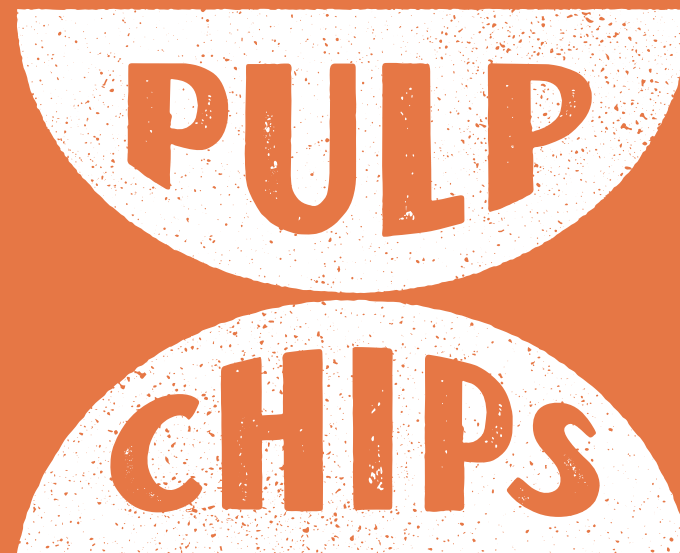




Pulp Chips
by Pulp Pantry
Brand Guide V1

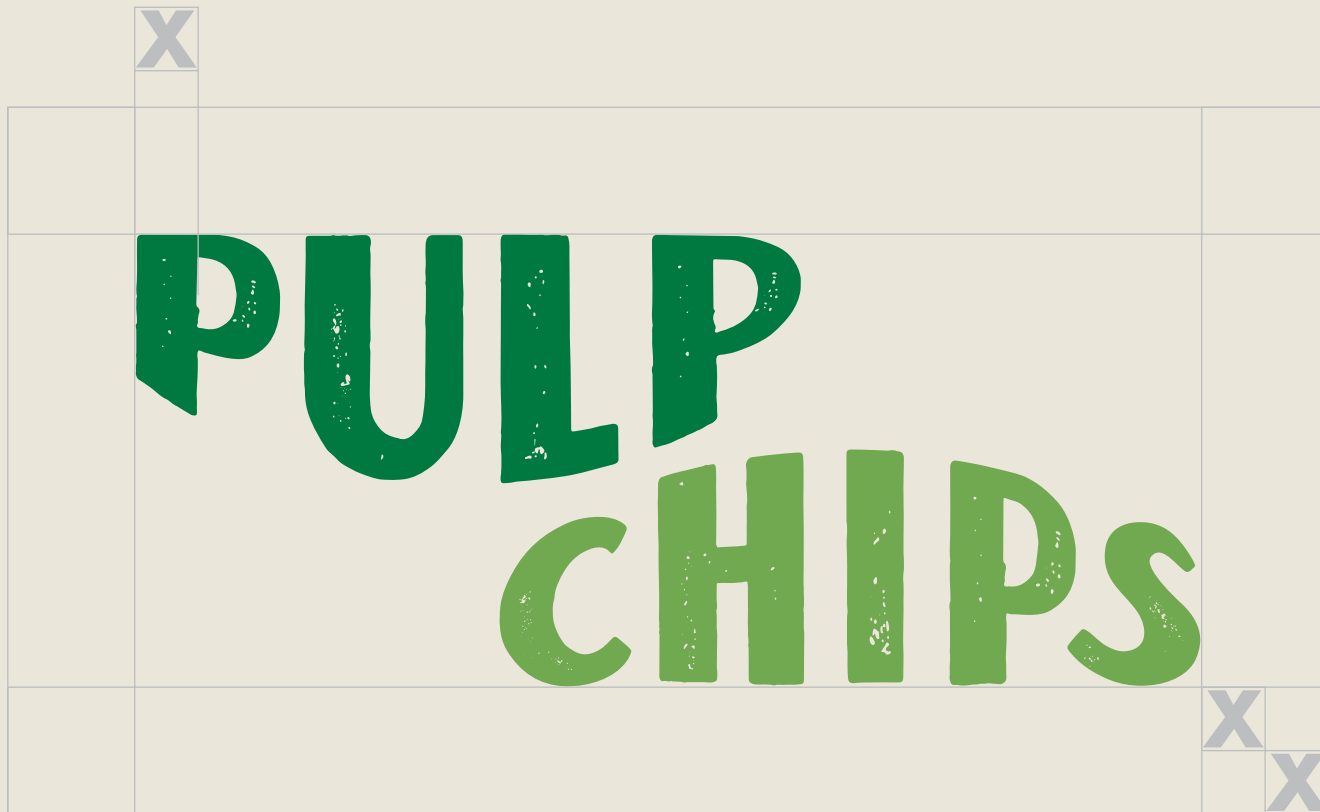
Brand Guidelines



The image shows a large, stylized logo for 'PULP CHIPS'. The word 'PULP' is in a dark green color and 'CHIPS' is in a lighter green color. Both words have a distressed, textured appearance with white speckles and a slightly irregular, hand-painted look. The letters are bold and blocky.

Pulp Chips Primary Mark

The Pulp Chips logo is crafted with a distinctive distress texture and is intended to be applied on all assets with the texture. The Pulp Chips logo is two-tone, which is dictated by the accompanying Flavor SKU. "PULP" is a darker color than "CHIPS." IF not SKU Specific, colors PMS 356 and PMS 7489 are used. IF only one color is available, use the darker tone.



Pulp Chips Primary Mark Clear Spacing

The Pulp Chips logo should have clear space on all the sides with 2X the width of the stem on the first "P".

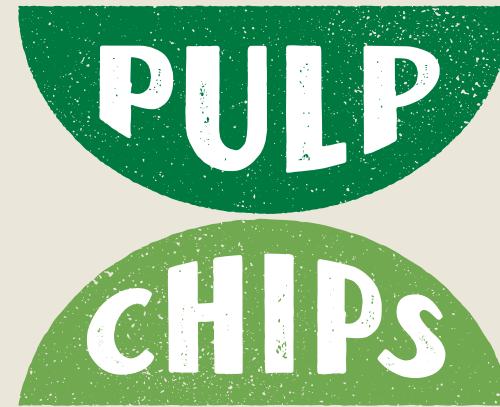
Pulp Chips Secondary Mark

The Pulp Chips secondary logos offer flexibility and opportunities when applying the identity to various media outlets.

When the logo is stacked in the half-circle shapes, "PULP CHIPS" must remain white.

The combination of the Pulp Chips logo with the Pulp Pantry secondary logo (in circle as demonstrated) is to be used when not on the primary display panel of the packaging.

Logo Stacked



with Parent Logo



Primary Typography

The Futura Font Family includes Futura Medium for body copy; Futura Bold; and Futura Bold Condensed.

Primary

Futura Family

abcdefghijklm

nopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

Accent Typography

Regina Black Solid is used with texture for the Flavor Descriptor on the front panel display of the Pulp Chips packaging. This font is also utilized as section headers on the back panel.

Acrom Bold is used sparingly for icon descriptors and emphasis/callout within the body copy.

Accent

REGINA BLACK SOLID

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

ACROM BOLD

abcdefghijklm
nopqrstuvwxyz

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Futura

Futura Bold
Condensed



Regina Black
Solid

Pulp Chips
Primary Mark

Futura

Acrom Bold



Regina Black
Solid

Acrom Bold

**Delicious, fiber rich
better-for-you superfood
snacks made from upcycled
fresh vegetables and
fruit juicing pulp.**

Jalapeño Lime

PMS 356 C

CMYK: 91, 4, 100, 25
RGB: 0, 122, 51
HEX: 007A33

PMS 7489 C

CMYK: 56, 2, 78, 5
RGB: 116, 170, 80
HEX: 74AA50

Barbecue

PMS 718 C

CMYK: 0, 74, 100, 8
RGB: 190, 77, 0
HEX: BE4D00

PMS 7413 C

CMYK: 1, 60, 98, 4
RGB: 220, 134, 51
HEX: DC8633

Salt 'N' Vinegar

PMS 7712 C

CMYK: 100, 0, 28, 20
RGB: 0, 133, 155
HEX: 00859B

PMS 2218 C

CMYK: 63, 9, 28, 2
RGB: 114, 176, 189
HEX: 72B0BD

Sea Salt

PMS 445 C

CMYK: 52, 23, 30, 74
RGB: 80, 87, 89
HEX: 505759

PMS 443 C

CMYK: 33, 12, 18, 30
RGB: 145, 157, 157
HEX: 919D9D

Colors

Pulp Chips is an eco-conscious, better-for-you product. The rich tones on the background PMS 9162 C convey its bold and unique story as well as evoke flavor appeal.

Background Tan

PMS 9162 C



Jalapeño Lime



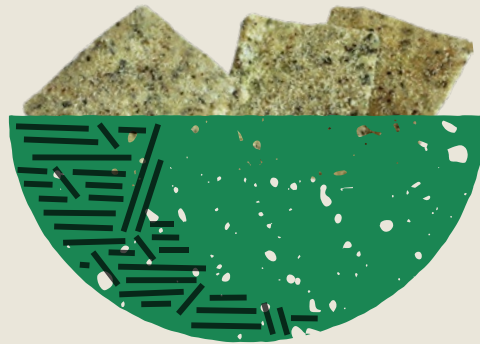
Salt 'N' Vinegar



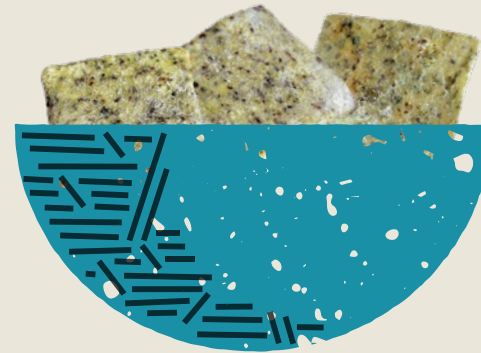
Barbecue



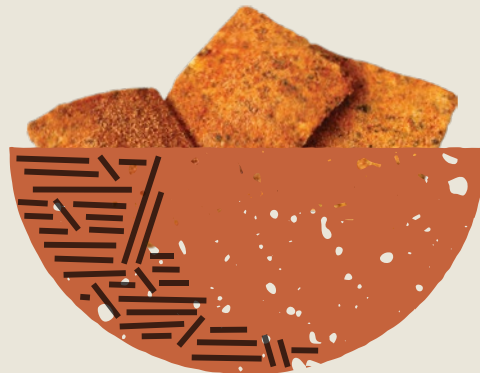
Sea Salt



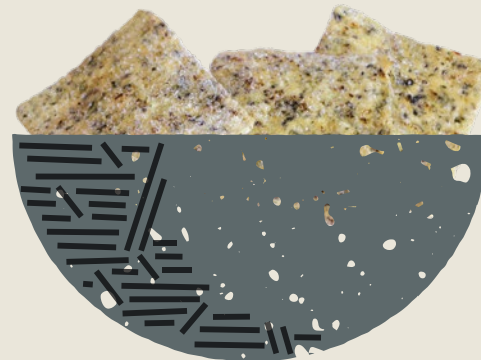
Jalapeño Lime



Salt 'N' Vinegar



Barbecue



Sea Salt



100% Vegan



Gluten Free



Grain Free



Paleo Friendly

Benefit Icons

The benefit icons are primarily used on the light tan background on the back of the packaging. The icons carry the distressed texture with the slightly off-registered colors. They also take on the color of the flavor SKU.

IT'S CRUNCH TIME

Every year, **40%** of the food we grow ends up in landfills.

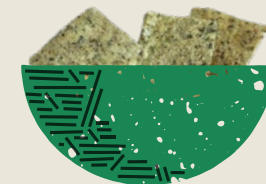
That amounts to **133 billion** pounds of annual food waste.

We're taking a stand to eliminate food waste with our favorite ingredient: **fresh vegetable juice pulp**.

For every pound of pulp we save, we also keep **38 gallons** of water from going to waste.

We hope our delicious snacks will help you find more **craveable moments** to eat your daily servings of vegetables and fiber.

IT'S CRUNCH TIME

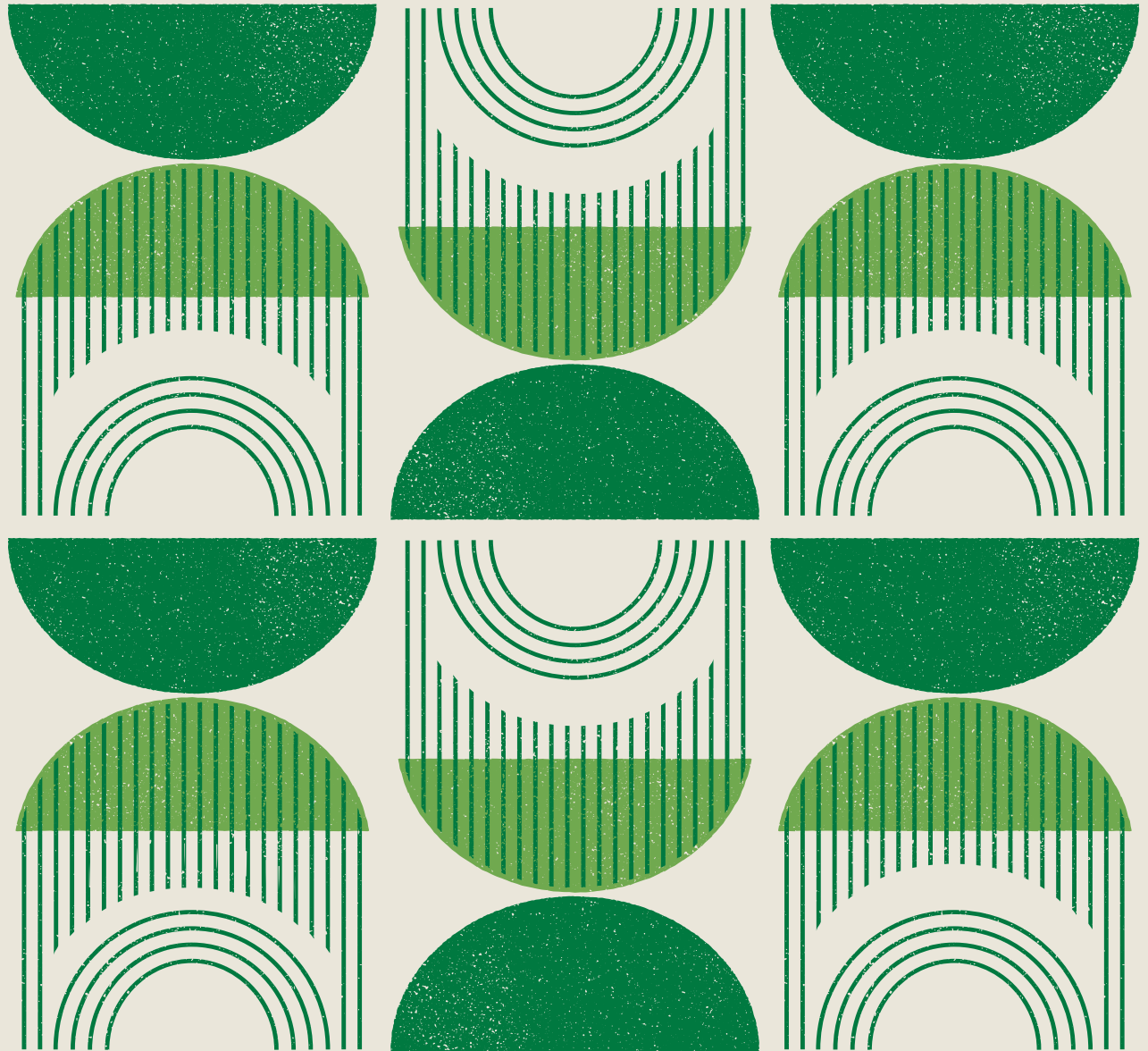


Illustrations

These communicate the upcycling process that differentiates Pulp Chips from its competitors. The illustrated process can be used in its entirety and can also be isolated for various media purposes.

Patterns

This suggested pattern is comprised of the conceptualized shapes on the front panel display.





Pulp Chips
by Pulp Pantry
Brand Guide V1

PULP PANTRY

Parent Company Primary Mark

Pulp Pantry is the parent company of Pulp Chips.
The Pulp Pantry logo is secondary in hierarchy if
used in conjunction with the Pulp Chips logo.



Parent Company Primary Mark Clear Spacing

The Pulp Pantry logo should have clear space on all the sides with the same height of the x-height.

Parent Company Secondary Mark

The Pulp Pantry secondary logos may be used in place of the primary logo due to size restrictions or other specific requirements. These logo variants offer flexibility when applying the identity to different communication points.

Logo Stacked



Social Icon

