



# Brand Guide

# The Concept

Ultra-comforting  
house-made biscuits  
baked fresh daily  
and dressed up with  
all the best fixins.

## The Vision

A clean and versatile system that creates a homey and whimsical look while still feeling modern, bold, and clear.

# The Personality

Casual, warm,  
sincere, and caring.

# Logo Guide

Your logo library is a collection of files sorted into folders for your use. Certain file types work better for print vs. web.

Use this guide as a reference for how to correctly use your logo for various applications.

## HOW TO USE THIS GUIDE

- Pick a logo you'd like to use from your Preservation Biscuit Company Brand Guide.
- Choose the appropriate format for your application (JPG, EPS, or PNG).
- Refer to this guide for proper usage in order to keep your branding consistent.

## NAMING CONVENTIONS

Every logo in your library has a name that denotes its color mode and file type. Here's a quick reference for what each of them means:

### FILE TYPES

- EPS** • For professional printing & design software (EPS files can be scaled to any size).
- JPG** • For web & Word docs (JPGs will get pixelated if scaled too large).
- PNG** • For web & Word docs when you need a transparent background (PNGs will get pixelated if scaled too large).

### COLORS

- RGB** • For screen / web applications (colors may come out wrong if they are printed).
- CMYK** • For 4-color process printing (the most common way of printing).
- PMS** • For spot color printing. Your brand colors do not correspond to any Pantone (PMS) colors. Use CMYK for best results or consult with me for guidance.

# Logo Lockups & Positioning

When you place the logo in a design, please give it some room to breathe, equivalent in height to the sunburst element in the logo at a minimum.



## MINIMUM PRINT SIZE

The size of the logo should be printed at no smaller than the suggested dimensions in order to maintain legibility and the integrity of the typography.

Primary logo lockup to be used on light backgrounds.



1 inch minimum print size

Primary logo lockup to be used on light backgrounds.



1 inch minimum print size

Logomark lockup for use when a very small logo is needed on light backgrounds.



0.5 inch minimum print size

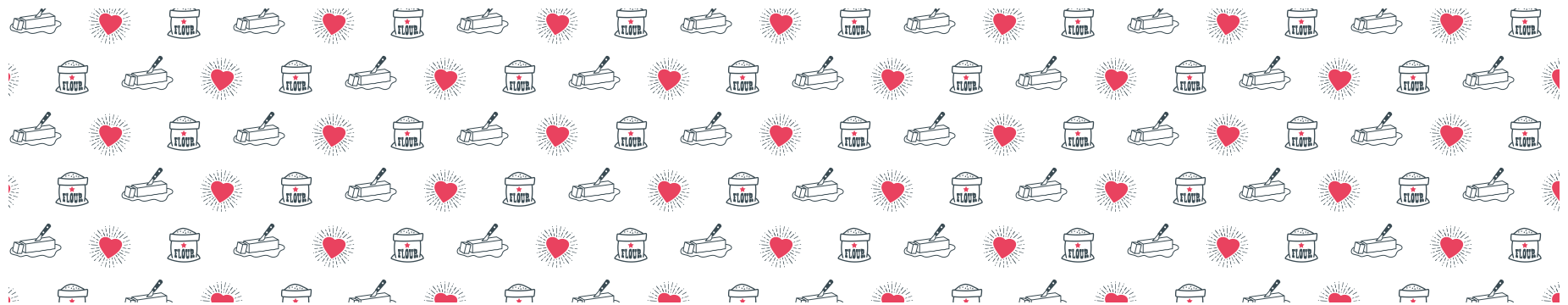
Logomark lockup for use when a very small logo is needed on dark backgrounds.



0.5 inch minimum print size

# Graphic Elements

A set of graphic elements, illustrations, patterns, and other typographic elements were designed as part of the identity of Preservation Biscuit Company. Refer to the Sample Applications page for correct usage.



# Typography



## Special Titles

Aurellia - lowercase

*flour. butter. love.*

## H1 - Titles

Habero Soft Extended Bold // title case

Qui Remporit Landmusdae

## H2 - Headlines

Habero Soft Normal Bold // all-caps

QUI REMPORIT LANDAMUSDAE

## H3 - Headlines

Filson Soft Bold // all-caps

QUI REMPORIT LANDAMUSDAE ACEPUDANT MAXIMI

## Body Copy

Filson Soft Regular // sentence case

Otaque nonseque modipid ebisquid qui vent, invenem repudi occus eum nosanduciunt faciunt. Nos eicimus. Unt, solorror as sum quia verio qui a dolore sa sam, vellaut et voluptas.

## H4 - Subtitles

Filson Soft Bold // title case

Qui Remporit Landamusdae Acepudant Maximi

## Captions & Small Print

Habero Soft Normal Extra Bold // all-caps

QUI REMPORIT LANDAMUSDAE ACEPUDANT MAXIMI ULPA SITIIS INUMQUI CUM CONETURES QUID QUAM QUIA EOST, REPERNAM, SIMINVERUM QUIBUS NONSEREM.



# Color Palette

## COLOR USAGE FOR PRINT & WEB

Use CMYK colors for digital printing.

RGB and HEX colors are for digital use. This can include, web, video, MS Word, etc.

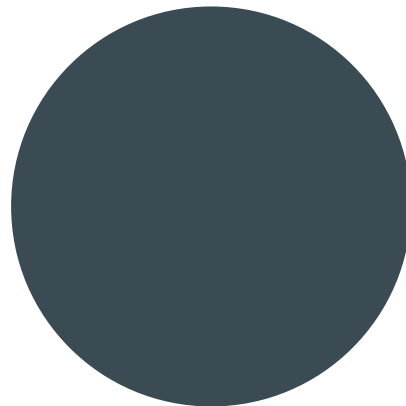
For spot color printing—aside from Skillet Black—your brand colors do not correspond to any Pantone (PMS) colors.

Use CMYK for best results or consult with me for guidance.



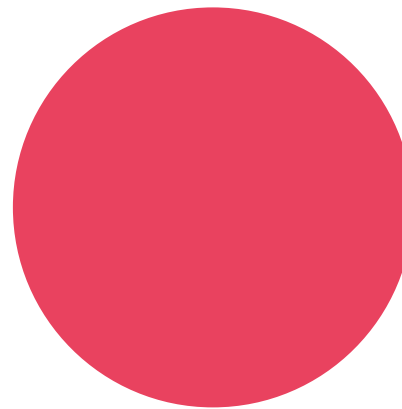
### CREAM

CMYK: 0 • 0 • 10 • 0  
RGB: 253 • 250 • 230  
#fdfae6



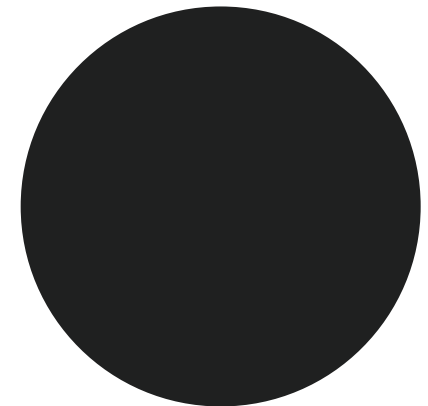
### BLUEBERRY

CMYK: 77 • 60 • 50 • 35  
RGB: 58 • 75 • 84  
#3a4b54



### TOMATO

CMYK: 3 • 90 • 52 • 0  
RGB: 233 • 66 • 95  
#e9425f



### SKILLET BLACK

CMYK: 72 • 66 • 66 • 72  
RGB: 34 • 34 • 34  
#222222  
PMS: Neutral Black

# Sample Applications



# Incorrect Logo Usage

Do not introduce outside colors, patterns, or fonts.  
Do not stretch or alter lockup arrangements.  
Check file formats and sizes to avoid pixelation.



Do not stretch or squash the logo.



Do not position the logo at an angle.



Do not place on top of a busy background or image that interferes with the legibility of the logo or fights the logo for attention.



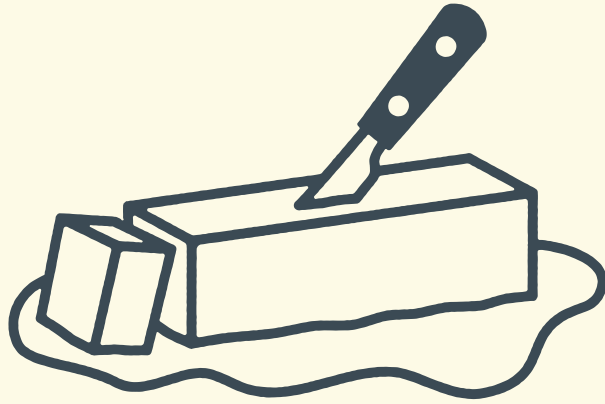
Do not manipulate colors or add dropshadows.



Do not change or introduce fonts.



Do not publish a pixelated logo.



Thank you!