



BRAND MANUAL

TABLE OF CONTENTS

1.0 LOGO	01	5.0 COLORS	08
— The Importance		— Color Story	
— Minimum Clear Space & Size		— Color Wheel	
		— Color Formulas	
2.0 PLEASE DON'T	02		
3.0 FILE TYPES	03	6.0 GRAPHICS	14
		— Iconography	
4.0 TYPOGRAPHY	05	7.0 PLACEMENT	16

This style guide is designed as a reference tool to assist you in implementing the identity system clearly and with a consistent look and feel. Consistent use of identity assets will help build and maintain the company's reputation, strengthen the way audiences see Cascade Foods and connect all parts of the company to unify our message. This guide will show you how to apply identity components in a way that articulates the Cascade Foods identity and encourages audiences to engage with our mission.

Questions?

taylor@deuxnorthstudios.com

THE IMPORTANCE

The Cascade Foods logo are the most immediate representations of the Cascade Foods identity and are use most often across all media.

NOTE: No additional graphic elements may be used in combination with the lock-ups without prior consent of the Cascade Foods principal team. These specification apply to all Cascade Foods identity elements.

MINIMUM CLEAR SPACE

The minimum clear space around the logo is equal to the height of the signature., or about 3/4 the height of the logo. To create the greatest impact, allow even more space around the specified minimum space. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.

MINIMUM SIZE

The minimum logo size should be used only when layout space is extremely limited. Use the logo at a larger size whenever possible.

SPACING
REQUIREMENTS



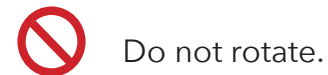
BASIC SIZING



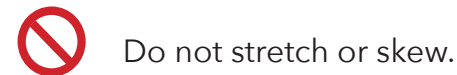
Do not alter the identity elements in any way. Do not recolor, rotate, skew, or apply effects to the logo. Do not separate the elements. Never attempt to create the identity elements yourself, change the font, or alter the size proportions. Do not attempt to stage the identity elements yourself on a tag or alter the space between the mark and signature.

Don't combine the identity elements with any other elements — such as other logos, words, graphics, photos, slogans or symbols -- that might seem to create a hybrid logo.

Don't display the identity elements in a way that suggests that a third party's product is a Cascade Foods product, or that the Cascade Foods name is part of a third party's product name. Please note: Use of the Cascade Foods identity elements by a third party requires a license agreement



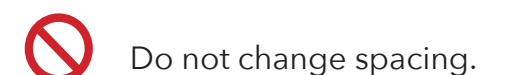
Do not rotate.



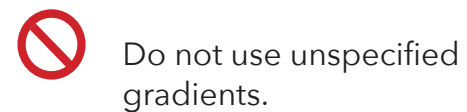
Do not stretch or skew.



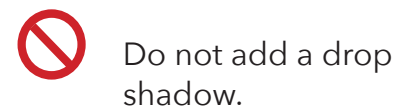
Do not change the color.



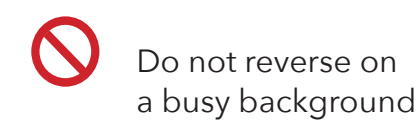
Do not change spacing.



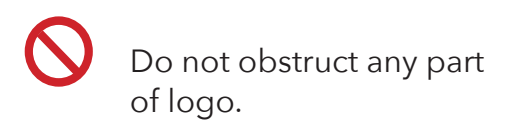
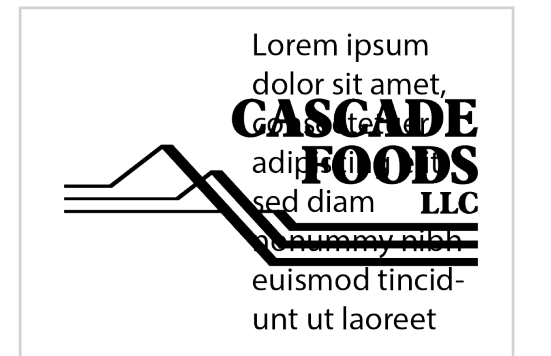
Do not use unspecified gradients.



Do not add a drop shadow.



Do not reverse on a busy background



Do not obstruct any part of logo.

RASTER IMAGES

Raster images, also called bitmap images, are constructed by a series of pixels, or individual blocks, to form an image. Pixels have a defined proportion based on their resolution (high or low), and when the pixels are stretched to fill space they were not originally intended to fit, they become distorted and blurry.

Raster images can be used on websites and in digital publications, but these same images are generally not suitable for print as they are usually saved at a lower resolution. Raster images save at a high resolution are ideal for print projects – books, magazines, stationary, etc.

- JPG (JOINT PHOTOGRAPHIC EXPERTS GROUP)

A lossy compression algorithm that discards some of the image information in order to reduce the size of the file. Suitable for photo storage.

- GIF (GRAPICS INTERCHANGE FORMAT)

A lossless compression file format that supports 8-bit color, A good choice for storing line drawings, text, and small iconic graphics.

- PNG (PORTABLE NETWORK GRAPHICS)

A lossless compression file format that supports 24-bit color, which makes it a common choice for use on the Web.

VECTOR IMAGES

Vector images are made of thin lines and curves known as paths. Vector graphics must be created in computer software that is designed to create this intricate wireframe-type image and each line includes defined node positions, node locations, line lengths and curves. Any of the lines and curves in the image can be assigned a color value. Because of this defined, formulaic approach to drawing, each image can be sized and scaled repeatedly and limitlessly without losing resolution or beginning to look cloudy or pixelated.

Vector images are the number one choice when creating logos and digital illustrations due to the flexibility of the file type.

- SVG (SCALABLE VECTOR GRAPHIC)

An XML-based vector image format for two-dimensional graphics with support for interactivity and animations. Best suited for web and most animations.

- EPS (ENCAPSULATED POSTSCRIPT)

An open format file (meaning it can be used by multiple programs). Helpful when a file needs to be converted. Note: does not support transparency.

- AI (ADOBE ILLUSTRATOR DOCUMENT)

Illustrator's proprietary file format. Can only be opened within the program, but contains native elements and layer structure.



TYPOGRAPHY

TYPEFACES

The Cascade Foods fonts are valuable assets that must be used consistently in the proper, approved variations.

USES

Medium – Headers / Titles
All Media – Print & Digital

ALEGREYA

Alegreya was chosen as one of 53 “Fonts of the Decade” at the ATypI Letter2 competition in September 2011, and one of the top 14 text type systems.

Alegreya is a typeface originally intended for literature. Among its crowning characteristics, it conveys a dynamic and varied rhythm which facilitates the reading of long texts. Also, it provides freshness to the page while referring to the calligraphic letter, not as a literal interpretation, but rather in a contemporary typographic language.

-- Google

ALEGREYA, REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 @ \$ % & () ?

ALEGREYA, BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 @ \$ % & () ?

ALEGREYA, MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 @ \$ % & () ?

ALEGREYA, EXTRA-BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 @ \$ % & () ?

USES

Bold – Tagline
Regular – Body copy
All media – Print & Digital

PROXIMA NOVA

Proxima Nova (2005) bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance. I originally released it in 1994 as Proxima Sans (now discontinued). I expanded the original six fonts (three weights with italics) into a full-featured and versatile family of 48 fonts (eight weights in three widths with italics). In the last few years, Proxima Nova has become one of the most popular web fonts, in use on thousands of websites around the world.

-- Mark Simonson, Type Designer

PROXIMA NOVA, REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@ \$ % & () ?

PROXIMA NOVA, MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@ \$ % & () ?

PROXIMA NOVA, BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@ \$ % & () ?

PROXIMA NOVA, BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789@ \$ % & () ?



COLOR PALETTES

COLOR STORY

The Cascade Foods color system reflects a trustworthy, upscale, professional brand. Within an application, colors may be used to divide sections or topics of communication. There should always be a clear and simple logic for the specific use of each color within any given application.

USE OF TINTS

As a general rule, tints of the colors are to be avoided within the main identity elements, but may be used for graphs, patterns, textures, and charts where approved by the Cascade Foods principle team or where colors are limited (eg. single-color printing).

Warning! Depending on how this document is printed, the colors on these pages may not be an accurate representation. Please use Pantone® swatches for color matching.

COLOR MATCHING

Pantone® swatches should be used to match for correct reproduction of all colors by a professional printer. These standards are included in the current edition of the ‘Pantone® Color Formula Guide 1000’. Coated color swatches should be the master color reference for all color matching.

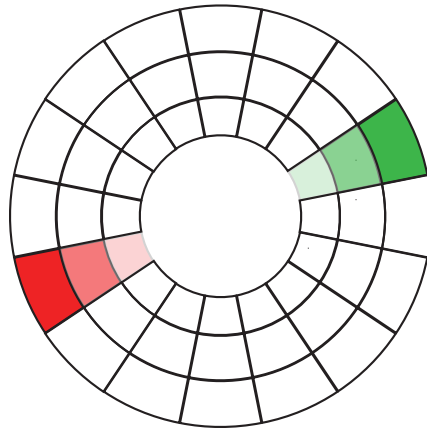
PROCESS (CMYK) COLOR PRINTING

Custom CMYK color breakdowns have been selected to provide the best possible starting point for process color reproduction. Where possible, these values should be adjusted for the closest match to their respective Pantone® color swatches.

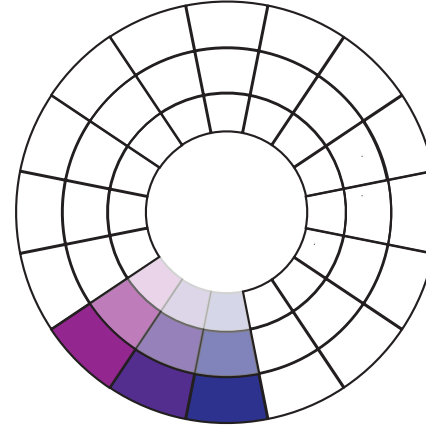
ON-SCREEN COLOR

RGB and hexadecimal color breakdowns have been selected for on-screen applications.

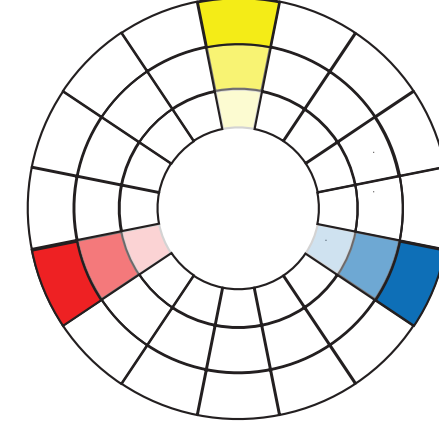
COMPLEMENTARY



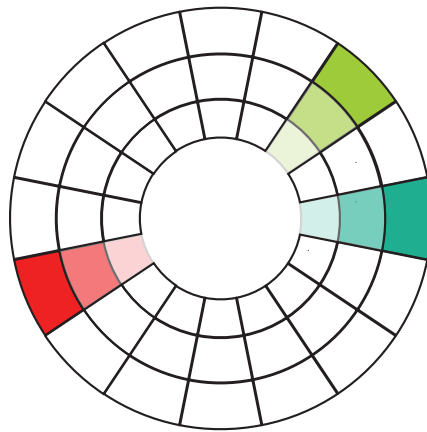
ANALOGOUS



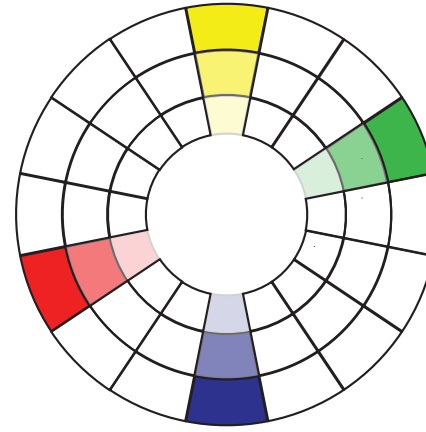
TRIADIC



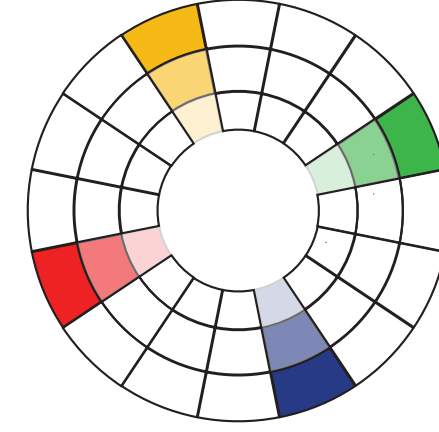
SPLIT-COMPLEMENTARY



TETRIADIC



SQUARE

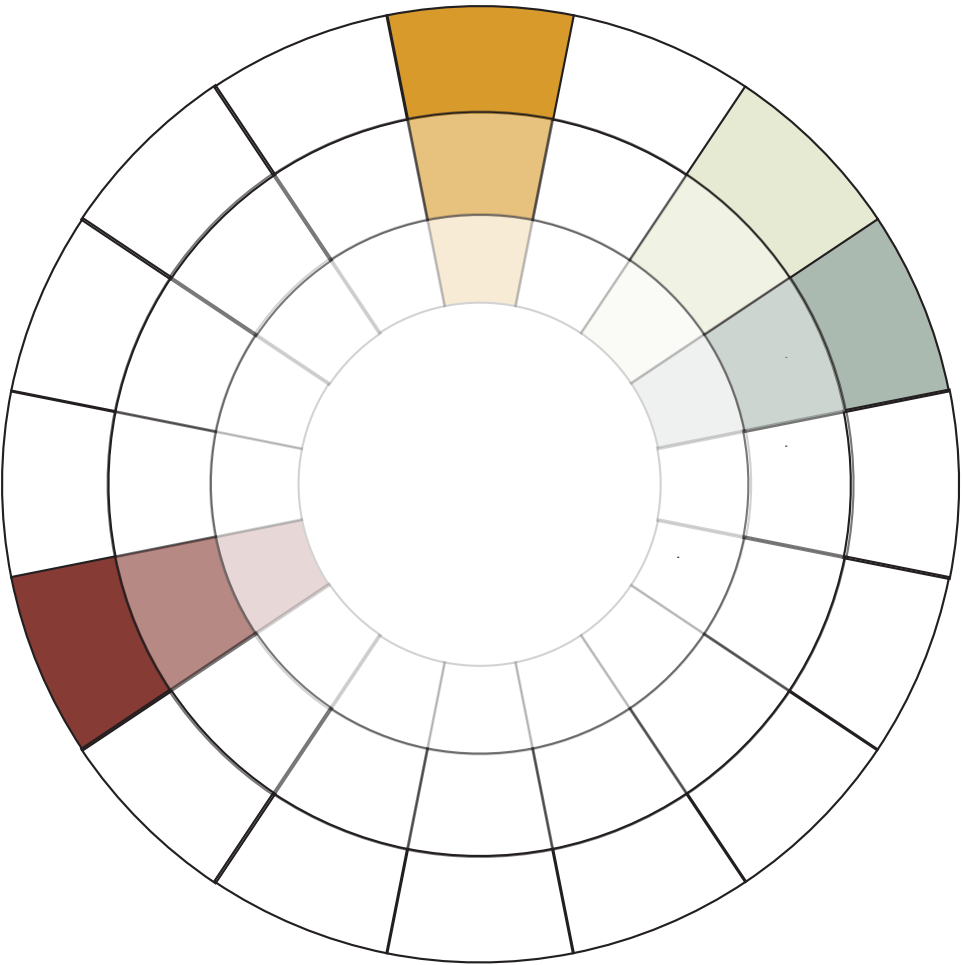


THE SYSTEM

The Cascade Foods color scheme is a near triadic scheme. The palette feels mature, trustworthy, and confident. The legacy colors, crimson and pitch, are supported by pastel greens and a vibrant saffron. These secondary colors add energy and depth to an otherwise minimal palette.

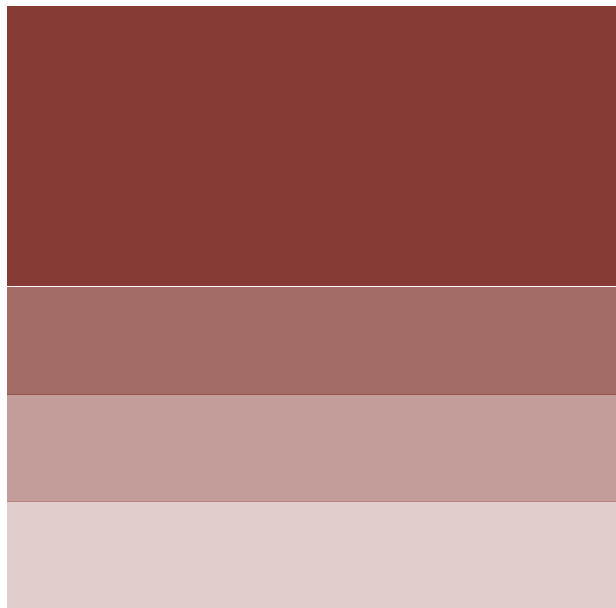
Warning! Depending on how this document is printed, the colors on these pages may not be an accurate representation. Please use Pantone® swatches for color matching.

SEMI-ANALOGOUS
COLOR SCHEME





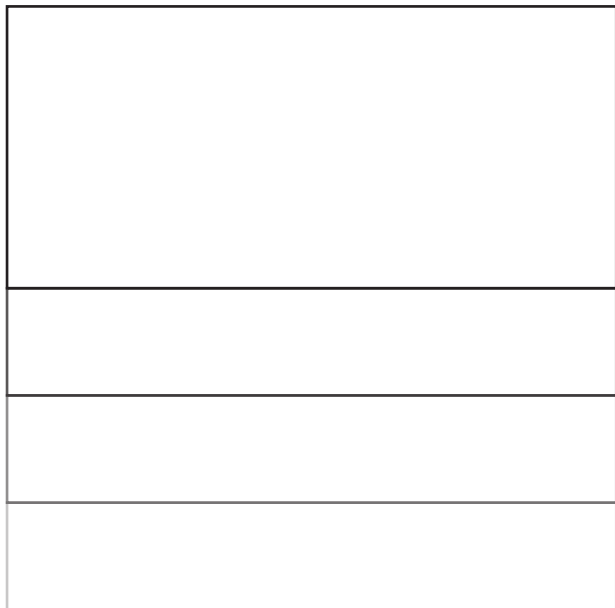
PANTONE 426 C	CMYK C75 M68 Y67 K90
HEX #25282A	RGB R0 G0 B0



PANTONE 7609 C	CMYK C31 M82 Y76 K31
HEX #282B69	RGB R134 G58 B52



PANTONE 7563 C	CMYK C15 M41 Y98 K1
HEX #004B98	RGB R216 G155 B44

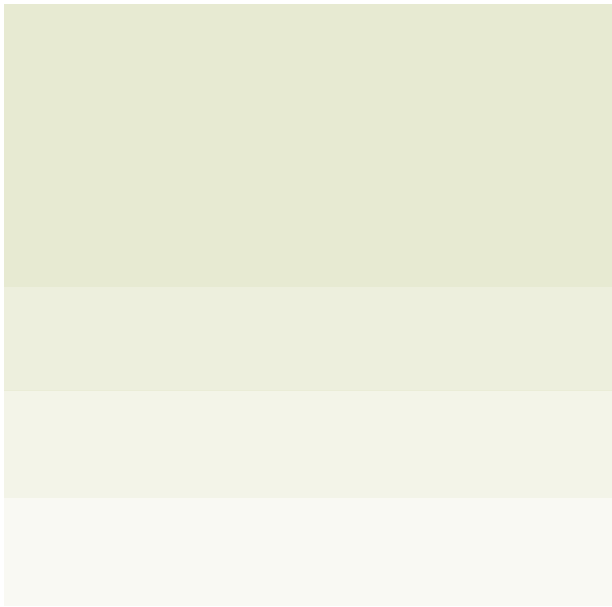


PANTONE WHITE	CMYK C0 M0 Y0 K0
HEX #FFFFFF	RGB R255 G255 B2455

PRIMARY COLORS

Color is an important element of brand identity. Like the iconic red of Coca-Cola® and the unmistakable brown of UPS®, color helps an audience identify a brand at a glance. A primary palette should include up to, but generally no more than, three colors.

Adding a neutral color serves to compliment the palette and give it more dimension. Correct usage of the palette is vital to upholding the visual identity of the Cascade Foods brand.



PANTONE ----	CMYK C9 M4 Y19 K0
HEX #E7E8D1	RGB R231 G232 B209



PANTONE 5585 C	CMYK C34 M18 Y29 K0
HEX #9FDOCB	RGB R172 G187 B178

SECONDARY COLORS

The secondary colors broaden the palette of approved primaries. These colors may be used to provide variety and visual interest without leaving the recognized palette. Secondary colors should be used in less than 50 percent of the whole palette for one piece. When the use of a primary color does not create the desired impact, use of a secondary color is permitted with approval from the Cascade Foods team.



GRAPHICS

CORNERS

Radius: 55%

STROKE

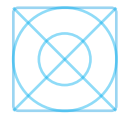
Weight: 2.5pt

Cap: Rounded

Joint: Rounded

Align Stroke: Center

SNAP TO GRID



Grid based on
Material Design
Icon Grid

CIRCLES & DOTS

Weight: 2.5pt

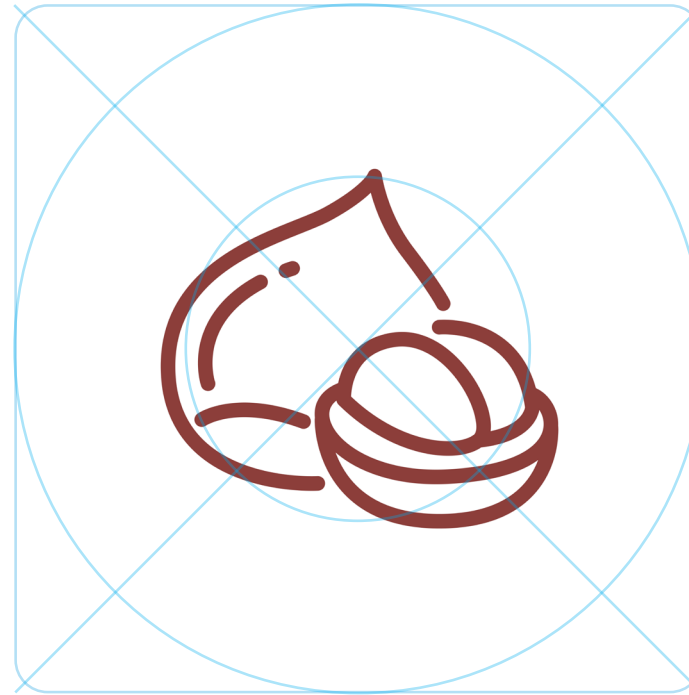
Cap: Rounded

Joint: Rounded

Align Stroke: Center

CONSTRUCTION

12:1



ICON SET



SIZES



3:1



2:1



1:1

LOGO PLACEMENT



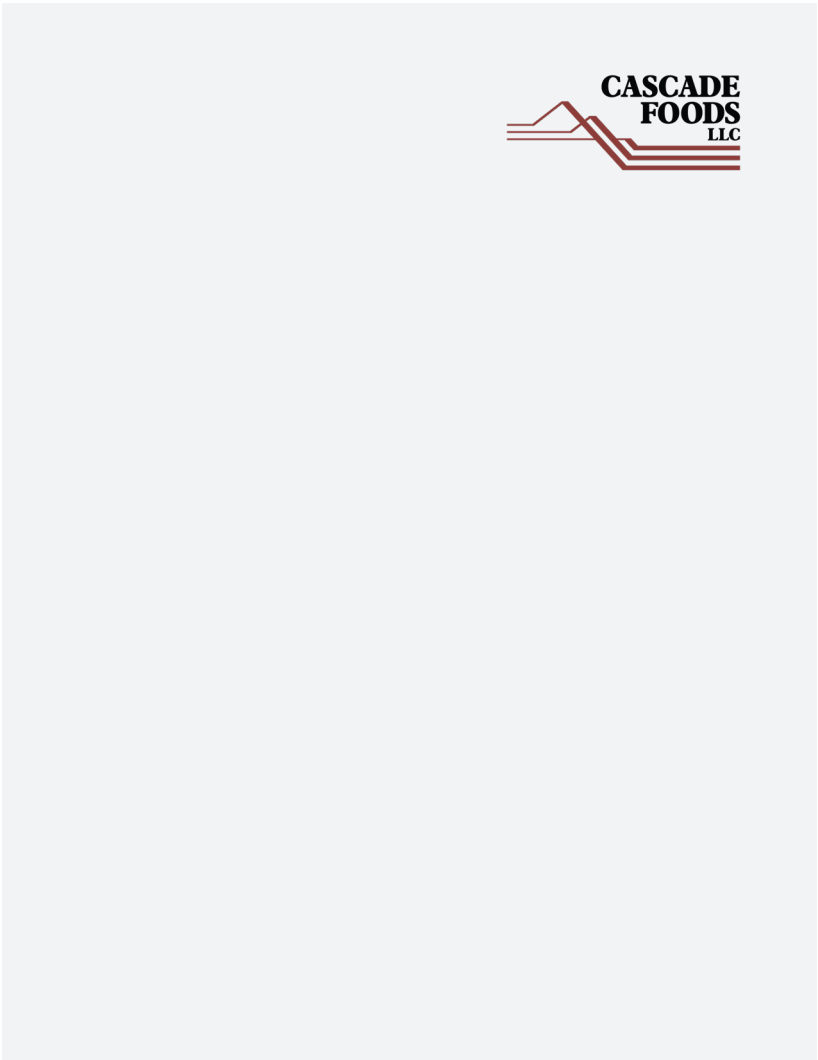
THE LETTERHEAD

This shows the recommended layouts with the primary elements of the Pancake stationary system for the letterhead.

The letterhead will be used for all official communication from Cascade Foods.

PARAMETERS

- Dimensions
8.5" x 11"
- Weight
80T or heavier
- Print
Offset
CMYK



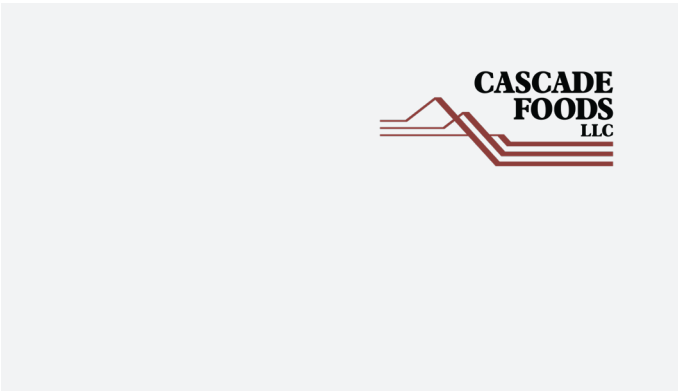
BUSINESS CARDS

This shows the recommended layouts with the primary elements of the Cascade Foods stationary system for the business cards.

The business cards will be used for all official contact and communication purposes.

PARAMETERS

- Dimensions
3.5" x 2"
- Weight
110C or heavier
- Print
Offset
CMYK



DESKTOP

Highlighted in this document are two of the most common responsive web sizes, desktop and mobile.

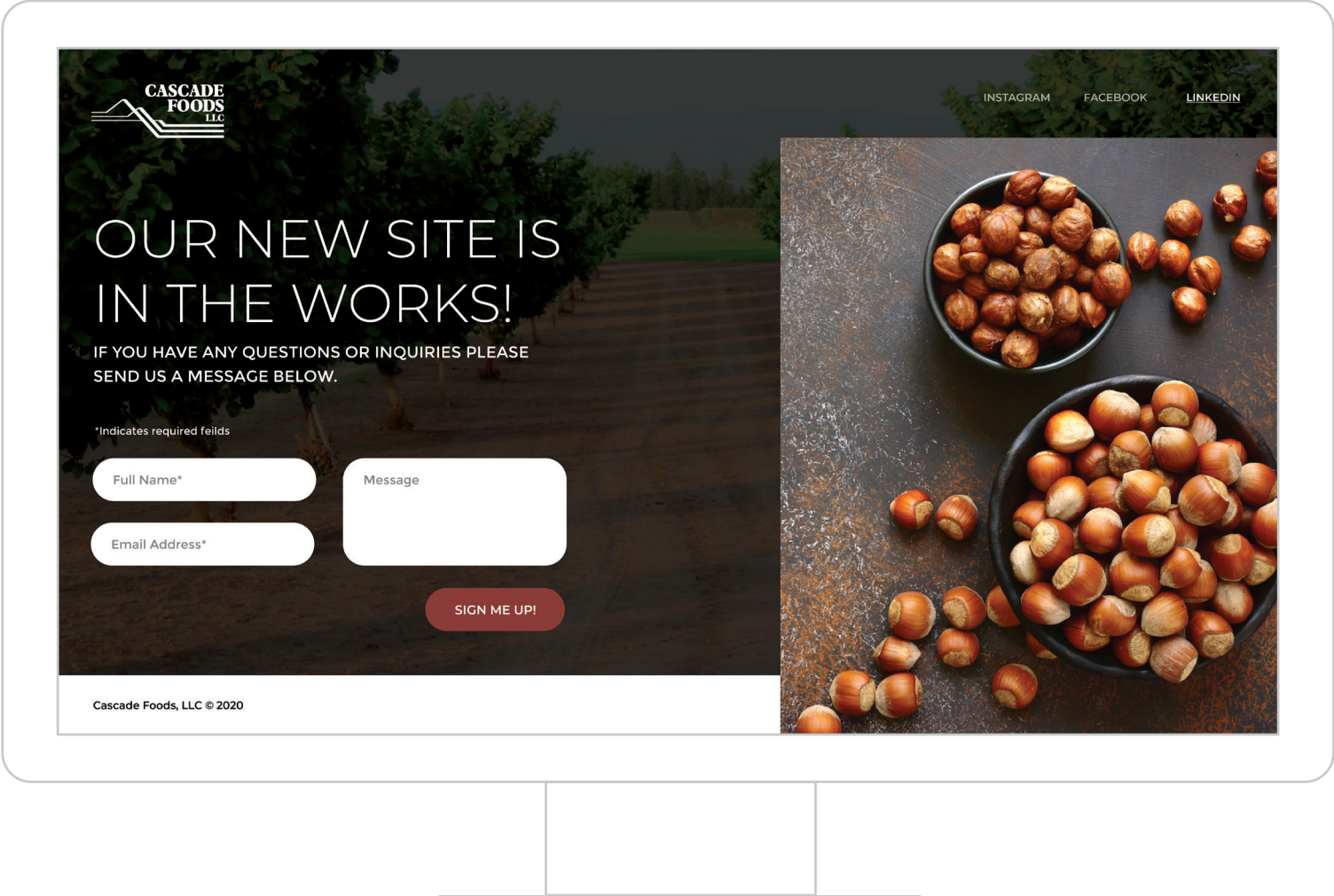
The logo will be placed within a "sticky" header or tab bar and remain fixed in that position at all times.

PARAMETERS

Desktop
1366px or bigger

Tablet
768px or bigger

Mobile
320px or bigger



MOBILE

Highlighted in this document are two of the most common responsive web sizes, desktop and mobile.

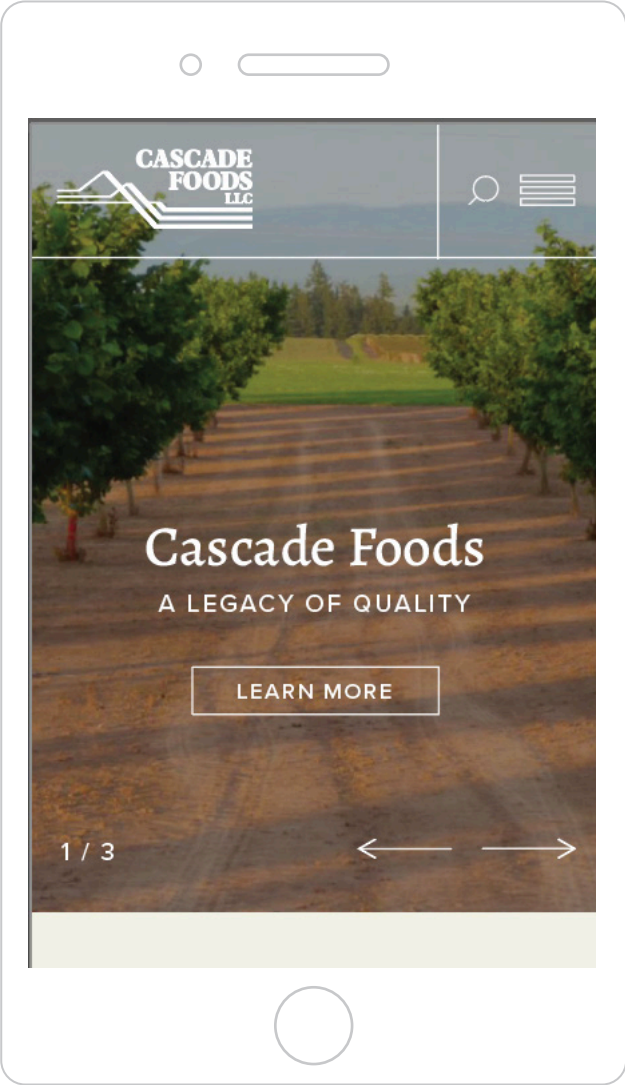
The logo will be placed within a "sticky" header or tab bar and remain fixed in that position at all times.

PARAMETERS

Desktop
1366px or bigger

Tablet
768px or bigger

Mobile
320px or bigger



THANK YOU

Thank you so much for putting your trust in Deux North Studios. I hope that this document helps you and anyone who works with you to keep the brand consistent and looking amazing. I appreciate your business and hope you choose Deux North Studios for all your future design needs.

For questions regarding how to represent the brand,
please reference this guide or contact
taylor@deuxnorthstudios.com