



PLATTERS BY

**COSTI  
BROS**

EST. 1978

BRANDING GUIDELINE

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## INTRODUCTION

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

The Platters By Costi Bros 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.

## MOODBOARD



## KEY WORDS

Fresh  
Seafood  
Family  
Quality  
Flavourful  
Delicious  
Authentic  
Premium  
Affordable  
Experienced  
Vibrant  
Ocean  
Catering

# 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.

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## PRIMARY LOGO

The primary logo is an emblem, kept simple yet effective, in-line with look and feel of the parent company. The logo is designed to pair with the parent brand 'Costis Bros Seafood', keeping it consistent and cohesive as a brand. Using primary colours of black, white and yellow to create a standout commercial brand, reflects the tone of voice. The primary logo may be used against a black background in all white, or inversed on a white 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: 27mm W

Digital: 77px W

## COLOUR PALETTE

Colours set the mood for brand expression. The colours chosen reflect a timeless sophistication, neutral to appeal to both feminine and masculine, expressing the brand's tone of voice.

The Primary colours are the colours that help consumers identify the brand, whereas the secondary colours are used to compliment. To achieve the highest impact with the colour palette, integrate the palette across all marketing outlets. Do not use colour outside of the palette.

It is highly recommended to get a print sample to preview colours as they may appear different once printed. Printed colour discrepancies do not fall under the responsibility of White Key Marketing.

**White**

**Yellow**

**Light Grey**

**Dark Grey**

**Black**

RGB 255 255 255  
CMYK 0 0 0 0  
#ffffff

RGB 247 236 038  
CMYK 6 0 93 0  
#f7ec26

RGB 247 236 038  
CMYK 6 0 93 0  
#f7ec26

RGB 168 169 172  
CMYK 36 28 27 0  
#a7a9ac

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. 2 San Serif fonts create the Platters By Costis Bros typography kit to achieve a modern, commercial look.

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

Jost Light

---

abcdefghijklmnopqrstuvxyz  
123456789

Jost SemiBold

---

abcdefghijklmnopqrstuvxyz  
123456789

Jost Bold

---

abcdefghijklmnopqrstuvxyz  
123456789

## Headlines

Jost Bold

Upper Case

Tracking: Metrics 0

## Body Copy

Jost Light

Sentence Case

Tracking: Metrics 0

## Subheaders

Jost SemiBold

Upper Case

Tracking: Metrics 0

## Call To Action

Jost Light

Sentence Case

Tracking: Metrics 0

### Headline

# SYDNEY'S FRESHEST RANGE OF SEAFOOD

### Body Copy

Expe se nate atet es exerfer spisque tquodid quame corio. Et untor  
as doluptia quae sita nobisim uscius arci denis am ilicipsa eri officienet  
moloestina vernatquidi dunt lique oditaerum nectotat. Cero moluptat  
et volum dolla cullacculpa vel int moloris ressector acestiur aliqua  
eosapelitas rem hit expereid ma quam.

### Subheader

## CONTACT US

### Call to Action

[plattersbycostibros.com.au](http://plattersbycostibros.com.au)

# PATTERN & ICONOGRAPHY

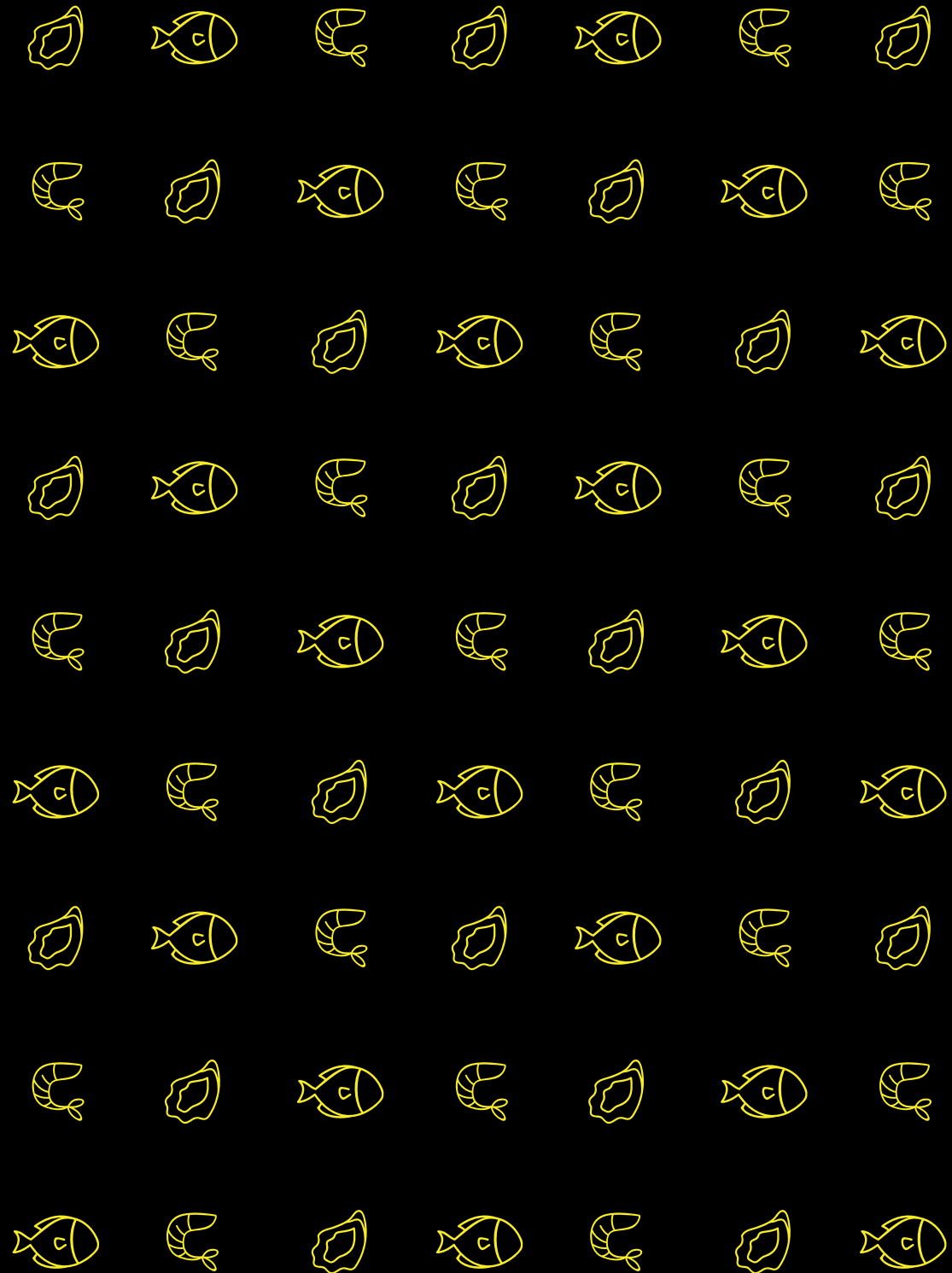
Secondary design elements that are used to help make up and strengthen a brand's identity.

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## BRAND PATTERN

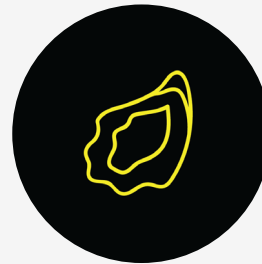
The brand patterns have been designed to complement the brand and further extend its visual language. The illustrations created within the pattern were designed to give a more modern look and feel to the brand.

These patterns can be used on a range of marketing collateral, such as wrapping paper or business cards. They can also be used throughout social media and on the client's website.



## ICONOGRAPHY

These icons are derived from existing elements of the client's brand, and can be used to strengthen and enhance their visual identity. Colours can be paired using the colours of the palette.



# BRAND APPLICATION

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

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