



Brand Manual

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Logo

We're very proud of our logo so we require that you follow these guidelines to ensure that it looks it's very best. Our logo is a combination of words and iconography that convey our feel—warm, relaxed, and fresh.

Traditional

This is our traditional logo and is the preferred logo for branding usage. It is a combo of our icon and our wordmark.

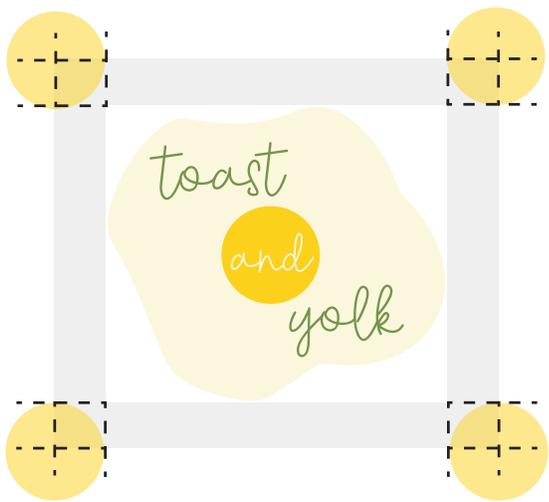
Horizontal

This is our horizontal logo and should only be used with the square logo does not fit appropriately or is too small to be read. It is our wordmark and a small icon.

Alternate Colors

In order to preserve logo recognition, the monochrome black and white version can be used in special circumstances rather than printing the colored logo in black in white.





1.25 inches



2.5 inches



Use

To ensure quality, we ask that you follow these guidelines regarding exclusion zone, as to not crowd the logo, and minimum size, so the logo can be visible and recognizable.

Exclusion Zone

The logo's exclusion zone is equal to half the height of the yolk (marked appropriately on the diagram).

Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.

Background Color

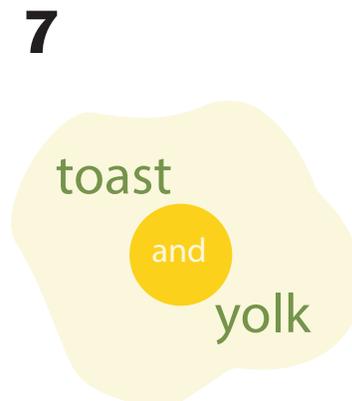
In certain cases, the logo can be placed on one of the designated brand colors or neutrals (black or white). To see specific colors, visit page 5. The background should never have more than 1 color underlying the logo.

Unacceptable Use

In order to maintain consistency of the Toast and Yolk brand, we ask that you adhere to the acceptable uses found in this guide. Unacceptable use includes, but is not limited to the following examples:

Unacceptable Use

1. rotating the logo
2. compressing the logo
3. stretching logo
4. just the outline of the logo
5. just the text of the logo
6. altering the original colors
7. altering the typeface



1

toast and yolk

2

toast and yolk

3

toast and yolk

4

toast and yolk

5

toast and yolk

6

toast and yolk

7

toast and yolk

Unacceptable Use

No matter which logo you use, there are guidelines that must be followed. In order to ensure quality and brand recognition, we ask that you refrain from the following edits to our logo.

Unacceptable Use

1. rotating the logo
2. compressing the logo
3. stretching logo
4. just the outline of the logo
5. just the text of the logo
6. altering the original colors
7. altering the typeface

Color

We've specifically chosen a color palette that matches the tone and feel of Toast & Yolk. As such, use the selected colors to accent elements of our brand.

Egg White

HTML: FAF4DB
Pantone: 663 C

C: 1.57 R: 250
M: 1.73 G: 244
Y: 15.36 B: 219
K: 0

Yolk Yellow

HTML: FDDIIE
Pantone: 115 C

C: 1.17 R: 253
M: 16.13 G: 209
Y: 95.25 B: 30
K: 0

Forest Green

HTML: 76944B
Pantone: 7490 C

C: 57.99 R: 118
M: 25.51 G: 148
Y: 88.09 B: 75
K: 6.54

Leaf Green

HTML: CADBA7
Pantone: 580 C

C: 22.22 R: 202
M: 3.01 G: 219
Y: 41.77 B: 167
K: 0

Type

In keeping with brand consistency, we have picked 2 fonts that encapsulate the brand— Gradiola and Americane. These are the only fonts that should be used.

Gradiola

Aa Bb Cc Dd Ee Ff Gradiola Regular
Gg Hh Ii Jj Kk Ll Mm
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
123456789

Gradiola

An elegant and clean script font that should be used for accent or headings. Gradiola should not be used for body text due to its lack of legibility.

Americane

Aa Bb Cc Dd Ee Ff Americane Light
Gg Hh Ii Jj Kk Ll Mm *Americane Light Italic*
Oo Pp Qq Rr Ss Tt **Americane Regular**
Uu Vv Ww Xx Yy Zz *Americane Italic*
123456789 **Americane Bold**
Americane Bold Italic

Americane

A clean san-serif font used for body text. Americane is available in many variations for easy use.

Photo

When used appropriately, photography can encapsulate who we are and show off what we do best. Here are some guidelines when taking photography and choosing photos for brand use.

Just like our brand, we want photos to feel light and fresh. Try to keep photos bright with natural lighting, whites, yellows, and greens.

