

LOGO + BRAND
VISUAL IDENTITY GUIDE

VISUAL IDENTITY GUIDE

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This guide was designed for you by Elegrazia
to steer implementation of your beautiful new logo + brand identity.

The framework covers everything you need to start using your new brand identity,
helpful tips for when to use each file type, recommendations for optimizing your brand
elements, and more. If you have any questions, please reach out:

INFO@ELEGRAZIA.COM

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KENILWORTH BURNT END DRY RUB

BRAND POSITIONING

*How can we better understand the preferences of our customer and own a unique place in their lives?
How can we build a deeper relationship? What makes us different?*

YOUR BRAND IN THREE WORDS

FIRE | SPICE | SMOKE

BRAND MISSION

Kenilworth Burnt End Dry Rub offers a BBQ rub for grilling aficionados seeking a smoky and spicy classic seasoning for their smoker.

VISION

Perfectly seasoned burnt ends available to grilling aficionados.

FOUNDATIONAL VALUES | BRAND BELIEFS

- Perfectly seasoned BBQ is attainable to all
- Ingredients should be all natural
- Small batches lead to the freshest product

TARGET AUDIENCE

Grilling aficionados willing to spend hours smoking the perfect cut of meat on a Big Green Egg or similar high end smoker.

ATTRIBUTES

- Family recipe, perfected in the USA
- Mixed in small batches by hand
- All natural, locally sourced ingredients

CREATIVE CONSIDERATIONS | BRAND SPIRIT

- Logomark reminiscent of a smoker basket
- Inspiration: whimsical typography + branding
- Color palette inspired by natural materials: slate, chalk and salt

KENILWORTH BURNT END DRY RUB

BRAND STYLE + PERSONALITY





KENILWORTH BURNT END DRY RUB

IDENTITY RATIONALE

The outward expression of your brand as it is seen and heard in the market—specifically the distinguishing elements and messages that appeal to your customer.

The Kenilworth Burnt End Dry Rub brand appeals to grilling aficionados, predominantly men from high-end communities seeking a superior BBQ smoke, and willing to invest in time and money to achieve results. The brand also appeals to those with limited time to develop their own recipes.

Its rugged, yet classically timeless style reflects a masculine, industrial vibe, with attention to detail, while uniquely custom elements set the aesthetic apart and speak to the brand story and values.

KENILWORTH BURNT END DRY RUB

BEHIND THE LOGO



The Kenilworth Burnt End Dry Rub primary logo centers around the brand name, with custom, stylistic K's forming a smoker basket and the W portraying smoke. A hand drawn smoke background further enhances the logomark as an optional element. The brand logos function in a variety of orientations and color ways, with the type and icon used together and separately. Each logotype / icon / mark within the brand is designed to work well at large and small scales alike, as well as over images.

Kenilworth Burnt End Dry Rub, offers a masculine and rugged product so I selected a whimsical, yet strong typeface Orpheus Pro, Medium. Orpheus is a serif typeface originally designed by Walter Tiemann in 1928. The typeface features a beautiful, flowing italic design that takes on a calligraphic feel, especially in the huge collection of ornate ligatures, alternate and swash characters. This serif features an exaggerated leg on the R and extended arm on the W conjuring trails smoke curling around the logo.

The modern, yet classic icon uses symbolism to make a big statement: blending two K's intertwined to form the smoker basket and a stylistic W to portray smoke. Given the legibility of the typeface, Orpheus Pro was used for the label text as well, however, for larger copy such as brochures or web site, Orpheus Pro could be paired with a simple sans serif such as Promixa Nova.



KENILWORTH BURNT END DRY RUB

LOGO INDEX

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No. 1



No. 5



No. 2



No. 6



No. 3



No. 7



No. 9



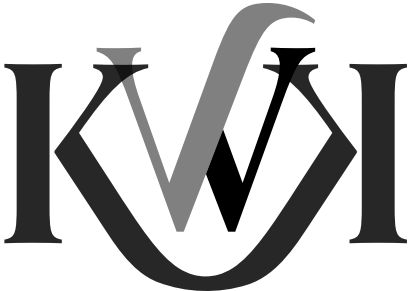
No. 4



No. 8

small batch | all natural spice blend

No. 10



FILE FORMAT GUIDE

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	BACKGROUND
EPS - PRINT EPS	print	infinite	cmyk	transparent
JPG - PRINT JGP	print	300	cmyk	white
JPG - WEB JGP	web + digital	300	rbg	white
PNG - WEB PNG	web + digital	300	rgb	transparent

VECTOR OVERVIEW

Most file types are limited by resolution and become pixelated when they are scaled larger than their original size. Vector files (.ai + .eps files) are infinitely scalable because they are made up of mathematical algorithms instead of pixels. They are essentially based on points on a grid. This means they will never become pixelated no matter how large they are scaled. A vector file will look the same whether it is printed on a business card or a billboard.

Because of this crispness and scalability of Vector files, they are ideal for large logo needs and print or specialty work. Examples include vinyl signage, letterpress, foil stamping, die cutting, laser cutting, screen printing, and engraving.

Logo

Normal logo
(scaled too large)

Logo

Vector logo
(infinitely scalable)

KENILWORTH BURNT END DRY RUB

PRIMARY + SECONDARY LOGO



LOCATION

KW Rub Final Files >> Primary

KW Rub Final Files >> Secondary

FILE NAME EXAMPLE

primary-black.eps | secondary-black.eps

AVAILABLE IN



White



Slate



Black



Chalk

USAGE NOTES

The primary logo is reserved for context where there is adequate space to make a big, bold, brand impression. Because of the orientation, it may be centered or left aligned. The secondary logo is preferred in design scenarios where a more vertical orientation is needed, and may be centered or corner-aligned.

The primary and secondary logos should be used most frequently. Exceptions include scenarios when less space is available, a different orientation is desired, or departure will make a unique branded impression. Please see Alternate Logos on Page NO. 12.

ALTERNATE LOGOS



LOCATION

KW Rub Final Files >> Alternate Secondary

FILE NAME EXAMPLE

alternate-secondary-black.eps

AVAILABLE IN



White



Slate



Black



Chalk

USAGE NOTES

The alternate logos should be used whenever a minimalist logo version is needed to make a statement or establish a clean brand identity. The third version may be useful in particularly small spaces.

MARKS



LOCATION

KW Rub Final Files >> Marks

FILE NAME EXAMPLE

mark1-black.eps

AVAILABLE IN



White



Slate



Black



Chalk

USAGE NOTES

The marks are used to further emphasize and embellish the brand impression, and an without the smoke may be used as a watermark for social media posts or overlap on photos for print publications.

TAGLINES

small batch | all natural spice blend



LOCATION

KW Rub Final Files >> Taglines

FILE NAME EXAMPLE

tagline-black.eps

AVAILABLE IN



White



Slate



Black

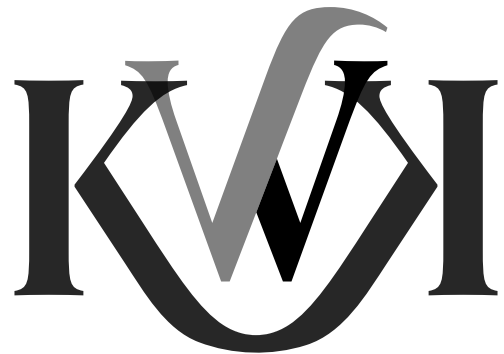


Chalk

USAGE NOTES

The taglines are used to reinforce the brand identity and are used in combination with one of the logos. This reinforces the brand position relative to the competition and articulates the intended message.

BRAND ICON



LOCATION

KW Rub Final Files >> Icon

FILE NAME EXAMPLE

icon-black.eps

AVAILABLE IN



White



Slate



Black



Chalk

USAGE NOTES

This symbol is the brand identity showcase element. Use the icon with the primary logo, the tagline, or any logo mark that does not already include the icon as part of the design.

The Slate or Chalk version of the icon is preferred in most cases. The Black version is useful in any formal scenario, such as formal letterhead, signage, etc.

The 3D version, available gray scale only, may be used sparingly, for impact, as appropriate.





KENILWORTH BURNT END DRY RUB

BEST PRACTICES & COLOR USAGE



USAGE NOTES

Brand elements should only be used in brand colors provided not be altered in any way. When possible, pair the logo and identity with the designated brand colors and typefaces. Always maintain strong contrast between brand elements and the background color to ensure legibility.

COLOR GUIDELINES

Use the Black, Charcoal, or Slate versions of logos against white or salt backgrounds. Use the White version against a Charcoal, Black, or Slate backgrounds. Please refer to Brand Color Palette on Page NO. 20.

The Black version of your logo should always be used for official black and white only documents.

KENILWORTH BURNT END DRY RUB

BEST PRACTICES & COLOR USAGE



SPECIAL USE

The tagline coordinates well with all logos.

The logo marks may also function well as watermark images.



est. 2019



KENILWORTH
BURNT END DRY RUB

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KENILWORTH BURNT END DRY RUB

BRAND COLOR PALETTE



SLATE

HEX
#57606F
CMYK
69 56 42 18
RGB
87 96 111
PANTONE



CHALK

HEX
#2C2A2B
CMYK
70 66 63 65
RGB
44 42 43
PANTONE
426 C



SALT

HEX
#EDECEO
CMYK
6 4 11 0
RGB
237 236 224
PANTONE
663 C



WHITE

HEX
#FFFFFF
CMYK
0 0 0 0
RGB
225 225 225
PANTONE



CHARCOAL

HEX
#000000
CMYK
0 0 0 0
RGB
000 000 000
PANTONE
6 C

PRINT

Please confer with your print house on their requirements, however, it's best practice to use CMYK for printing. For large or specialty print runs, Pantone Matching System (PMS) spot colors are recommended. Some brand colors may appear without a designated PMS color because there is not an equivalent PMS match. Your printer may be able to recommend material to coordinate as close as possible.

DIGITAL + WEB

It is best practice to use RGB for digital and HEX values (#xxxxxx) for web. Please note that colors may vary on different devices due to inconsistent color calibration.

FOR MORE INFORMATION

Please refer to the File Format Guide on Page No. 10.

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KENILWORTH BURNT END DRY RUB

TYPOGRAPHY HIERARCHY

Orpheus Pro - Medium

LARGE HEADINGS

TYPOGRAPHY USAGE

Typeface is generally set in Black or Charcoal.

Please refer to the Brand Color Palette on Page No. 20.

Proxima Nova Thin

Secondary Heading

Orpheus Pro - Regular

Suggested body copy font for print.
Nemodi consento qui omniatus
vendaniminim disqui consequere corestrum
si occupta ssimus voluptatur se cuptaspiciis
eaquid mi, eum quundam inum re alia etur

Proxima Nova Regular

Suggested body copy font for web. Nemodi
consento qui omniatus vendaniminim
disqui consequere corestrum si occupta
ssimus voluptatur se cuptaspiciis eaquid
mi, eum quundam inum re alia etur

KENILWORTH BURNT END DRY RUB

TYPOGRAPHY HIERARCHY

ORPHEUS PRO - MEDIUM

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ
1 2 3 4 5 6 7 8 9 0 № @ | + & \$ % ? < >

Proxima Nova - Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 # @ | + & \$ % ? < >

Orpheus Pro - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 № @ | + & \$ % ? < >

Proxima Nova - Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 # @ | + & \$ % ? < >

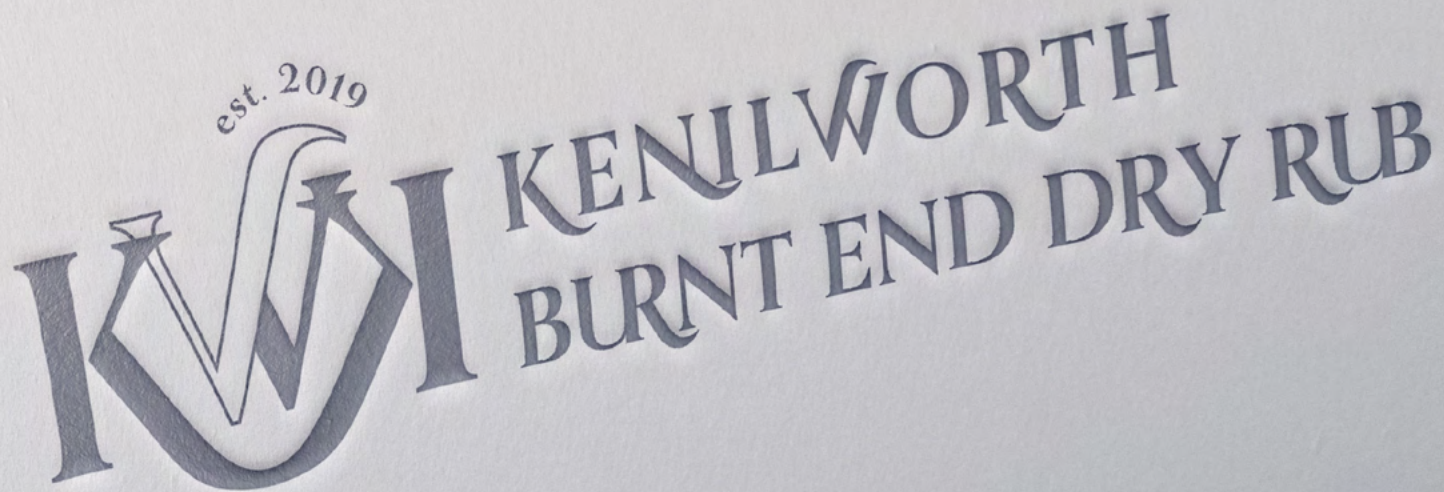
KENILWORTH BURNT END DRY RUB
TEXT HIERARCHY ILLUSTRATIVE



SMALL BATCH | ALL NATURAL SPICE BLEND

Kenilworth Burnt End Dry Rub offers a BBQ rub
for grilling aficionados
seeking a smoky and spicy classic seasoning

Perfectly seasoned BBQ is attainable to all
Ingredients should be all natural
Small batches lead to the freshest product



KENILWORTH BURNT END DRY RUB

CUSTOM SEAMLESS PATTERNS

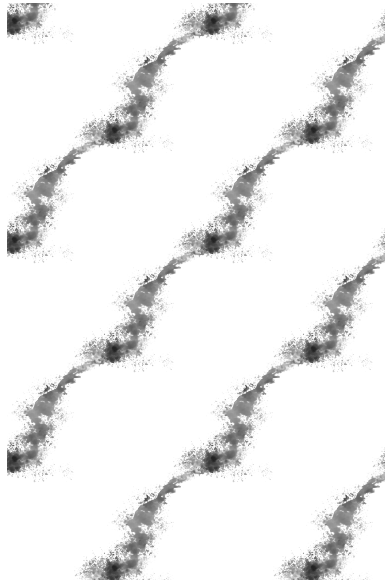
PATTERN USAGE

Patterns may be integrated into print material such as brand stationary, packaging, and collateral as well as background elements for print or digital.

These custom patterns further enhance your brand aesthetic and leave a lasting visual impression.



mark-pattern.png



smoke-pattern.png



logo-pattern-white.png



logo-pattern-slate.png

KENILWORTH BURNT END DRY RUB

DIGITAL PRESENCE

WEBSITE FAVICON



SOCIAL MEDIA PROFILE IMAGE

You may also use a photo of yourself.



SOCIAL MEDIA BANNER IMAGE (FACEBOOK + TWITTER)

You may also use an on-brand photo.





KENILWORTH
BURNT END DRY RUB
small batch | all natural spice blend

Net Weight 4.5 oz (127.6g)

Pat rub on beef or pork. Chill overnight. Smoke. Eat. Repeat.

Ingredients: Brown sugar, sugar, salt, onion powder, garlic powder, paprika, white pepper, and cayenne pepper.

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BURNT END DRY RUB
small batch | all natural spice blend



KENILWORTH BURNT END DRY RUB

WITH MUCH APPRECIATION

Elegrazia is grateful for the opportunity to build your brand.

It was such a pleasure to partner with you and I'm excited see what the future holds.

READY FOR MORE?

I would love to continue our brand partnership. I can help bring your brand to life through stationary, digital and social media templates, PDF documents, motion graphics, and more.

Whenever you are ready to continue our collaboration, please reach out.

INFO@ELEGRAZIA.COM



*Best Wishes,
Tammy*

est. 2017



elegrazia

building your brand
growing your business

elegance
&
grace