

BRAND GUIDELINES



Keywords Research

KEYWORD.....	VOLUME/MONTH	RESULTS TYPE
hello		
good		
food		
prepp		
meal		
meal		
meal		
meal		
meal		
meal		
meal		
meal		
meal		
fresh		
meal		

Volume per month doesn't necessarily indicate relevance to your specific business, but it is an indicator of what people are looking for and what results they're finding. It may also illuminate who is dominating "top of mind" brand awareness in your audience. Knowing the competitive landscape helps us identify market trends and establish your business' niche, with the intent of stealing some of the market share.

In this case, I've highlighted the 4 keywords that yield the most relevant search results, combined with reasonable search volume. These are words that will have great effect on your messaging.

Other key takeaways:

- [redacted] is of particular note because the organic search results are comprised of recipe websites – no first page product/services! A lot of people are looking for it, but none of your competitors show up in organic results. We should focus on this key phrase to get your product to the top of the list.
- Very few people are searching for [redacted], [redacted], or [redacted], yet there are businesses paying to have their website advertised at the top of these searches, probably because they seem like something people *should* be searching for.

Competitor Research

Top Ranking Websites (" [REDACTED] ")

RANK.....	WEBSITE.....	TRAFFIC/MONTH.....	CONTENT TYPE
1.....	[REDACTED]	[REDACTED]	[REDACTED]
2.....	[REDACTED]	[REDACTED]	[REDACTED]
3.....	[REDACTED]	[REDACTED]	[REDACTED]
4.....	[REDACTED]	[REDACTED]	[REDACTED]
5.....	[REDACTED]	[REDACTED]	[REDACTED]

These are first page, organic search results for the term [REDACTED]

This helps us determine who the major competitors and influencers are ([REDACTED] [REDACTED]). By analyzing these websites, we'll gain a sense of brand trends such as colours, style, and messaging or "voice".

Top Ranking Websites (" [REDACTED] ")

RANK.....	WEBSITE.....	TRAFFIC/MONTH.....	CONTENT TYPE
1.....	[REDACTED]	[REDACTED]	[REDACTED]
2.....	[REDACTED]	[REDACTED]	[REDACTED]
3.....	[REDACTED]	[REDACTED]	[REDACTED]
4.....	[REDACTED]	[REDACTED]	[REDACTED]
5.....	[REDACTED]	[REDACTED]	[REDACTED]
6.....	[REDACTED]	[REDACTED]	[REDACTED]
7.....	[REDACTED]	[REDACTED]	[REDACTED]

These are first page, organic search results for the term [REDACTED]. Surprisingly, [REDACTED] isn't listed in the organic results – but it does show up at the top of the paid results.

Logo, Name, and Typography

THE LOGO

The Logo is the distillation of the entire Brand into a single unique, simple, and memorable graphic mark.

LOGO: “Recognizable and distinctive graphic design, stylized name, unique symbol, or other device for identifying an organization. It is affixed, included, or printed on all advertising, buildings, communications, literature, products, stationery, and vehicles. Not to be confused with a brand, which identifies a product or family of products...”

– logo. *BusinessDictionary.com. WebFinance, Inc.*

<http://www.businessdictionary.com/definition/logo.html>

THE NAME

In regular communication, the name should be spelled as a compound word, with each smaller word capitalized (ie “PrairePlate”). It should not be spelled as “Prairie Plate”, “Prairieplate”, “Prairie-plate”, etc.

FONTS

Typography is essential for creating a consistent visual identity and for clear communication. Font selection is a large part of what gives a visual identity its unique look. Here are a few basic guidelines:

- Headers should use Open Sans Light. Headers should be at least 185% the height of a sub-header.
- Sub-headers should use Open Sans Light as well, in upper-case. The sub-header should be at least 130% larger than the standard block of paragraph text.
- Paragraph text should also use Open Sans Light. Paragraph text should never be so large as to become gaudy – the headlines draw in interested viewers, and the body of text simply expands and reinforces those headlines.

TECHNICAL NOTE

Reverse or Inverted logos are standardized versions of the logo which are to be used with any dark background. Spot color and one color versions should be used where color is limited or the logo needs to be presented in its simplest form (such as pens, balloons and vinyl cut work).

Logo variants are standard fare for any big name brand. Look at Amazon, Wal-mart, Disney, and Coca-Cola and you will see that they all have regular, reverse, and acceptable variants of their logos, and yet they still manage to present a unified brand.



Colour Palette

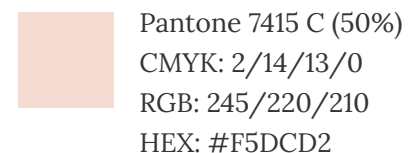
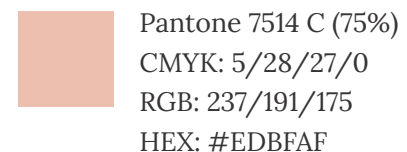
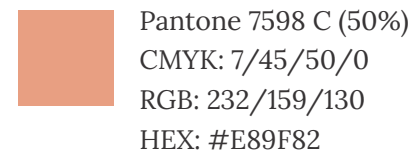
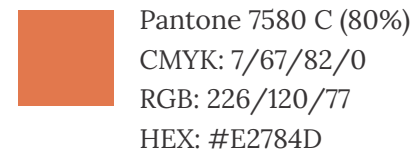
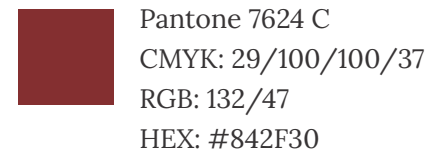
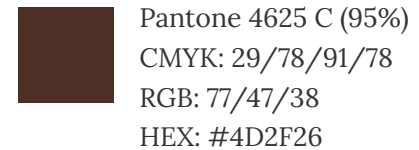
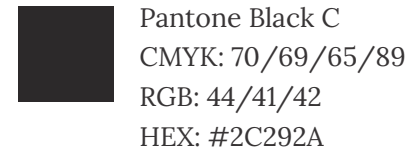
GUIDELINES FOR COLOR

Color is a powerful tool that has the ability to powerfully shape the emotions of the viewer. Judicious use of color is a vital part of any memorable brand.

The visual identity works best with a white base but may use a black or dark brown base, if needed. As a general rule, the majority of space should be lightly or brightly colored – it's a clean and simple brand, and the colors should be used accordingly.

Text should generally be in black, and not be so thick to become excessively weighty. Accents will typically be done in a medium orange. Block backgrounds may appear in one of the lighter peach tones.

Iconography and layout elements should be simple, using geometric or free-flowing line work. Imagery should be diverse but well-organized; this is a brand that thrives under order and compartmentalization, and the visuals should reflect that fact.



The Logo: Full colour

LIGHT BACKGROUNDS

Full Logo



Simple Logo



Wordmark



DARK BACKGROUNDS

Full Logo



Simple Logo



Wordmark



The Full Colour color logo should be used for print and web.

The Logo: Spot Colour

LIGHT BACKGROUNDS

Full Logo



Simple Logo



Wordmark



DARK BACKGROUNDS

Full Logo



Simple Logo



Wordmark



The spot color logo should be used for products and layouts where colors are limited, such as silkscreen, embroidery, envelopes, vinyl cut, or some promotional items.

The Logo: Grayscale

LIGHT BACKGROUNDS

Full Logo



Simple Logo



Wordmark



DARK BACKGROUNDS

Full Logo



Simple Logo



Wordmark



The grayscale logo should be used for products and layouts where colors are limited to grayscale.

The Logo: One Colour

LIGHT BACKGROUNDS

Full Logo



Simple Logo



Wordmark



One Colour Variants



DARK BACKGROUNDS

Full Logo



Simple Logo



Wordmark



The one color logo is meant for applications where colors are limited, or where color neutrality is desired, such as sponsorship boards or formal invitations, etc. It may also be used on applications where the color is limited to one such as glass tumblers, balloons, or USB memory sticks.

Proximity

Proximity is defined as “nearness in place, time, order, occurrence, or relation” or, in the case of design, how close one element is to another.

It is vitally important to give a logo adequate breathing room, partly to prevent a layout from becoming cluttered, and partly to ensure that the logo retains its distinct form and is not obscured in any way.

- In the case of the full logo, this space is measured by 3x the height of the word “PLATE”.
- For the simple logo, the space is measured by 2x the height of the word “PLATE”.
- Lastly, for the wordmark, the space is measured by 2x the height of the word “PLATE”.

No other graphic element should enter this space and it is, in fact, a minimum which is specified here; that is, larger amounts of space may be used.

Full Logo



Simple Logo



Wordmark



Sizing

It is useful to know what to expect from particular production methods, and that various machines have limitations on the line detail they can reproduce.

These sizes are a good starting point for determining how large the logo can be on a product.

On occasion, it may become necessary to thicken the word "PLATE" (or some of the finer lines) to allow for a smaller size to be produced. This will be most applicable to embroidery work.

The logo should only be used at sizes larger or equal to the specified minimum size.



Full Logo

PRINT
0.50" wide

WEB
150 pixels wide

VINYL CUT
10.00" wide

EMBROIDERY
3.00" wide

PAD PRINTING
2.00" wide

SCREENPRINTING*
1.00" wide

Simple Logo

PRINT
0.50" wide

WEB
150 pixels wide

VINYL CUT
10.00" wide

EMBROIDERY
3.00" wide

PAD PRINTING
2.00" wide

SCREENPRINTING*
1.00" wide

Wordmark

PRINT
0.43" wide

WEB
129 pixels wide

VINYL CUT
8.60" wide

EMBROIDERY
2.58" wide

PAD PRINTING
1.72" wide

SCREENPRINTING*
0.86" wide

*Using a high mesh count, such as 300 LPI. Otherwise, the size will be similar to pad printing.



Variants



Full logo (default)



Simple logo



Wordmark

Choosing which variant to use can be a difficult task. Ideally, the full logo should be used wherever possible, but there may be cases where the simple logo or wordmark are necessary, such as when the logo must appear in narrow spaces.

Only one of these logos should appear on a single product face. For instance, a piece of apparel may have the simple logo on the left chest and the full logo on the nape of the neck. This is allowed because only one logo is visible at any given time.

All variant usages should be cleared with the Brand Executive before moving forward.

Unacceptable Usage



WHY?

The standard logo uses a well-planned visual hierarchy to establish familiarity in the mind of the viewer. By changing that hierarchy, either by position sizing, the logo falls out of balance and the familiarity of the brand is damaged.



WHY?

There is not sufficient contrast between the background and foreground elements. Spot UV printing or de-bossing may be exempt from this rule, and must be judged on a per product basis.



WHY?

Elements have been removed or rotated. Again, these sorts of changes can cause the logo to look like a cheap knock-off of itself.



WHY?

This color combination does not create sufficient contrast between the background and foreground elements. In addition, the combination creates a different "personality" for the logo.



WHY?

Using an unofficial color weakens the brand's familiarity in the customer's mind. In this case, green is also the color of the competition.

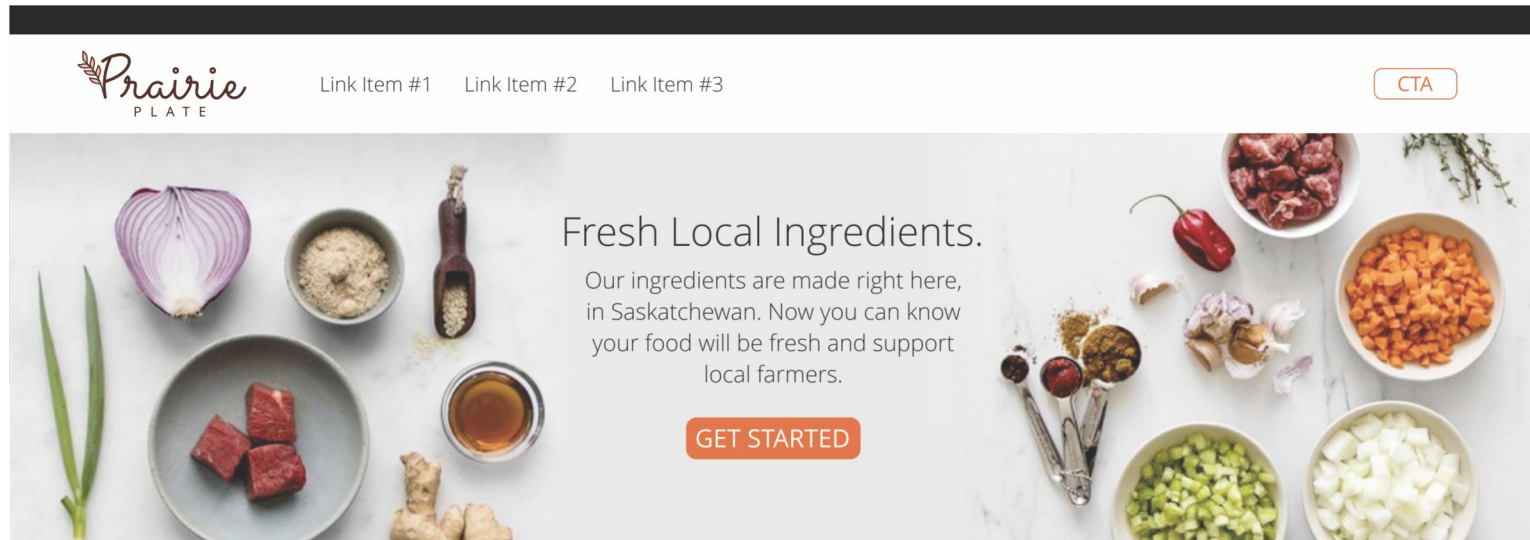


WHY?

The aspect ratio is incorrect and has been stretched. This sort of mistake is especially noticeable with circular logos.

Landing Page

Features “sticky menu” items, which are standard on all competitor websites.



HOW IT WORKS



Pick

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



Open

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



Cook

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

A landing page was developed alongside the logo, as a means to see how the logo would fit within its most familiar context: the website.

The icons and photos shown here are speculative and different (or custom) versions may be developed at a later stage.



Contact



This logo guidelines booklet was developed by
Graeme J. Friesen at Ironjet Promotions Inc.

For more information, please contact us:



P: 1-855-IRONJET (476-6538)

5021 49 Street
Lloydminster, AB
T9V 0K1

www.ironjet.ca

