



# Brand Guidelines

**Plant\_Eats**

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# logo usage

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Primary



Wordmark



Simplified



Brandmark/Icon



# minimum size & clear space

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1" wide



1/2" wide

A strong characteristic of this logo is that it is able to scale well. However, for legibility and visual presence, the primary logo should not go below 1" wide. The simplified logo (without the subtext) can go as small as 1/2" wide.



In order to have maximum visibility, the logo should always appear with a minimum area of clear space around the logo. This area should be free of any type or graphic element. The letterforms represent the "x", the clear space is 1 x around the logo.

# logo alterations

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## UNACCEPTABLE LOGO USAGE



Do not skew or scale  
disproportionately



Do not recolor  
the logo



Do not apply any  
effects to the logo



Do not rotate  
the logo



Do not outline  
the logo

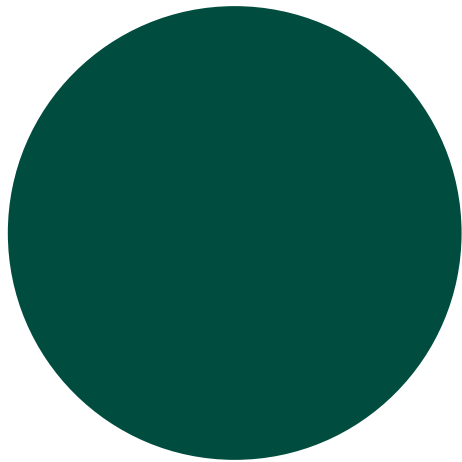


Do not house the  
logo in foreign  
shapes

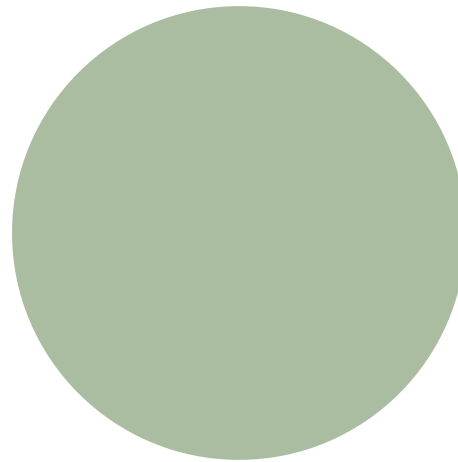


# color palette

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hex= #004D40  
cmyk= 90 45 72 43  
rgb = 0 77 64  
Pantone 3305 C



hex= #ABBDA1  
cmyk= 35 15 40 0  
rgb = 171 189 161  
Pantone 5793 C

# fonts

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Main Font - Good for Headline or Callout Copy (this is the logo font)

# Josefin Sans Bold

Complementary Font Pairings

**Museo Sans  
700**  
(Headline copy)

# Lorem Ipsum Dolor

Museo Sans  
300  
(Body copy)

Ut Enim Ad Minim Ve Niam, Quis Nos Tru.

# logo variation

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EAT BETTER. LIVE BETTER.



EAT BETTER. LIVE BETTER.

# logo mockup

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# file types

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## VARIATIONS

**Primary** - This is the main logo and will likely see the most usage. All other variations derive from this logo.

**Wordmark** - This is typically the least popular version you'll use, but for Toked, you may choose to use this version in scenarios you don't want the leaf included.

**Brandmark** - Brandmarks or icons without text are great for social media accounts, or when the main logo looks too small.

**Inverse** - This is the opposite color way of your logo, often used if you'd like a color background with your logo. You have the inverse of the primary, wordmark and brandmark in the logo folders.

## FILE FORMATS

**EPS** - An eps file is the gold standard for your logo files. It is a vector-based image, and is meant for print usage. An eps file can be sized up or down without deteriorating the image quality. These files have a transparent background and are easily scalable for print — they can be as large as a billboard and as small as a business card.

**SVG** - A svg file is a vector-based image meant for web usage. An svg can be used on a website and allows the image to be scaled and maintain quality. These files have transparent backgrounds and can be opened in a web browser. For logos and illustrations on the web, svgs provide an overall sharper crispness versus png or jpg.

**Print and Web JPG** - The jpg files are raster-based images meant for web or print use. These files are best used for photographs. Web labeled logos are saved at 72 dpi/RGB color and print jpgs are saved at 300 dpi/ CMYK color.

**PNG** - These are raster-based web images files with a transparent background.