



FOOD SERVICE REWARDS

Branding guidelines v.1a 03.09.2016

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Versions

v.1	Styleguide established
v.1a	WEB ONLY (Error) color added.

Colors

Usage



#333333
51/51/51
0/0/0/80
Pantone Solid Coated Black 7 C
Pantone Solid Uncoated Neutral Black U

Text color only



#6ba068
107/160/104
33/0/35/37
Pantone Solid Coated 2264 C
Pantone Solid Uncoated 7739 U
WEB ACCENT (light): 78aa74
WEB ACCENT (dark): 5d9558

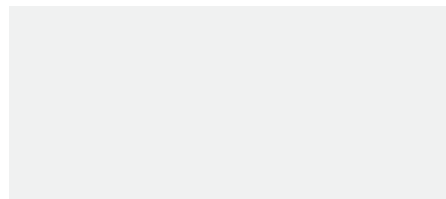
Type color
Color fields

Button highlight / press
Button hover



#e7df3a
231/223/58
0/3/75/9
Pantone Solid Coated 380
Pantone Solid Uncoated 396 U

Alert fields



#efefef
239/239/239
0/0/0/6
Pantone Solid Coated 663 C
Pantone Solid Uncoated 7541 U

Backgrounds



WEB ONLY (error)
#e8443f

Display Font

Metrophobic

An open-license font from Google

<https://www.google.com/fonts/specimen/Metrophobic#charset>

Should be used lightly in Display font to make a point.

Kerning = Optical

Leading = Font size x 1.33333

Tracking = 0

Copy Font

Roboto

You don't have to be a chef or even a particularly good cook to experience proper kitchen alchemy: the moment when ingredients combine to form something more delectable than the sum of their parts.

Fancy ingredients or recipes not required; simple, made-up things are usually even better.

Erin Morgenstern

An open-license font from Google

<https://www.google.com/fonts/specimen/Roboto>

In copy usage and headlines, the font should be used in standard sentence case.

Weight = Regular / *Italic*

Kerning = Optical

Leading = Font size x 1.33333

Tracking = 0

NORMAL

In Button usage the font should be used in ALL CAPS.

Weight = Medium

Kerning = Optical

Leading = Font size x 1.33333

Tracking = 0

Lock-up

A. TYPE - "FOOD SERVICE REWARDS" is:

- three words ALL CAPS
- font = metrophobic
- kerning = optical
- tracking = 100
- Colors:

FOOD SERVICE = #333333
51/51/51
0/0/0/80
Pantone Solid Coated Black 7 C
Pantone Solid Uncoated Neutral Black U

REWARDS = #6ba068
107/160/104
33/0/35/37
Pantone Solid Coated 2264 C
Pantone Solid Uncoated 7739 U

FOOD SERVICE REWARDS

B. CIRCLE DIAMETER is the same as the distance between the outside of the "F" and first "S" of the type.



C. CIRCLE POSITION is the distance from the left side of the circle and the furthest right point of the spoon of the properly-sized circle.



Lock-up usage

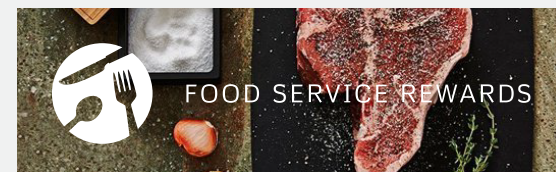
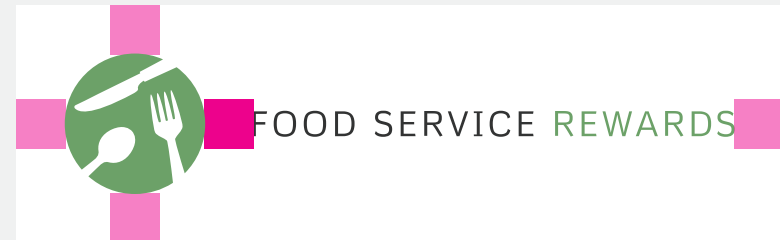
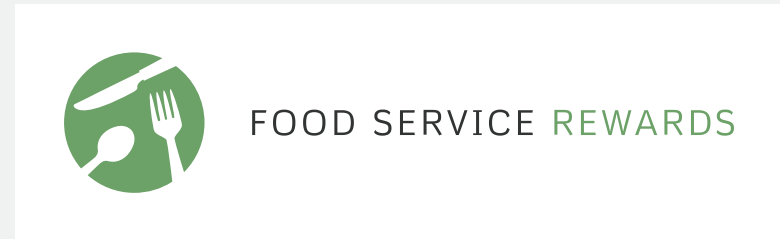
Lock-up should appear primarily on a white background.

Minimum buffers for the lock-up is 1x the distance between the circle and the outside of the F in FOOD.

On Green: Circle and REWARDS are white #ffffff.
FOOD SERVICE is Text color #333333

On Yellow: Entire Lock-up is Text color. #333333

Over Image: Entire Lock-up is white #ffffff.



Lock-up usage - vertical

For vertical applications, the lock up should stack into the upper left corner.

Text should stack left-justified.

Text's distance from the circle is the same as the vertical lock-up

Leading is one E's height between flat-based letters.



FOOD
SERVICE
REWARDS



Do-Nots

Do not substitute colors for the mark or text.

Do not use green over yellow.

Do not use green over other colors. If it is necessary to use over other colors use white #ffffff (preferred) or dark gray #333333 depending on which will show up better.

Do not use all dark gray over green.

Do not use gradients.

Do not use green over images.



FOOD SERVICE REWARDS



FOOD SERVICE REWARDS



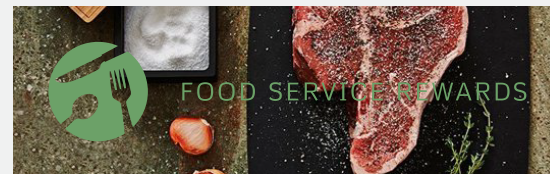
FOOD SERVICE REWARDS



FOOD SERVICE REWARDS

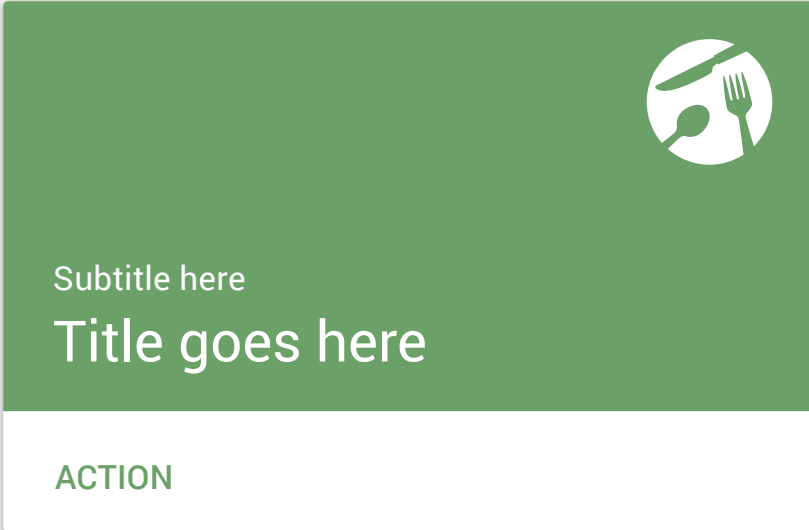


FOOD SERVICE REWARDS



FOOD SERVICE REWARDS

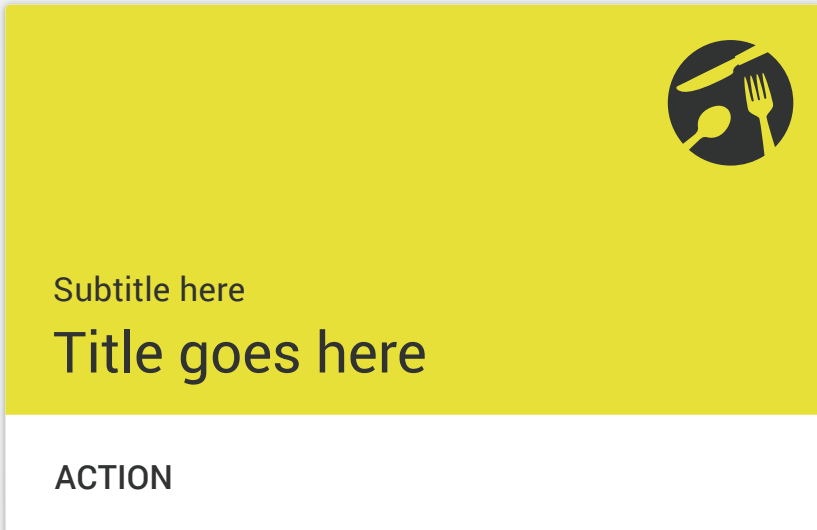
Example objects



Subtitle here
Title goes here

ACTION

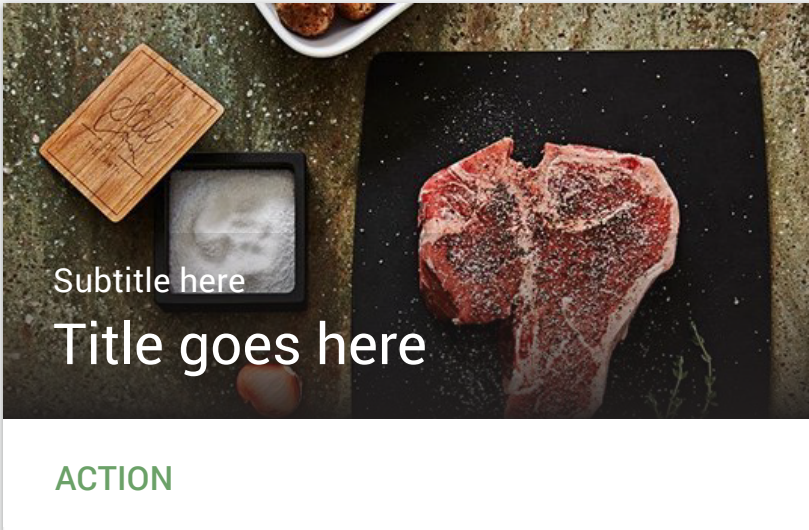
A slide with a green header and a white footer. The header contains a white circular icon of a knife, spoon, and fork. Below the icon, the text "Subtitle here" is in a smaller font, and "Title goes here" is in a larger font. The footer contains the word "ACTION" in green capital letters.



Subtitle here
Title goes here

ACTION

A slide with a yellow header and a white footer. The header contains a black circular icon of a knife, spoon, and fork. Below the icon, the text "Subtitle here" is in a smaller font, and "Title goes here" is in a larger font. The footer contains the word "ACTION" in black capital letters.



Subtitle here
Title goes here

ACTION

A slide featuring a photograph of a piece of raw meat on a black cutting board, with a wooden spice box and a salt container nearby. The text "Subtitle here" and "Title goes here" is overlaid on the left side of the image. The footer contains the word "ACTION" in green capital letters.

Example objects



FOOD SERVICE REWARDS

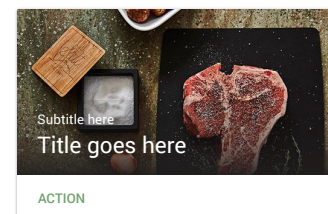
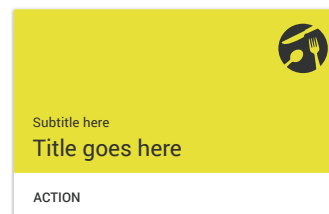
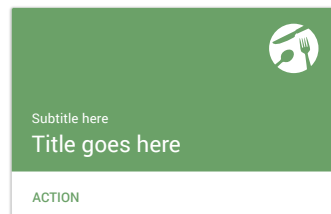


Headline about offer

ACTION

You don't have to be a chef or even a particularly good cook to experience proper kitchen alchemy: the moment when ingredients combine to form something more delectable than the sum of their parts. Fancy ingredients or recipes not required; simple, made-up things are usually even better.

Erin Morgenstern



Example objects

