



Chef's Choice

— BRAND GUIDELINE —



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INTRODUCTION

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

The Chef's Choice 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.

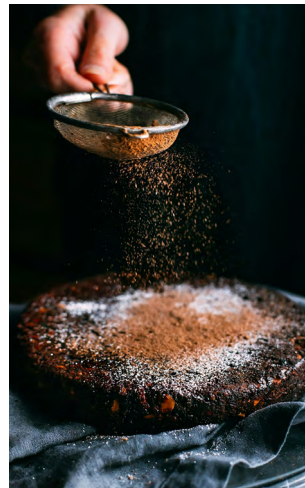
If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

CHEF'S CHOICE

HBC launched Chef's Choice in 2007 with its signature product - Himalayan Pink Salt. Since then, the Chef's Choice brand has been synonymous with quality, high-end ingredients sought after by chefs and home-cooks worldwide.



MOODBOARD



KEY WORDS

Quality

Accessible

Certified Organic

All Natural

Authentic

Premium

Inclusive

Cooking Solutions

Trustworthy

Variety

Homely

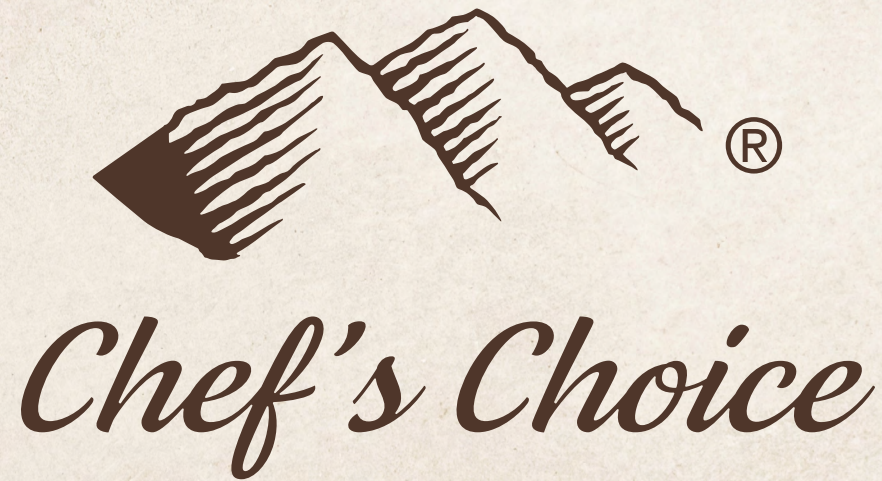
Well-Being

Multicultural

The Everyday Chef

LOGOS

An outline for your logo to inform your audience on how to use your logo correctly and why.



PRIMARY LOGO

The primary logo is a stacked design, simple yet effective. The Brand Mark depicts Himalayan Mountains and can be interpreted as mountains of salt, a nod to how the company started. The logo is kept fairly minimal to enhance the brand's tone and voice, as well as their message - quality, high-end ingredients and products for the everyday chef.

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: 22 mm W
Digital: 63 px W

COLOURS

An outline for your colour palette, which was specifically designed to reflect your brand's personality and identity.

WHITE
CMYK 0 0 0 0
#ffffff

PANTONE WARM GRAY 1 C
CMYK 15 14 17 0
#d6d1ca

PANTONE 7583 C
CMYK 16 73 97 4
#c8602d

PANTONE 476 C
CMYK 48 67 75 55
#d6d1ca

TYPOGRAPHY

An outline for your typography kit, showcasing how to use the fonts chosen and informing your audience on why they were chosen.

BRAND FONTS

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 sans serif font families. Wix Madefor Text was chosen as its a super legible and simple font. It was chosen in the font kit to be used for any Body Copy, as well as any supporting headlines. Bebas Neue Pro was chosen to compliment. The expanded variation was chosen to enhance legibility.

It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

Wix Madefor Text Regular

Abcdefghijklmnopqrstuvwxyz

1234567890

Wix Madefor Text Italic

Abcdefghijklmnopqrstuvwxyz

1234567890

Wix Madefor Text Medium

Abcdefghijklmnopqrstuvwxyz

1234567890

Bebas Neue Pro Expanded Bold

Abcdefghijklmnopqrstuvwxyz

1234567890

Headings

Bebas Neue Pro Expanded Bold

Upper Case

Tracking: Metrics 100

Body Copy

Wix Madefor Text

Sentence case

Tracking: Metrics 0

Subheadings

Bebas Neue Pro Expanded Bold

Upper Case

Tracking: Metrics 100

Call to Action

Wix Madefor Text

Sentence case

Tracking: Metrics 0

Headings

CHEF'S CHOICE

everyday kitchen solutions

Body Copy

Accum reptatiam 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.

Subheadings

CONTACT US

CTA

chefschoiceau.com.au

BRAND ELEMENTS

Secondary design elements that are used to help make up and strengthen a brand's identity.

GRAPHIC DEVICE

The graphic device was designed as a subtle hint of brand identity that ties back to the logo. The background image used is inspired by Beige Limestone, an earthy, natural element.

The colours of the graphic device add a sense of warmth to the brand identity.

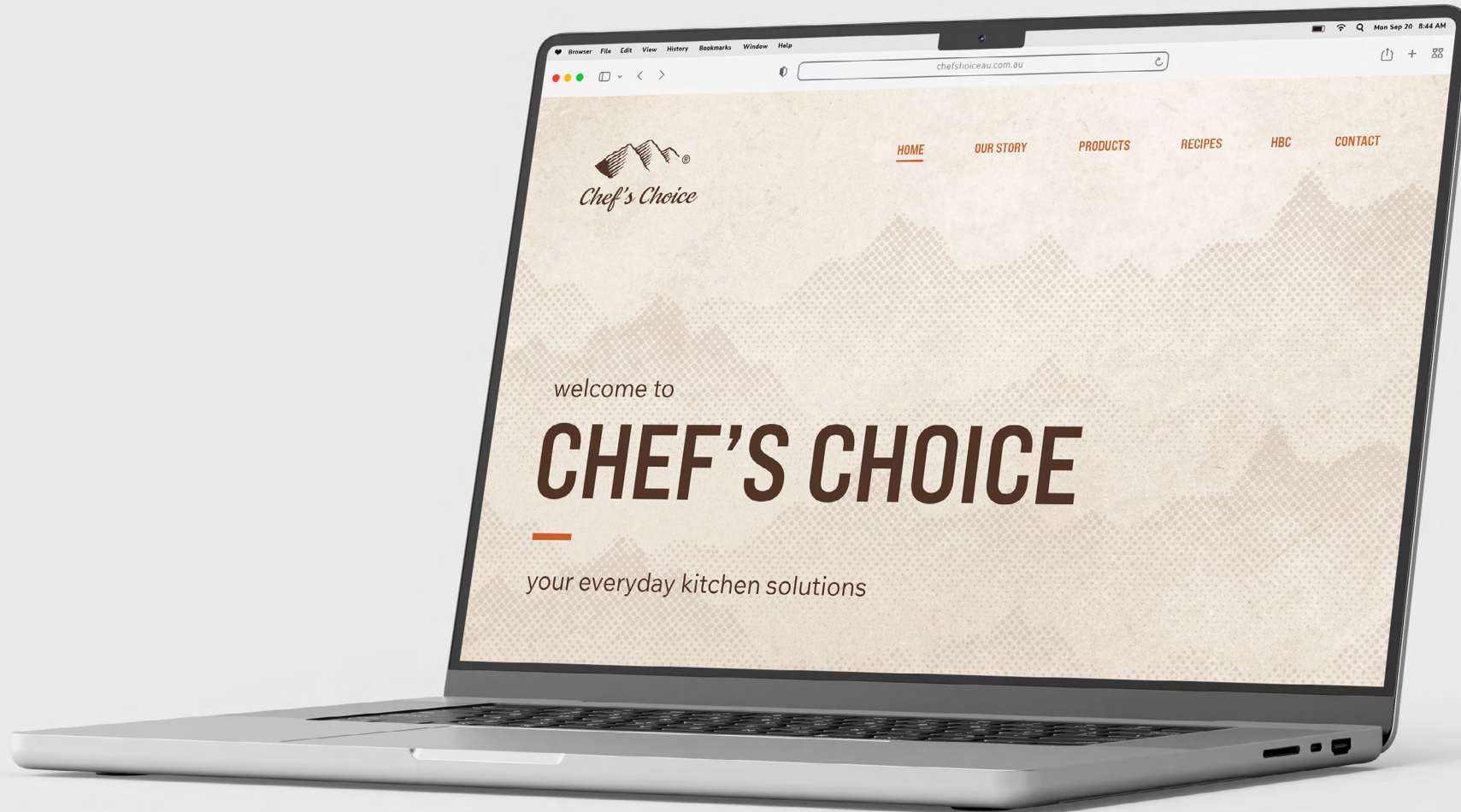
ICONOGRAPHY

Icons were designed in a hand-drawn style to keep the branding friendly and welcoming.



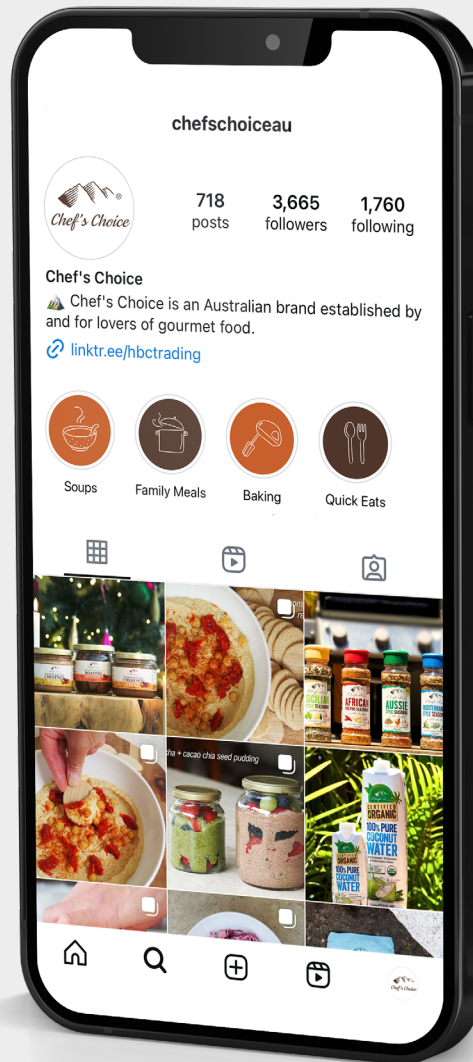
BRAND APPLICATION

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









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

