flour
bakery + cafe

brand standards

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Flour

Having a consistent identity helps brands stand out and be recognized. From your website and business cards to flyers and posters, every time Flour communicates it should use a consistent brand identity.
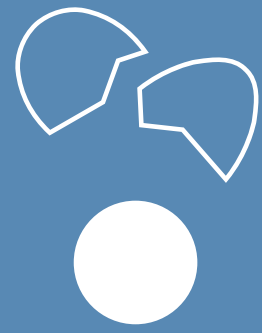
The purpose of the Brand Guide is to nurture your brand identity and facilitate consistency and best practices in its use. While it cannot address every possible brand expression, it offers "ground rules" for using Flour's visual identity and can be shared with a variety of partners, and used as part of Flour's onboarding kit.

Primary usage

Whenever possible, use the primary logo lockup with tagline unless space does not allow.

The logo lockup without the tagline should only be used when the logo is reduced to a scale where the tagline is illegible, or when there is not enough room to show it.

The Primary Logo Lockup should be used prominently in all branded communication materials when referring to the overall brand and organization, or when space does not allow for the Primary Logo Lockup with Tagline.
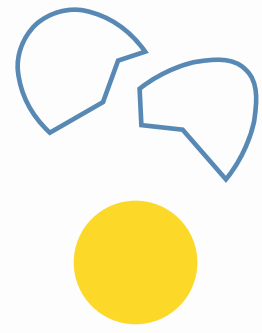
The minimum size to use the logo with the tagline is 2.25" X 1". If the logo needs to be reduced to a smaller scale, please use the lock up without the tagline.

Primary logo
lock up
with tagline

Primary logo
lock up

Usage on a solid color

Both versions of the Primary Logo Lockup can be placed on a solid color by knocking the type out in white.

Always consider how the background colors will complement the Logo Lockup's yellow accents.

See color ways page for applicable colors.

The minimum size to use the logo with the tagline is 2.25" X 1". If the logo needs to be reduced to a smaller scale, please use the lock up without the tagline.
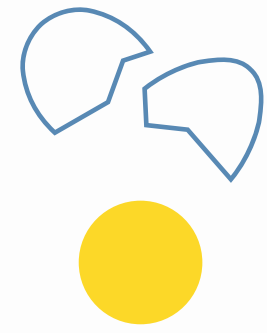
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Primary logo
lock up
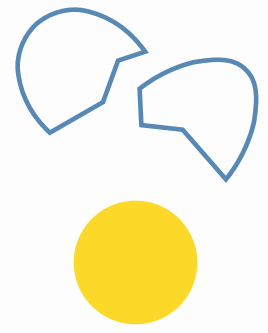with tagline

Primary logo
lock up

flour

Usage on a photograph

Whenever possible try to use the full color lockup over photography as seen in the first image. Look for lighter areas that have the appropriate negative space to contain the logo. If there are no suitable light areas on the image, look for darker negative space, and reverse the text to white leaving only the yolk and + as yellow.

If no suitable negative space is found within the photograph, consider an alternate layout. Improper logo usage can dilute brand recognition and equity.

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Full knock out to white

The knock out to white should only be used when there are competing colors on the page, for instance a strong blue or yellow that would decrease the legibility of the mark, or generally camouflage it. This application is also suitable for one color printing on t-shirts, aprons, and kraft paper bags.
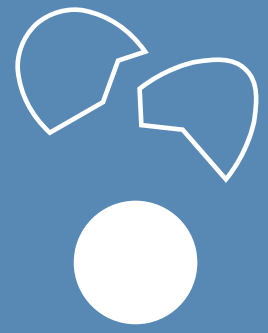
It's important to note that this application should not be used on light color backgrounds as it will diminish legibility.
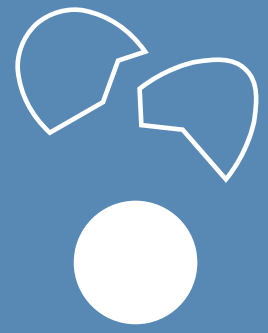
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Logo safe space

Logos should always be clearly separated from other elements,and they should never be placed on backgrounds that compromise legibility. Always include a buffer of space equal to 20% of the total width of the logo to separate the mark from other design elements. In this case, the height of the "u" in flour may serve as a device for measurement.

Doing this provides a clear structure of space that improves visibility and recognition across all brand touchpoints.
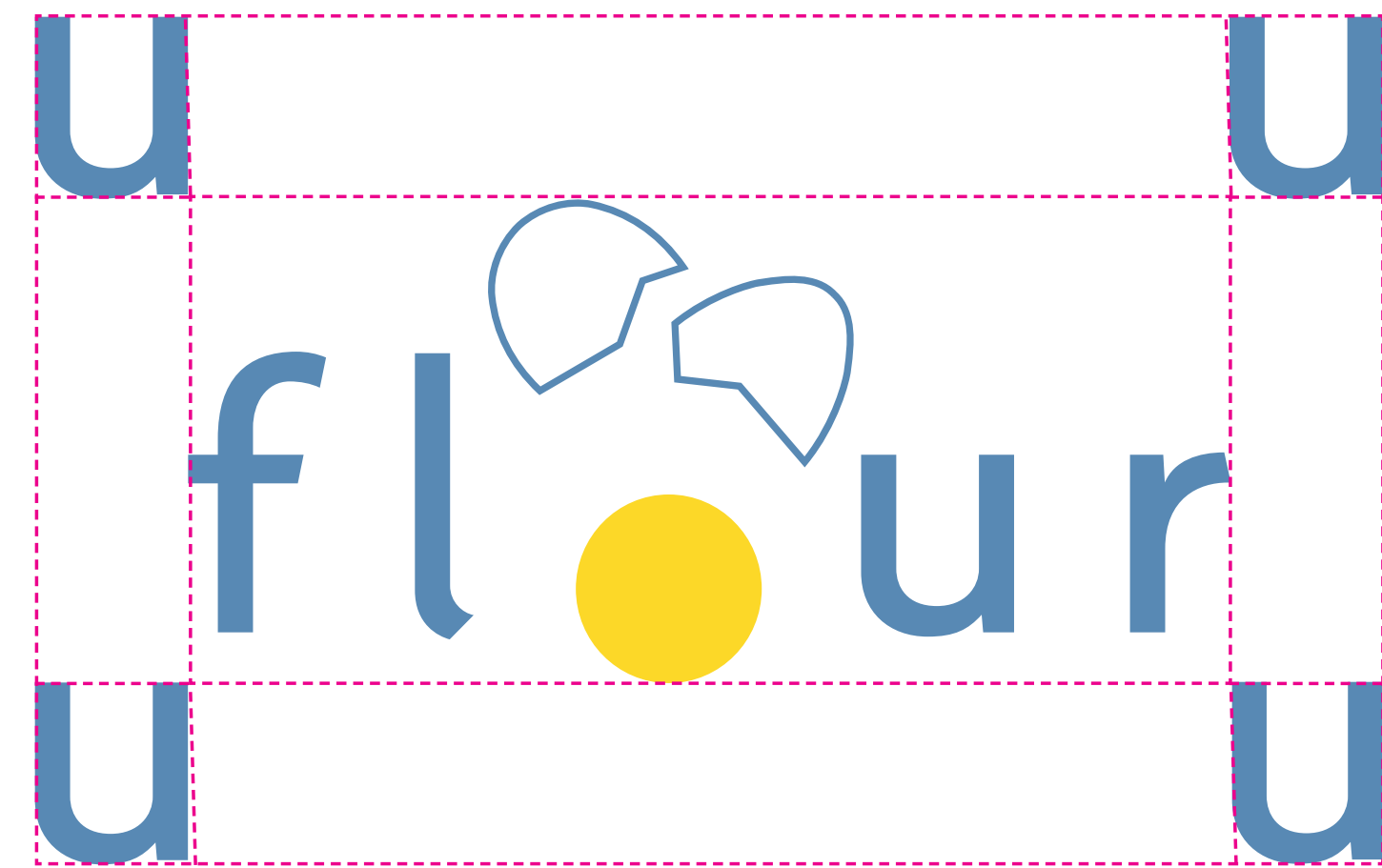
Incorrect logo usage

Changing elements of the logo for a specific use or theme is prohibited. Doing so dilutes brand equity and creates consumer confusion.

A. Do not scale elements of the logo individually

B. Do not change the color of the logo

C. Do not add a holding shape to the logo

D. Do not change the logo font

E. Do not change the logo tagline

F. Do not rearrange logo elements

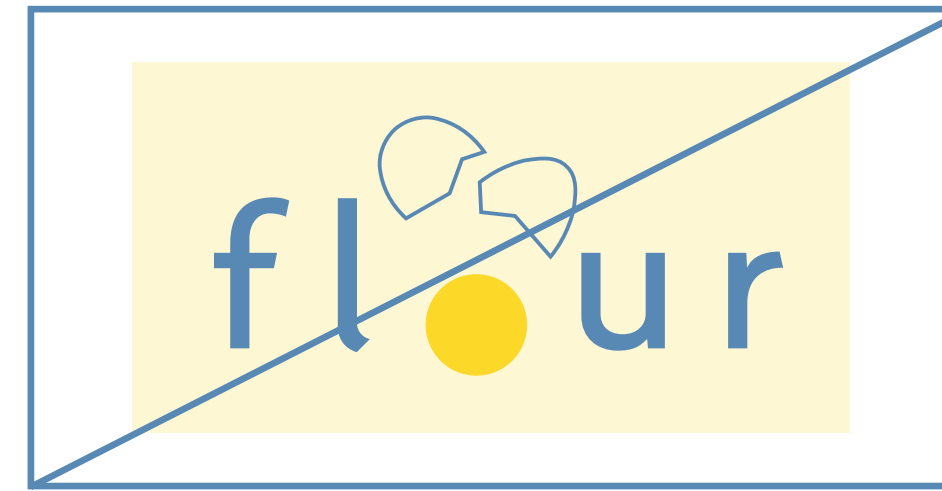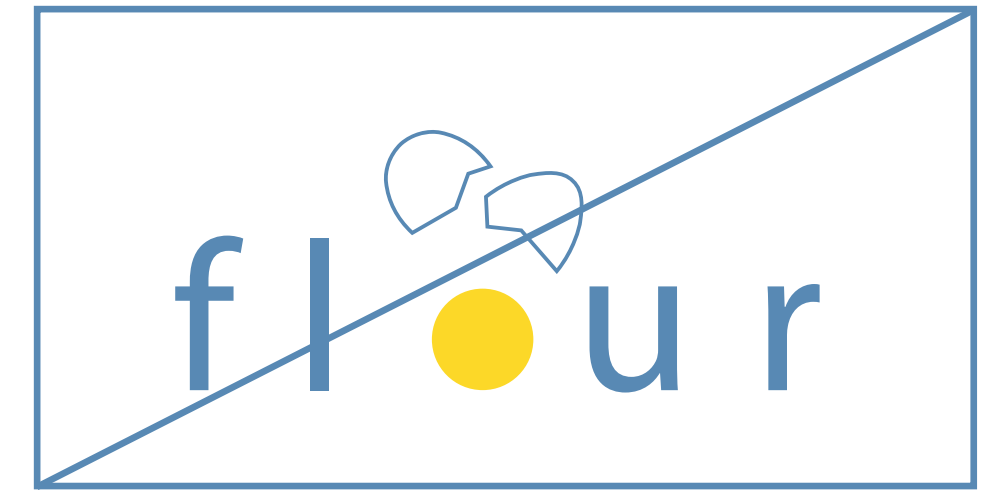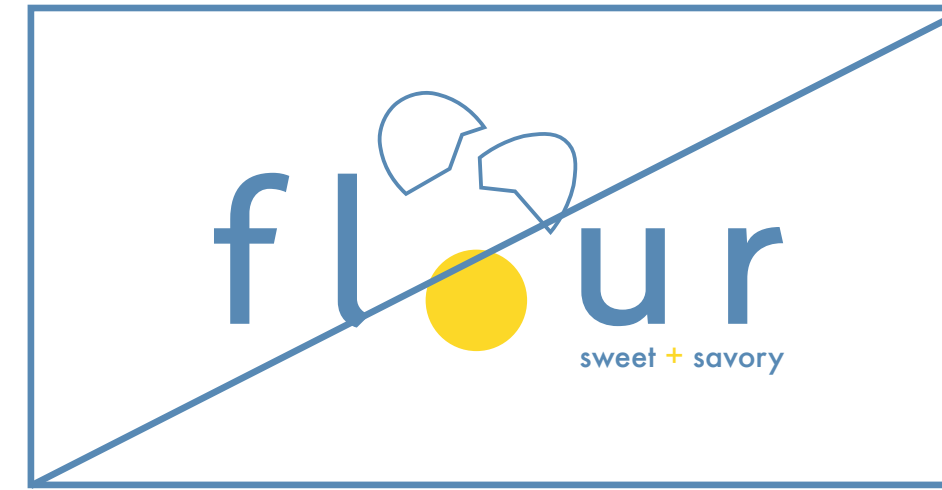G. Do not rotate the logo

H. Do not add effects to the logo
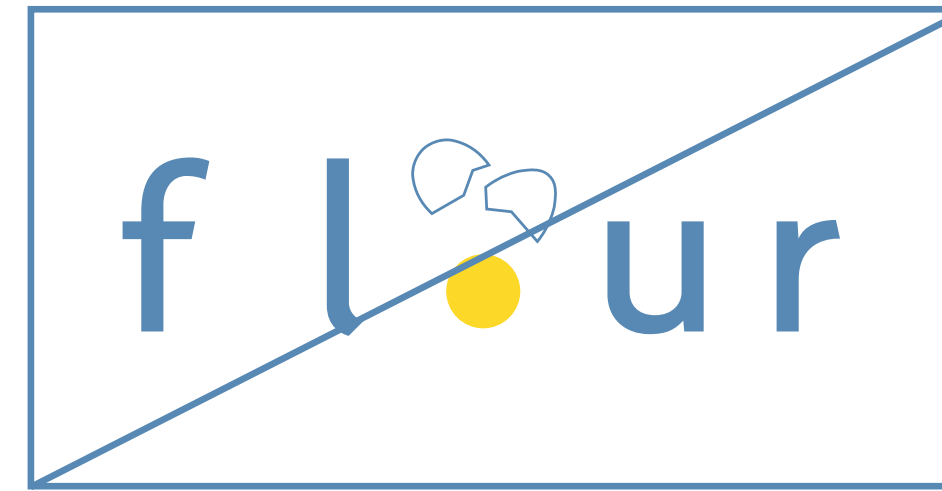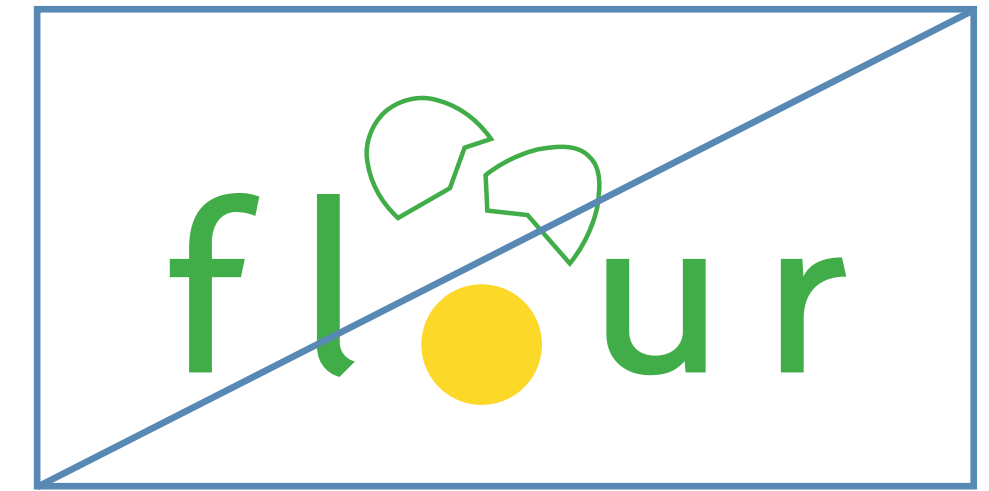
Color palette
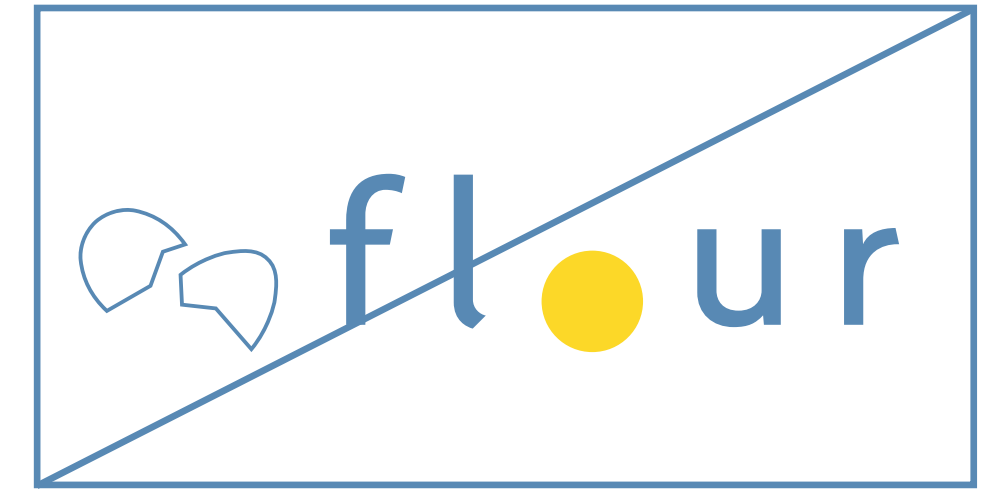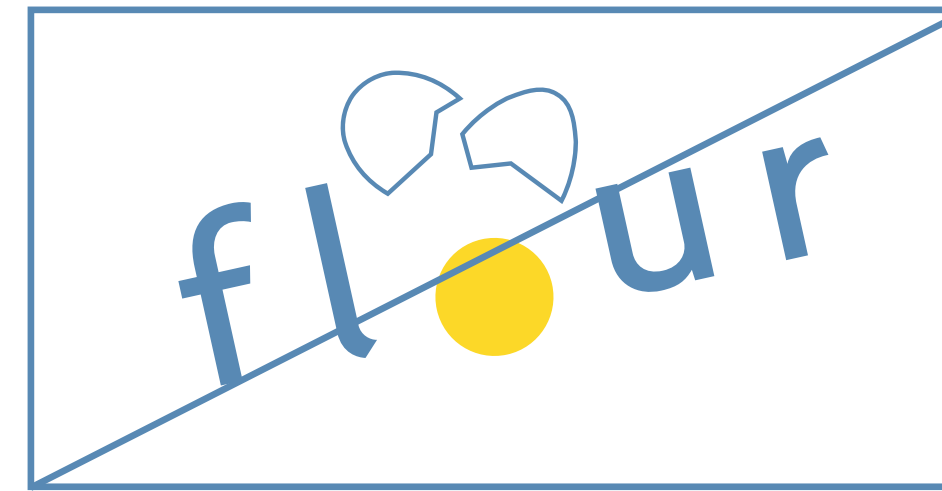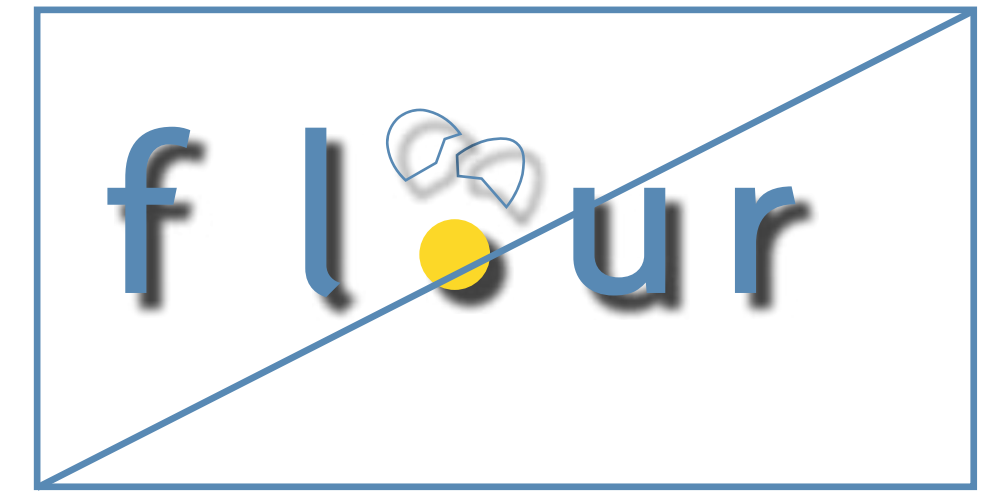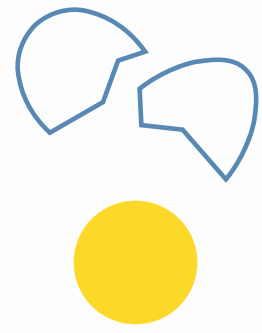
Flour Blue and Egg Yolk are the primary colors of the brand, and should be used most prominently.

Pink Lemonade, Cookie Sheet, Blueberry, and Black Coffee are secondary colors, and can be used to create visual contrast throughout the brand's marketing materials.

Please make sure to match the specified color values to the appropriate medium (PMS and CMYK for printing, RGB and hex for web).

Black and white is appropriate when color printing processes are unavailable.

Colors outside of the designated palate are not permitted for use.

Pink Lemonade

CMYK - 1 12 3 0
PANTONE - 705
RGB - 249 227 232
HEX - F5DADF

Cookie Sheet

CMYK - 33 22 19 0
PANTONE - 651
RGB - 177 186 194
HEX - B1BAC2

Blueberry

CMYK - 98 93 42 50
PANTONE - 288
RGB - 34 38 74
HEX - 22264A

Black Coffee

CMYK - 0 0 0 100
PANTONE - Black
RGB - 0 0 0
HEX - 000000

Flour Blue

CMYK - 67 45 14 1
PANTONE - 646
RGB - 106 136 177
HEX - 6A88B1

Egg Yolk

CMYK - 9 11 91 0
PANTONE - 115
RGB - 238 214 62
HEX - EED63E

Color ways

The logos can be used over the adjacent colors with the iterations shown. For instance, when egg yolk is used as a background color the only acceptable logo application is the solid knock out to white.

Colors outside of the designated palate are not permitted for use.
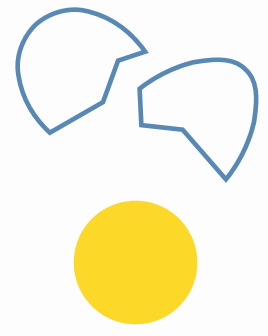
Successful color and logo applications

The adjacent images are representative of clean, timeless brand applications on a variety of items.

Note, when the application is on wood, wood burning is an acceptable application.

Typefaces

Please only use the fonts that are specified in this brand guide.

Futura Bold should be used for all headline copy and primary messaging.

Futura Medium should be used for all subheadlines and body copy.
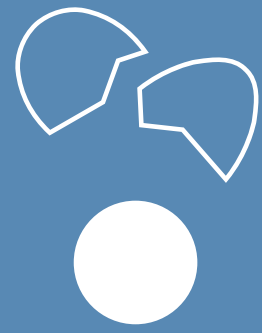
Greve Marker is an accent font, and should be used sparingly to create visual interest.

Fonts should never be used in ALL CAPS!

Futura

BOLD
Headline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

CONDENSED
Subheadline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
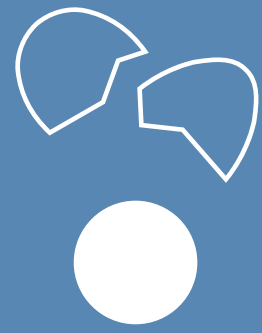1234567890

MEDIUM
Body copy, tagline,
support messaging

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Greve Marker

Accent, pattern and
graphic support

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface usage

Figure A shows correct typeface usage. Colors and respective font hierarchy is clear and easy to read.

· Give breathing room for all typographic elements
· Layouts should feel clean and sophisticated
· Use the correct colors
· Use the fonts in their specified roles (headline etc)

Figure B shows incorrect typeface usage. The layout depicts incorrect color and hierarchy usages, and is not reflective of the brand.

Our story starts at home.
ABOUT FLOUR

Crusty, crackling baguettes warm from the steaming oven... buttery, raisin-filled brioche shaped in a swirl and drizzled with sweet icing... silky-smooth chocolate cream pie lemon curd cakes filled with raspberry preserves... fresh, made-to-order salads and sandwiches. Imagine enjoying a muffin still warm from the oven, made with real butter and fresh seasonal fruit, alongside a cafe latte in an oversized mug.

Our story starts at home.
ABOUT FLOUR

Crusty, crackling baguettes warm from the steaming oven, buttery, raisin-filled brioche shaped in a swirl and drizzled with sweet icing, silky-smooth chocolate cream pie lemon curd cakes 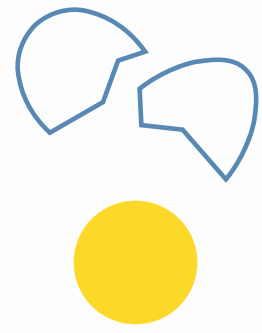filled with raspberry preserves, fresh, made-to-order salads and sandwiches. Imagine enjoying a muffin still warm from the oven, made with real butter and fresh seasonal fruit, alongside a cafe latte in an oversized mug.

Tape and stickers

The guidelines outlined in this Style Guide should be followed strictly for all applications of the brand.

While each application will have unique elements and limitations, these guidelines should carry through into each deliverable
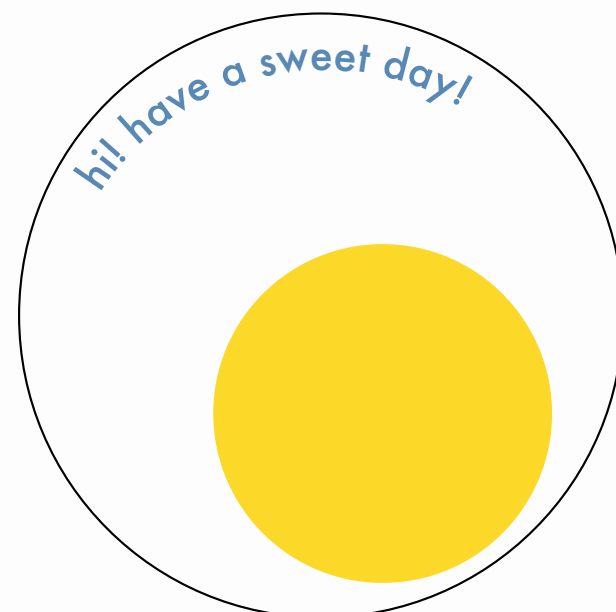
Sticker A is reserved for pastry boxes
Sticker B is reserved for all to go bags

Tape C is reserved for sealing pastry boxes
Tape D is reserved for packaged retail
Tape E is reserved only for shipping in large orders and boxes where weight is a concern.
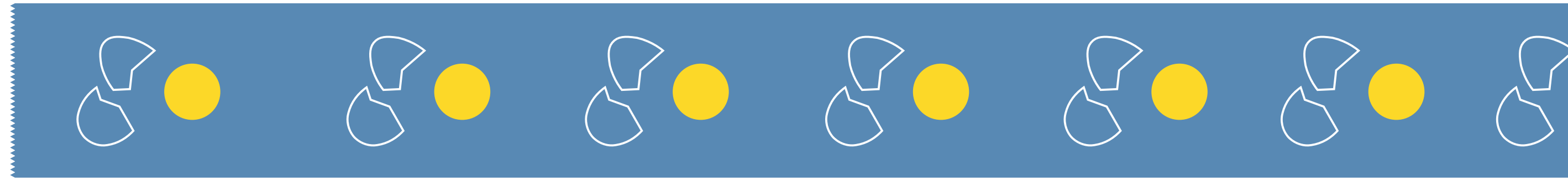
A.

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B.

hi! have a sweet day!

C.

D.

make Life sweeter...eat dessert first
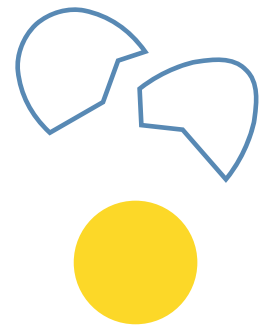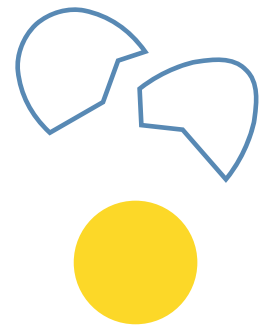
E.

flour
bakery + cafe

flour
bakery + cafe

Photography best practices

Photography should be fun, engaging, and capture the Flour's mission. Photography should reveal the craft of Flour and such, should be well lit, professional in appearance and as such convey the following.

· Our love of baking

· The fun, charismatic nature of our employees

· Full cases of food (avoid showing large gaps)

· Our team hard at work

· Happy, satisfied customers

· Photos should be clean and realistic with no filters applied apart from conversion to black and white.

· Photos should not have borders or other effects added to them.

· Photos should not be over saturated, and should be appropriately white balanced.
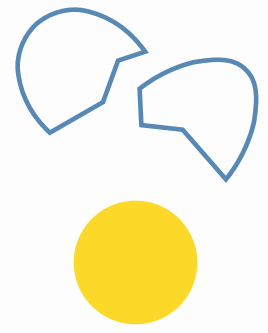
Incorrect Photography Usage

The manner in which the photography is captured, edited and displayed is critical to the success of the brand. The adjacent examples show incorrect photography that is inconsistent with the brand.

A. Make sure the images are color balanced correctly. Images that are too warm or too cool do not accurately depict the food or the environment.

B. Avoid showing surfaces, bake ware or environments that do not appear clean. Weathered, well used items are acceptable, as long as they do not appear ill kept.

C. Do not apply filters to the photograph

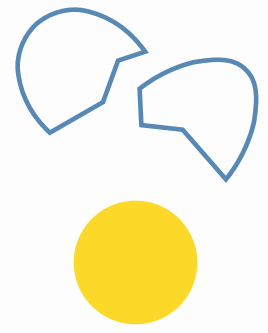D. Do not crowd the photograph with logos and typography.

Special use cases

There are special use cases when certain elements of the brand may be replaced with iconography that relates to a specific event, time of year, movement or theme. Only ownership and senior level marketing team members are authorized to augment the logo for these uses.

Special use cases should be reserved for merchandise, email campaigns and collateral surrounding special events or holidays deemed appropriate by management. Their usage should be reserved, and not a monthly occurrence as to avoid brand confusion.

Environmental Graphic Applications

Environmental branding should be delivered in appropriate spaces that add to the architecture and enhance the customer's experience and intrigue inside and outside of the store.

Illustration use should be minimal to support the new brand direction. Patterns are acceptable specifically on street facing glass as a privacy screen for high top seating.
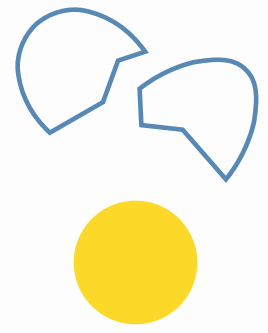
Preferred Vinyl Colors are as follows:

White - Avery Matte White #102
Egg Yolk - Avery Primrose Yellow #210
Cookie Sheet - Avery Slate Gray #830
Blueberry - Avery Majestic Blue #625
Black Coffee Avery Gloss Black #190

Flour Blue - Custom printed to match Pantone 646
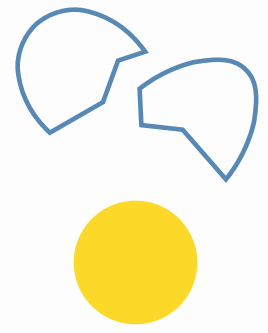Pink Lemonade - Custom Printed to match Pantone 705

Illustrations - The Egg

The egg may be used on it's own as a graphic element, as long as it is accompanied by the full logo somewhere else in the publication, graphic, signage, or ad.
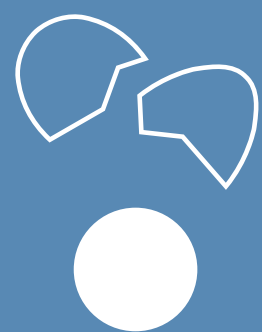
Illustrations

Illustrations have been a key part of Flour's identity since it's inception. However, overuse of illustration can dilute the brand integrity and can begin to feel too childish.

When using illustration, use it sparingly. Illustration should convey the warm approachability of the company without feeling too cutesy.
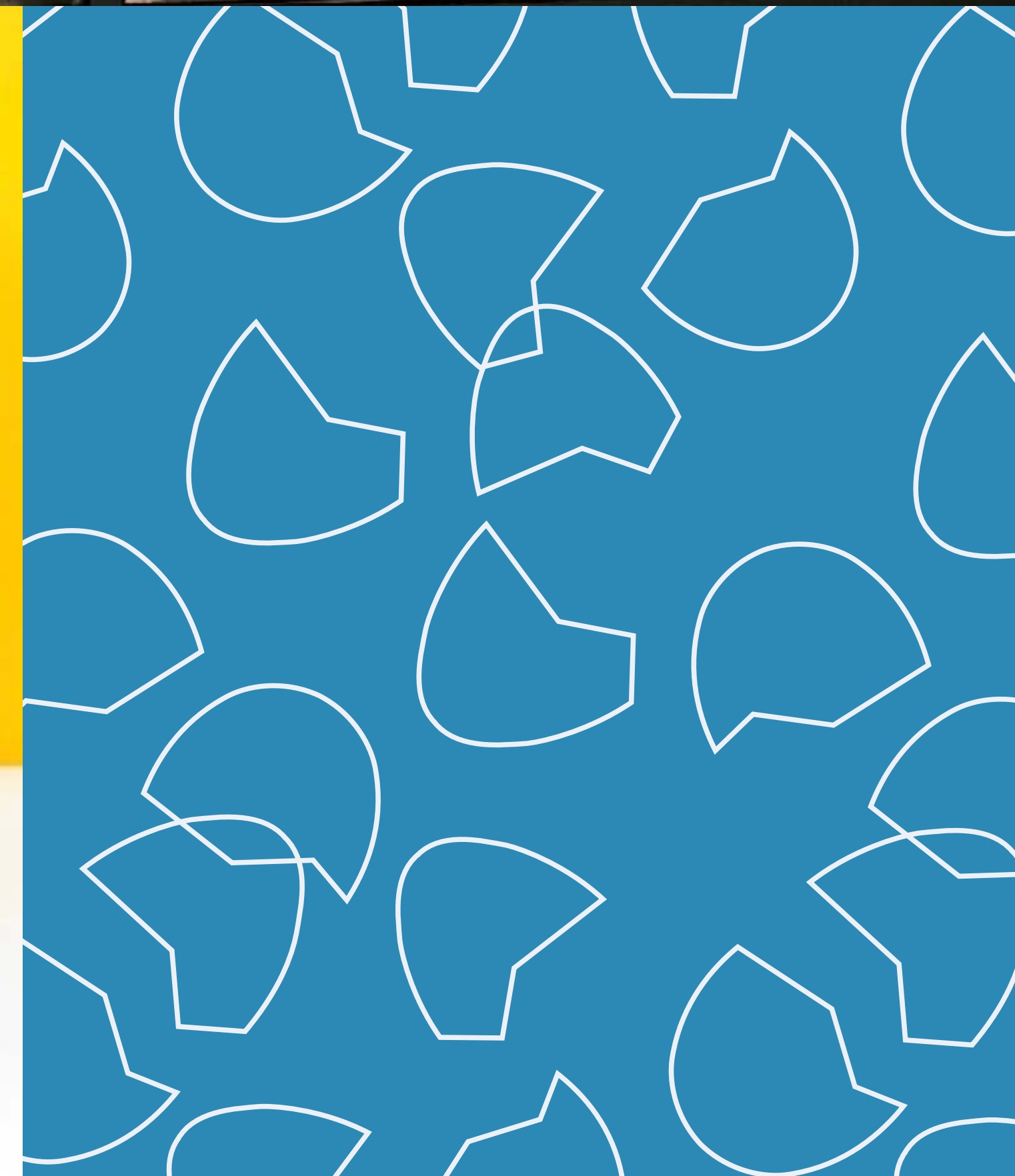
Patterns

The eggshell pattern is an integral part of the brand, but should only be used in applications such as packaging, environmental branding, or as a graphic elements in layouts.
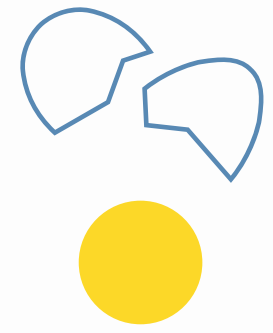
Web, and design (ads, print collateral etc) layouts should never use the pattern on it's own and should always be accompanied by other elements such as photography.

The only acceptable use for the pattern on it's own are environmental branding and packaging.

The solid pattern should be used in applications such as environment branding and graphics, whereas smaller applications like packaging, tape, and texture blocks should use the outlined version.

Bags

The flour bag should be as iconic and recognizable around the city of Boston as possible. The next two pages show concepts for execution that range from the more ornate, to simple screen printing.

Messaging should be minimal, with illustration, iconography and branding leading the way.
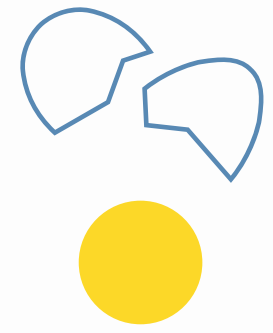
Bags

The flour bag should be as iconic and recognizable around the city of Boston as possible. The next two pages show concepts for execution that range from the more ornate, to simple screen printing.

Messaging should be minimal, with illustration, iconography and branding leading the way.

Single color wafer seal