

OMAHA BAGEL CO. BRAND GUIDELINES

1. BRAND OVERVIEW

Omaha Bagel Co. (OBC) is a sourdough bagel company founded on family values, craftsmanship, and community.

Our identity reflects the evolution from a home-based operation to a polished, brick-and-mortar brand while honoring our artisanal roots.

2. LOGO SYSTEM

Primary Logo:

- Circular badge with "SOURDOUGH" and "BAGELS" in warm golden brown, surrounding navy blue script "OBC" on cream background.
- Full version includes "OMAHA BAGEL CO." beneath in bold cream sans-serif lettering.

Secondary Logo:

- Badge only (no text below).
- Used where space is limited or brand familiarity is high (e.g., stickers, merch tags).

Legacy Mark (Founder's Sketch):

- Hand-drawn bagel illustration with curved Omaha Bagel Co. text.
- Used as a signature element: on packaging interiors, staff apparel, website footer, and storytelling assets.

Usage Rules:

- Do not stretch or skew logos.
- Maintain clear space equal to the height of the "O" in "OBC."
- Avoid placing logos on clashing backgrounds; use approved brand palette only.

3. COLOR PALETTE

Primary Colors:

- Navy Blue: #1B2E2B
- Golden Brown: #B36A32
- Cream: #F5F0E1

Secondary/Support Colors:

- Warm Gray: #525A54
- Off-White: #FAF9F6

Contrast Tip: Use cream background with navy or brown text for highest legibility.

4. TYPOGRAPHY

Primary Typefaces:

- Header: Montserrat ExtraBold (All caps for "OMAHA BAGEL CO.")
- Accent: Pacifico or similar for "OBC" script (logotype only)

Body Text:

- Open Sans or similar sans-serif for paragraphs and digital use.

Hierarchy Guidelines:

- Use bold headers for key sections.
- Limit to 2 fonts per composition to maintain brand clarity.

5. VISUAL STYLE

Tone:

- Friendly but confident
- Artisan meets modern

- Warm and nostalgic with sharp, clean lines

Photography Style:

- Natural lighting
- Close-up shots of product textures
- Community-oriented moments (farmers market, staff baking, customers enjoying bagels)

Illustration Use:

- Support the brands handmade origins with sketch-style illustrations in background or collateral

6. BRAND VOICE & COPY STYLE

Voice Attributes:

- Warm
- Approachable
- Thoughtfully clever
- Grounded in place and process

Do Say:

- "Baked fresh, naturally fermented, always Omaha."
- "Real sourdough. Real bagels. Real people."

Avoid:

- Corporate jargon
- Trendy slang (unless contextually appropriate)

7. APPLICATIONS & USE CASES

Storefront Signage:

- Use primary logo with full name and badge

Merchandise:

- Legacy mark on staff hats, vintage tees
- Badge logo on tote bags, mugs

Packaging:

- Badge on exterior
- Legacy mark inside lid or on bag tags

Social Media:

- Primary or secondary logo in profile photos
- Use legacy mark for throwback or founder-focused posts

Website:

- Homepage: Primary logo
- Footer: Legacy mark

8. TRANSITION STRATEGY (DUAL LOGO PHASE)

Phase 1: JulyAugust

- Use both logos on packaging, signage, and website
- Label example: New look. Same sourdough soul."

Phase 2: September (Launch Month)

- Lead with new logo
- Legacy mark used for narrative, founder story, and inside branding

Goal: Familiarity and continuity, not a sudden shift.

9. FINAL NOTES

These guidelines are meant to preserve the soul of Omaha Bagel Co. while giving the brand room to grow.

Every piece of design, messaging, and customer experience should reflect our core: authenticity, craft, and community.