



BRAND BOOK 2023



OUR MISSION:

Our mission is to provide families with the highest quality, naturally raised meat and poultry products since our establishment in 1997. As a proud, family-owned business, we are dedicated to upholding the values of integrity, sustainability, and wholesome nutrition.

We are committed to delivering superior taste and nutritional value to our customers. Our focus is on producing natural pork products that are free from preservatives, ensuring that every bite is as close to nature as possible. By prioritizing the well-being of our animals, we ensure that our products are not only delicious but also ethically sourced.



LOGOS

To ensure consistency in our branding, we have created two different logos for our company. One logo features spices and is used specifically for our spice products, while the other logo showcases meats and is designed for our meat-related products. Using the right logo for each product category helps customers easily identify the type of product they are buying and maintains a consistent visual representation.

MEATS LOGO



SPICES LOGO



TEXT ONLY



LOGO USAGE

Please ensure that the logo is utilized solely in appropriate contexts. Avoid implementing the logo against a cluttered background. The option to use either the white or black version of the logo is available. Furthermore, consider utilizing the pig graphic as an icon for smaller applications.



Please avoid using the logo over dark and busy backgrounds.



Use the appropriate logo for “spices” and “meats”. Additionally, do not mix the two.



Use the white version over darker and busier background.



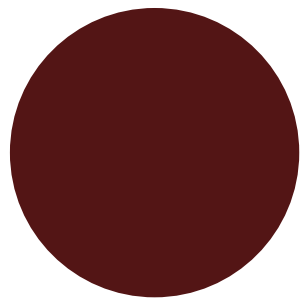
Use the logo on a reasonable colored background, white is the best choice.

COLOR PALETTE

Please use the 3 above colors when designing projects for the brand. Refer to the color guide to see specifically what colors can overlay the others. Limit projects to these 3 colors, however, try to use 2 at a time, primary the red color to reduce the design from being too busy. Use the codes below according to the design needs.

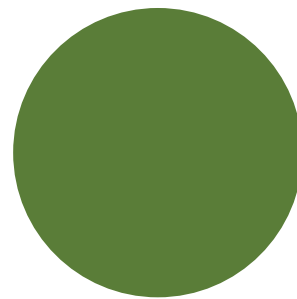
PRIMARY PALETTE

Red Wine



Hex: 531515
RGB: 83, 21, 21
CYMK: 39, 90, 82, 61

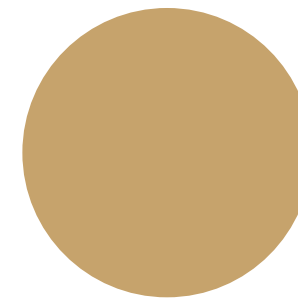
Pickle



Hex: 5A7D38
RGB: 90, 125, 56
CYMK: 68, 31, 100, 16

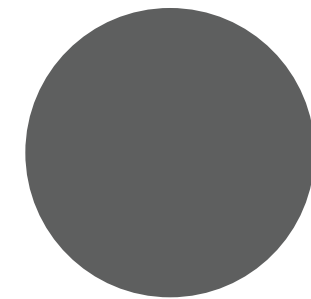
SECONDARY PALETTE

Latte



Hex: C6A36C
RGB: 198, 163, 108
CYMK: 23, 34, 66, 1

Davy



Hex: 5E5F5F
RGB: 94, 95, 95
CYMK: 62, 53, 53, 25

COLOR GUIDE

A quick guide for what is the appropriate color to overlay another color apart of the branding. Generally, lighter colors such as beige and green should go over dark colors, same with dark colors on light. Anything with the same tone is hurtful to the eyes. Please use this to determine what colors to use where.



TYPE GUIDES

HEADING ONLY

Claredon Text Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BODY TEXT & SUBHEADERS

Adrianna

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

WEB

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DO'S AND DON'TS



Don't warp, rotate, or stretch the logo.



Don't change the colors of the logo or alter it in any way.



Do use the correct color variations where appropriate,



Don't change the opacity of the logo.



Don't add a drop shadow or glow of any kind.



Don't change the font in the logo.

ICONOGRAPHY & BRAND ELEMENTS

These are all brand elements that connect everything together. Use these for backgrounds, social media, and other graphic applications where see fit. Be very mindful of the background behind the elements. This sketch style over a busy or dark background can make it busier and hard to see.

