

CHEF POMODORO
BRAND GUIDELINES

TABLE OF CONTENTS

LOGO AND BRANDING

Color Logo _____	4
Grayscale Logo _____	5
Black & White Logo _____	6
Logo Do's & Don'ts _____	7

COLOR AND TYPOGRAPHY

Color Palette _____	9
Primary Typefaces _____	10

VISUAL LANGUAGE

Graphic Elements _____	12
Online Imagery _____	13
Product Illustrations _____	14
Branding Illustrations _____	15
Packaging Style _____	16

LOGO AND
BRANDING

COLOR LOGO

These are the primary logos to be used for web and color printing.

There are specified versions for horizontal and vertical layouts, and light and dark backgrounds.

Please use the appropriate version for your application.

Vertical

Two color version, for use on a white or light background



Vertical

Two color version, for use on a black or dark background



Horizontal

Two color version, for use on a white or light background



Horizontal

Two color version, for use on a black or dark background



GRAYSCALE LOGO

These grayscale logos can be used for high quality black and white printing when color printing is unavailable.

There are specified versions for horizontal and vertical layouts, and light and dark backgrounds.

Please use the appropriate version for your application.

Vertical

Grayscale version, for use on a white or light background



Vertical

Grayscale version, for use on a black or dark background



Horizontal

Grayscale version, for use on a white or light background



Horizontal

Grayscale version, for use on a black or dark background



BLACK & WHITE LOGO

These black and white logos can be used for fax and copier materials, engraving and embossing, or where one color printing is needed.

There are specified versions for horizontal and vertical layouts, and light and dark backgrounds.

Please use the appropriate version for your application.

Vertical

Black and white version, for use on a white or light background



Horizontal

Black and white version, for use on a white or light background



Vertical

Black and white version, for use on a black or dark background



Horizontal

Black and white version, for use on a black or dark background



LOGO

DO'S & DON'TS

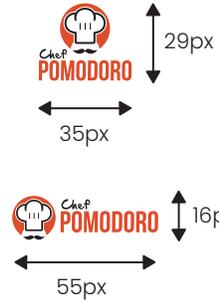
As a general rule please use logo versions provided and do not alter or change the logo.

Please preserve brand integrity by ensuring that the logo is visible, legible and used in good taste.

DO'S



Maintain shape and proportions



Ensure the logo is reproduced at a legible size



Ensure that the logo is surrounded by clear space

DONT'S



Stretch or squish the logo



Change the logo color



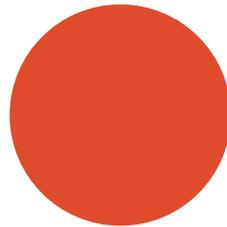
Alter the design of the logo

COLOR AND
TYPOGRAPHY

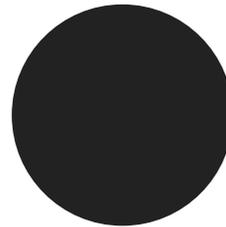
COLOR PALETTE

Primary colors are to be used as a first choice. Secondary colors can be used to compliment primary colors when variety is needed.

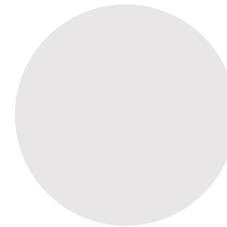
PRIMARY



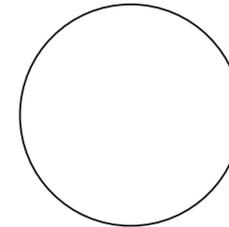
Pantone 7597 C 95%
C10 M84 Y86 K1
R217 G79 B56
Web: # D94F38



Pantone Neutral Black C
C0 M0 Y0 K100
R35 G31 B32
Web: #231F20



Pantone Neutral Black C 10%
C0 M0 Y0 K10
R232 G230 B230
Web: #e7e6e5



White
C0 M0 Y0 K0
R255 G255 B255
Web: #ffffff



Brown Paper Texture
To be printed on or used as a background texture for web.

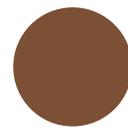
SECONDARY



Pantone 303 C
C96 M72 Y52 K57
R2 G42 B58
Web: #012939



Pantone 575 C
C61 M32 Y97 K14
R106 G129 B59
Web: #69813a



Pantone 7568 C
C39 M64 Y80 K32
R122 G80 B53
Web: #795034



Pantone 124 C
C7 M35 Y100 K0
R237 G170 B0
Web: #eda900

PRIMARY TYPEFACES

These primary typefaces should be used in conjunction with each other, or separately when necessary.

Please use UPPERCASE for headings, and either UPPERCASE or lowercase (or a mixture) for body copy.

Italic and bold versions of Poppins font may be used in moderation if necessary.

Tracking of 25 should be used for Headings and Body Copy.

Please use specific minimum font sizes for Headings and Body Copy, for Print and Online, are listed to the right.

HEADINGS

Tracking: 25

Minimum Font Sizes

Print items: 10pt

Online items: 45px

BEBAS NEUE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%^&*()

BODY COPY

Tracking: 25

Minimum Font Sizes

Print items: 8pt

Small print: 6pt

Online items: 23px

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@£\$%^&*()

VISUAL
LANGUAGE

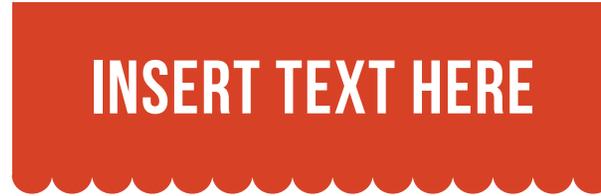
GRAPHIC ELEMENTS

These shapes, banners, lines, arrows and icons can be used in conjunction with text to emphasis key points and headings, and create diagrams.

The colors can be changed to other colors from the primary and secondary color palette to suit the design.

Banners

To be used to highlight key points or headings



Numbers

To be used in diagrams



Arrows

To be used in diagrams



Icon Style

Circle, black outline, and red highlight to be replicated using appropriate image icons.



Line Style

To be used in diagrams, or to underline headings.



ONLINE IMAGERY

Graphic Elements, including shapes, banners, lines, arrows and icons can be used in conjunction with text and images to create online images.

Clearcut images should be overlaid on gray backgrounds.

Food photography of in-use images should be natural, wholesome and delicious looking.

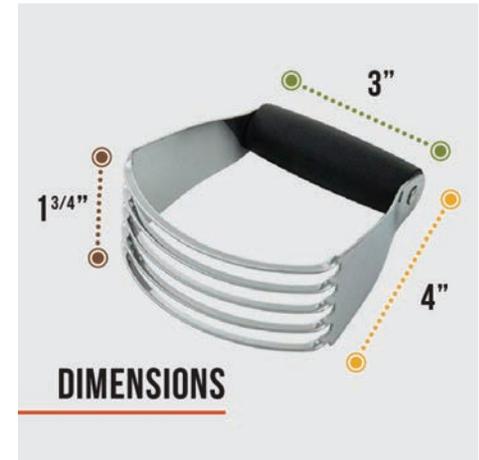
For online items viewed on mobile please use a minimum font size of 45px for headings, and 23px for body copy.



- Important word underlined and highlighted in red.
- Zoom-in style on key feature.



- Sentences of features using minimum font size of 23px.



- Secondary colors can be used when variety is needed.
- Clearcut product image overlaid over gray.



- Shapes can be used when text needs to be added over images.



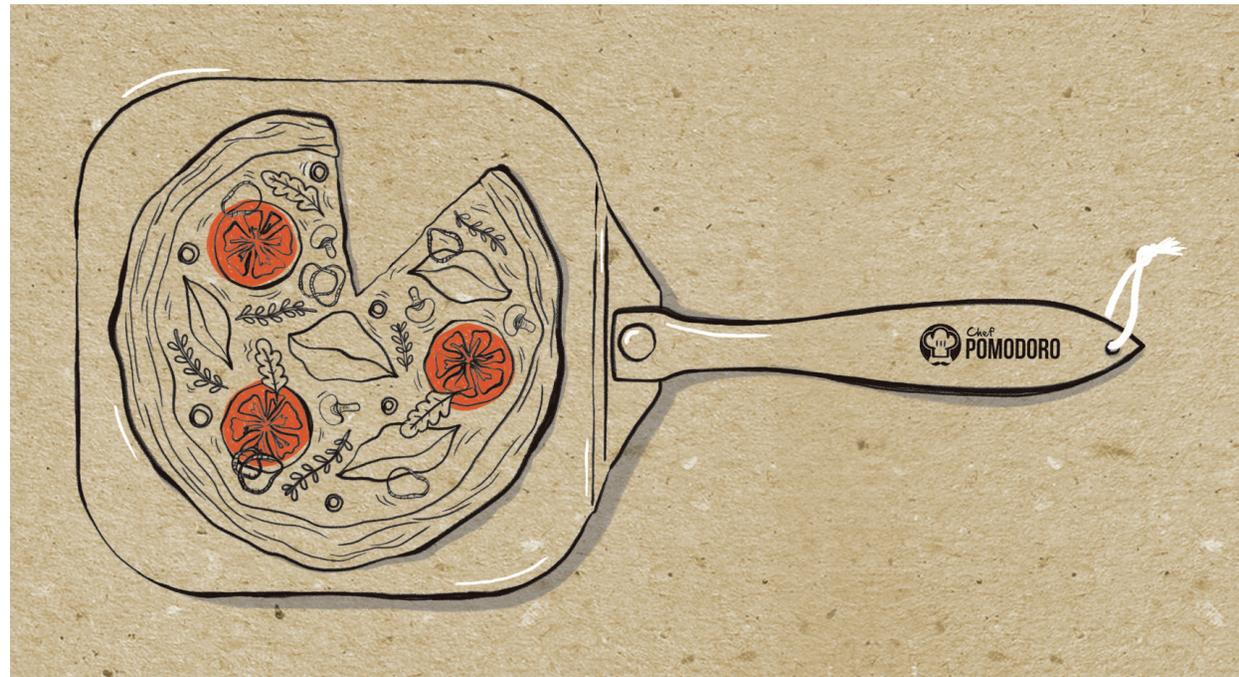
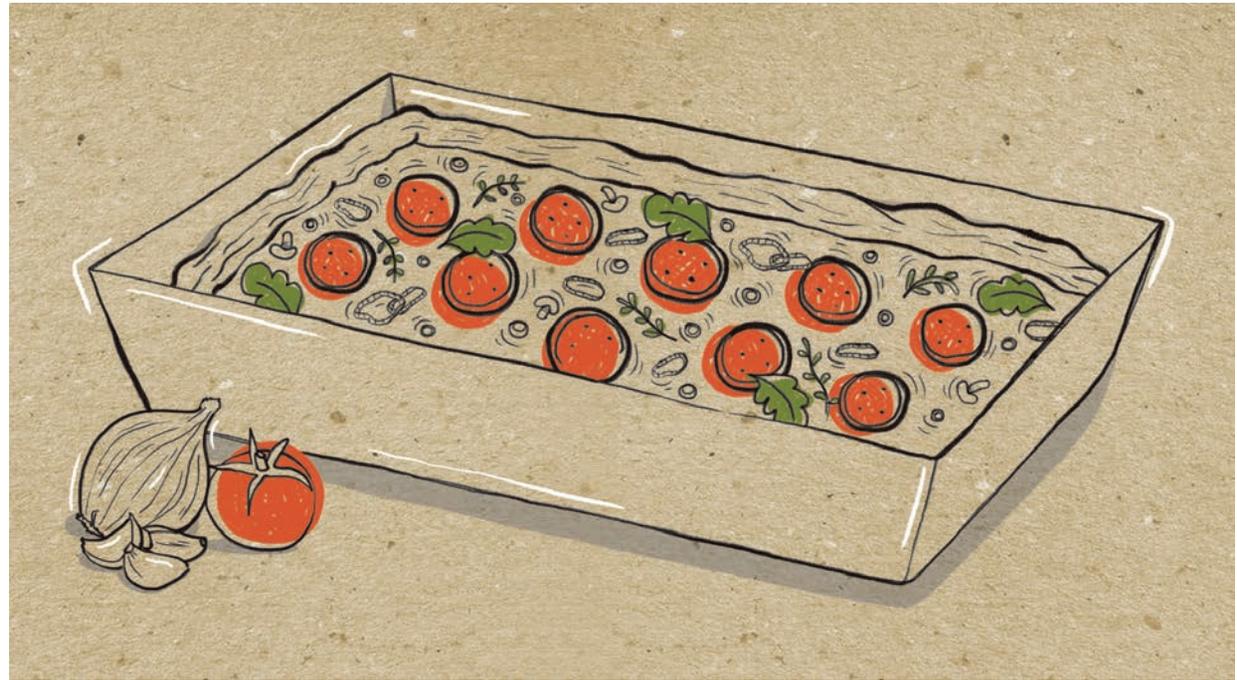
- Shapes can be used when text needs to be added over images.



- Shapes can be used when text needs to be added over images.

PRODUCT ILLUSTRATIONS

The product illustrations are hand-drawn with organic lines, creating an authentic, artisan feel. Subtle colour accents and a kraft paper texture in the background enhance this aesthetic, reinforcing Chef Pomodoro's handcrafted, high-quality appeal.



PACKAGING STYLE

Printed on kraft cardboard, the packaging embraces an artisan feel, complemented by hand-drawn product illustrations. The signature scalloped edge on the front makes each box instantly recognisable and unmistakably Chef Pomodoro.

