



# Brand & Identity Standards Guide

11. 23. 2015

## TYPOGRAPHY

The typeface Open Sans should be used for all print and website body content.

### OPEN SANS Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?&%\$!\*

### OPEN SANS Bold

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890?&%\$!\***

The typeface Lobster should be used as a headline font, online and in print.

### *Lobster Regular*

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890?&%\$!\**

The typeface Questrial should be used as a sub-head font, online and in print.

### QUESTRIAL Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?&%\$!\*

## COLOR

The GOLDEN PANTRY color palette allows the brand to be communicated clearly and appropriately.

The colors are meant to evoke positivity, prosperity, and sustainability in their bright tones.

### Green | Pantone 349 CVC



CMYK		RGB	
C	100	R	0
M	0	G	105
Y	83	B	64
K	47		

### Red | Pantone 485 CVC



CMYK		RGB	
C	0	R	237
M	100	G	28
Y	91	B	46
K	0		

## COLOR USAGE

The GOLDEN PANTRY logo has been designed for print and web. Color usage has been outlined to the right.

In print, it should be produced using a 4-color process (CMYK), or by using the 2 specified Pantone colors, as outlined on page 3.

For online usage, the logo should use the RGB breakdowns outlined on page 3.



## COLOR VARIATIONS

The GOLDEN PANTRY logo can be printed in one color using Pantone 349 CVC (green).



The GOLDEN PANTRY logo can be 'reversed' out of a solid color (Pantone 349 CVC - green) in this way.



The GOLDEN PANTRY logo can be printed in one color using Pantone 485 CVC (red).



The GOLDEN PANTRY logo can be 'reversed' out of a solid color (Pantone 485 CVC - red) in this way.



## COLOR VARIATIONS

The GOLDEN PANTRY logo can be printed in one color using Grey (80% Black).



The GOLDEN PANTRY logo can be 'reversed' out of a solid color (Black) in this way.



When necessary, the GOLDEN PANTRY logo can be printed in grayscale, using a percentage of black.



The logo may also be printed in black only.



## LOGO USAGE

When appropriate, the GOLDEN PANTRY logo can appear without the tagline.

Acceptable options are  
a) Horizontal version, mark and type without tagline



Horizontal Version, no tagline

## LOGO USAGE

The GOLDEN PANTRY logo elements should NEVER be compressed or stretched.



The GOLDEN PANTRY logo elements should NEVER be rearranged or resized in any way.



Signage  
STANDARDS GUIDE

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## COLOR

The Golden Pantry color palette allows the brand to be communicated clearly and appropriately.

### Red | Pantone 200 C



CMYK		RGB	
C	100	R	0
M	70	G	121
Y	0	B	193
K	10		

### Black



CMYK		RGB	
C	0	R	0
M	0	G	0
Y	0	B	0
K	100		

### Gray | Pantone 422 C



CMYK		RGB	
C	40	R	160
M	32	G	161
Y	32	B	162
K	0		

## Signage Components

Signage will consist of Golden Pantry Green footer, a background field of Golden Pantry Red with a gradient and with circular texture elements that fades at left side of art. The green footer will be approximately half of the height of the Golden Pantry Logo. Use of the Golden Pantry Logo will include the tagline.

The Golden Pantry Logo will have a cast shadow.

Red with texture and gradient



Green Footer Cast Shadow  
Note height.

### Specific Subjects

Food signage will add approved food cut outs. The food image will have no background and will sit atop the red background.

When promoting 3rd party products, logos will be displayed on a field of white that will fully bisect the red background.

For short headlines, horizontal white rules may be added above and below headline.

Rules added to headline



Food without background added



3rd party logos on field of white

## Images

Examples of appropriate images. Images need to be high resolution and appropriate size for high quality printing depending on the format.



## FILE USAGE

Along with this guide, a variety of logo files have been provided.

- EPS files are primarily meant for print usage. We have provided Pantone and RGB versions of each color logo file, as well as grayscale and black versions.
- PDF files are primarily for print usage. We have provided both Pantone and RGB versions of each color logo file, as well as grayscale and black versions.
- JPG files are primarily for online usage. We have provided RGB versions of each color logo file, as well as grayscale and black versions.
- PNG files are primarily for online usage. We have provided RGB versions of each color logo file, as well as grayscale and black versions.

For any questions or to request a specific file format, please contact Kaptiv8 at [info@kaptiv8marketing.com](mailto:info@kaptiv8marketing.com) or 888.470.9997

