

Graphic Standards

2019



The Puddin' Express

Mission

To bring to the masses, a cultural dessert with a creative spin, crafted with care and clean ingredients.

Core Values

Unexpected flavors, familiar comfort.
Sourcing with care and serving with purpose.
Fresh, rich, and worth every bite.

Tone

Friendly, casual, playful

Benefit

Joy, reimagined through flavor.

Logo Iterations

PRIMARY LOGO



Logo Iterations

LOGOTYPE

The PUDDIN' *Express*

The PUDDIN' *Express*

The PUDDIN' *Express*

The PUDDIN' *Express*

Logo Iterations

STACKED LOGOTYPE

The
PUDDIN'
Express



The
PUDDIN'
Express



Logo Iterations

LOGO ICONS



Logo Usage

x = Minimum Clearance

The minimum distance other logos and typography can be placed near The Puddin' Express logo is shown below. Each logo iteration has its own unit of measure as follows.



PRIMARY LOGO

Logo Usage

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The minimum distance other logos and typography can be placed near The Puddin' Express logo is shown below. Each logo iteration has its own unit of measure as follows.

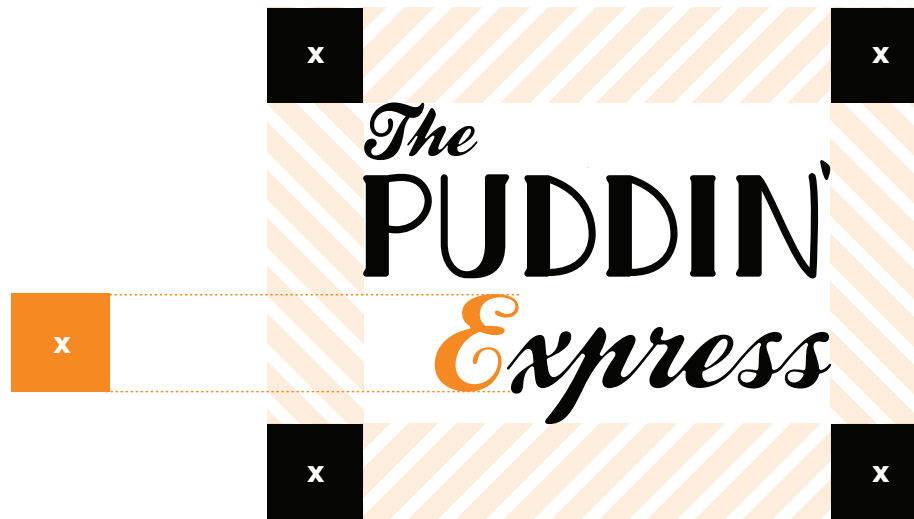


LOGOTYPE

Logo Usage

x = Minimum Clearance

The minimum distance other logos and typography can be placed near The Puddin' Express logo is shown below. Each logo iteration has its own unit of measure as follows.



STACKED LOGOTYPE

Improper Logo Usage

The following illustrates the improper usage of The Puddin' Express logo. These examples apply to all logo iterations presented in this guide.



Do not apply other colors within the brand palette to any form of the logo and accompanying icons.



Do not apply effects, such as dropshadows, blurs, distortions etc. to any form of the logo and accompanying icons.



Do not stretch or distort any form of the logo and accompanying icons.



Do not apply any color other than that provided in the logo palette.

Improper Logo Usage

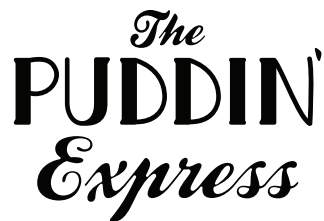
The following illustrates the improper usage of The Puddin' Express logo. These examples apply to all logo iterations presented in this guide.



Do not use the logo color "Boysenberry" on dark to black backgrounds.



Do not apply gradients to any aspect of the logo.



Do not change the placement of logo elements.



Do not alter or mix the appearance of the logomark pieces.



Logo Palette



4-Color
Process: C 0 M 65 Y 32 K 47
RGB: R 136 G 93 B 47



4-Color
Process: C 0 M 43 Y 93 K 4
RGB: R 245 G 17 B 139



4-Color
Process: C 0 M 11 Y 9 K 86
RGB: R 35 G 32 B 31

Brand Palette



“Boysenberry”

4-Color Process: RGB:
C 0 R 136
M 65 G 93
Y 32 B 47
K 47



“Dark Sienna”

4-Color Process: RGB:
C 0 R 61
M 72 G 44
Y 28 B 17
K 76



“Spartan Crimson”

4-Color Process: RGB:
C 0 R 160
M 92 G 24
Y 85 B 13
K 37



“Crimson”

4-Color Process: RGB:
C 0 R 221
M 86 G 59
Y 73 B 31
K 13



“Tangerine”

4-Color Process: RGB:
C 0 R 245
M 43 G 17
Y 93 B 139
K 4



“Raisin Black”

4-Color Process: RGB:
C 0 R 35
M 11 G 32
Y 9 B 31
K 86



“Viridian Green”

4-Color Process: RGB:
C 91 R 14
M 5 G 153
Y 0 B 145
K 40

Typography

Primary (Print Display):

Alegreya (Bold, Extra Bold, Black, Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary:

Lexend (ExtraLight, Light, Regular, Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tertiary:

Inter (ExtraLight, Light, Regular, Medium – Italics only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



