

FINE CHEESES
GOURMET FOODS



BRAND BOOK

TABLE OF CONTENT

INTRODUCTION	3
LOGO TREATMENT	4
ALTERNATIVE LOGOS	5
LOGO CLEAR SPACE	6
COLOUR	7
TYPOGRAPHY	8
APPLICATIONS	9

INTRODUCTION

A Fine Cheese and Gourmet Foods Boutique

Hi. We're Fromage!

OH CHEESE, how I love thee, let me count the ways!

To put it basically, cheese is the best thing in the world. And when you visit Fromage Fine Cheeses and Gourmet Food on Broadway in Orangeville, you will find that owner Christine Patton has cheese that literally comes from all over the world!

While Christine carries many different product lines as part of her Gourmet Food sections, including Gluten Free, Organic and Local; all as healthy and as natural as this food-savvy owner can find, we are going to focus on....."CHEESE"!

(I mentioned I love cheese right?)

"Having been a part of the Orangeville community for the last 6 years strong, we're proud to continue serving our guests and we thank you for your continued support. Fromage is open for in store shopping, take out for our lunch menu and online ordering with delivery or pick up options."



LOGO TREATMENT

Fromage Logo

The FROMAGE LOGO must never be altered, transformed, flipped, or given unsuitable colours. Such prohibited treatments include but is not limited to:

1. Stretching or otherwise altering the scale.
2. Change the logo's orientation.
3. Flipping it horizontally (mirroing).
4. Flipping vertically (upside down).
5. Place Logo on top of information heavy images.
6. Cropping the Logo.
7. Applying effects, such as drop shadow, or glow.
8. Inappropriate background colours (lack of contrast).

CORRECT:



INCORRECT:

1



2



3



4



5



6



7



8



ALTERNATIVE LOGOS

Fromage Alternative Logos

Some applications require a Name Only Logo, as it takes up less space. Shown below are two examples of the alternative logos. Logo treatment is identical to that of the Main Logo.

The word "FROMAGE" is written in a dark red, serif font. It is flanked by two small dark red dots, one on the left and one on the right.

Name Only Logo

Name Only with Oval Back

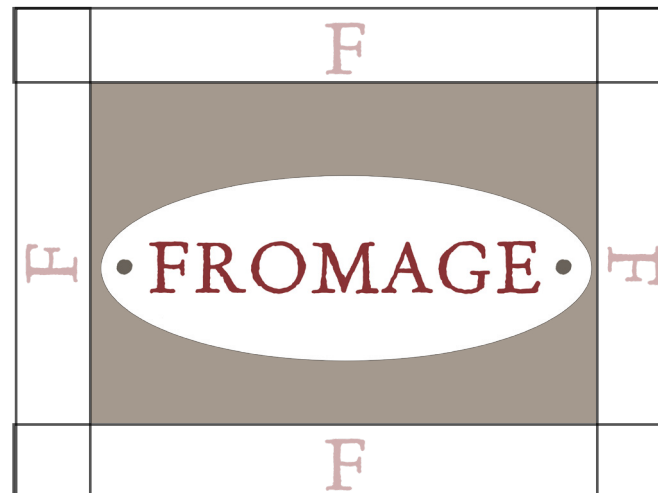
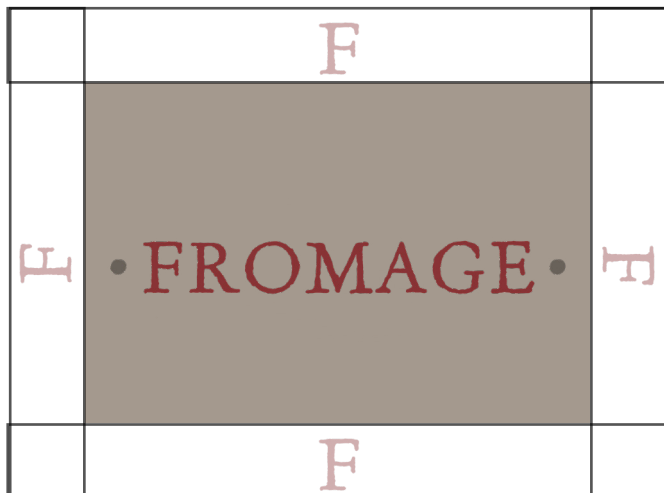
LOGO CLEAR SPACE

The space around the Logo shows the space that should remain white space (empty space) to avoid crowding the logo and making it unclear.

The minimum clear space is based on the height of the letter F in the Logo.



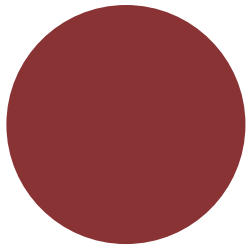
Alternative Logos Clearspaces



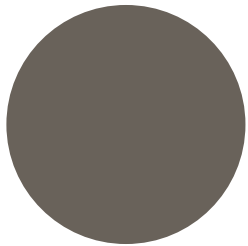
COLOUR

Accepted Brand Colours

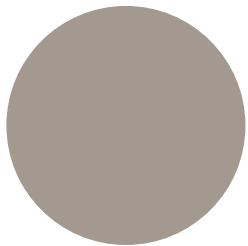
Close variants of these colours are acceptable, except for the Logo.



CMYK: 31, 87, 75, 30
RGB: 137, 51, 53
HEX: #893335
PANTONE: 492 C



CMYK: 56, 52, 58, 24
RGB: 105, 98, 90
HEX: #69625a
PANTONE: 405 C



CMYK: 38, 36, 42, 1
RGB: 164, 153, 142
HEX: #a4998e
PANTONE: Warm Gray 6 C

What do they mean?

CMYK: These refer to Cyan, Magenta, Yellow, and Key (Black). The process colours used in most offset printing today. This means that images are produced by a series of dots of CMYK colours, whose proximity create the illusion of differing colours in the human eye.

RGB: These refer to Red, Green, and Blue. The three lights which produce the array of colours we see on computer screens and monitors.

HEX: These numbered codes are HTML colours. Used for websites.

PANTONE: Pantone Matching System™ (PMS). A handy reference for whenever you need to check what a colour might look like in real life, using a PMS formula guide. This standardization of colours makes it easy for manufacturers, designers, and clients to ensure they are looking at the same colours and accepted variants (since colours on screen are never truly accurate in print).

TYPOGRAPHY

Abril Fatface Regular (Headings)

Abril Fatface regular is used for headings, headlines, and important information. It should be the first thing viewer's read in terms of typographic hierarchy.

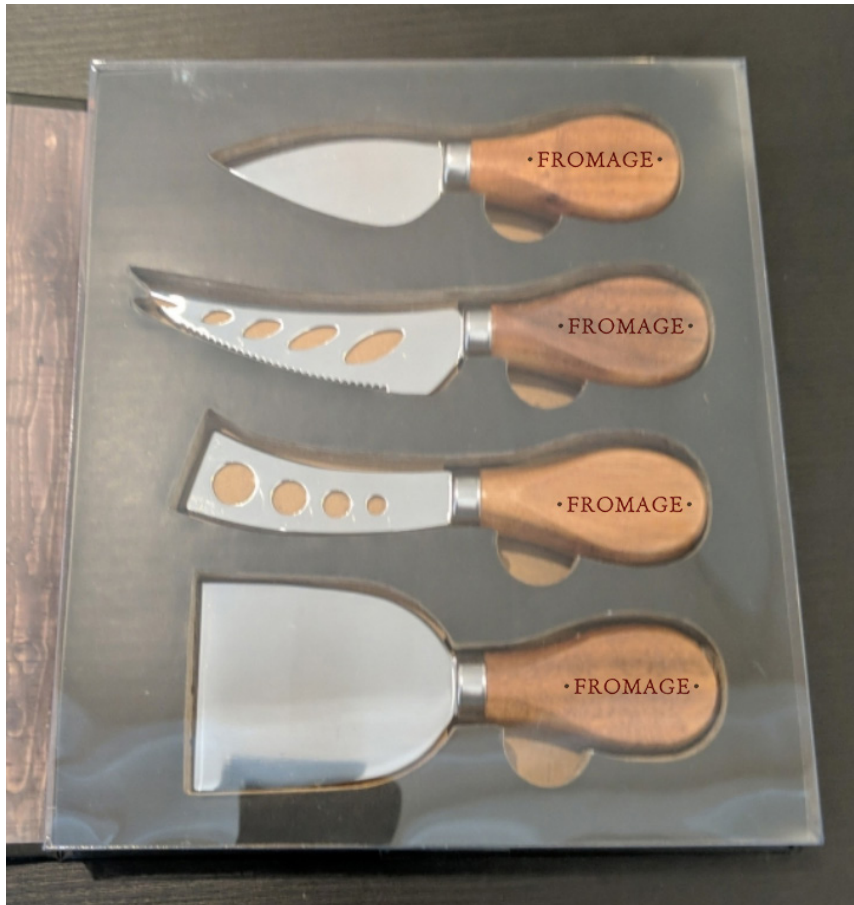
Cabin Bold (Subheadings) Cabin Regular (Body)

Cabin is used for subheadings and body copies, such as this paragraph.

Times New Roman Bold (Logo) Times New Roman Regular (Logo)

Times New Roman (and variants) are used in the Logo Design. Please consult your designer regarding Logo design decisions and alterations.

APPLICATIONS



FINE CHEESES
GOURMET FOODS
• FROMAGE •
and BISTRO • SINCE 2014

The people who

**LOVE
CHEESE**

*are always the best
types of people!*

[HTTPS://FROMAGEORANGEVILLE.CA](https://fromageorangeville.ca)

Shop

<https://fromageorangeville.ca/>

Email

info@fromageorangeville.ca