Fries Tag
YOUR ALL IN ONE HANDY SNACK

# BRAND STYLE GUIDE

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Fries Tag
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# INTRODUCTION - OVERVIEW

**FRIES TAG** is a fries-n-drink-in-one store that offers variety of flavors you'd surely love. It is affordably good; offering convenience and quality in one!

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# THE LOGO DESIGN

Blue indicates Clear Space. The blue area must be kept free of other elements. Grey padding indicates Safe Zone. The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height.' The width is equal to the height.)

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# THE LOGO DESIGN
## Alternative Logo Version

The logo in solid black

The logo in white (reversed)

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# THE LOGO DESIGN

## Logo Sizes

Minimum logo width

4 cm

Social media profile images

Website favicon

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# LOGO TYPEFACE

## GROBOLD
## FRIES TAG

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

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# COLOR PALETTE

| | | | | |
|---|---|---|---|---|
| #F7CA11 | #ED8623 | #ED1C24 | #FFFFFF | #1E0500 |
| **C M Y K**<br>4-19-99-0 | **C M Y K**<br>4-57-100-0 | **C M Y K**<br>1-99-97-0 | **C M Y K**<br>0-0-0-0 | **C M Y K**<br>60-72-70-83 |
| **R G B**<br>246-201-17 | **R G B**<br>237-134-35 | **R G B**<br>236-28-36 | **R G B**<br>255-255-255 | **R G B**<br>30-5-0 |

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# LOGO CHARACTERISTICS

WITTY

APPROACHABLE

SMART

AFFORDABLE

CONVENIENT

QUALITY

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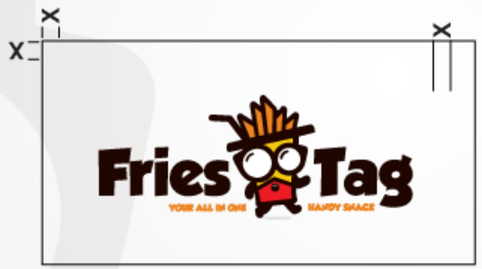
# DESIGN CONSTRAINTS

## Exclusion Zone




Make sure that text or other design elements do not encroach on the logo.

## Minimum reproduction size

Exceptions to minimum size restrictions include name badges, business cards, or other small products.

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# DESIGN CONSTRAINTS

**WARNING!** Please do not abuse our logo!

Make sure the logo **contrasts** with background colour.

**Do not** change the relative size of elements.

The logo **should not** be used as part of a sentence.

**Do not** stretch or distort our logo.

**Do not** change fonts or color.

**Do not** change element position. (There are other valid logo orientations for marketing purposes. Please refer to the Vector Files of the logo.)

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# USING THE LOGO

## Using with Fries Tag Logo

In most cases, use of one company logo is all that is required. If an advertiment is made by Fries Tag then that logo is usually all that is required on YOUR ADVERTISEMENT for recognition of your audience and/or customers.

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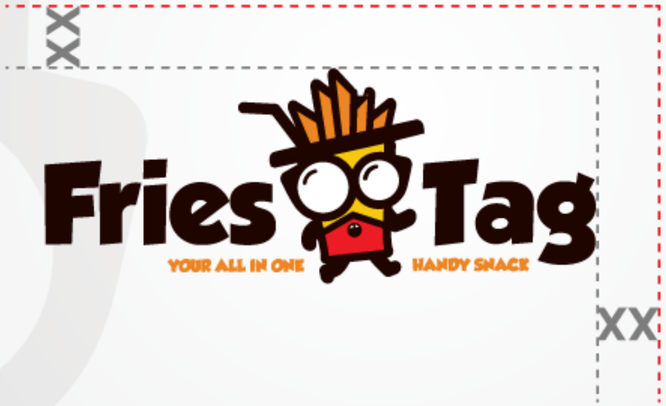
# USING THE LOGO

## Using with Other Logo




When the Fries Tag logo is used with another logo, both logos should be scaled to the same visual weight and the separation distance should be at least double the exclusion zone.

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# THANK YOU!!!

DESIGNED BY:

DESIGNWORX

AIMING TO PROVIDE GREAT DESIGN AND TRADEMARK THAT IS APPROPRIATE, DYNAMIC, DISTINCTIVE, MEMORABLE AND UNIQUE.

HTTP://RISSIEGAYMUNDA.WIXSITE.COM/DESIGNWORX