

V 1.0

@ bread bytes
Brand Guidelines



@bread bytes

Brand Guidelines V

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INTRODUCTION

About



@ bread bytes is the first mobile app and web-based artisanal bread bakery and marketplace.

With only a few swipes or clicks, we connect you to a wide variety of baked goods. Everyone can join the **@ bread bytes** family through our weekly baking demonstrations and our store.



Mission



Delivering the experience of artisan
bread directly to you and your home.



Vision



Building a community and guiding everyone toward a breaducopia of healthy choices.



Positioning



Reducing waste, and rising taste.
Leading the online market for fresh,
artisan bread output.



Tone of Voice



UNIQUE : We want to always stand out as a one-of-a-kind, eco-friendly focused bakery and bake supply chain.

PROFESSIONAL : We employ nutritionalists and bread baking experts to maintain the highest recipe standards and quality baked goods.

RELATABLE : We understand the need to focus on physical health, well-being, and agricultural change. Knowledge is appetizing.



Messaging



cozy

avant-garde

communal

traditional

multifaceted

traveller

inspired

sustained

artisan

friendly

focused

valuable





ELEMENTS

Messaging



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Brandmark

Brandmark



Logo

Wordmark

The **@ bread bytes** brandmark contains two elements, the logo (a modified @ and transformed into a bread slice) and the wordmark.

The brandmark concisely embraces the company's business model and should be properly displayed with this color scheme on all platforms, marketing materials, and products.

The following pages further highlight and elaborate on some of these points.

Spacing



For most applications, the **@ bread bytes** brandmark requires a measured clear space around them, and no type or graphics are allowed within those parameters.

This space, determined by the logo's height, should be maintained at 50%. If a 50% clearance is not feasible, use 25%.

Special Usage

Full Color



Full Color



Logo Displays & Scaling



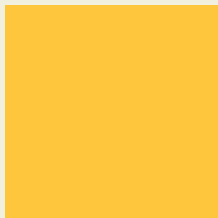
When not using the color brandmark, black is the secondary option. The @ bread bytes logo can also be displayed separately. However, the wordmark can never display solo. For the logo, all colors represented by the palette choices are allowed.

The brandmark and logo can reduce to a minimum height of 0.4 inches or 30 pixels. When set small, only solid colors from the brand palette are allowed. Small scale for page headers and footers.



COLORS

Color Palette



Gold

Pantone 10-74C
C 00 M 23 Y 86 K 00
R 255 G 198 B 062



Brown

Pantone 26-16C
C 00 M 57 Y 100 K 60
R 124 G 066 B 000

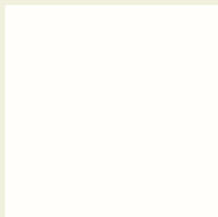


Honey

Pantone 18-15C
C 00 M 39 Y 90 K 33
R 179 G 121 B 034

The @ bread bytes palette stems directly from bread and baking color associations. These colors are also meant to evoke a sense of belonging and warmth as well as to provide a sense of familiarity.

Only the six colors represented here are allowed for brand representation. No other light or hue value changes are permitted.



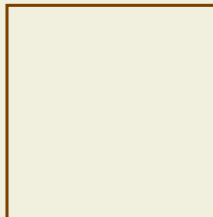
White

Pantone 1-1C
C 00 M 00 Y 02 K 00
R 255 G 254 B 249



Black

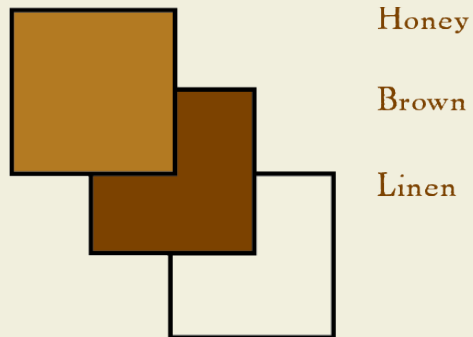
Pantone Process Black C
C 00 M 00 Y 00 K 100
R 035 G 031 B 032



Linen

Pantone 3-9C
C 00 M 00 Y 10 K 06
R 241 G 238 B 219

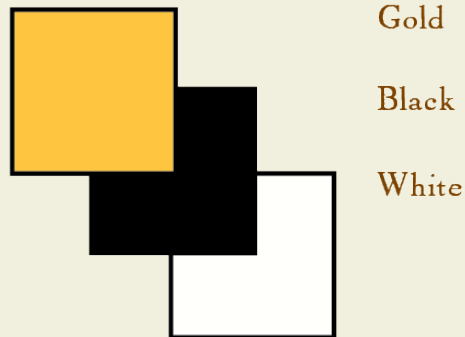
Color Themes



Honey

Brown

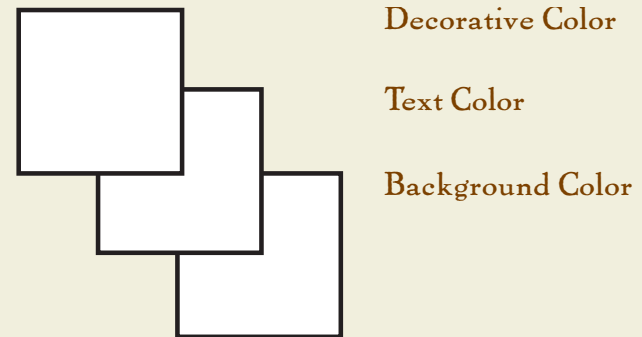
Linen



Gold

Black

White



Decorative Color

Text Color

Background Color

The following color pairings are visually balanced and recommended.

Their order has been deliberately chosen and should be preserved.



TYPOGRAPHY

Typeface

ABCDEFGHIJKL
abcdefghijklmno

We use one typeface, LTC Pabst Oldstyle, which we feel bridges craft and modernity in a way that reflects our brand. As its name suggests, the typeface was designed by Frederic W. Goudy for the Pabst Brewing Company in 1902. It feels like a perfect fit, especially since we source spent grains from breweries.





APPLICATIONS

Sample 1



Sample 2



Sample 3



Sample 4



Sample 5



Sample 6

