



PROTEA
SOUTH AFRICAN FOOD STORE



BRAND GUIDELINES

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COMPANY PROFILE



The business is called **Protea South African Food Store** and is a boutique food store based in Dakar, Senegal that imports South African food for the local market. The target audience is primarily the expat community, as well as locals with disposable income.

BRAND PERSONALITY

1. Modern
2. African
3. Authentic
4. Innovative
5. Trendy / Contemporary
6. Simple
7. Uncluttered / Clean

THE LOGO



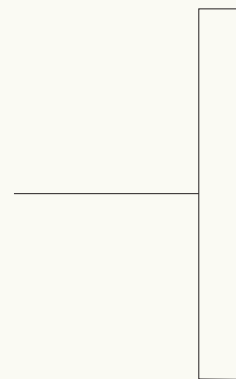
THE PRIMARY LOGO



LOGO ELEMENTS

ICON

The icon can be included with the wordmark or be a stand alone element.



WORDMARK

This element can be used grouped with the icon or on its own. It is recommended to always include the icon somewhere on the deliverable for clear brand recognition.

THE PRIMARY LOGO



CLEAR SPACE

Clear space refers to the minimum amount of space around the logo that will ensure its integrity.



THE PRIMARY LOGO



COLOUR OPTIONS | FULL COLOUR



THE PRIMARY LOGO



COLOUR OPTIONS | GRAYSCALE, BLACK & WHITE REVERSED



SECONDARY LOGO

.....

HORIZONTAL LOGO



BRAND ELEMENTS

.....

SLOGAN

Mzanzi's Most Delicious Treats

DIVIDER

.....

COLOURS



THE PRIMARY PALETTE

PROTEA ORANGE	C:0 M:54 Y:87 K:0 R:246 G:141 B:57
PROTEA RED 1	C:0 M:74 Y:100 K:0 R:242 G:103 B:34
PROTEA RED 2	C:8 M:92 Y:100 K:33 R:160 G:40 B:22
PROTEA BROWN	C:21 M:80 Y:81 K:69 R:87 G:29 B:12

GRADIENT



TYPOGRAPHY FOR PRINT



MAIN TITLES

Open Sans Regular, Semibold, Bold, 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

SUBTITLES (DO NOT USE ALL CAPS - SENTENCE CASE ONLY)

Acrosript

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

PARAGRAPH COPY

Open Sans Light, Regular

Lendand anitae consequ iaturib earitis nobitio
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TYPOGRAPHY FOR WEB



MAIN TITLES

Open Sans Regular, Semibold, Bold, 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

SUBTITLES

Open Sans 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
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PARAGRAPH COPY

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LOGO APPLICATIONS

CORPORATE IDENTITY

Business card, Email Signature, Letterhead, Invoice



LOGO APPLICATIONS

ADDITIONAL MATERIALS

Signage



Social Media Banner, Packaging Label

