



BRANDON INTERNATIONAL MARKET

Brand Guidelines



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INTRODUCTION

Brandon International Market knows that food is a powerful force that connects people around the world. It's not just about the food tasting amazing, its the warm and familiar feeling you get when you share that food with friends, neighbours, and strangers alike.

It's important to feel that special connection to your home, culture, and community altogether. Food is one of those special ways to capture all three connections at once.

Brandon International Market is your trustworthy, reliable, and friendliest place to get authentic Latin American food and service!



LOGO

MAIN LOGO

The main logo of Brandon International Market is a bright symbol of both culture and community.

Whether born in or outside of Canada, there will always be a piece of your home to come visit and experience.

The logo features a classic market stall which is a direct connection to the large markets that permeate Latin American culture. This not only connects those who are familiar with them to home, but also shares cultural connections to new faces.

The market stall also serves as a community symbol,

The market stall is encased around a group of rings, symbolizing the value of community and how we are all connected through food and sharing with others.



Fig. 1 Main Badge Logo (Halftone)

MAIN LOGO

This main logo exists to be used in a vertical layout.

This is the version you will use in most instances of branding.

There are 3 versions of this logo. If you want an option with less detail, the flat colour and greyscale version are recommended for use.

When the logo will be smaller than 2.5 inches, you will use either the secondary logo or icon logo.



Fig. 1 - Halftone Green Badge



Fig. 2 - Flat Colour Badge



Fig. 3 - Greyscale Badge

SECONDARY LOGO

The secondary logo is made to be used in a horizontal layout.

This version is preferred when there is a large amount of space to cover. For example, large signage that is more wide than tall would benefit from using the secondary logo.



Fig. 1 - Horizontal Halftone Green

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Fig. 2 - Horizontal Flat Colour

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Fig. 3 - Horizontal Greyscale

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Fig. 1 - Horizontal Halftone Green

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Fig. 5 - Horizontal Flat Colour

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Fig. 6 - Horizontal Greyscale

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ICON LOGO

The icon logo is a simplified version of the main logo.

It lacks the text inside the ring which makes this logo easier to view in small sizes such as online profile pictures.



Fig. 1 - Halftone Green Icon



Fig. 2 - Flat Colour Icon



Fig. 3 - Greyscale Icon

SAFE ZONES

The Safe Zone

There should be ample empty space around the logos when being used. For the main logo use the size of the green ring for measuring space in-between the logo and other elements.

Minimum Size

When printing this logo, avoid using the main logo at sizes smaller than 2.5 inches. Instead, use the secondary or icon logo to ensure maximum readability for the text.



Fig. 1 - Spacing logo with text



Fig. 2 - Spacing logo without text

LOGO DON'TS

Please do not use the logos in the following ways.



**BRANDON
INTERNATIONAL
MARKET**

Do not rearrange the logo.



Do not rotate the logo.



Do not re-colour the logo.

LOGO DON'TS

Please do not use the logos in the following ways.



Do not add drop shadows.



Do not stretch the logo in any way.



Do not resize the elements.

LOGO USAGE

Here are some examples of ways the logo can be used.

Large wide signage should use the horizontal logo to fill out the space and ensure maximum readability.

Clothing can use either logos depending on where they are placed. However, sizes smaller than 2.5 inches should use either the icon or horizontal logo for readability.



Fig. 1 - Mockup of large store signage



Fig. 2 - Mockup of logo use on aprons



TYPOGRAPHY



PRIMARY TYPOGRAPHY

The logo typeface is a simple but charming sans serif font. Modern and clean, but still friendly.

DOSIS

This font is open source and [free to download through Google Fonts](#).

QUICKSAND

This font is open source and [free to download through Google Fonts](#).

DOSIS - Extra Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#%&*.,?

DOSIS - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#%&*.,?

DOSIS - Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#%&*.,?

DOSIS - Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#%&*.,?

DOSIS - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#%&*.,?

Quicksand - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#%&*.,?

Quicksand - Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#%&*.,?

Quicksand - Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#%&*.,?

Quicksand - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuVvWwXxYyZz 1234567890 !@#%&*.,?



PRIMARY TYPE USAGE

HOW TO USE FONTS

Use Dosis in both upper and lower case for headlines, titles, headers, and sub-headers.

Use Quicksand for any paragraph introduction, light text or body text.

Make sure to use contrasting brand colours in your type choices.

HEADLINES

Dosis. Use large font and all caps when you want to emphasis a page title.

INTRO PARAGRAPHS

Quicksand. Make intros thicker and couple points bigger than body text.

BODY TEXT

Quicksand. Use regular font weight to ensure readability.

SUB-HEADERS

Dosis. ALL CAPS. Use a lighter font weight to seperate the sub-header from titles.

BODY TITLE

Quicksand. Use ALL CAPS to seperate this text from the body text..

EXAMPLE OF A TITLE OR HEADLINE

Example of a paragraph intro. It draws the eye to the beginning of large bodies of text.

Example of body text. It is small but always readable. Bigger sentences will use body text to fill the page.

EXAMPLE OF A SUB-HEADER. USE LIGHTER FONT WEIGHT AND ALL CAPS

EXAMPLE OF A BODY TITLE

This will go above body text when needed like in lists or informational sections.



ALTERNATE TYPOGRAPHY

If you somehow cannot gain access or use the brand typefaces, these alternates are available.

Gill Sans

This font is a default Windows font.

Trebuchet

This font is a default Windows font.

Gill Sans - Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmOoP-
pQqRrSsTtUuVvWwXxYyZz 1234567890
!@#%&*,.,?

Gill Sans - Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmOoP-
pQqRrSsTtUuVvWwXxYyZz 1234567890
!@#%&*,.,?

Gill Sans - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsT-
tUuVvWwXxYyZz 1234567890 !@#%&*,.,?

Gill Sans - Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsTtUuV-
vWwXxYyZz 1234567890 !@#%&*,.,?

Trebuchet MS - Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmOoP-
pQqRrSsTtUuVvWwXxYyZz 1234567890
!@#%&*,.,?

Trebuchet MS - Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmOoP-
pQqRrSsTtUuVvWwXxYyZz 1234567890
!@#%&*,.,?

Trebuchet MS - Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsT-
tUuVvWwXxYyZz 1234567890 !@#%&*,.,?

Trebuchet MS - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmOoPpQqRrSsT-
tUuVvWwXxYyZz 1234567890 !@#%&*,.,?



ALTERNATE TYPE USAGE

HOW TO USE FONTS

Use Gill Sans in both upper and lower case for headlines, titles, headers, and sub-headers.

Use Trebuchet for any paragraph introduction, light text or body text.

Make sure to use contrasting brand colours in your type choices.

HEADLINES

Gill Sans. Use large font and all caps when you want to emphasize a page title.

INTRO PARAGRAPHS

Trebuchet. Make intros thicker and couple points bigger than body text.

BODY TEXT

Trebuchet. Use regular font weight to ensure readability.

SUB-HEADERS

Gill Sans. ALL CAPS. Use a lighter font weight to separate the sub-header from titles.

BODY TITLE

Trebuchet. Use ALL CAPS to separate this text from the body text..

EXAMPLE OF A TITLE OR HEADLINE

Example of a paragraph intro. It draws the eye to the beginning of large bodies of text.

Example of body text. It is small but always readable. Bigger sentences will use body text to fill the page.

EXAMPLE OF A SUB-HEADER. USE LIGHTER FONT WEIGHT AND ALL CAPS

EXAMPLE OF A BODY TITLE

This will go above body text when needed like in lists or informational sections.



TYPE DON'TS

See these tips for how to make sure fonts and text are readable for as many people as possible.

FONT WEIGHT

Use fonts with a medium weight for readability. Avoid using font weights that are too thin.

Yes

Good weight, easy to read.

No

Thinner font weight, more difficult to read.

TYPE SIZE

Use font sizes you are confident your audience will be able to read. Minimum font size is 9 points for print.

Yes

Large enough to read.

No

Text is too small and not easily readable.

UPPERCASE VS LOWERCASE

If you have large amounts of text, don't use uppercase letters or italics.

Yes

Upper and lowercase are easier to read in blocks of text.

No

UPPERCASE LETTERS CAN BE DIFFICULT TO READ IN BLOCKS OF TEXT.



TYPE DON'TS

See these tips for how to make sure fonts and text are readable for as many people as possible.

LETTER SPACING AND LEADING

The space in-between letters and lines of text should allow for easy reading of text.

Yes

Good spacing of text and letters.

No

Close and small spacing of letters and text make it harder to read.

CONTRAST

Use high contrast colours on text and backgrounds.

Some examples are black text on a white background or light brand colour, or white text on a black or dark coloured background if the font weight is heavy enough.

Yes

High-contrasting colours

No

Low-contrasting colours

Yes

High-contrasting colours

No

Low-contrasting colours



DESIGN ELEMENTS



COLOUR PALETTE

The brand's colours are the core of Brandon International Market's identity.

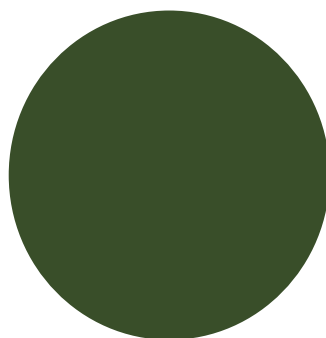
The colour palette is a fresh new take on the previous palette that was used before. It is important to appreciate the legacy the brand has to the Brandon area and it's Latin American community.

Both the Reds and Greens are there to call back to the brand's roots as Karla's International Foods.

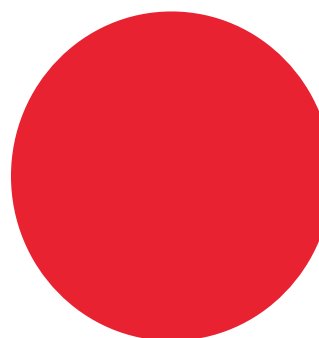
The Yellow adds a pop of festive colour to the palette.

Both the Brown and the Cream are here to add a soft contrast to the main colours within the logo.

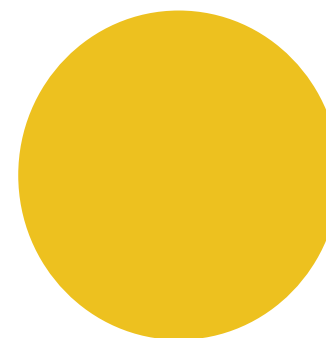
PRIMARY COLOURS



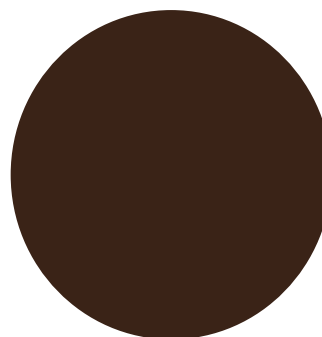
HEX #3A4E2A
C71 M46 Y90 K45
R58 G78 B42



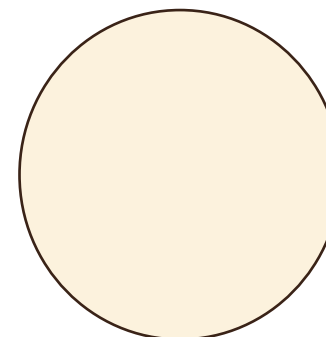
HEX #E92432
C2 M98 Y87 K0
R233 G36 B50



HEX #EDC124
C8 M22 Y98 K0
R237 G193 B36



HEX #3C2519
C52 M70 Y77 K69
R60 G37 B25



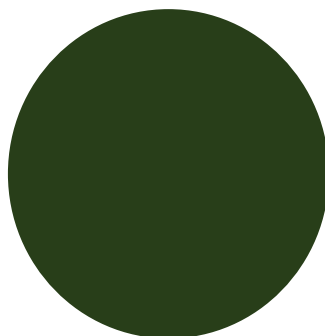
HEX #FDF0DB
C1 M4 Y13 K0
R253 G240 B219



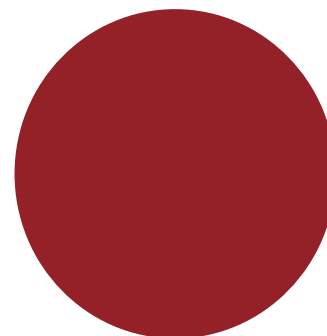
COLOUR PALETTE

SECONDARY COLOURS

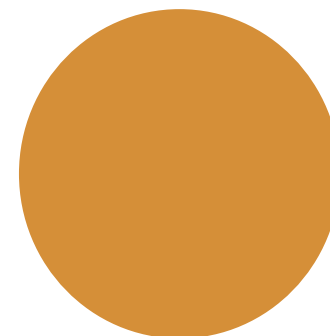
The secondary palette contains many contrasting greens, reds, yellows, and black/white for the text elements needed in branding.



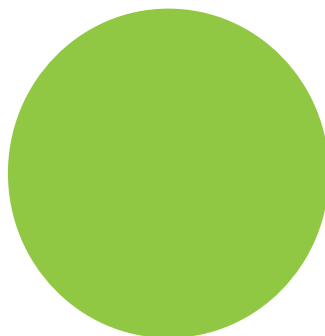
HEX #233E02
C75 M49 Y98 K57
R35 G62 B2



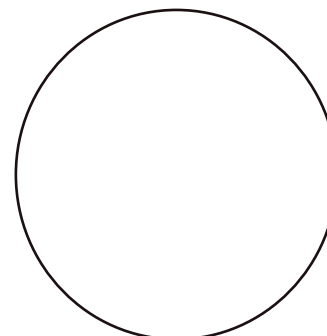
HEX #942129
C27 M97 Y88 K26
R148 G33 B41



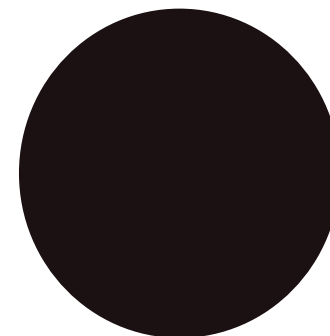
HEX #D48E39
C16 M48 Y91 K1
R212 G142 B57



HEX #8DD941
C48 M0 Y96 K0
R141 G217 B65



HEX #FFFFFF
C0 M0 Y0 K0
R255 G255 B255



HEX #1D1314
C67 M70 Y65 K80
R29 G19 B20

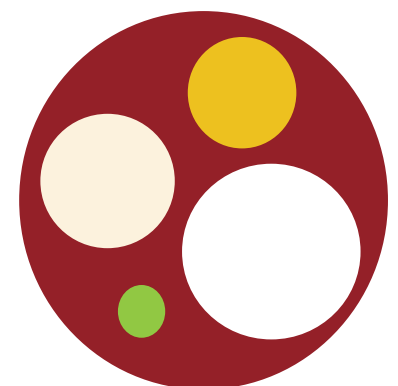
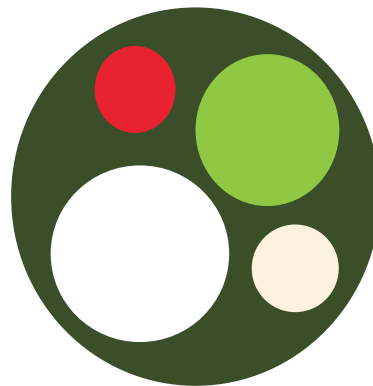
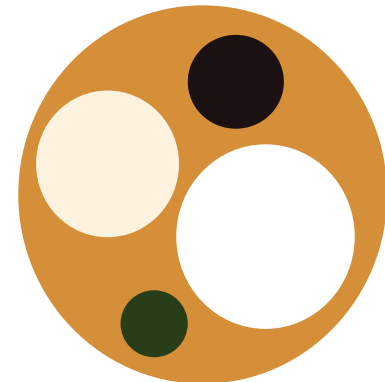
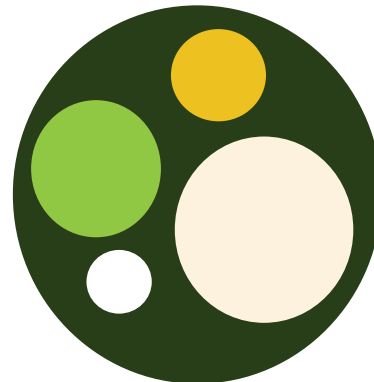
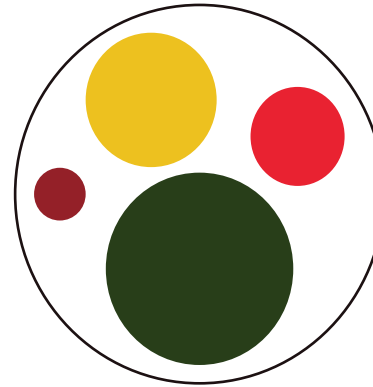


PALETTE USAGE

The brand colours must be used in a way that allows for easy readability and high contrast.

Look to this page for guidance on how to use the colours in the palette for adequate contrast.

The size of the circles connects to how heavily the colour is used within the palette. The bigger the circle is, the more the colour is used in a particular colour combination.





DESIGN ELEMENTS

CIRCLES

The circle is a constant shape that centers the design elements of the brand.

The circle is a friendly shape that can be used to highlight information and frame photo content.

You can place them in social media posts as framing elements to bring focus to the photo content.

You can use the circles as a way to bring some brand colour into a document or social media post.



Fig. 1 - Example of social media post using circles as design elements



PHOTOGRAPHY

Photos taken for use in the brand advertising should focus on the following:

Owners and Helpful Staff

Try to include candid and posed photos of the staff members to allow people to get familiar with the faces behind the brand.

Owners and Staff



Fig. 1 - Posed photo of our store owner



PHOTOGRAPHY

Photos taken for use in the brand advertising should focus on the following:

Quality Products

Photos should capture the high quality good that Brandon International Market provides to its customers.

Customer Community

Highlighting the lively customers that frequent the business shows off the community of the brand. Always ask for consent before taking photos of customers.

Customer Community



Fig. 1 - Posed photo of customer

Quality Products



Fig. 2 - Photo of fresh store products



BRANDON INTERNATIONAL MARKET

“Bringing Latin American cuisine, culture, and community to Brandon since 2006.”