



Brand Guidelines

Keys to understanding proper usage and appropriate style

3 Logo

8 Type

11 Colors

15 Graphics

18 Photography

20 Examples





Logo



The White Salmon Baking Co. logo is a custom drawn mark that is the hero of the brand. It should never be altered outside of the designated set of designed logos.

For flexibility across materials and differentiation there are multiple versions of the wordmark and icon, paired together and used separately.



Primary Logos

Icon and Wordmark - Horizontal



Wordmark - Horizontal



Icon and Wordmark - Stacked

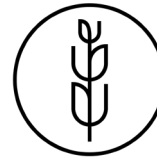


Wordmark - Stacked

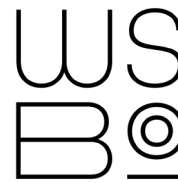


Secondary Marks

Icon



Monogram



Badge



Sizing

Always make sure the logo is legible and defined. It should never be smaller than 1 inch (stacked) or 2 inches (horizontal).



Clear Space

The optimal amount of clear space around the logo can be found by using the "CO" graphic to form a bounding box around the logo.



Logo Misuse



Don't reproduce the logo in another typeface.

WHITE SALMON BAKING CO.



Don't distort the logo.



Don't break the logo apart.



Don't use multiple logos together.



Don't reproduce the logo in non-brand colors.



Don't flip the logo.





Typography



The White Salmon Baking Co.
primary typeface for headlines is
Canela Deck Bold.

The White Salmon Baking Co.
secondary typeface for body copy is
Acumin Pro Light.

Acumin Pro Bold can also be used for
emphasis and to differentiate ideas or
phrases.

Canela Deck Bold

Bread and butter is our bread and butter.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Acumin Pro Light

Be grateful for gluten.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Acumin Pro Bold

That's a good breakfast sandwich.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()**

Hierarchy

To maintain consistency, always consider typographic hierarchy when creating compositions with the brand.

The logo should have a prominent position that is unobstructed. For text layouts like this, the stacked logo should be about the size of 2 lines of headline text.

The text should always be left-justified, with a Canela Deck Headline leading to Acumin Pro Light copy. Acumin body copy should generally be about 50% of the size of a Canela Deck headline.



Our bread is made fresh every single day.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

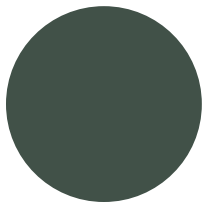
Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



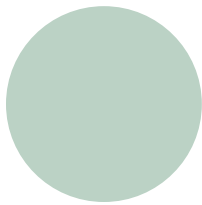
Colors



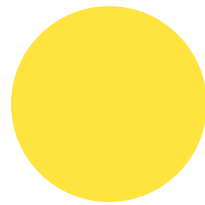
The brand colors make it stand out and are an important part of the identity.



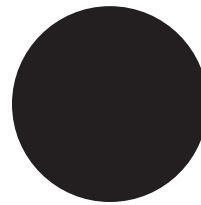
MOSS
PANTONE P 177-14 U
C70 M52 Y69 K44
#3D4A3E



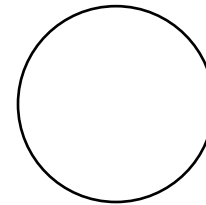
SAGE
PANTONE P 141-10 U
C18 M0 Y17 K11
#BBD3C5



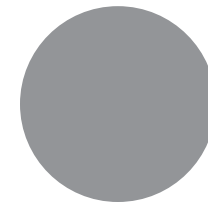
MUSTARD
PANTONE P 4-7 U
C100 M20 Y30 K0
#FFE443



POPPYSEED
C0 M0 Y0 K100
#000000



FLOUR
C0 M0 Y0 K0
#FFFFFF



POPPYSEED (50%)*
C0 M0 Y0 K50
#808080
*Used primarily for body copy

Color Logo Usage

The official logo system is designed as artwork in each of the three primary brand colors and can be used in combination in compositions.

Use Moss, Sage and Mustard logos paired in various combinations, where colors interact, and reserve Poppyseed or Flour for instances where optimal contrast is needed, as in overlaying an image.



Color and Typography

For typography compositions, always make sure the color combinations are legible and not overwhelming. Moss, Sage and Flour should be the dominant colors while Mustard should be reserved as an accent, either for the logo, a graphic element or something of importance. Avoid using Mustard as a background color for large chunks of copy or on top of Sage in multiple competing instances.


Poppyseed (50%) should always be used for body copy in color compositions to contrast from Moss headlines. On color floods of Moss, reversed body copy is optimal. For Sage color floods, use reversed or Moss copy depending on size and readability.

 **WHITE SALMON BAKING®**

Our bread is made fresh every single day.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

 **WHITE SALMON BAKING®**

Our bread is made fresh every single day.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

 **WHITE SALMON BAKING®**

Our bread is made fresh every single day.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.


 **WHITE SALMON BAKING®**

Our bread is made fresh every single day.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.




 **WHITE SALMON BAKING®**

Our bread is made fresh every single day.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



 **WHITE SALMON BAKING®**

Our bread is made fresh every single day.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Graphics

WSBCo. Graphic Elements

Aside from the logo system, color palette and type, graphic elements* are also interspersed throughout collateral to create dynamic and interesting compositions with personality.

The main set of recurring graphics in the WSBCo. identity are:

Hand Illustrations

These illustrations connect people and process, and give a tactile element to the otherwise clean and geometric brand.

Curved Frames

A smooth corner in compositions echoes the logo and conjures images of fluid dough shaping. Only curve one corner of a frame, usually the bottom right for typographic compositions.

Wheat Petals

These petals take their shape from the logo icon and are used for added interest or emphasis on a headline.

Sunburst

Used sparingly, this burst design connects to the hand illustrations and can be used as an extra piece throughout layouts.

*Aside from the curved frames, these elements are artwork like the logo and should not be altered in any way.

Hand Illustrations



Curved Frames



Wheat Petals



Sunburst






We love croissants.

Eat more sweets.




Monday night is for pizza.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.



Graphic Examples

Here are some examples of these elements in use. Remember, they are intended for added interest or emphasis. The brand is still the logo, colors and type predominantly. But, used intentionally and consistently, these graphics allow for flexibility and character to come through in different types of collateral.



Photography

Considerations

Our brand is supportive of our product, and therefore it needs to look good in photography! Photography is on brand if it is rich, desaturated, natural and textural. A human element, whether literal or not, should be felt in any image. Emphasize grays, tans, blues, browns and skin tones to create a homogenous color palette which in turn complements the brand colors for a cohesive system.





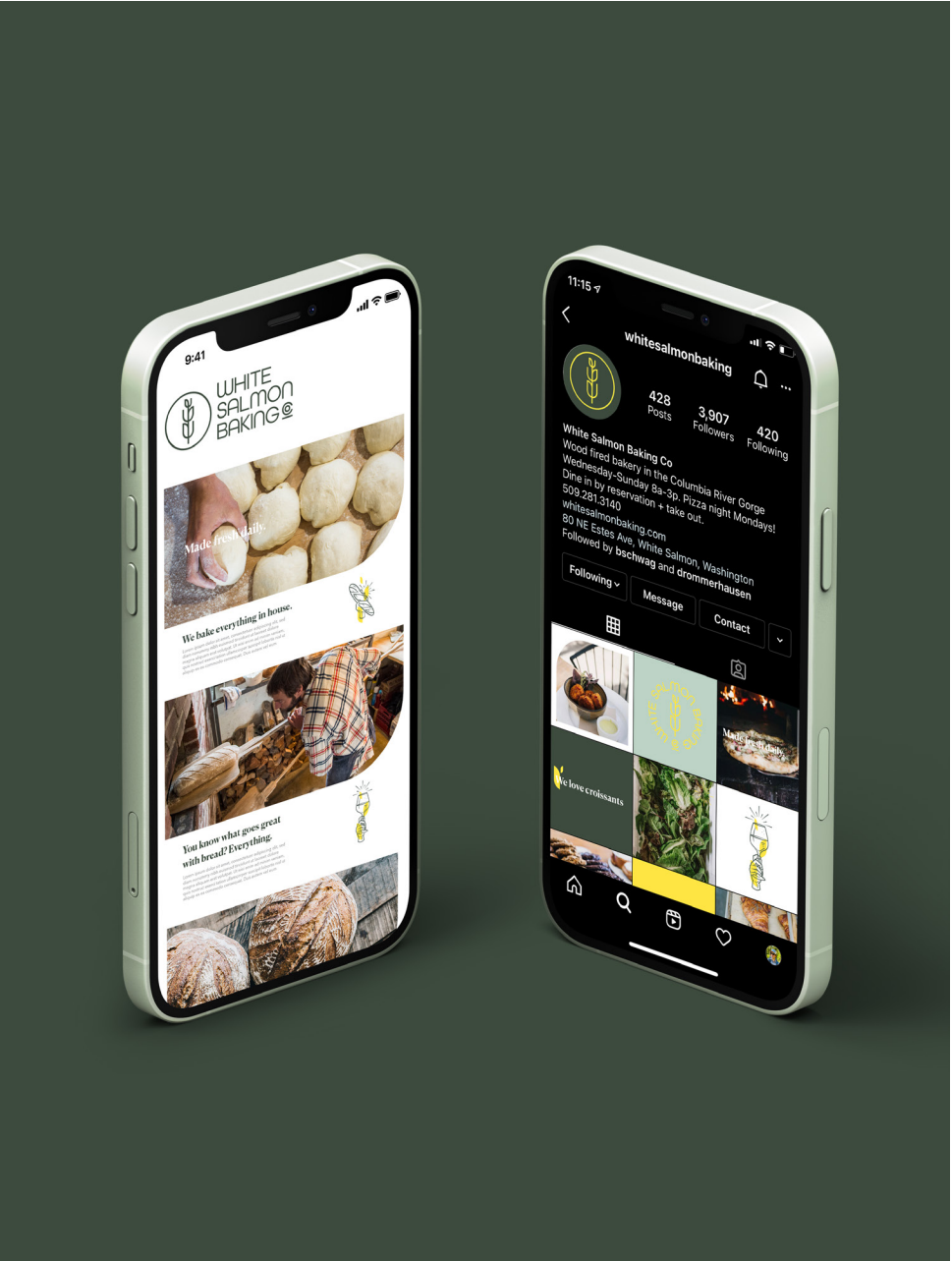
Examples

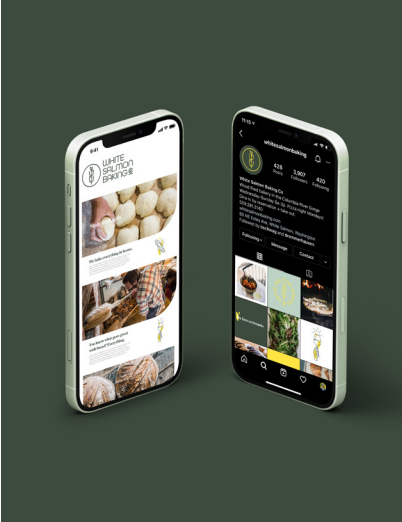












WHITE SPICE
© 2013
ON BAKING