VISUAL IDENTITY GUIDELINES

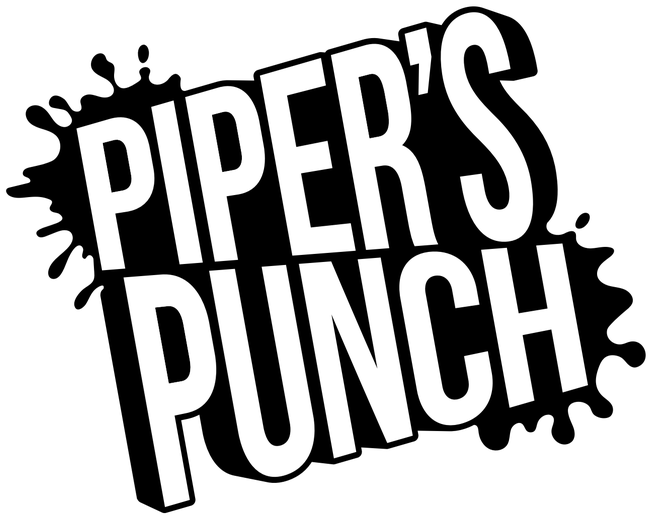
JUNE 2023

PIPER'S PUNCH

LOGO

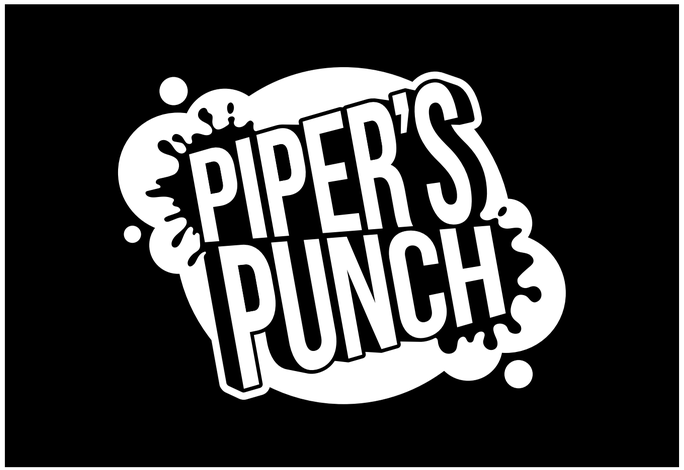
Your logo is the cornerstone of your branding. It's what sets you apart in the eyes of your target market, and acts as your signature on all you say and do.

- Logo
- Sizing
- Best Practices



LOGO

PACKAGING LOGO



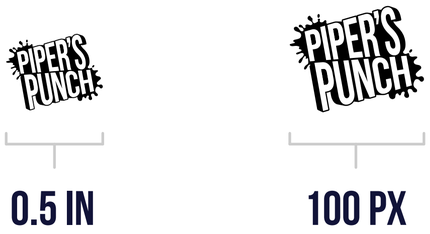
SINGLE COLOUR EXAMPLE

CLEAR-SPACE

Avoid placing text or any other graphic object near the logo. The recommended minimum amount of room to leave around the logo is indicated by the clear-zone. The clear-space is based on the width of the “E” in PIPER’S.

MINIMUM SIZE

The minimum print size for this logo is 0.5” wide, depending on which version you’re using. The minimum digital size for this logo on desktop or mobile screens is 100 pixels wide.



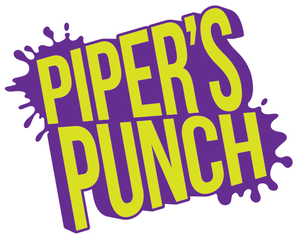
BEST PRACTICES

Changing any graphic element of the logo will weaken and confuse its impact and detract from the consistent image we seek to project for Piper's Punch. The examples to the right describe some, but not all, of the more common mis-understandings and inappro-priate uses of a logo.

Please use only approved art when reproducing the Piper's Punch Logo.

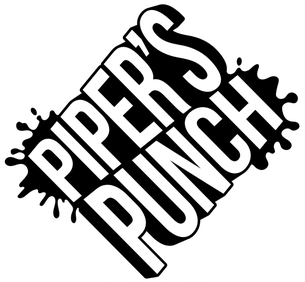
SCALE / SKEW

Do not play with the scale of the logo. The proportions of the logo should not be altered in any way.



COLOUR & FONTS

Do not change the colours in any part of the logo or the font's chosen for the logo.



ORIENTATION

Do not change the orientation of the logo by rotating it any way.

PROPORTIONS

Do not change proportions of the logo.

EFFECTS

Do not add any kind of effects like a drop shadow to the logo.

CONTRAST

The logos should always be placed in locations that are not too complex to allow them to be viewed clearly.

STROKE

Do not stroke the logo, outline or put any shapes or boxes near logo.

CROP

Do not crop the logo in any way.

TRANSPARENCY

Do not lay any kind of transparency over the logo.

TYPOGRAPHY

Type is a powerful tool. When used effectively, the right font commands attention, elicits emotions, and creates a voice.

The typefaces for Piper's Punch are Bebas Neue and Avenir.

Bebas Neue Bold should be used for headlines while Avenir in varying weights should be used for Sub-Headers and Body Copy.

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYX

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYX

abcdefghijklmnopqrstuvwxyz

0123456789

AN EXPLOSION OF GRAPE, BERRIES, AND CITRUS THAT REALLY SLAPS!

This pre-milled flower blend of mouthwatering goodness is as big on flavour as THC. Striking the perfect balance of sweet and sour, this pre-ground fruity medley is ready to be packed and shared at a moment's notice.

THC RANGE
20 - 26%

FLAVOUR NOTES
Fruity and Citrus

COLOUR

Your colour palette when used in conjunction with your logo and other graphic elements help create a consistent visual identity that will connect with viewers emotionally.

Piper's Punch has a 5 colour palette with Magenta as it's primary.

#E82F71
C: 03% M: 94% Y: 31% K: 00%

#6EBF5D
C: 60% M: 00% Y: 85% K: 00%

#9140A2
C: 51% M: 88% Y: 00% K: 00%

#01BAEF
C: 68% M: 05% Y: 00% K: 00%

#FF7B22
C: 00% M: 64% Y: 95% K: 00%

PANTONE
213C

PANTONE
360C

GRAPHIC ELEMENTS

In addition to your logo, colours and typefaces, your visual brand also features graphic elements that further help to reinforce your brand's distinct look and style.

SPLATTERS

FLAVOUR ILLUSTRATIONS

WAVES

HALFTONES

EXAMPLE MATERIALS

To the right you will see the type system and graphic elements working in conjunction to create the visual identity.

insight
STUDIO

710-119 Kent Street, BDC Place
Charlottetown, PEI, C1A 1N3 902.626.3835
www.insightstudiopei.com

It was a pleasure to work with you on this project! Thank you for choosing Insight for your brand & marketing needs.