

OLIVE'S PANTRY

Brand & Identity Kit

Logo usage, colour, typography and applications

Version 3.0

July 2013

Introduction

This kit turns the Olive's Pantry logo into a practical set of rules, so every label, menu, sign and post looks fresh, consistent and instantly recognisable.

01 Primary logo & anatomy

02 Clear space & minimum size

03 Logo versions

04 Colour palette

05 Typography

06 Incorrect usage

07 Applications

08 Quick reference

BRAND PERSONALITY (SUGGESTED)

Fresh
Bright, natural, just-picked

Wholesome
Honest food, simply made

Welcoming
Warm, friendly, neighbourly

Trustworthy
Quality you can rely on

Primary Logo

The stacked lockup pairs the olive symbol with the wordmark. Always use the supplied artwork; never redraw or retype it.



1 Layered olive

A dark olive over two lighter green layers, for depth and freshness.

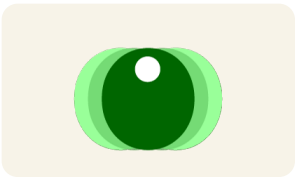
2 Highlight

A white highlight gives the olive its glossy, just-picked look.

3 Wordmark

"OLIVE'S PANTRY" in widely spaced capitals, set in a friendly sans.

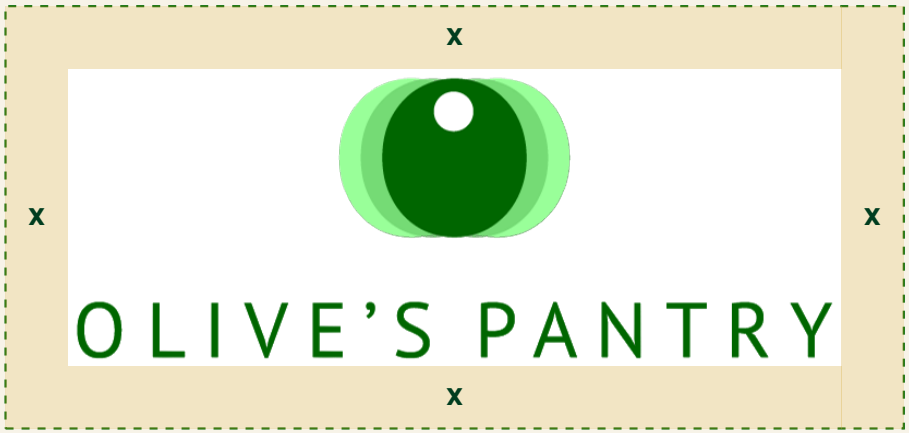
Symbol (standalone)



Use as an avatar, sticker or favicon where the full lockup is too small.

Clear Space & Minimum Size

Give the logo room to breathe. Keep other text, images and edges away from it.



Clear space

X equals the cap height of the wordmark letters. Keep at least 1X clear on all four sides.

Minimum size



Print: 1.5 in / 38 mm wide



Digital: 140 px wide



Symbol only: 24 px / 8 mm

Logo Versions

Choose the version that gives the strongest contrast with the background.



Primary — full colour on white



Full colour on cream



Reversed — white on deep green



One colour — olive on mint

Colour Palette

Olive Green, Leaf and Mint are sampled directly from the logo artwork. The remaining colours are suggested extensions that keep the palette natural and warm.

Olive Green

PRIMARY | logo, headlines, key UI

HEX #006600
RGB 0 102 0
CMYK 100 0 100 60

Leaf

LOGO TONE | highlights

HEX #75DB75
RGB 117 219 117
CMYK 47 0 47 14

Mint

LOGO TONE | use sparingly

HEX #99FF99
RGB 153 255 153
CMYK 40 0 40 0

Deep Green

DARK SURFACES

HEX #003D1F
RGB 0 61 31
CMYK 100 0 49 76

Pale Mint

BACKGROUNDS

HEX #E6F4E1
RGB 230 244 225
CMYK 6 0 8 4

Cream

WARM PANELS

HEX #F7F3E8
RGB 247 243 232
CMYK 0 2 6 3

Olive Oil Gold

ACCENT | sparingly

HEX #D4A93A
RGB 212 169 58
CMYK 0 20 73 17

CMYK values are straight conversions for reference. For print, request a colour-matched proof or nearest spot (Pantone) match.

Typography

A warm serif for headlines and a clean, friendly sans for everything else. Both are free on Google Fonts.

HEADLINES

Aa

Lora

A warm, readable serif with a hand-made feel. Use for titles, menu headings and pull quotes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & % ! ?

Fallbacks: Georgia / Times New Roman • Arial / Helvetica

BODY & LABELS

Aa

Poppins

A friendly geometric sans for body copy, packaging details and navigation. Set capitals with wide tracking to echo the wordmark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & % ! ?

Type Hierarchy

A simple scale keeps layouts orderly and easy to scan. Sample copy is illustrative.

H1 Lora 36/42

Good food, close to home

H2 Lora Italic 20

Fresh picks for every shelf.

Label Poppins Medium 11, tracked

OLIVES | OILS | PRESERVES

Body Poppins 10/16

Small-batch pantry staples, chosen with care and sold with a smile. Come in, taste something new, and take a little of the sunshine home with you.

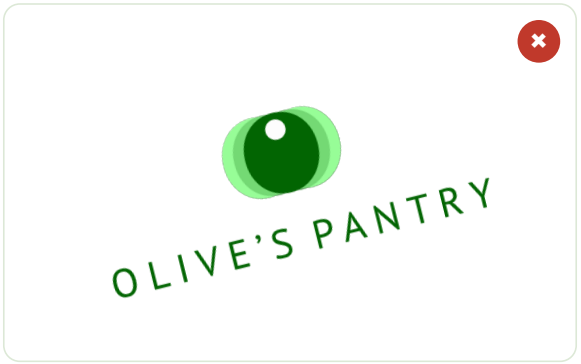
Caption / footnote Poppins 7.5/11, tracked +2%

Incorrect Usage

Do not alter the logo in any way. The examples below show the most common mistakes.



Don't stretch or squash



Don't rotate



Don't change the colours



Don't add shadows or effects



Don't use low contrast



Don't separate or rearrange

Applications

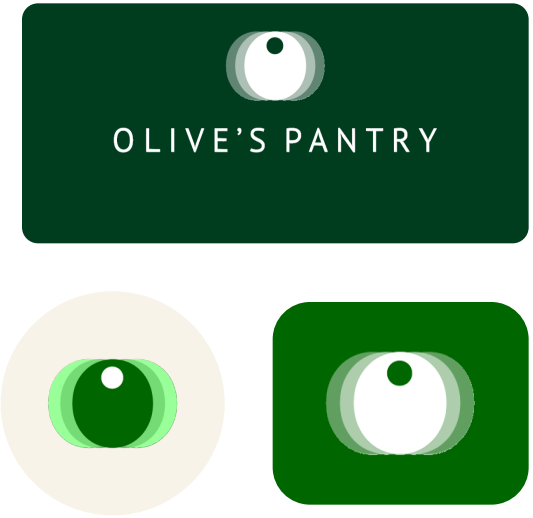
Examples of the identity in use. These layouts are illustrative starting points.



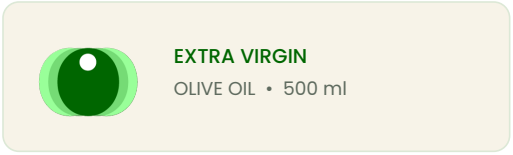
Business card — front & back



Letterhead



Social banner, avatar & app icon



Product label

Quick Reference

A one-page checklist for anyone producing materials.

Do

- Use the supplied logo artwork only
- Keep 1X clear space on all sides
- Use full colour on light, white on deep green
- Keep the logo at or above minimum size
- Let Olive Green lead; add cream and mint for freshness
- Pair Lora headlines with Poppins body text

Don't

- Stretch, rotate, recolour or outline the logo
- Add shadows, glows or effects
- Place on busy images or mid-green backgrounds
- Separate the symbol from the wordmark
- Retype the name in another font
- Use gold as a dominant colour