

PRIESTLEY'S



gourmet delights

BRAND ASSET GUIDE

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Serving delightful food experiences since 1996

WELCOME

Here at Priestley's Gourmet Delights, the passion we have for food is at the heart of who we are. For over 25 years we have been guided by our principles in sourcing the best ingredients to meet our exceptional quality standards and always asking 'what's next?' to delight our consumers with every mouthful of dessert and savoury treat.

We push the boundaries and are constantly re-imagining new ways of doing things to bring you new creations and inspiration. From our magnificent mud cake, to our prized pavlova or our scrumptious savouries, whatever the occasion, we believe everyone deserves to indulge in a delightful food experience.

Thank you for partnering with us. This brand asset guide will provide you the brand elements you need to support your business.



Master Logo

This is the primary logo, to be used in the first instance and across all marketing collateral.



Primary logo



Reverse option

Colour Palette

PRIMARY COLOURS



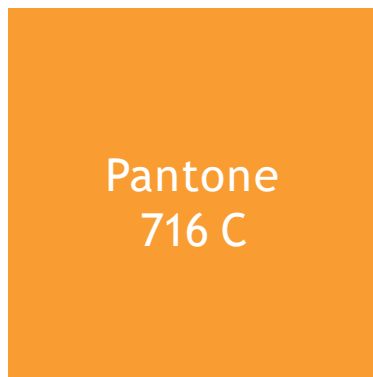
Pantone
519 C

**PANTONE
519 C**

CMYK
67 100 30 10

RGB
102 7 91

HEX
66075b



Pantone
716 C

**PANTONE
716 C**

CMYK
0 45 90 0

RGB
241 165 36

HEX
f1a524

SECONDARY COLOURS



Pantone
521 C

**PANTONE
521 C**

CMYK
27 47 0 0

RGB
196 147 188

HEX
c493bc



Pantone
1235 C

**PANTONE
1235 C**

CMYK
0 29 91 0

RGB
245 194 25

HEX
f5c219



Pantone
192 C

**PANTONE
192 C**

CMYK
0 100 68 0

RGB
224 0 64

HEX
e00040



Pantone
221 C

**PANTONE
221 C**

CMYK
0 100 15 30

RGB
172 0 81

HEX
ac0051



Logo Variation Option

A landscape option of the logo has been provided in cases where space to place the master logo doesn't work. Application of this logo is to be used in instances where space for logo is wide and narrow and needs to be filled. For instance a top banner for a catalogue.



Logo Colour Variations

Colour options below feature primary logo and a reverse colour options to be used. Primary logo to be used in the first instance and reverse colour options to be used for variation in the second instance.

Black and white option to be used only when there is no colour option available



Primary Logo



Mono Logo



Reverse Colour Option 1



Reverse Colour Option 1



Reverse Mono Logo

Logo Usage Rules

The Priestley's Gourmet Delights logo is the hero asset which must be treated with great care. Its structure should not be adjusted in any way that may compromise the integrity of the logo.

- The contrast between the logo and the background must be stark enough to create clear visibility and legibility.
- When the logo is placed over photography it should be applied on an uncluttered or clear section of the image to ensure the clarity is maintained.
- The logo must not be stretched or modified in any way.



Typography

Raleway font has been selected to compliment the Priestley's Gourmet Delights logo font. It is a sans serif font and is available via Google fonts.

USE: Available in a variety of weights for general use.

Raleway Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/*&?!;

Fira Sans Bold font is the Gourmet Delights logo font. It is a humanist sans-serif typeface available via Google fonts.

USE: Bold weight only, for headings and feature text.

Fira Sans Bold Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/*&?!;

Aa Bb Cc D