BRAND GUIDE V3

FALL 2022

THE SWEET POTATO

natural foods • sweeter prices

LOGO & TAGLINE

PRIMARY

Stacked

SECONDARY

Horizontal

CLEAR SPACE

A logo that breathes looks balanced. Be sure to leave a minimum space around it untouched by other graphical elements, as indicated by the E's from the logo.

LOGO & TAGLINE

BLACK & WHITE KNOCKOUT

THE SWEET POTATO
natural foods · sweeter prices

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THE SWEET
POTATO
natural foods · sweeter prices

THE SWEET
POTATO
natural foods · sweeter prices

LOGO & TAGLINE

DO'S AND DON'TS

✔ **THE SWEET POTATO**
natural foods · sweeter prices

✖ **THE SWEET POTATO**
natural foods · sweeter prices
Changing the colours

✔ **THE SWEET POTATO**

Removing tagline where visually appropriate or preferred

✖ **THE SWEET POTATO**
natural foods · sweeter prices
Adding effects (e.g. heavy or unnecessary drop shadows)

✖ **THE SWEET POTATO**
natural foods · sweeter prices
Placing on a busy background

✖ **THE SWEET POTATO**
natural foods · sweeter prices
Reducing opacity

LOGO & TAGLINE

THE POTATO

In certain instances – such as for avatars and email signatures – the potato portion of the logo is used as a shortened format of our brand logo. The usage of the lone potato has a clearspace that differs from that of the full logo.
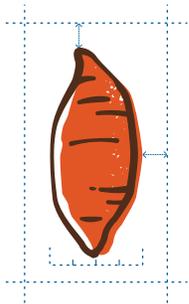
The minimum space around the potato is indicated by 1/4 of the potato's width

Hence, the image provided to external entities should look like these examples
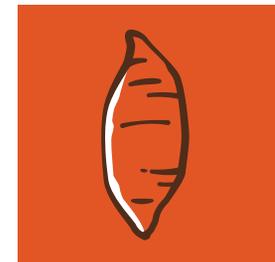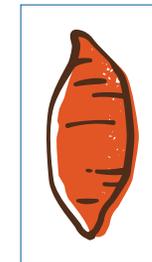
EXCEPTIONS

There will situations where clearspace is omitted from one or more sides of the potato, such as in a left-aligned digital layout where the potato is positioned flush against the edge.

In this example of an email signature, the left whitespace should be excluded in the image export.

Cheers,
Spud

email body's edge

whitespace

Spud P. Otato
Lead Potato

The Sweet Potato

whitespace
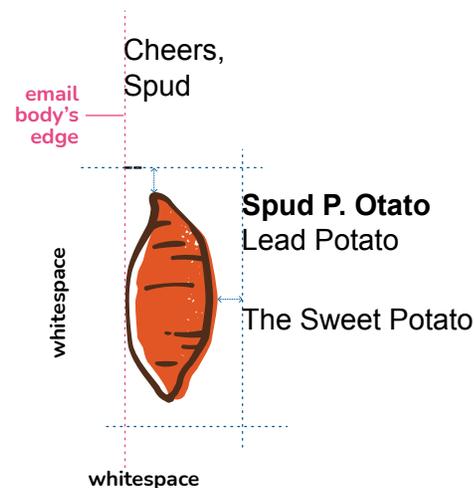
The image export should look like this:
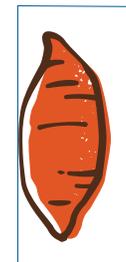
COLOURS

CORE COLOUR

SWEET POTATO ORANGE
FOR WEB ONLY

RGB **229, 86, 37***
PMS **166 C**
HEX **#E55625**

*Do not print this RGB value or convert it to CMYK for print files.
It will print too red.

SWEET POTATO ORANGE
FOR PRINT ONLY (CMYK CALIBRATED)

CMYK **0, 76, 100, 0***
PMS **166 C**

*Do not use this CMYK value for web files or convert to RGB for web files.
It will not look like our "true orange" across digital contents.

SECONDARY COLOURS

SUNSHINE

CMYK **4, 2, 41, 0**
RGB **247, 238, 170**
PMS **0131 C**
HEX **#F7EEAA**

BLUEBERRY

CMYK **96, 67, 15, 2**
RGB **0, 92, 151**
PMS **7691 C**
HEX **#005C97**

SWEET POTATO BROWN

CMYK **45, 71, 83, 59**
RGB **79, 46, 27**
PMS **4625 C**
HEX **#4F2E1B**

SUMMER SKY

CMYK **36, 0, 8, 0**
RGB **154, 219, 232**
PMS **304 C**
HEX **#9ADBE8**

COOL BLUE

CMYK **61, 1, 9, 0**
RGB **78, 195, 224**
PMS **637 C**
HEX **#4EC3E0**

ACCENT COLOURS

CASHEW

CMYK **5, 8, 12, 0**
RGB **240, 230, 219**
PMS **P 39-9 C (60%)**
HEX **#F0E6DB**

MUSTARD

CMYK **4, 40, 87, 0**
RGB **239, 164, 62**
PMS **804 C**
HEX **#EFA43E**

SWISS CHARD

CMYK **80, 7, 100, 0**
RGB **41, 166, 74**
PMS **347 C**
HEX **#29A64A**

ARUGULA

CMYK **49, 0, 93, 0**
RGB **141, 198, 74**
PMS **360 C**
HEX **#8DC64A**

CHARCOAL

CMYK **49, 0, 93, 0**
RGB **141, 198, 74**
PMS **360 C**
HEX **#8DC64A**

TYPOGRAPHY

BOURTON BASE

Our primary display typeface is modern with a subtle industrial feel. It's bold, welcoming, and goes well with everything! For typographic art, Bourton can be customized and embellished in endless ways, such as adding strokes, typing on a curved path, warping, skewing, or layering. Its legibility at smaller sizes also makes it ideal for subheadings.

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ?!.,"';:

DISPLAY SPACING FOR PRINT

Tracking: -25 to -60 maximum
Leading: ~90% to 100% of typeface size
(e.g. 38 pt type, 38 pt to 40 pt leading)

GARLIC SCAPES

DISPLAY SPACING FOR WEB

letter-spacing: -0.01em;
line-height: 1em;

BODY SPACING FOR PRINT

Tracking: -25
Leading: 100% of typeface size
(e.g. 16 pt type, 16 pt leading)

CELERY POTATO SCALLION PLUOTS RAISINS HORSERADISH SPINACH CARROT SWISS CHARD.

NOTE: All typesetting values here are for ideal situations only – adjustments to these values will sometimes be necessary for aesthetic balance and accomodation of contents.

TYPOGRAPHY

BUDGE REGULAR

A deliciously cheery display typeface that feels grand yet mellow, Budge adds a bold dash of late 60s and early 70s pop culture to major campaign pieces and noteworthy product displays. Best used sparingly for large headers, it's sure to whet viewers' appetites for our tastiest offerings.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z abcdefghijklmnopqrstuv wxyz?!., "';:

DISPLAY SPACING FOR PRINT

Tracking: 0
Leading: 75% to 100% of typeface size
(e.g. 40 pt type, 30 pt to 40 pt leading
depending on text arrangement)

DISPLAY SPACING FOR WEB

letter-spacing: normal;
line-height: 1em;

Make Everything

Butter!

TYPOGRAPHY

ED'S MARKET REGULAR SLANT

An all-caps bold marker typeface with a retro attitude reminiscent of 1960s/70s grocers and markets. Used in the flyer and demo posters for special features stickers and in-store deals signs. Apply very sparingly for headlines and call-outs only where appropriate.

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ?!.,"';:

DISPLAY SPACING
FOR PRINT

Tracking: -25
Leading: ~90% of typeface size
(e.g. 12 pt type, 11 pt leading)

DISPLAY SPACING
FOR WEB

letter-spacing: -0.01em;
line-height: 0.9em;

NEW!

NEW RECIPE

When possible, make callouts rise with a 7 degree sotation

TYPOGRAPHY

ED'S MARKET MAIN SCRIPT

A script typeface with a retro attitude reminiscent of 1960s/70s grocers and markets. Used in the flyer and demo posters for puns and call-outs. Apply very sparingly for headlines and call-outs only where appropriate.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstu
vwxyz?!.,"';:

DISPLAY SPACING FOR PRINT

Tracking: 0
Leading: 100% of typeface size
(e.g. 36 pt type, 36 pt leading)

DISPLAY SPACING FOR WEB

letter-spacing: normal;
line-height: 1em;

It's fer-ment to be!

When possible, make callouts rise with a 7 degree sotation

*SPACING APOSTROPHES AND HYPHENS

This typeface's apostrophes and hyphens have bad optical placement which require adjustment of tracking and baseline shift. A baseline shift of -2 and attention to surrounding characters is usually sufficient for offsetting this.

TYPOGRAPHY

JACKPOT ITALIC

A whimsical and psychadelic typeface that references and sounds and vibes of rthe late 60s, Jackpot adds an airy and quirky twist when it's needed for merch, online content, and those extra-special seasonal fruits.

ABCDEFGHIJKLMNOPQ RSTUVWXYZabcdefgh ijklmnopqrstuvwx yz?!.,"';:

DISPLAY SPACING FOR PRINT

Tracking: 0
Leading: 100% of typeface size
(e.g. 36 pt type, 36 pt leading)

DISPLAY SPACING FOR WEB

letter-spacing: normal;
line-height: 1em;

*USING ORNAMENTS AND ALTERNATES

For dramatic, swoopy ornaments, carefully change select letters to Jackpot Sweep Italic.

ABCDEFGHIJKLM NOPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz?!.,"';:

TYPOGRAPHY

NUNITO BOLD

A warm and inviting sans-serif typeface for body text. Use for paragraphs exceeding 3 lines, or text that does not require emphasis.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z ? ! . , ” ’ ; :

NUNITO EXTRABOLD

A heavier weight useful for subheadings and emphasis.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z ? ! . , ” ’ ; :

SPACING FOR PRINT

Tracking: 0
Leading: ~140% of typeface size
(e.g. 12 pt text, 17 pt leading)

SPACING FOR WEB

letter-spacing: normal;
line-height: 1.4em;

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko.

Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn.