERCHANDISE & PRINT

PMS stands for Pantone Matching System. This patented system was developed for universal color consistency, meaning you could go to any vendor and ensure the same colors throughout any application or material.

Unlike CMYK, which optically mixes after printing, Pantones are a single color, premixed before printing or applied as part of fabrication.

USED FOR

Color-consistency through across all applications including merchandise, apparel, plastics, and 1-2 color print jobs like stationery.

COLOUR PALETTE

Our color palette is inspired by our donuts and serves to support our core colors: DND Red, White, and DND Black.

CORE COLOURS

DND RED

WHITE

DND BLACK

cmyk 0, 91, 84, 0
rgb 239, 63, 55
hex #ef3f37
PMS Warm Red C

cmyk 0, 0, 0, 0
rgb 255, 255, 255
hex #ffffff
PMS n/a

cmyk 72, 66, 65, 75
rgb 30, 30, 30
hex #1e1e1e
PMS Black C

SECONDARY COLOURS

SOFT CREAM

CHOCOLATE BROWN

cmyk 4, 7, 8, 0
rgb 243, 233, 227
hex #f3e9e3
PMS 7604 C

cmyk 46, 65, 69, 39
rgb 103, 71, 59
hex #67473b
PMS 7582 C

INCLUSIVE CONSIDERATIONS

Inclusive Considerations.

AT DONUT DISTURB, INCLUSIVITY IS AT THE HEART OF EVERYTHING WE DO. WE BELIEVE THAT EVERYONE IS WELCOME, AND EACH INDIVIDUAL CONTRIBUTES TO OUR VIBRANT COMMUNITY.

HERE ARE 8 THINGS
WE AS A TEAM SHOULD CONSIDER.

LANGUAGE
AND IMAGERY

Use inclusive language and imagery that represent the diversity of our community. Everyone should feel seen and valued in our brand materials.

CULTURAL
SENSITIVITY

Respect and celebrate the diversity of our community by avoiding cultural appropriation and misrepresentation in our brand materials. We embrace and honor the rich tapestry of cultures that make up our community.

LGBTQ+
INLCUSIVITY

Ensure that our brand materials are inclusive of LGBTQ+ individuals and communities. Use language and imagery that recognize and celebrate diverse sexual orientations and gender identities.

FEEDBACK
& INPUT

We value the input of everyone in our community. Encourage feedback and input from diverse stakeholders, and incorporate their perspectives into our brand guidelines.

ACCESSIBILITY

Prioritize accessibility to ensure that everyone can access and engage with our brand. This includes using accessible fonts, providing alternative text for images, and ensuring color contrast meets accessibility standards.

GENDER
INCLUSIVITY

Use gender-inclusive language and imagery that acknowledges and respects people of all gender identities and expressions. Everyone should feel represented and respected in our brand.

REPRESENTATION

Aim to represent a diverse range of identities, backgrounds, and experiences in our brand materials. Everyone in our community should see themselves reflected in our brand.

TRAINING
& EDUCATION

Provide training and education on diversity, equity, and inclusion topics to ensure that everyone involved in creating and implementing our brand guidelines understands the importance of inclusivity.

AT DONUT DISTURB, EVERYONE IS WELCOME, AND EACH PERSON PLAYS A VITAL ROLE IN OUR COMMUNITY. WITHOUT YOU, OUR COMMUNITY WOULDN'T BE COMPLETE. WELCOME TO DONUT DISTURB, WHERE YOU'RE MORE THAN A CUSTOMER— YOU'RE PART OF OUR FAMILY.

- Donut Disturb Co. 2024

FROM OUR
DONUT DISTURB TEAM

At Donut Disturb, we recognize and honor important cultural and social awareness months. Throughout the year, we dedicate specific periods to celebrate diversity, promote inclusion, and support various communities. In addition to Pride Month, Asian Heritage Month, Black Lives Matter awareness, and Orange Shirt Day for First Nations, we also acknowledge Hispanic Heritage Month, Women's History Month, Indigenous Peoples' Month, Disability Awareness Month, and Mental Health Awareness Month.

During these months, ALL proceeds from designated products or events will be directed to the respective communities or organizations. We believe in using our platform to uplift marginalized voices and contribute positively to social change. Join us in fostering a more inclusive and equitable society.

APPLICATION
PRINT, WEB &
SOCIAL MEDIA

INSTRUCTIONS

PRINT (POSTERS AND MERCHANDISE)
Use brand colors, fonts, and logo prominently to ensure instant brand recognition.
Ensure clear messaging and high-resolution images to convey the brand's message effectively.
Maintain consistency across all print materials, including posters, flyers, and merchandise, to reinforce brand identity.

WEB (SIMPLE DONUT WEBSITE)
Keep design minimal with a clean layout and intuitive navigation to enhance user experience.
Use brand colors sparingly for accents and highlights, maintaining a cohesive visual identity.
Ensure fast loading speed and mobile responsiveness for seamless accessibility across devices.

SOCIAL MEDIA (INSTAGRAM)
Maintain a cohesive aesthetic on Instagram with consistent filters, tones, and visual elements.
Use branded hashtags and captions strategically to reinforce brand identity and engage with the audience authentically.
Respond promptly to comments and messages to foster community and strengthen brand-consumer relationships.

REMEMBER TO ALWAYS USE

KISS

**KEEP
IT
SIMPLE
STUPID**

EXAMPLES

Mockups

PLEASE DONUT DISTURB

COME THRU   OPENING SOON

OPENING
MARCH 2024

✕

FREE
GIVEAWAY
FOR THE
FIRST 50
CUSTOMERS

DONUT DISTURB

DoNutDisturb
Bakery & Cafe Donut Disturb #123 Location

COMING OUT WITH A NEW FLAVOUR

DONUT DISTURB

32,534 likes
DoNutDisturb #pleasedonutdisturb
View all 328 comments
5 DAYS AGO

WEB (DONUT DISTURB WEBSITE)   **POSTERS AND ADS**   **INSTAGRAM POSTS**

At Donut Disturb, we're more than just a bakery and cafe we're a vibrant experience, a celebration of community, and a haven for indulgence. Each of us plays a vital role in sharing our brand confidently.

For guidance, visit: donutdisturb.ca . Together, let's sweeten lives, one bite at a time.