

the bite  
size pantry

# brand guidelines

---

designed by fizz creative

### USING COLOR

**Correct color usage will anchor brand consistency across all platforms.**

Pink is the primary brand color, which perfectly evokes the minimal, sophisticated feel The Bite Size Pantry's brand.

The accent colors allow for diversity within the brand. These colors find their spotlight in things like sub-brands such as website call to actions, packaging, or business cards, etc.

The neutral palette is great for background colors on your website, products and uses where you need a lighter tint of your brand palette.

#### GREEN

PMS 2250 C  
RGB 81 - 156 - 100  
HEX 519C64  
CMYK 71 - 18 - 78 - 03

#### LIME

PMS 2287 C  
RGB 152 - 190 - 61  
HEX 98BE3D  
CMYK 46 - 07 - 100 - 00

#### DARK GREEN

PMS 357 C  
RGB 37 - 98 - 49  
HEX 256231  
CMYK 84 - 37 - 100 - 31

#### PINK

PMS 214 C  
RGB 222 - 58 - 144  
HEX DE3A90  
CMYK 07 - 91 - 03 - 00

#### CREAM

PMS 7499 C  
RGB 242 - 233 - 204  
HEX F2E9CC  
CMYK 05 - 06 - 21 - 00

#### BLACK

PMS 439 C  
RGB 41 - 44 - 52  
HEX 292C34  
CMYK 77 - 69 - 56 - 59

## USING TYPE

**Intentional typeface selections and usage will help ensure the success of your brand.**

New Spirit is the primary brand typeface. It feels both vintage and sophisticated. You'd find this typeface used as the primary font used in your website design.

We do recommend that you use all uppercase for text subheads on your website and other elements of your marketing materials. It will keep your brand look consistent across multiple touch points.

The fonts we selected are all available on Squarespace for free and are also available for free with the Adobe suite. If you decide you'd like to use this font and have the Adobe Suite it shouldn't cost you anything. Otherwise you'd have to purchase it.

## NEW SPIRIT - MEDIUM CONDENSED

**This is an example of headline type. Use it sparingly, but don't be afraid to go big and bold.**

*Typeface Available at: <https://newlyn.com/fonts/new-spirit-condensed>*

## NEW SPIRIT - LIGHT (ALL CAPS)

**THIS IS AN EXAMPLE OF BODY COPY USED IN A SUBHEAD.**

*Typeface Available at: <https://newlyn.com/fonts/new-spirit>*

## NEW SPIRIT - LIGHT

this is an example of body copy used in a paragraph. venenatis a condimentum vitae sapien. placerat dui ultricies lacus sed turpis. ultrices eros in cursus turpis massa tincidunt dui. sociis natoque penatibus et magnis dis parturient. venenatis urna cursus eget nunc

*Typeface Available at: <https://newlyn.com/fonts/new-spirit>*

## The do's and don't of using your brand identity.

### PLEASE DO

Use the brand identity provided in your various brand colors.

Use the 'primary' brand identity as priority, and 'secondary' or 'sub-mark' brand identity as alternatives.

Provide plenty of space around the brand identity. Make it big or small, just don't make it cluttered.

Maintain strong contrast between the brand identity and background.

### PLEASE DON'T

Get silly and do something weird with the brand identity (please, and thank you!).

Rotate, stretch, crop, skew or alter the brand identity.

Obstruct or add to the brand identity.

Apply effects (such as drop shadow) to the brand identity.

Adjust the colors of the brand identity.

### BRAND MARKS



## the bite size pantry

Lorem ipsum Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel



## Let's talk some logistics, because we're nerdy and here to help.

Using the proper file types and color modes are just as important as being consistent through typography, spacing, and color palettes.

### File Types

**.EPS**

Scalable vector with transparent backgrounds. Best for printed items.

**.SVG**

Scalable vector with transparent backgrounds. Preferred for web if file type is accepted.

**.PNG**

Raster file with transparent background. Great for web when transparency is needed.

**.JPG**

Raster file without transparency. Great for web (typically for photos).

### Color Modes

**FOR PRINT**

For printing, it is best to use the CMYK color breakdowns.

If you are printing a large run + using minimal colors, it is recommended (PMS) spot colors for offset printing.

**FOR WEB**

For web use, it is recommended the HEX (#) or RGB color values.

It is important to note that each color might appear differently on various computers/devices, due to inconsistent monitor color calibration.

## Printers we recommend that to great work.

Below are a list of vendors that we've worked with in the past and had great experiences with. Our standards for quality and service are high and each of these companies have shown us that they can provide excellent customer service and quality of products. We aren't affiliated with them in any way other than admiring their level of service. Below is a list of some of the typical needs our clients have but of course if you want something a little bit unique or special we have other vendors that can help too!

### Stickers

**Sticker Mule**

### Apparel & Hats

**On Point Promos**

### Outdoor Signage

**Signature Sign Co**

### Door/window Signage

**Pro Image Sign**

### Business Cards

**Jakprints**

### Mugs & Glassware

**E Grandstand**

### Banners

**Image Lab**



**Have  
Questions?  
Don't be shy,  
reach out!**

---

**Contact**  
Katie Melnick

3151 Coleridge Road  
Cleveland Heights, OH 44118  
216.347.3103

[www.fizzbranding.co](http://www.fizzbranding.co)