



PICKL'D

BRAND GUIDELINES

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INTRODUCTION

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

The Pickl'd 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.



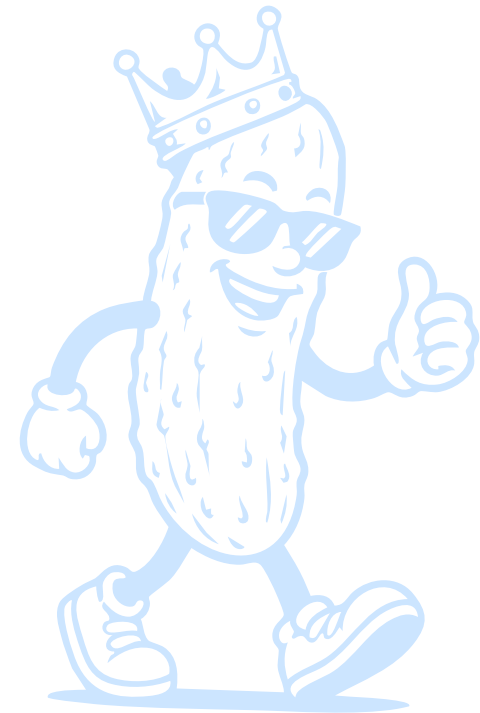
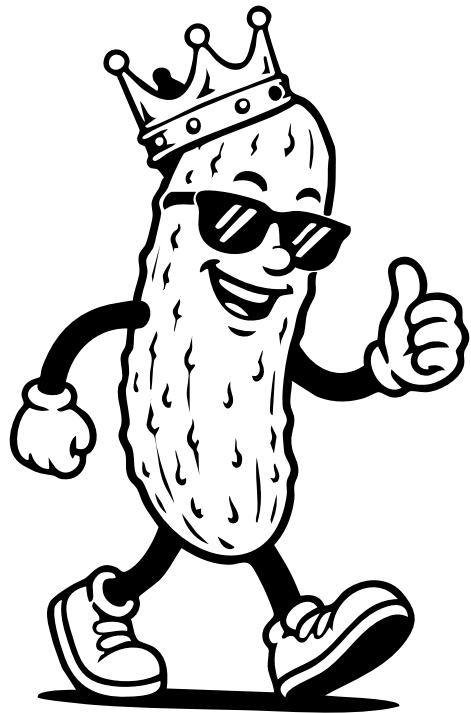
LOGO

Your logo is the visual cornerstone of your brand. The following is an outline for your logo to inform your audience on how to use your logo correctly and why.

PICKL'D

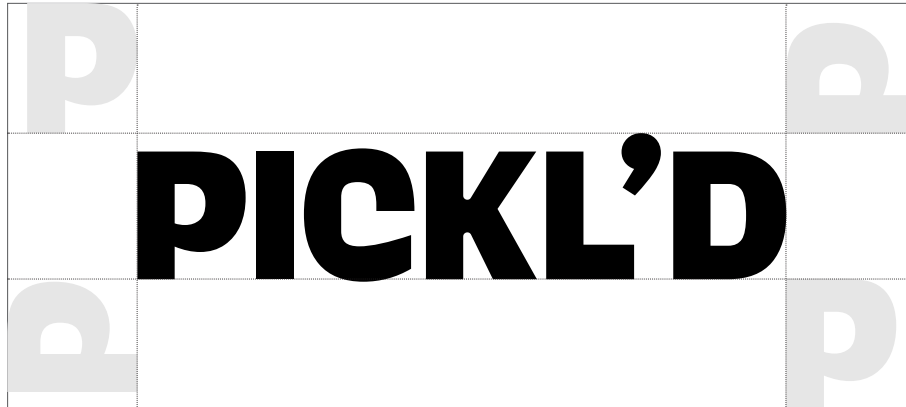
PRIMARY LOGO

This wordmark uses a strong sans-serif typeface inspired by the bold, rounded character of a pickle. The font itself is humanist in style, giving it a more approachable and relatable feel while still remaining modern and distinctive. This balance of personality and simplicity helps the brand feel unique, confident and memorable warm tone of voice.



MASCOT – KING PICKLE

Clearspace



Minimum Size

PICKL'D

Print: 22mm W

Digital: 63px W

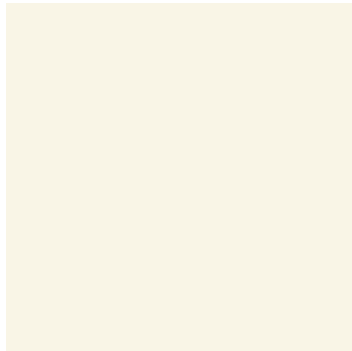
LOGO PRINCIPLES

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.

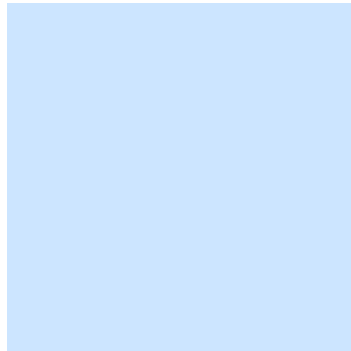


COLOURS

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

Cream

HEX: #F9F5E6
CMYK: 0/2/8/2
RGB: 249/245/230

Blue

HEX: CCE5FF
CMYK: 20/10/0/0
RGB: 204/229/255

Orange

HEX: F24E07
CMYK: 0/85/100/0
RGB: 242/78/7

Green

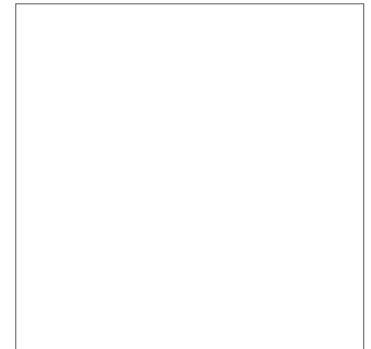
HEX: #26422B
CMYK: 78/47/82/53
RGB: 38/66/43

Red/Brown

HEX: #70271f
CMYK: 33/88/86/42
RGB: 112/39/31

Black

HEX: #000000
CMYK: 0/0/0/100
RGB: 0/0/0

White

HEX: #ffffff
CMYK: 0/0/0/0
RGB: 255/255/255

COLOUR PALETTE

A colour palette is a vital component of any brand's identity. It evokes emotions and creates a cohesive visual experience, making your brand instantly recognisable and memorable. This colour palette features warm, fun and bright colours, which helps to create a joyful and refreshing brand identity.



TYPOGRAPHY

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

TYPEFACES

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

Together, these three fonts establish a dynamic typographic identity. Peacock Loop offers a fun, bold and impactful look and feel, Reenie Beanie offers a handwritten/script feel, where as Roboto offers minimalism and readability.

PEACOCK LOOP

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Reenie Beanie

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Roboto

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FONT HIERARCHY

Heading

Peacock Loop

Bold

Metrics: 0 Tracking

Uppercase

Highlight

Reenie Beenie

Regular

Metrics: 0 Tracking

Sentence Case

Sub Heading

Roboto

Bold

Metrics: 0 Tracking

Sentence Case

Body Copy

Roboto

Light

Metrics: 0 Tracking

Sentence Case

HEADING

Highlight Text

Sub Heading

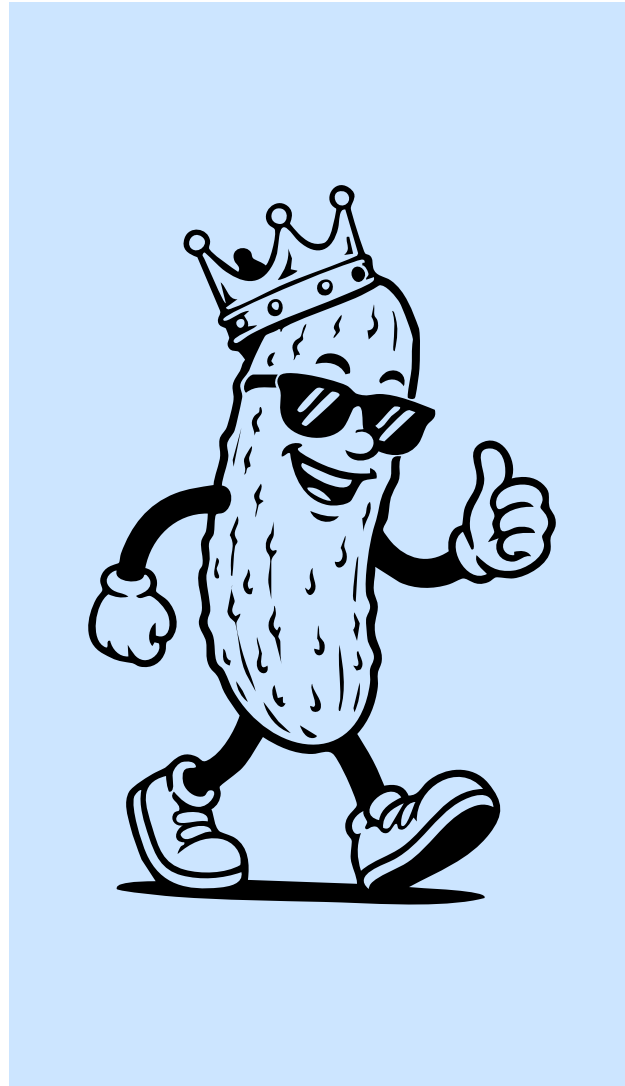
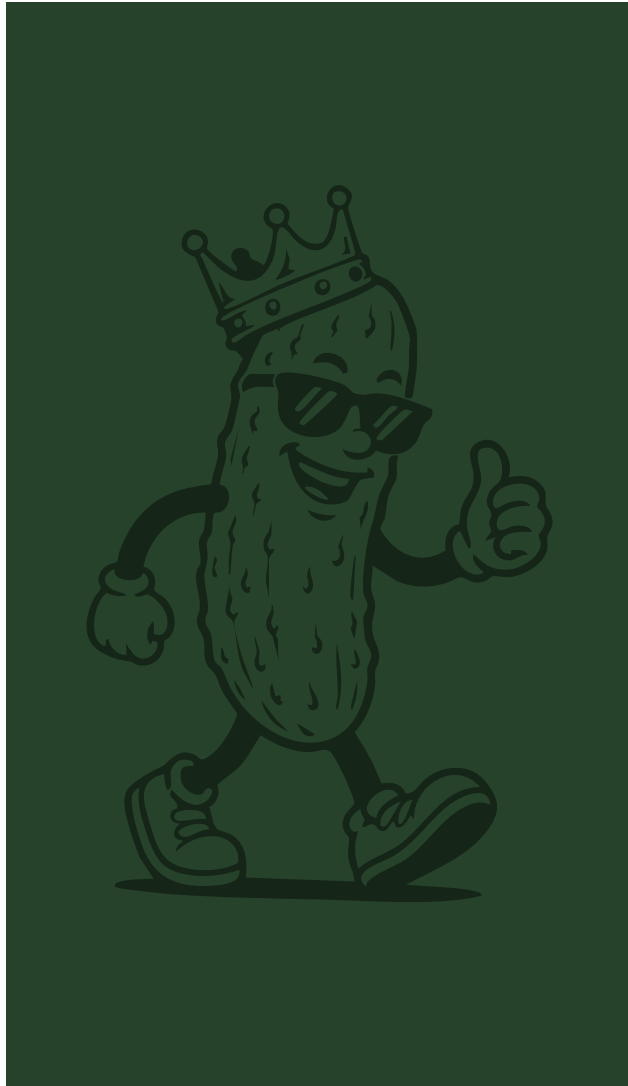
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

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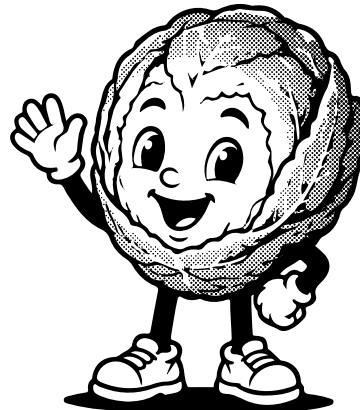
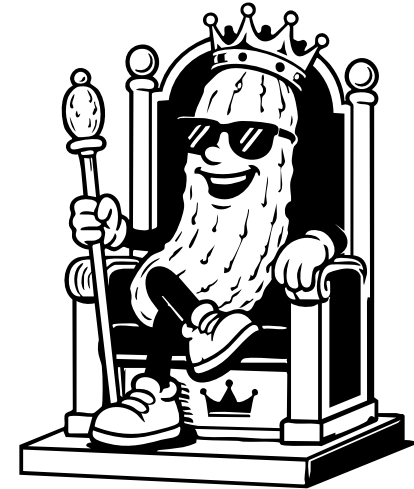
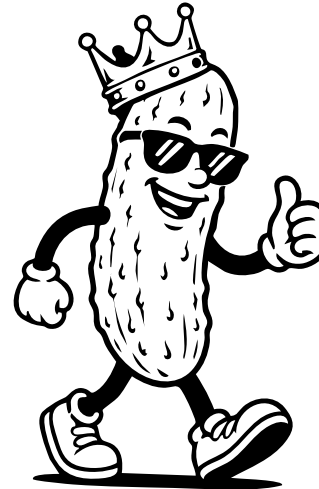
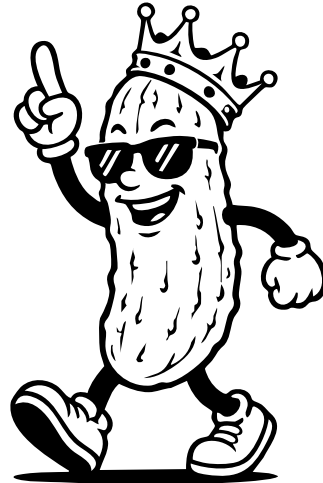


BRAND ELEMENTS

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



MASCOT SUITE - KING PICKLE

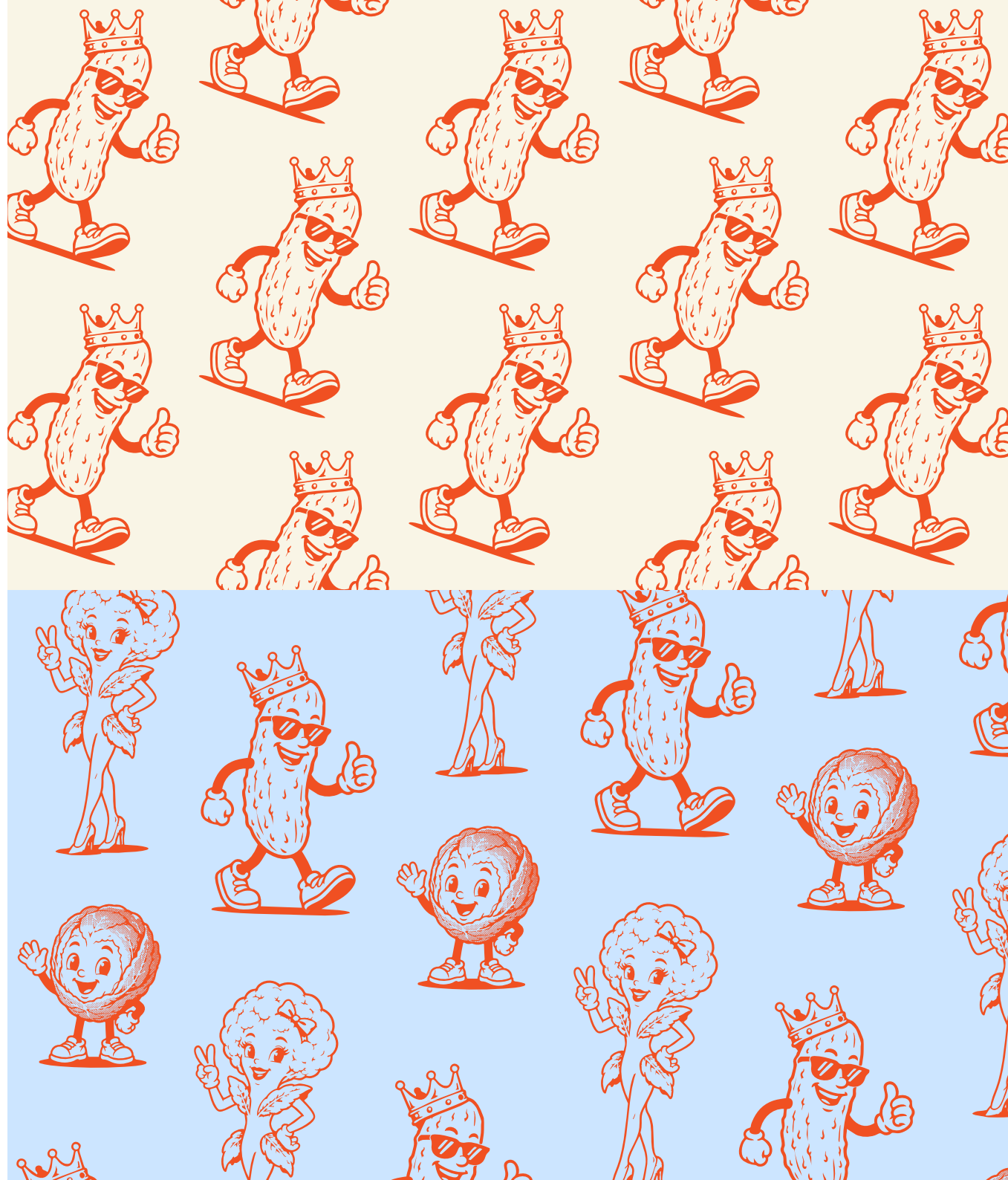


MASCOT SUITE - PICKL'D FAMILY

BRAND PATTERN

The brand pattern has been designed to complement the brand and further extend its visual language. The overall aesthetic is minimalistic, clean, and bold, using a simple outline.

The design encapsulates the fun, fresh, and stylish essence of the brand and create an engaging and recognisable brand identity.





BRAND APPLICATION

A series of mock-ups to demonstrate the application of your brand across a variety of collateral.







PICKL'D



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The high-resolution
quality ensures sharp

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

