

**bread n'
butter**
takeout



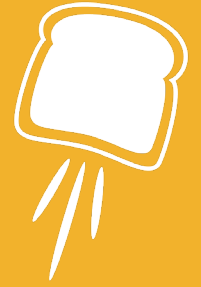
Brand Guidelines

contents



background	5
logo treatment	6
color palette	8
typography	10
case & alignment	12
iconography	14
photography	16
web elements	18
social media	20
brand voice	22
brand examples	24

background



Who is Bread N' Butter?

Bread N' Butter is an order ahead app connected with a POS system, that allows restaurants to reach more customers for a lower cost. With Bread N' Butter independent and smaller restaurants have an affordable opportunity to be a part of the digital market place, to expand their client base and to gain more profits.

Who uses Bread N' Butter?

Our target market covers anyone who has ever waited in line to get lunch or a snack. Students who have a break for lunch and want their meal as fast as possible, office workers who have a set break time and don't want to waste it waiting for their order, and anyone who wants to be able to place an order on their phone and have it ready when they walk into the restaurant to pick it up.

What are our values?


Bread N' Butter has three main values; hospitality, community, and empowerment. Hospitality is in our blood. Around 2/3 of the company has been employed in the restaurant business before. We know how important hospitality is to our participating restaurants. We aim to value and respect our restaurants as much as they value and respect their guests. We are human and community driven. Our app should connect people and enhance their experiences rather than take away from them. We aim to empower local and smaller businesses by giving them the chance to compete with bigger corporations in the digital market.

logo treatment


The Bread N' Butter logo

The Bread N' Butter logo should be recognizable and visible on all brand materials. To insure proper contrast and visibility, use black and white versions of logo when necessary. Do not stretch or compress logo. Make sure the complete logo is always used. Do not change the colors of the logo. Proper use of Bread N' Butter logo unifies and solidifies our brand identity.




Full color Bread N' Butter logo with proper color placement and proportions. Used against a white background creates proper contrast and visibility 




Proper use of all white logo to create enough contrast and visibility 




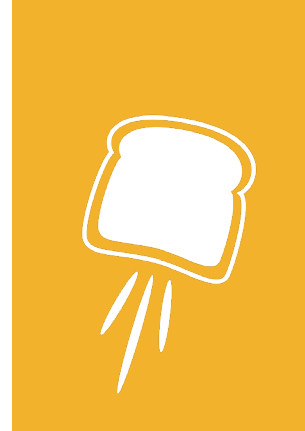
Proper use of all black logo to create enough contrast and visibility 



Improper use of all black logo, not enough contrast and visibility 



Proper use of all white logo to create enough contrast and visibility 



Improper use of logo, compressed and improper proportions



Improper use of logo. Do not take away parts of the logo, every part is important to the brand identity. Make sure the work takeout is present



Improper use of logo, stretched and improper proportions



Improper use of logo, do not change the color placement. See next page for approved color combinations



Improper use logo, pieces are split apart from the whole. Do not change the line weight of the toast crust



Improper use of logo, do not change the color placement. See next page for approved color combinations



color palette

Bread Colors

The Bread N' Butter colors are inspired by actual buttered toast. Used to create a bright and exciting color personality, while connecting to our roots of that favorite breakfast. The simple 3 color palette, keeps it simple to use and easy for the consumer to recognize. See the use of each individual color on the facing page.



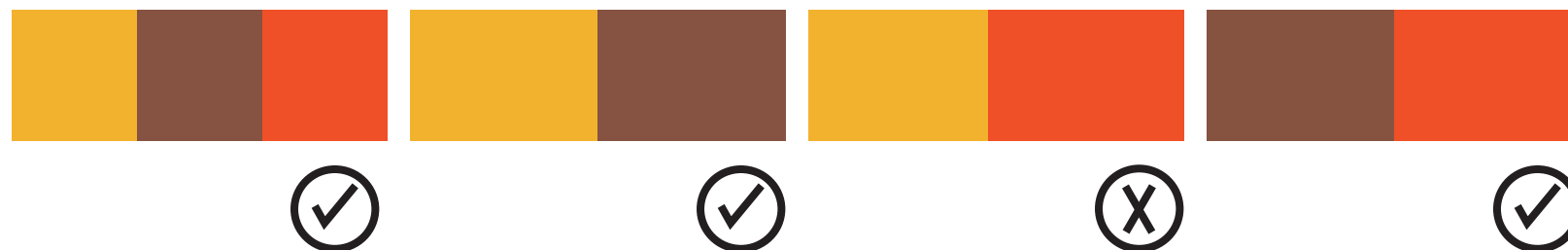
Pantone 7579
HEX #f2b330
RGB 242, 179, 48
CMYK 4%, 32%, 93%, 0%

Pantone 4705
HEX #804c3b
RGB 128, 76, 29
CMYK 36%, 69%, 75%, 31%

Pantone Orange 021 C
HEX #ff5100
RGB 255, 81, 0
CMYK 0%, 82%, 100%, 0%

Color Combinations

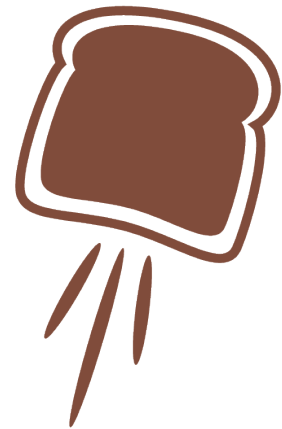
All three of the bread colors can be used in combination with each other to create a diverse and interesting brand piece. Using the buttery yellow with the toasted brown is an approved color usage. These are the two main colors of Bread N' Butter. Using the buttery yellow only with the toast orange is not an acceptable color combination. The two bright colors need the darker brown to balance them out.





Buttery Yellow

The buttery yellow is the primary color of the Bread N' Butter brand. It is a warm, welcoming color that makes the viewer feel comfortable with our brand, and it is reminiscent of the classic topping on a piece of toast. It is to be used as the primary color in design pieces.



Toasted Brown

The toasted brown is the second of the two primary colors of the Bread N' Butter brand. It reminds the viewer of a perfectly toasted piece of toast. It is to be used as a primary color in design pieces.



Breaded Orange

The toast orange is the accent color of the Bread N' Butter brand. It should be used sparingly in design, only on small elements and text elements. It should be used as an accent color, not as a primary color.

typography

Primary Typeface

Coquette, displayed below, is Bread N' Butter's core brand typeface. It is the typeface used in the logo itself and should be utilized on all brand elements. It is used for main headings and tag lines on advertisements and social media posts. It is not to be used as body text. Use this typeface as the biggest typographic element on the page, it should be the top of the typographic hierarchy of any piece.

Coquette

The quick brown fox jumps over the lazy dog

AaBbCcDdEeFfGgHhIiJjKkLlMm

NnOoPpQqRrSsTtUuVvWwXxYyZz

Coquette thin

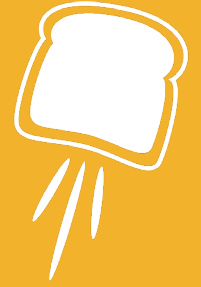
Coquette light

Coquette regular

Coquette bold

Coquette extrabold

Coquette black



Secondary Typeface

Proxima Nova, displayed below, is Bread N' Butter's secondary brand typeface. It should be utilized on all brand elements to give secondary information. It is used for sub headings and extra information the viewer may need on advertisements and social media posts. It is to be used as supporting and body text, not to be used as main headings on any element.

Proxima Nova

The quick brown fox jumps over the lazy dog

AaBbCcDdEeFfGgHhIiJjKkLlMm NnOoPp
pQqRrSsTtUuVvWwXxYyZz

Proxima Nova thin

Proxima Nova light

Proxima Nova regular

Proxima Nova medium

Proxima Nova semibold

Proxima Nova bold

Proxima Nova extrabold

Proxima Nova black

case & alignment

Case treatment of typography

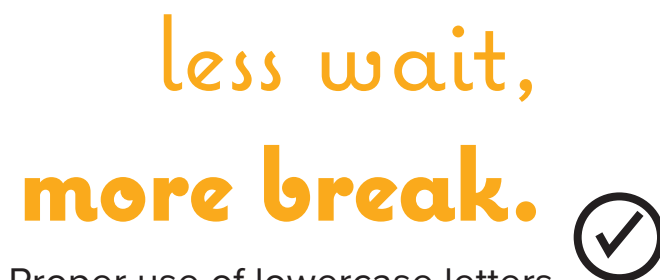
The Bread N' Butter brand is one that is fun and approachable. For this reason all headlines and sub headlines should always appear in lower case. Capital letters are to only be used with proper nouns and in the caption section of a social media post. The brand name of Bread N' Butter is to always be displayed in lowercase letters.



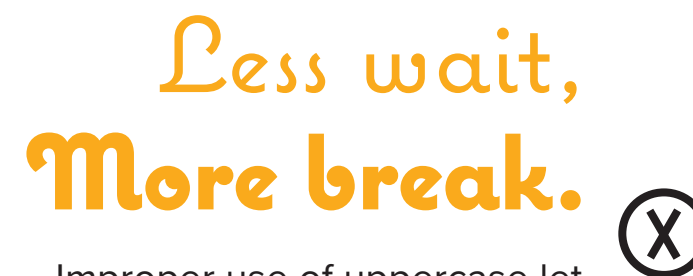
Proper use of lowercase letters in the name Bread N' Butter



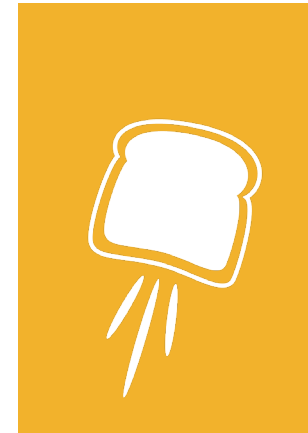
Improper use of uppercase letters in the name Bread N'



Proper use of lowercase letters in headlines



Improper use of uppercase letters in headlines



Alignment treatment of typography

The Bread N' Butter brand is focused around the movement of the flying toast icon depicted in the logo. This toast icon is flying out of the word to the right. This means that all major text elements in the toast brand should be right aligned. All headlines, tag lines and small bodies of text should be right aligned. Large bodies of text should remain left aligned for readability purposes.

less wait,
more break. ✓

Proper use of alignment in headline text element

The Bread N' Butter brand is focused around the movement of the flying toast icon depicted in the logo. This toast icon is flying out of the word to the right. This means that all major text elements in the toast brand should be right aligned.

Proper use of alignment in body text element ✓

less wait,
more break. ✗

Improper use of left alignment in headline text element

The Bread N' Butter brand is focused around the movement of the flying toast icon depicted in the logo. This toast icon is flying out of the word to the right. This means that all major text elements in the toast brand should be right aligned.

Improper use of right alignment in body text element ✗

brand voice

Brand voice

The voice of Bread N' Butter should be fun, personable, and delicious! Bread N' Butter should always sound like a person is talking, not just in descriptions. This should be consistent in all aspects of the brand, from headlines to captions. The brand's voice should not sound too serious.

Order through Bread N' Butter for your favorites today!



Order takeout through Bread N' Butter.



Calling all sushi lovers! Sushi Kappo is now on the Toast app. Order up today (we recommend the Spicy Tuna Roll).



Sushi Kappo is a new restaurant offered on the Bread N' Butter app.

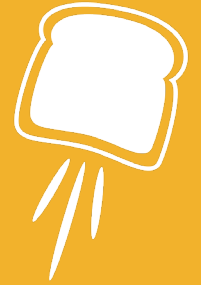


Show off your takeout. Snap a picture of your next takeout with Bread N' Butter, and make sure to tag us @breadnbutter



Show us what you order through Bread N' Butter.





Tag line

This is a simple, fun message that gets across the point of Bread N' Butter. It can be used across all platforms to display the message of the brand. It should not be flipped or altered.

less wait, more break. ✓

more break, less wait. ✗

get more break and
wait less. ✗

photography

Use of photography

Photographs for the Bread N' Butter App and website should be uniform and taken by photographers hired by or part of the Bread team. Photos should not be stock images. Photographs for the website and app should be well lit and taken from above. The food being photographed must be a dish offered at the restaurant. Food should be fresh and uneaten. Food should either be on a light colored plate with a dark background, or on a dark colored plate with a light background.

Food showcased in photographs for ads should be from a restaurant partnered with Bread N' Butter. This food should be on a white or light plate. The background must be dark for advertisements. The food should take up most of the plate and be evenly distributed throughout.

On social media, photos should also be original and follow a similar code to the app and website. Photos of food should be appetizing and bright. Backgrounds should not distract from the subject and is the background is preferably medium to dark.

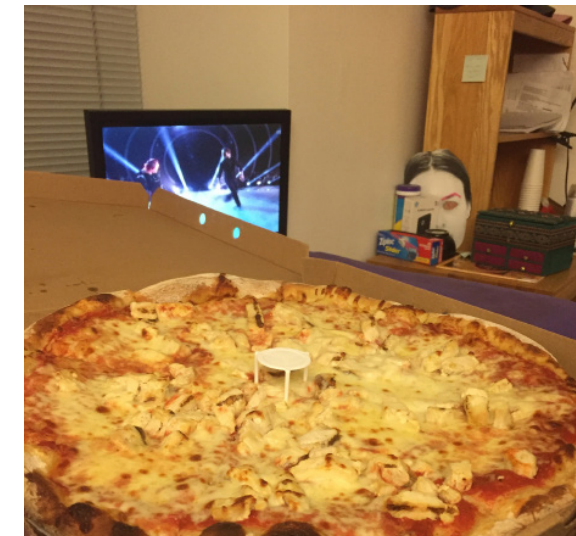
Across all platforms, photos should never be stretched, blurry, or dark. They should never have distracting backgrounds. Images should also never have an overlay color on top of them. Photos should be bright, taken from above or at an above angle, and



Proper use of photography for app and website. Image is clear, appetizing, taken from above, and bright.



Improper use of photography. This image is blurry.



Improper use of photography. This image has a distracting background.



Improper use of photography. This image is too dark.



Improper use of photography. Photos should only be taken from above, or at an above angle.



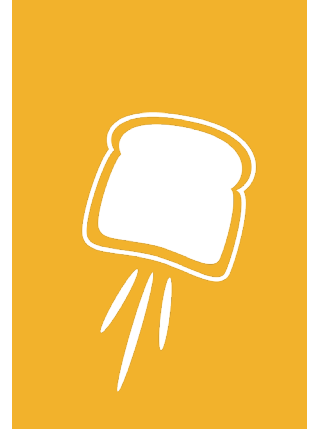
Improper use of photography. Food should always be displayed in an appetizing way.

ads

Proper formatting for ads

Across all platforms, advertisements should showcase appetizing food offered on the Bread N' Butter app. Food should be on a circular plate. These photographs should always have a dark background. The food should be pop against the black background. Text should be right aligned and set above the photograph, over the dark background with key words in one of our accent colors. Text should not be over the image.





Ad copy

Ad copy should fit in with the brand voice of Bread N' Butter. Copy should play on what Bread N' Butter offers and should push the idea of saving time.

It's munch time! 

This copy is a good example for advertisements.

Get takeout. 

This copy does not demonstrate brand standards for ad copy.

web elements

Iconography

All icons should be consistent. Common icons are listed below.



social media

Social media presence

Bread N' Butter's social media pages (Instagram, Twitter, and Facebook), should be focused on the food offered through our website, as well as restaurants, customers, and restaurant owners. Bread N' Butter should post on their social media across all platforms on a regular basis to keep up engagement.

Photos posted should be original, except for when reposting from a customer. Food photographed be offered through the Bread N' Butter app. All photos for social media should be brightly colored, well lit, and aesthetically pleasing. Posts should always utilize the brand voice. Captions should be short and catchy. All retweeted or shared posts should be relevant to Bread N' Butter as a brand.

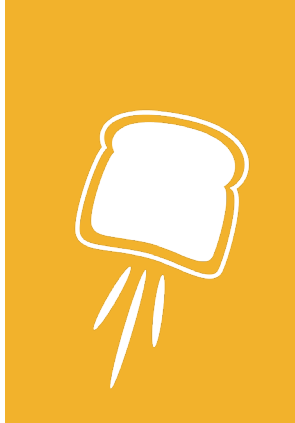
Bread N' Butter accounts should not be used as personal accounts. Posts on Bread N' Butter accounts should also not be about corporate events. Posts should ideally focus on the food, restaurants and restaurant owners partnered with the Bread N' Butter app.

brand examples



Print ad campaigns

Print ad campaign for bus huddles, flyers or posters in a participating restaurant. Displays proper use of brand typefaces, colors, alignment and photography.



Email campaign

Email campaign meant to send to potential new users of the Bread N' Butter app. Displays proper use of brand photography, colors and iconography.

\$5^{off}
your first order
with code: time

stop wasting your lunch break waiting in line
With bread n' butter, order you meal ahead at your favorite restaurants and have it ready when you walk in. No waiting, no lines, no more wasted break time.



\$5^{off}
your first order
with code: time

stop wasting your lunch break waiting in line
With bread n' butter, order you meal ahead at your favorite restaurants and have it ready when you walk in. No waiting, no lines, no more wasted break time.

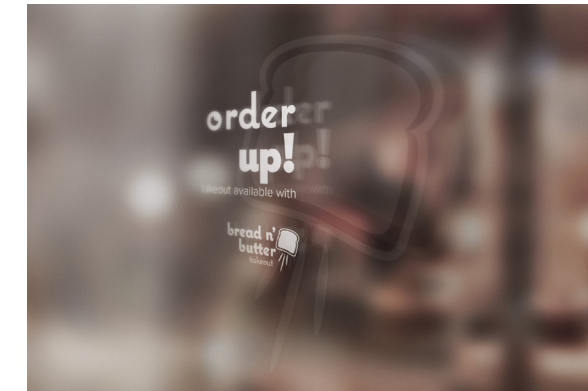
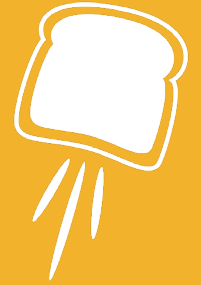
  





Stationary Suite

Stationary suite of the Bread N' Butter brand shows the proper use of iconography using the brand image on all elements. Displays proper use of alignment depending on headers and body text elements. Also displays proper use of primary and accent colors and case typography treatment.



Shirts, bags & stickers

These extra elements of the Bread N' Butter brand utilize the iconography usage of the brand image properly. They use it as a design element, and are recognizable for the user. They also display a proper use of alignment and use of color hierarchy.

bread n'
butter
takeout

