FRY DAY

AMERICAN FRIED CHICKEN

# FRYDAY BRAND GUIDELINE

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# INTRODUCTION

The following document has been designed as a guideline for the Fryday visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Fryday logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

# BRAND IDENTITY

A collection of valuable design assets that come together to inform your clients about who you are, what you do and what you stand for.

# PRIMARY LOGO

A logomark designed to be fun, funky and unique! This simple yet effective logo is a stacked design. This logo is versitile with its colours and may be used against a white or light background, as well as on a black or dark background.

# TRADEMARK LOGO

The FRYDAY trademark logo is a second form of the primary logo, it can be used on legal, contract and accounts papers.

This Trademark logo does not need to be used on any form or marketing collateral.

# COLOUR VARIATIONS

As shown here, the logo has also been designed in a grayscale colourway. Both the primary logo and its variation can be used against a black background.

# LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround logo with clearspace, as shown in the diagram.

Do not place any other elements within the clearspace zone specified.

Clearspace

Minimum Size

Print: 25 mm W
Digital: 71 px W

# COLOUR PALETTE

Colours set the mood for brand expression. This colour palette was inspired by modern art and aims to be different from the usual take-out chicken chains.

To achieve the highest impact with your colours, make sure to integrate this palette across all marketing outlets.

# BRAND COLOURS

## PRIMARY COLOURS

RGB 242 47 205
CMYK 19 83 0 0
#f22fcd

RGB 46 201 255
CMYK 60 0 0 0
#2ec9ff

RGB 255 180 29
CMYK 0 33 97 0
#ffb41d

RGB 255 151 0
CMYK 0 48 100 0
#ff9700

## SECONDARY COLOURS

RGB 230 231 232
CMYK 0 0 0 10
#e6e7e8

RGB 56 56 57
CMYK 0 0 0 92
#383839

RGB 0 0 0
CMYK 0 0 0 100
#000000

# TYPOGRAPHY

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for the client uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

**Be Vietnam SemiBold**
**Abcdefghijklmnopqrstuvwxyz**
**1234567890**

Be Vietnam Light
Abcdefghijklmnopqrstuvwxyz
1234567890

*Be Vietnam Light Italic*
*Abcdefghijklmnopqrstuvwxyz*
*1234567890*

***DANBURY REGULAR***
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

**Headlines**
Danbury Regular
Upper Case
Tracking: Metrics 0

**Body Copy**
Be Vietnam Pro Light
Sentence Case
Tracking: Metrics 0

**Subheaders**
Be Vietnam Pro Semibold
Upper Case
Tracking Metrics 0

**Call to Action**
Be Vietnam Pro Light
Sentence Case
Tracking: Metrics 0

Headlines

FRYDAY

Body Copy

Accum reptatia doluptat doloreribea vendi consedis aut ut plictemquiam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheaders

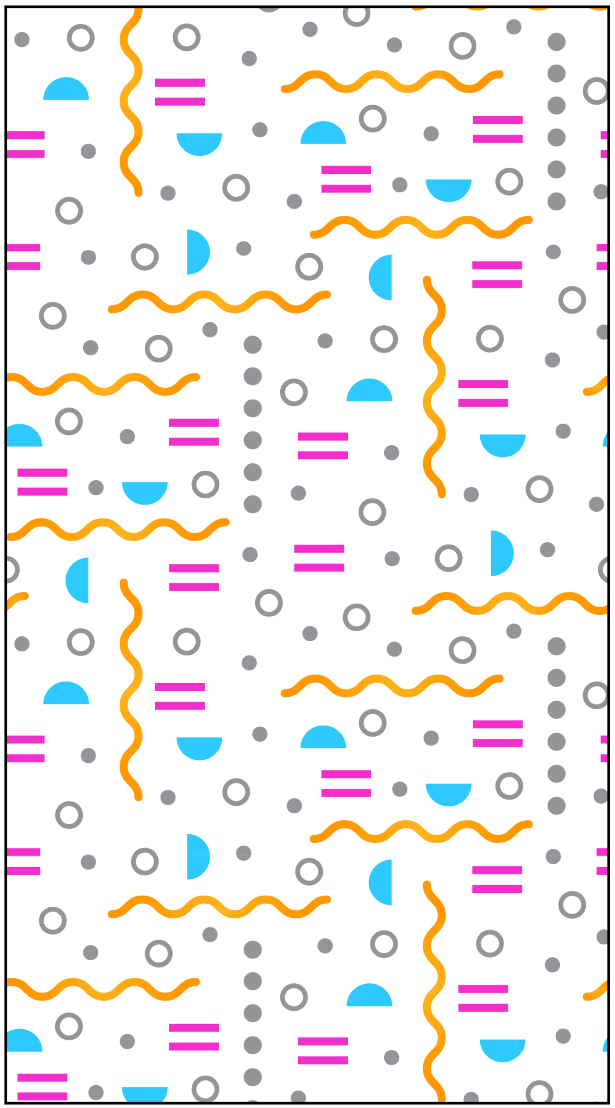
**CONTACT US**

CTA

www.fryday.com.au

# BRAND PATTERN

The brand pattern has been designed to complement the brand and further extend its visual language. The pattern can be used on a range of marketing collateral, such as wrapping paper, packaging, business cards etc. It can also be used throughout social media and on the client's website.



# BRAND APPLICATION

A representation of how the brand may look on different mediums of marketing collateral.

# LOGO & PATTERN APPLICATION

# LOGO & PATTERN APPLICATION

# KEY WORDS

FUNKY

RETRO

AMERICAN INSPIRED

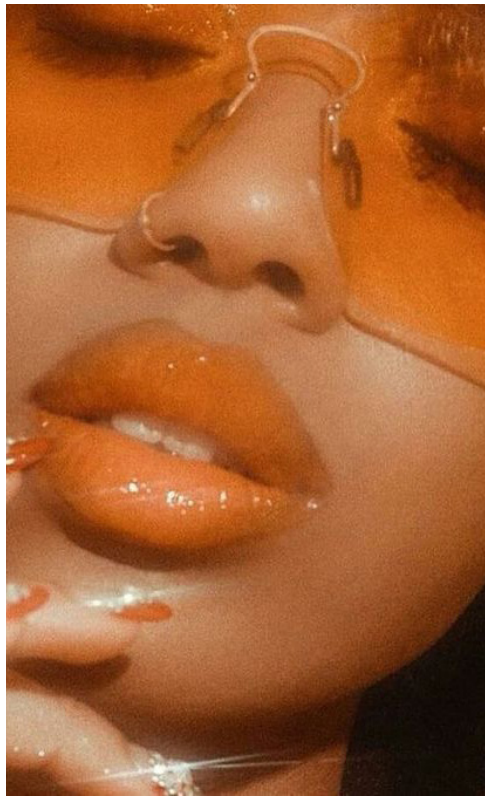
90's HIP HOP

FUN

ENERGETIC

COLOURFUL

FRESH



This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

WHITE KEY MARKETING