



A Visual Style Guide

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About This Style Guide

The goal of this style guide is to define a standard graphic usage that will allow for The Pantry brand to be portrayed in a positive and consistent light across all mediums, including but not limited to web and print.

In order to present a cohesive brand image, the marketing material for The Pantry must be consistent across all media. The logo, tagline and icon were all chosen for the purpose of speaking to our target demographic in their language and on their level. The Pantry brand is positioned to represent an authentic model for the faction of people within the demographic.

The Logo and it's Elements

All communications, both print and electronic, must prominently display an approved logo.



Logo



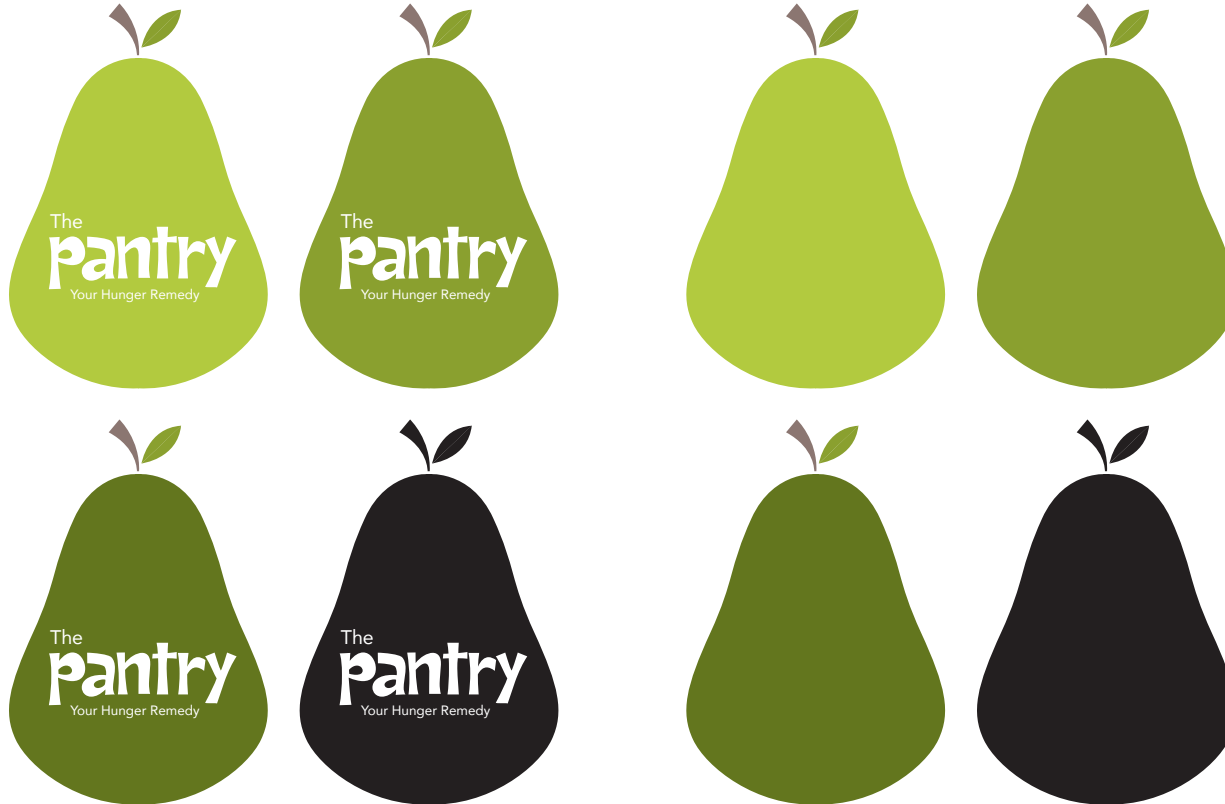
Icon



Logotype

Correct Use of the Logo, Icon and Logotype

The logotype should be used when a horizontal format is necessary.



The
pantry
Your Hunger Remedy

The
pantry
Your Hunger Remedy

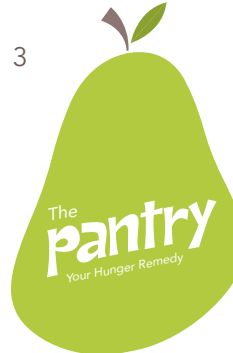
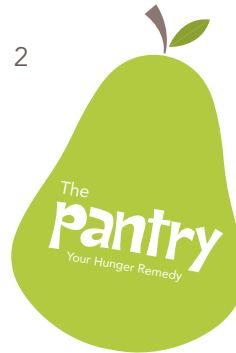
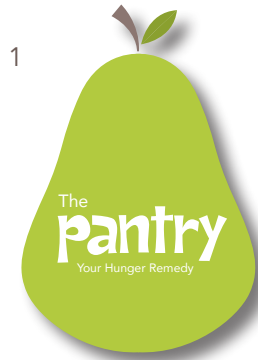
The
pantry
Your Hunger Remedy

The
pantry
Your Hunger Remedy

Note:
The pear color may be reversed with
the type color in all versions if needed.

Incorrect Use of the Logo

Do not alter the logo in any way. Do not animate, color, rotate, skew, or apply effects to the logo.



DONT'S

1. Don't apply any effects.
2. Don't rotate the logo.
3. Don't skew or attempt to make the logo 3-dimensional in any way.
4. Don't make a pattern or texture out of the logo.
5. Don't alter the transparency of the logo.
6. Don't recolor the logo.

Not shown:

Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

Don't separate the elements. Never attempt to create the logo yourself, change the font, or alter the size or proportions.

Incorrect Use of the Logotype

Do not alter the logotype in any way. Do not animate, color, rotate, skew, or apply effects to the logotype.



DONT'S

1. Don't apply any effects.
2. Don't rotate the logotype.
3. Don't skew or attempt to make the logotype 3-dimensional in any way.
4. Don't make a pattern or texture out of the logotype.
5. Don't alter the transparency of the logotype.
6. Don't recolor the logotype.

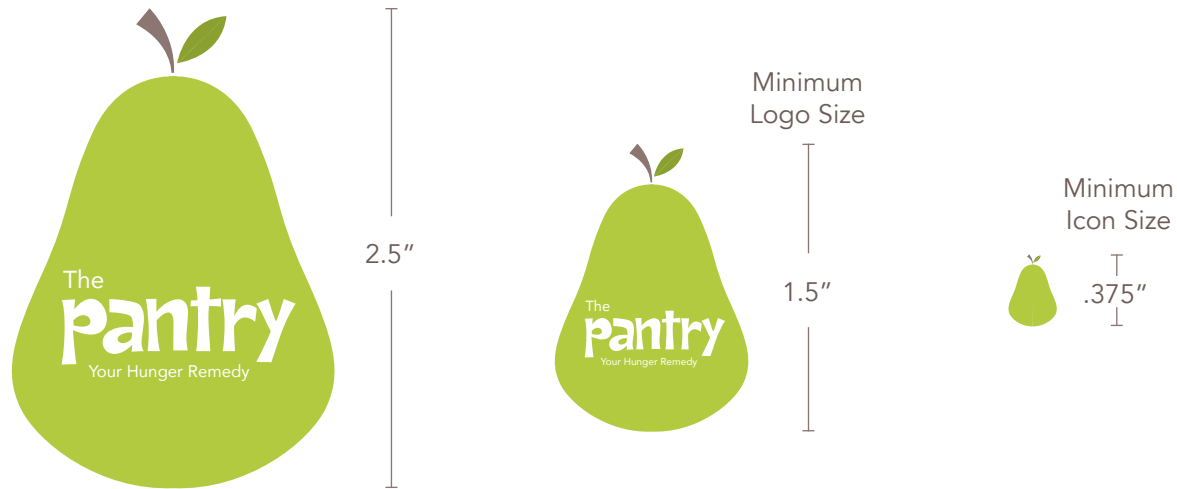
Not shown:

Don't combine the logotype with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

Don't separate the elements. Never attempt to create the logotype yourself, change the font, or alter the size or proportions.

Logo Size Requirements

To maintain legibility of the logo, follow these minimum size requirements.



Minimum Size:

The minimum size for the logo is 1.5 inches tall.

The minimum size for the icon is .375 inches tall.

Note:

The logo must not contain or be placed upon or around distracting patterns, other logos or any other graphic elements whenever possible.

Logotype Size Requirements

To maintain legibility of the logotype, follow these minimum size requirements.

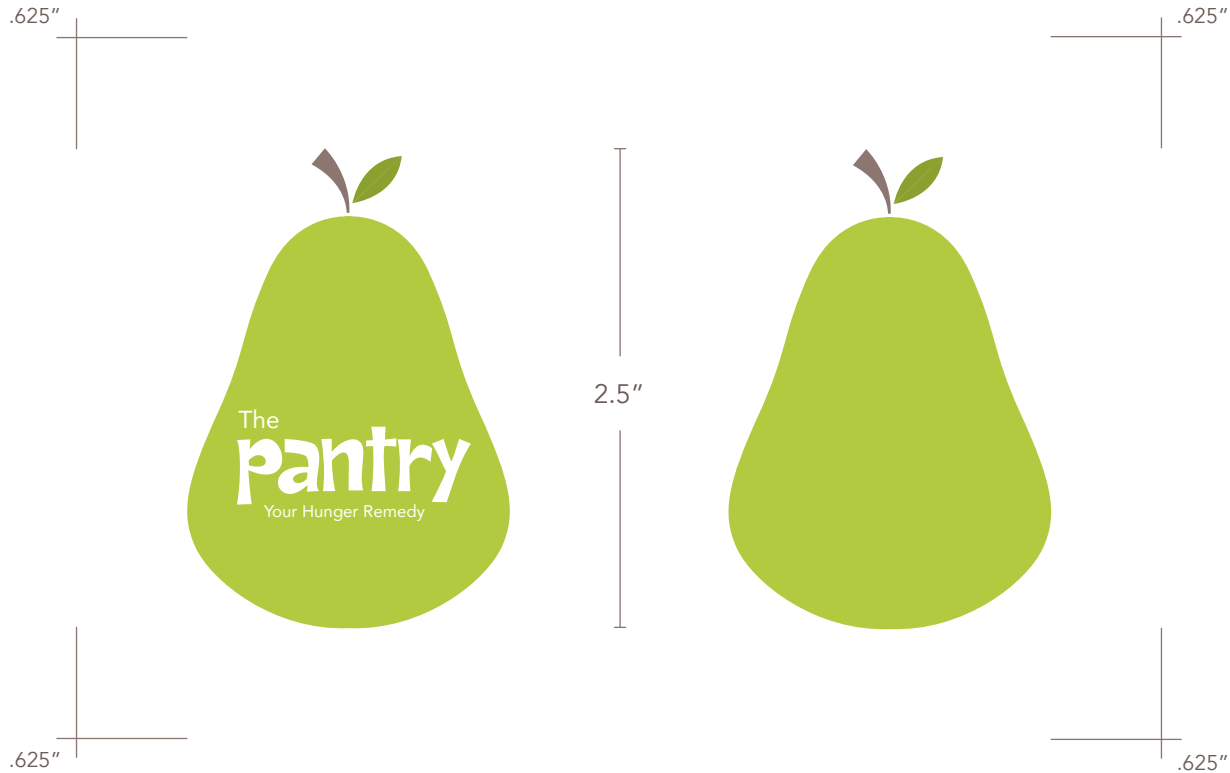


Minimum Size:
The minimum size for the logotype is .75 inches tall.

Note:
The logotype must not contain or be placed upon or around distracting patterns, other logos or any other graphic elements whenever possible.

Logo Clear Space

At a minimum, 25% of the logo or icon's height must be clear around the logo or icon on each side.



Example:

At a minimum, 25% of the logo or icon's height must be clear around the logo or icon on each side. For example, if the logo or icon is 1 inch in height, there must be .25 inches of clear space extending from each of the four sides of the logo or icon.

Note:

The logo must not contain or be placed upon or around distracting patterns, other logos or any other graphic elements whenever possible.

Logotype Clear Space

At a minimum, 25% of the logotype's height must be clear around the logotype on each side.



Example:







At a minimum, 25% of the logotype's height must be clear around the logotype on each side. For example, if the logotype is 1 inch in height, there must be .25 inches of clear space extending from each of the four sides of the logotype.

Note:

The logotype must not contain or be placed upon or around distracting patterns, other logos or any other graphic elements whenever possible.

Color Palette

The color palette is based on a core green referred to as Pear Green Light.

	Pear Green Light	CMYK 35 5 95 0	RGB 178 201 62	#B2C93E
	Pear Green Medium	CMYK 35 5 95 25	RGB 139 159 48	#8B9F30
	Pear Green Dark	CMYK 35 5 95 50	RGB 100 118 31	#64761F
	Stem Brown Light	CMYK 45 50 50 10	RGB 139 118 113	#8B7671
	Stem Brown Dark	CMYK 45 50 50 35	RGB 108 92 88	#6C5C58
	Black	CMYK 0 0 0 100	RGB 0 0 0	#000000

Typography Palette

As with the logo, consistent use of the typefaces—Andrea Karime Normal and Avenir—reinforces the brand identity.

Typeface 1: Andrea Karime Normal

This font, which is applied to the word “Pantry” in the logo, should only be used in the logo. It should never be used for any word other than “Pantry” or in any other application whether on the web, in print or in any other material.

Example: **pantry**

Typeface 2 (Primary) - Avenir

Avenir should be used as the primary font for the slogan, and additional materials such as business cards, brochures, website copy, etc.

Typeface Example - Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avenir Light
Avenir Book
Avenir Roman
Avenir Medium
Avenir Black
Avenir Heavy

Avenir Light Oblique
Avenir Book Oblique
Avenir Oblique
Avenir Medium Oblique
Avenir Black Oblique
Avenir Heavy Oblique

Contact Information

Adobe CC was used to design, edit and produce graphic content for The Pantry. If you need a copy of any element or graphical collateral, please contact Joci Lawson.

Any and all alternative designs for, logos, icons, taglines, etc., must be pre-approved by Joci Lawson, the graphic artist, before they are used to market The Pantry brand.

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