# Gloria's Soul Food and Catering

# Brand User Guide

All elements are available for download at
**assetbrand.com/glorias**

# Brand User Guide

There is nothing as important to a brand's design as **consistency**. The Gloria's Soul Foods and Catering logos and icons have been designed with great care for various kinds of usage.

For the sake of consistency **please be sure to read this guide very carefully before using any of the logos or icons in any design elements**, and follow it as closely as possible.

Please do not attempt to redraw or re-set the logo elements or icons. Instead please download all elements from **assetbrand.com/glorias** and be sure to keep all elements in their proper proportions. All elements are available for download in either pixel (PNG) or vector (SVG) formats.

If you have any questions please contact Alan Jones at: alan@grouplands.com | 253 590 8163

**Logo Variations** - Gloria's Soul Food and Catering has 6 main color iterations, that may be used with or with out the other brand elements.
Choosing a logo variation depends on the context and desired outcome.

**Logo Variations** - Gloria's Soul Food and Catering has 6 main black and gray iterations, that may be used with or with out the other brand elements.
Choosing a logo variation depends on the context and desired outcome.

**Logo Font** - The logo font has been specifically kerned and typeset on a curve for this logo. ***Do not use other font's for the Gloria's logo type!***
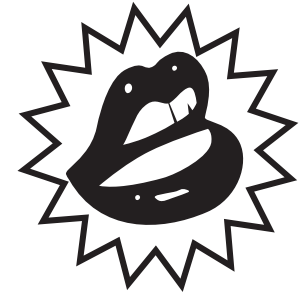Always use the artwork available at **assetbrand.com/glorias**

✔ correct

✘ incorrect

**Other Brand Elements** - The Lips icon, the "G" icon with or without the star in full color, single color, or black and white may be used in various ways on any branded item. The lips icon has been designed into the the logo in some of the various formats.

**Proportions** - Keep the logo and icons in the correct proportions,
be sure not to stretch the logo either vertically or horizontally.

✔ correct

✘ incorrect

**Logo Isolation** - Keep a clear space around the logo in each of it's variations.

The clear space around the logo ought not to be **less than half the width of the "G" in Gloria's**.

**Note**: this rule does not apply to the other brand elements, like the various icons.

**Minimum Logo Size** - Do not use The Gloria's logo smaller than indicated.
The "G" in Gloria's should be no smaller than 10mm (0.394in) high.

✔ correct

✘ incorrect
(too small)

10mm | 0.394in

10mm | 0.394in

10mm | 0.394in

**Colors** - Gloria's Soul Food and Catering logo and brand elements can be used in full color , red, or gray and black. Some of the brand elements may be used with other colors.

- Only use colors from the colors palate below.

- Always use the artwork at **assetbrand.com/glorias**

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### Gloria's Soul Food Corporate Color Pallet:

100M 90Y 23K | #BE1223 | 35R 31G 32B | Pantone 187 C

66M 95Y | #F47729 | 244R 119G 41B | Pantone Orange 021 C

41C 16K | #78BAD7 | 120R 186G 215B | Pantone Blue 0821 C

72C 68M 67Y 88K | #000000 | 0R 0G 0B | Pantone Black 6 C

### Gloria's Soul Food Grey Pallet:

60K | #808285

90K | #414142

40K | #A6A8AB

100k | #231F20

### Gloria's Soul Food Secondary Color Pallet:

55M 100Y | #81C341

20M 95Y | #FFCB22

**Colors and Shading** - Avoid low contrast image backgrounds and clashing color backgrounds. Great care should be taken when selecting both color and images for the logo background.

✔ correct
with adequate
clear space around
the logo.

✘ incorrect

**Logo Backgrounds** - Gloria's Soul Foods logos must be used on flat backgrounds, images, or gradients that do not clash with or drown the logo.

✔ correct

✘ incorrect

**Logo with Icon** - Gloria's Soul Food icons may be used with or without the logo, and the logo may be used with or without the icon. Please use the lips icon with the logo as designed and available at **assetbrand.com/glorias.**

✔ correct

✗ incorrect

**Icon** - Gloria's Soul Food icons may be used with or without the logo, and the logo may be used with or without the icon. The icon elements may be rotated and/or cut as background elements, and the lips icon may be reversed.

**Icon usage** - The lips icon may be used cropped, tinted, or reversed in designs separate from the logo as a style element. Below are the stationery items as examples.
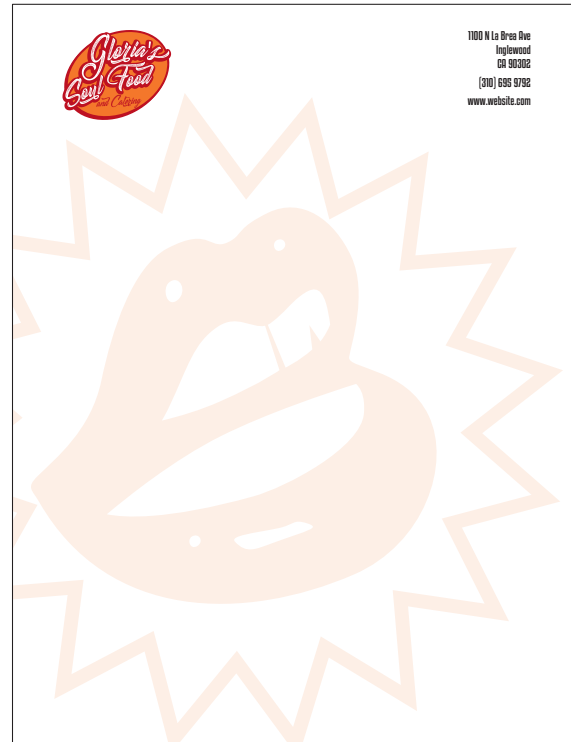
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**Business Cards**

**Letterhead**

front

back



Gloria Garcia Alvarado
Founder

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1100 N La Brea Ave
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www.website.com

front

back

**Fonts** - Gloria's Soul Food heading font is **Kenyan Coffee**.
Gloria's Soul Food logos should never been re-set in a typeface. For the sake of brand consistency only use the artwork supplied at **assetbrand.com/glorias** for logo and icons.

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## Kenyan Coffee Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 &!?

## Kenyan Coffee Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 &!?

Cater to the Soul of the Event

Fuel for your Soul!

Cater to the Soul of the Event

Fuel for your Soul!

**Gloria's Soul Food and Catering**
Always use the artwork at **assetbrand.com/glorias**

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**AlanJonesDesign.com**