

BRAND STYLE GUIDELINES





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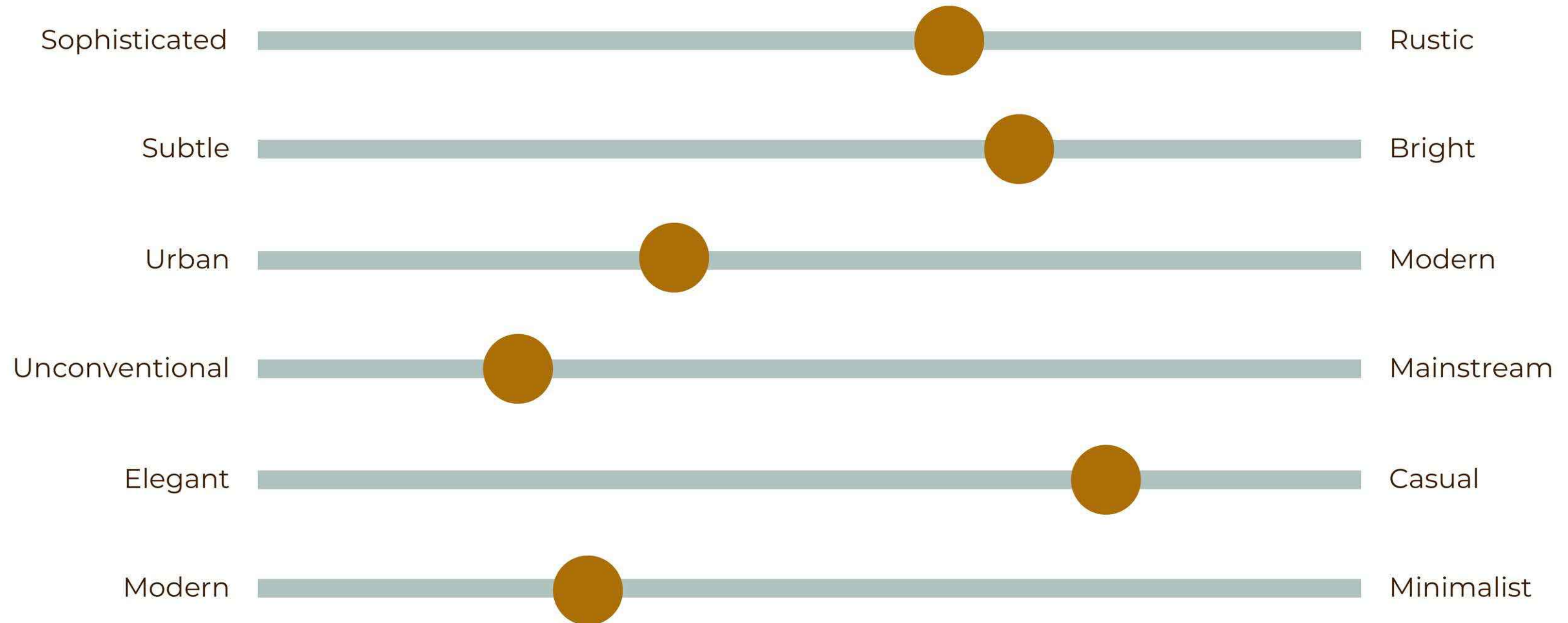


OUR STORY

In 2013, Yoav Jackoby was once again listening to his daughter, Hila, express her frustration about not being able to find gluten free items that tasted good. Hila was gluten intolerant her entire young life and was tired of missing out on all the desserts and pizza parties with her friends. Yoav decided to make it his mission to help her enjoy delicious food. Despite having absolutely any culinary training, Yoav used his kitchen as his classroom. He literally tried the same recipe over and over dozens of times until it was perfect. After he had perfected an assortment of breads, cookies and cakes, he decided to bring it to the public and opened “Gluten Free Bakery” in Haifa, Israel. It quickly became a huge success, not only for the gluten intolerant community, but the general public. Mostly, because everything tasted so delicious!

Lélo Gluten Free Bakery in XXX is the first step of Yoav and his brother YaYa to bring these delicious recipes to the US market, not just for those that are gluten intolerant but for anyone who loves good food. A portion of Lélo Bakery’s profits will be donated to the XXXX organization.

BRAND PERSONALITY



PHOTOGRAPHY STYLE

Lélo Gluten Free Bakery photography style is a reflection of the fun, hardwork and authenticity that goes into each product. Imagery should not be too old-fashioned, rigid, overly-posed, cliché, or badly edited. Although all photos should be professionally taken, they should appear expressive and casual, just like the perfect instagram-able shot.

The photos should appear fun, airy, modern, capture a light-hearted mood and represent the Lélo brand. Ask yourself if you or someone else would share it on their social feed? Lélo's photography may seem easy, but it requires a lot of creative and visualization and thought. Always use sensible discretion and adhere to Lélo's brand values. Bad photos can be destructive to the brand image.



ALEGREYA MEDIUM

HEADERS AND TITLES

Aa

Alegreya is an open-source serif typeface. It is a versatile typeface with 14 different font weights and styles. It is the typeface used in "Gluten Free Bakery" in the primary logo. It should only be used in headers and titles. Letter spacing should be set to 1 and appear in all caps.

THIS IS A HEADING

THIS IS A SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas felis eros, commodo nec euismod id, tincidunt in felis. Aliquam ut vulputate dui, at facilisis metus.

MONTSERRAT

SUBHEADERS AND BODY COPY

Montserrat is a free a **sans serif** typeface family. It is a versatile typeface with 18 different font weights and styles. Montserrat bold is to be used for subheaders in all caps and Montserrat regular should be used as body copy, each with letter spacing set to 10.

Aa

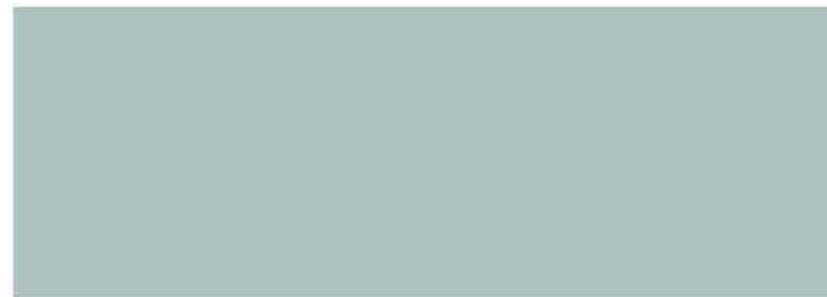
THIS IS A HEADING

THIS IS A SUBHEADING

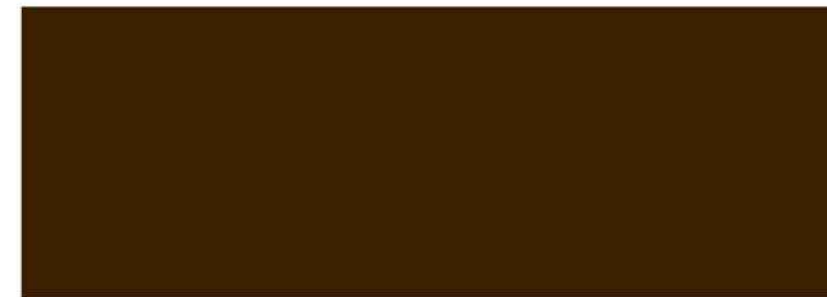
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas felis eros, commodo nec euismod id, tincidunt in felis. Aliquam ut vulputate dui, at facilisis metus.

COLOR PALETTE

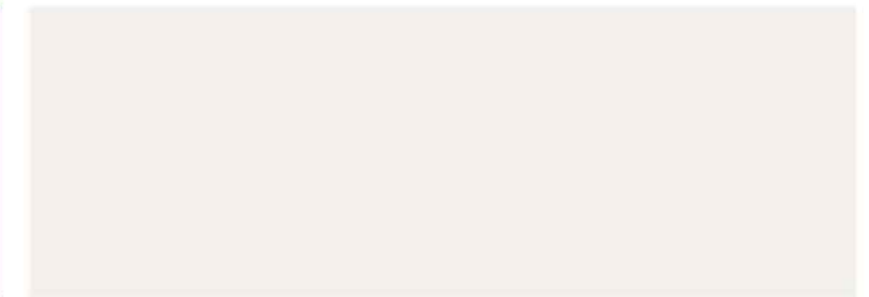
MAIN COLORS



HEX #AFC4C0
RGB 175, 196, 192
CMYK 32%, 14%, 23%, 0%



HEX #3C1F01
RGB 60, 30, 1
CMYK 52%, 71%, 84%, 71%



HEX #F3F0EC
RGB 243, 240, 236
CMYK 3%, 3%, 5%, 0%

SUPPORTING COLORS



HEX #AD700A
RGB 173, 112, 10
CMYK 27%, 56%, 100%, 11%



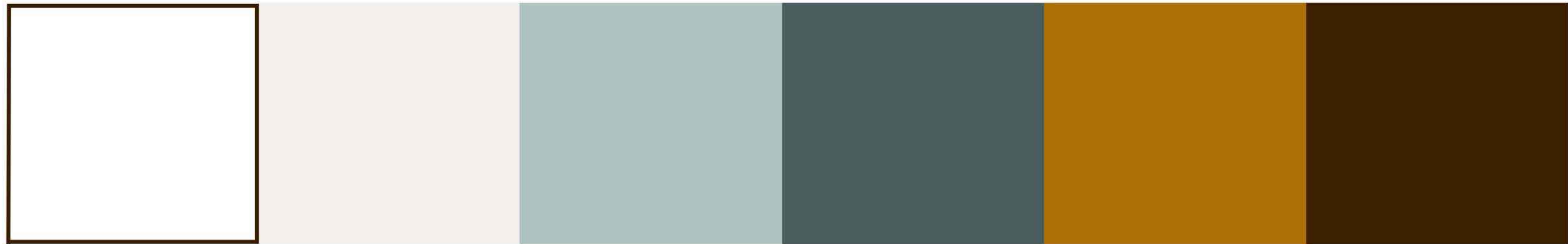
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%



HEX #4A5F5F
RGB 74, 95, 95
CMYK 71%, 50%, 54%, 25%

USING THE BRAND COLORS

CONSISTENCY IS KEY.



White

#FFFFFF

Isabelline

#F3F0EC

Opal

#AFC4C0

Feldgrau

#4A5F5F

Philippine Gold

#AD700A

American Bronze

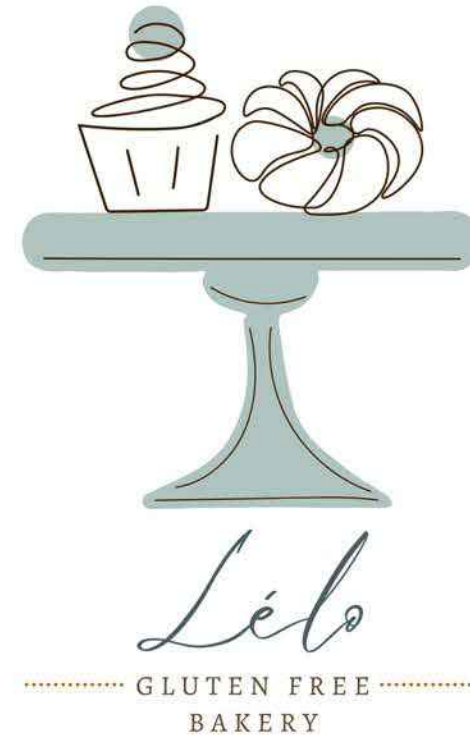
#3C1F01

OUR LOGO

The stacked logo is the flagship logo for the brand and should be used most often on marketing materials. It can adapt to different color backdrops as it comes in each of the brand colors.



LOGO VARIATIONS



PRIMARY LOGO

The stacked logo is the flagship logo for the brand and should be used most often on marketing materials. It can adapt to different color backdrops as it comes in each of the brand colors.



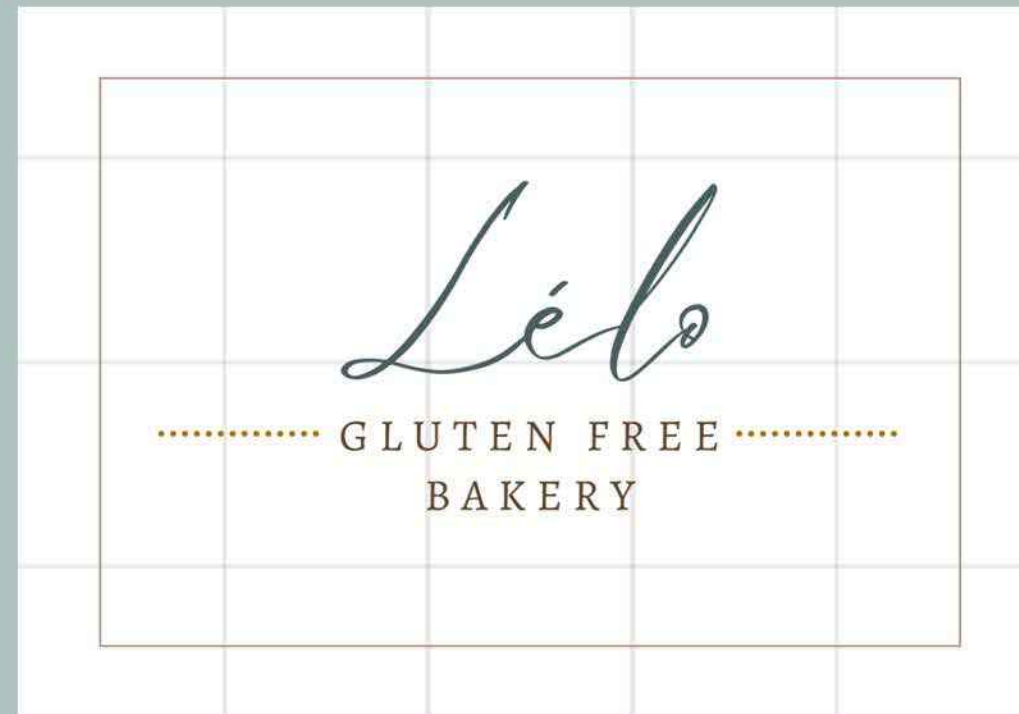
SECONDARY LOGO

The wordmark is a secondary orientation to the primary logo that can be used when a more horizontal orientation is preferred or for a smaller space.

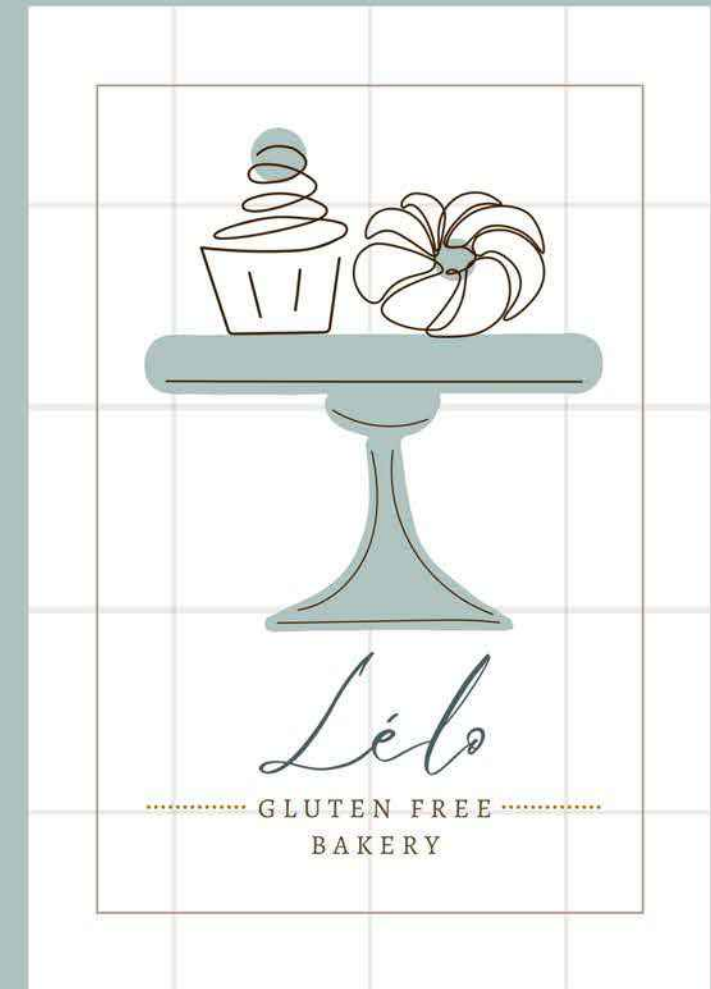
LOGO POSITIONING



Square



Landscape



Portrait