OWNERSHIP
COMMUNITY

The (Pantry)

VOLUNTEER
MEMBERSHIP

Brand Guidelines 2021

Brand Values

People– The People of North Belfast Supported

Community– Giving back to the area with food and Volunteering

Openness– Inclusive to all people that need assistance

Ownership– allowing user to take control of their lives

Choice– allowing people to choose what they need

Brand Identity

The centre of the brand identity is The Pantry logo. Its is based on several main features that help to make the brand.

1.Typography- The bold typography of Permanent Marker sets the main tone and is the most transferable element of the branding image for any text that needs to be tied back to the Brand.

2.Circle- The circle imagery is important to the brand, helping to visualise the connected, community tone of the brand.

3. Stroke- The use of a custom stroke adds to the use of the casual marker style typography, can be used for framing and adds back to the main branding image.

4. Bold Colour- The use of bold, bright colour instead of pastel tones provides a clear, distinct message, while also keeping the fun, inviting tone.

Brand Positioning

Free space must be maintained around the logo, as demonstrated by the diagram on the right. Nothing must enter the free space as to maintain the visual clarity of the design.

As a quick guide, there must be free space for the H of The Pantry to easily fit around the logo at minimum.

It is recommended to use all artwork provided and to never replicate or recreate the identity.

Brand Positioning

The main logo must not be presented smaller than 50mm in diameter. Below this, the external writing becomes harder to read and unclear.

Between 30mm and 50mm, an alternate logo of just an external circle must be used to maintain logo integrity while also maintaining clearness.

The Logo must not be smaller than 30mm.

30mm

30mm

50mm

50mm

100mm

100mm
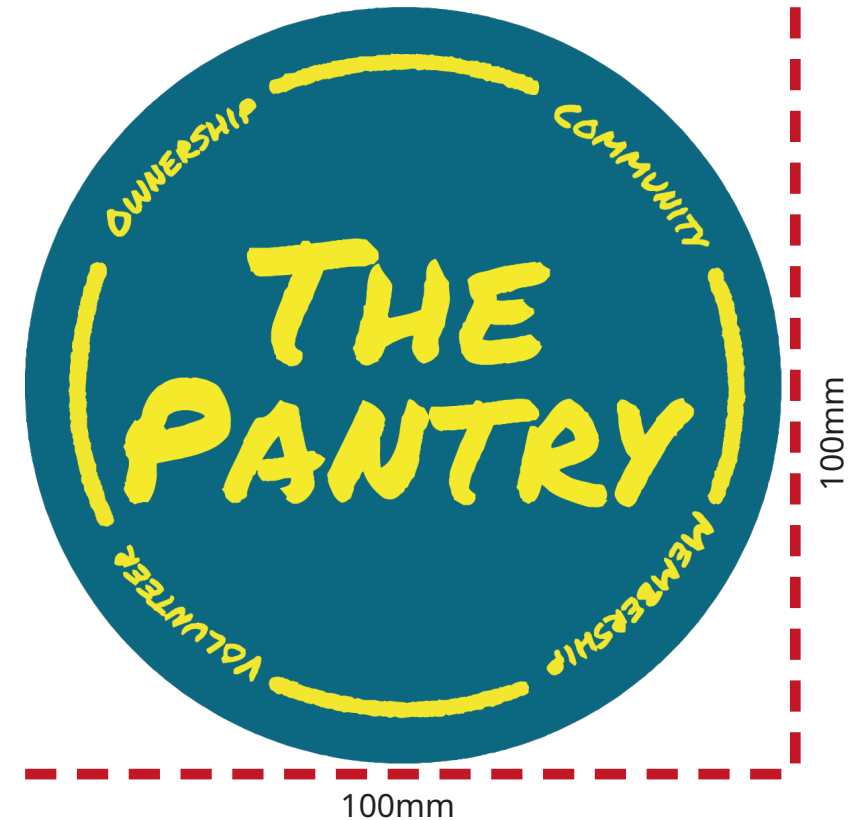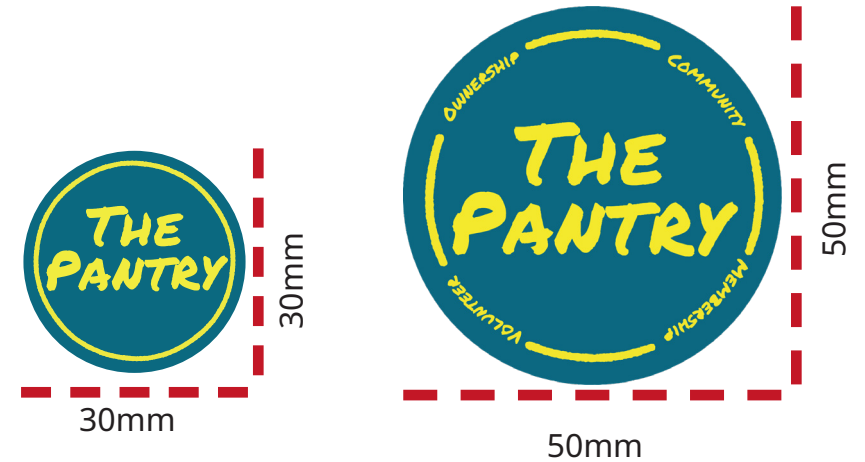
Logo Misuse

When using the logo and branding, it is important that it remains consistent across all uses. The Logo must not be altered, misused, misinterpreted or modified. The sizing, orientation, colour and layout of the logo should remain as it is shown in this document.

Here is some examples of how the logo should not be used.

Do not distort or warp the logo in any way

Do not rotate the logo.

Do not change the typeface of the Logo

Do not change the colour palette of the logo outside of the colours previously mentioned.

Typography

Primary Typeface

The Permanent Marker typeface is an important part of The Pantry brand identity. Therefore, it should be used in headers and main text on promotional materials.

However, this typeface should only be used for use of large. Clear pieces of text. It should not be used for body text. The Typeface works best when used sparely in large pieces of text as to help draw attention.

The recommended size of the typeface is for any text size18pt or above. Typeface weight should be used to support a visual hierarchy, with large type for main headings.

Header Leading should be set lower than default, e.g.. 24pt Leading for 36pt size text.

Permanent Marker

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLMNO
PQRSTUVWXYZ
1234567890
!@$%^&*()-=_+[]
{};\:/,./<>?

Header Example- 30pt
Sub Header Example- 18pt

Typography

Secondary Typeface

In situations with a large amount of text, such as the body text of leaflets, website applications, or situations in which the primary text is unsuitable, such as important documents, the secondary typeface is to be used.

This typeface should not be used smaller than 9pt.

Regular leading and tracking is required for this typeface to remain effective.

Noto Sans

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvw xyz
1234567890
!@$%^&*()-=_+[]
{};\:|,./<>?

Typography Misuse

When using the branding, it is important that it remains consistent across all uses. Any use of the typography must not be altered, misused, misinterpreted or modified. The use of typography should remain as specified in this guide..

Here is some examples of how the logo should not be used.

The Pantry
What we do

Do not use the Secondary typeface higher in the visual hierarchy than the Primary typeface

Occuscillant magnatem fugit inulparibea qui ipsus eos es qui net quam, quis earia am coria quis mos cus rerae nullore pudandae.

Do not decrease the text Tracking so that the text is hard to read

Ibus, cumquatem cum facernat harion pligendaerum facit, ut alis maio id quidis re culla veles sed que et quis sunte eos et ressi illo

Do not use a colour for the text that does not contrast against the background.

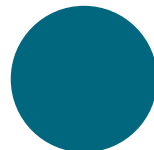### The Pantry is a place where You

Do not change text size partway though a sentence.

Colours

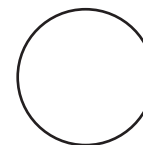## Main Colours
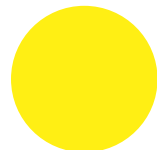
Main Accent Colour
Hex #FFEF14
RGB 255,239, 20
CMYK 0, 6, 92, 0

Main Body Colour
Hex #00677F
RGB 0,103,127
CMYK 100,19,0,50

Main Accent Colour
Hex #00677F
RGB 0,103,127
CMYK 100,19,0,50

Shop System Colours

Shop System- Red
Hex #C31726
RGB 195, 23, 38
CMYK 0, 88, 81, 24

Shop System- Blue
Hex #314697
RGB 49, 70, 151
CMYK 68, 54, 0, 41

Shop System- Green
Hex #06A249
RGB 6, 162, 73
CMYK 96, 0, 55, 36

Shop System- Gold
Hex #DCAD02
RGB 220, 173, 2
CMYK 0, 21, 99, 14

Shop System- Gold
Hex #FCEB26
RGB 252, 235, 38
CMYK 0, 7, 85, 1

Colour Usage

These colours have been chosen to keep both Digital and Print in mind, making them easily transferable. We recommend to always use the main colours, but in situations where colour printing isn't possible a mono-colour version is provided.

Main logo with main palette. Used for majority of print and digital mediums.

Alternate colour palette logo for situations in which the original logo does not suit.

Main logo with White Palette. To be used on a mono medium with a dark background.

Main logo with White Palette. To be used on a mono medium with a light background.
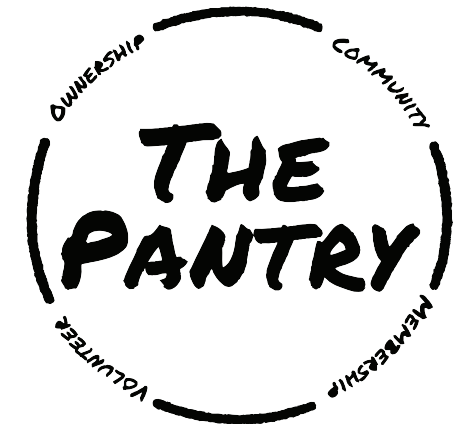
Colour Usage

Colour variation of Logo for the colour coordinated shop system.
Main Yellow text and graphics are used for all other colours except when it does not provide useful contrast, such as on a similarly bright colour.
Then the main Teal is used instead, as seen on the Yellow and Gold.

These colours are only to be used in relation to the Shop Price System

Colour Usage

For The Pantry colour coded shop system, it is important that all the colours selected are used correctly. The colours are defined on Pg. 10

Red- High Value items worth between £2.50- £5.00. Members are allowed up to 3.

Blue- Items worth between £1.50 - £2.50. Members are allowed up to 5

Green- Items worth between £0.50- £1.50. Members are allowed up to 7.

Yellow- Home brand items. Members are allowed up to 9.

Gold- Fruit and Vegetable items. Members are allowed an unlimited amount.

3 #C31726

5 #314697

7 #06A249

9 #FCEB26

∞ #DCAD02