

Brand Guidelines





PRIMARY LOGO

Used in all instances except for very large display or printing.



Brand Guidelines





LOGO FILE FORMATS

In order to have maximum sharpness and clarity when using the logo please use one of these file formats whenever possible.

LOGOS

.SVG

.PDF

.EPS

.AI

.PSD

If these formats are not options then use .png.
As a very last resort use .jpg.
These formats will be significantly blurrier than the formats above.





MINIMUM LOGO SPACING

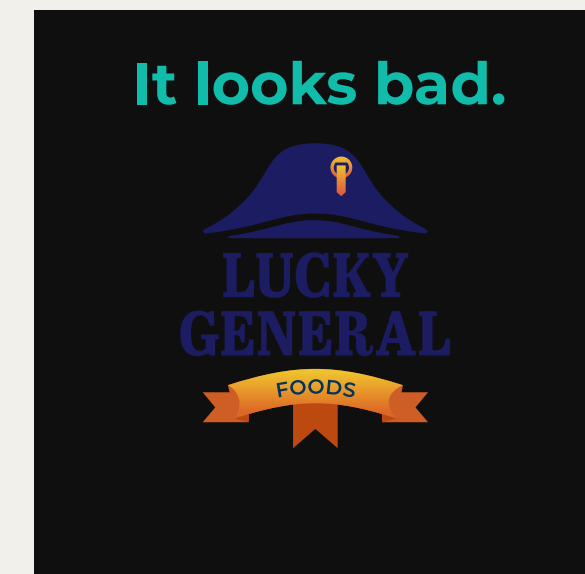
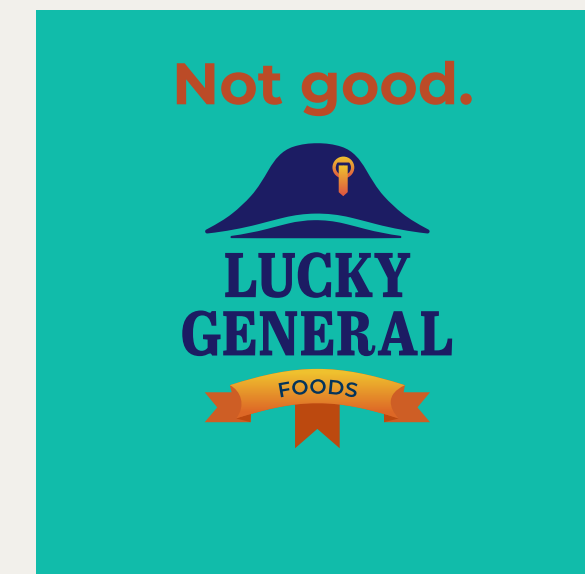
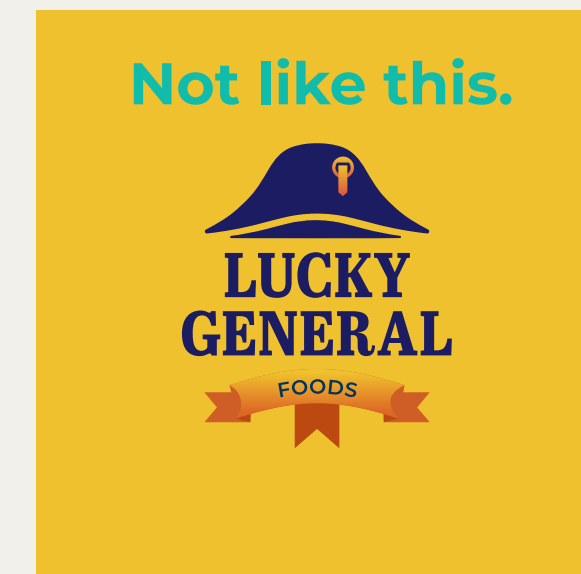
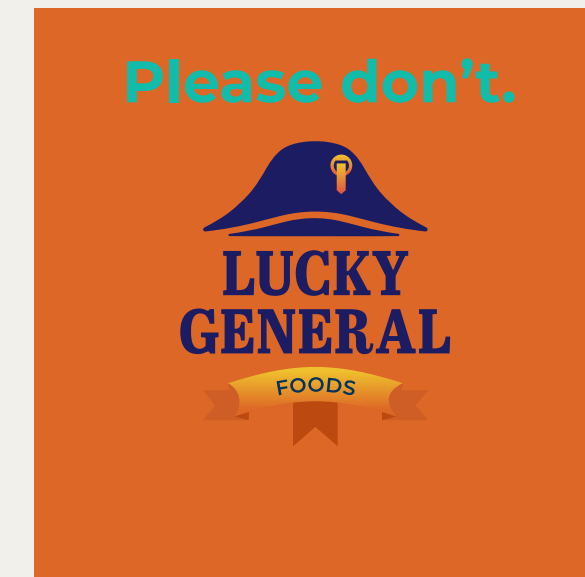
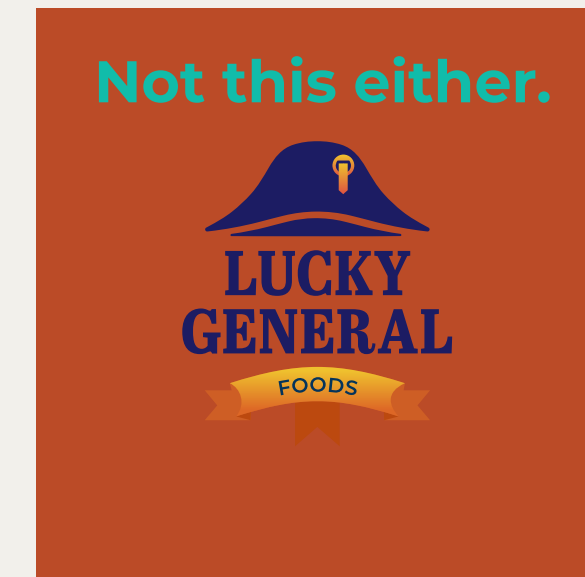
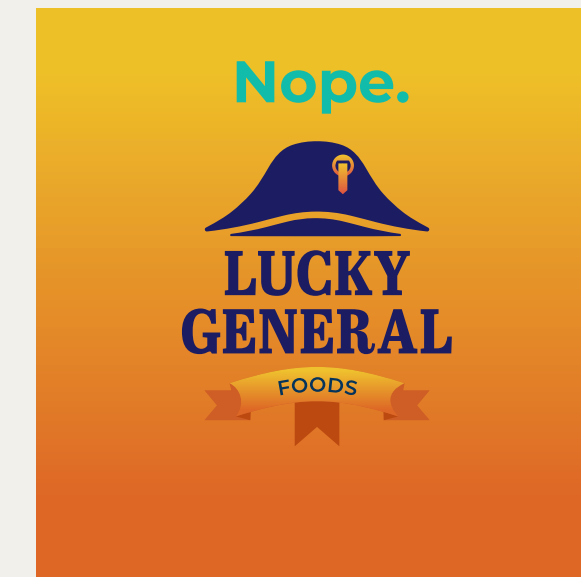
The very minimum space between the logo and other objects or edges. More is better.





LOGO BACKGROUND COLORS

The primary color logo should only be used on LGF off-white or pure white backgrounds.





KNOCKOUT / WHITE LOGO

An alternate knockout/white logo is provided for use on color backgrounds.





LOGOS



BLACK LOGO

An alternate black logo is provided for purely black and white printing.





ALTERNATE LARGE FORMAT/DISPLAY LOGO

An alternate logo is provided which has smaller typography and a decorative element added. Knockout/white and black versions are also included for use when needed.



LUCKY GENERAL





LOGOTYPE

Two alternate text only logos are provided for particular designs that require it.

LUCKY GENERAL FOODS

LUCKY GENERAL FOODS

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LUCKY GENERAL FOODS

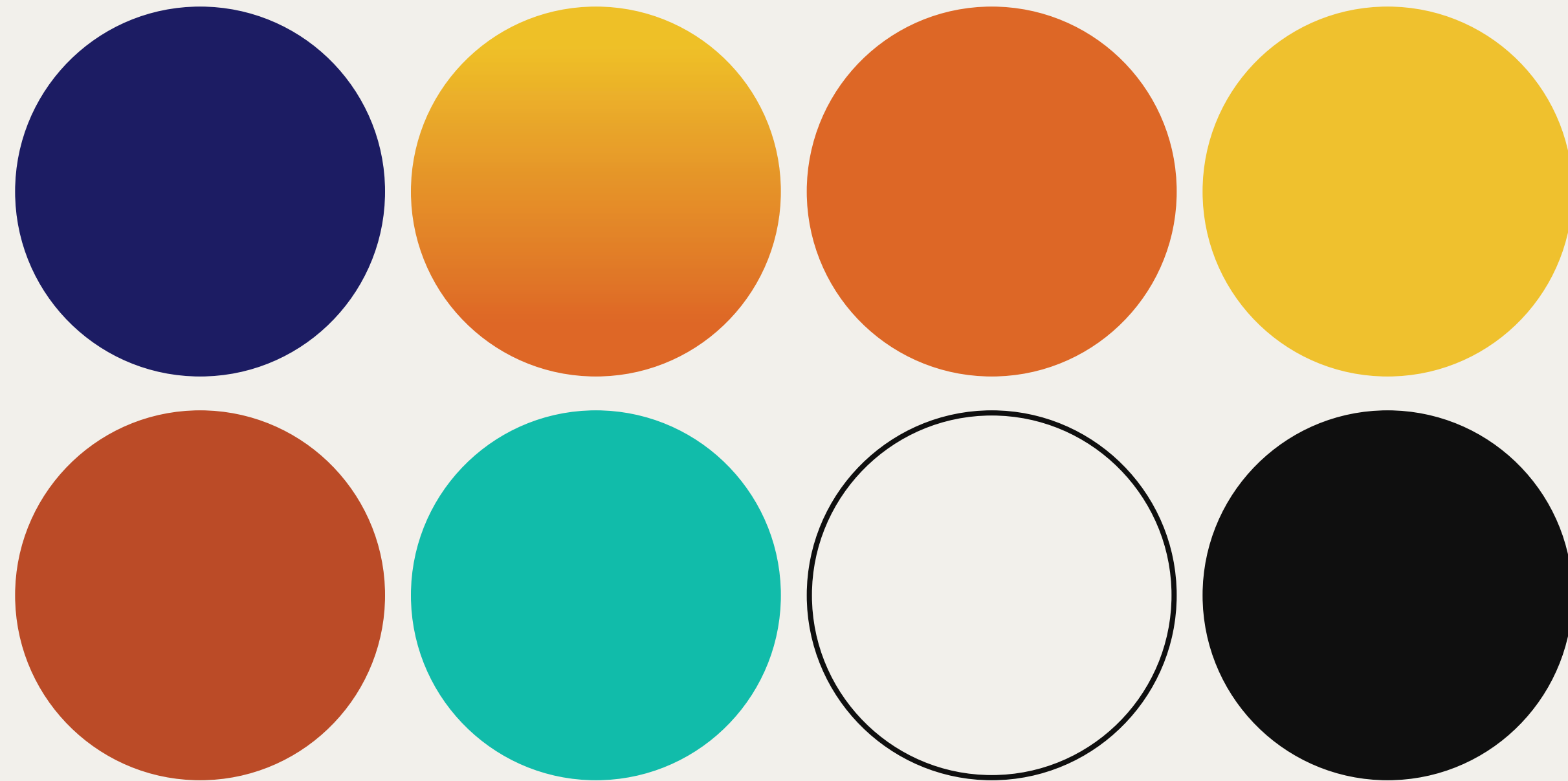
LOGOS





COLORS

The entire brand color set and general guidelines for their use.



Brand Guidelines

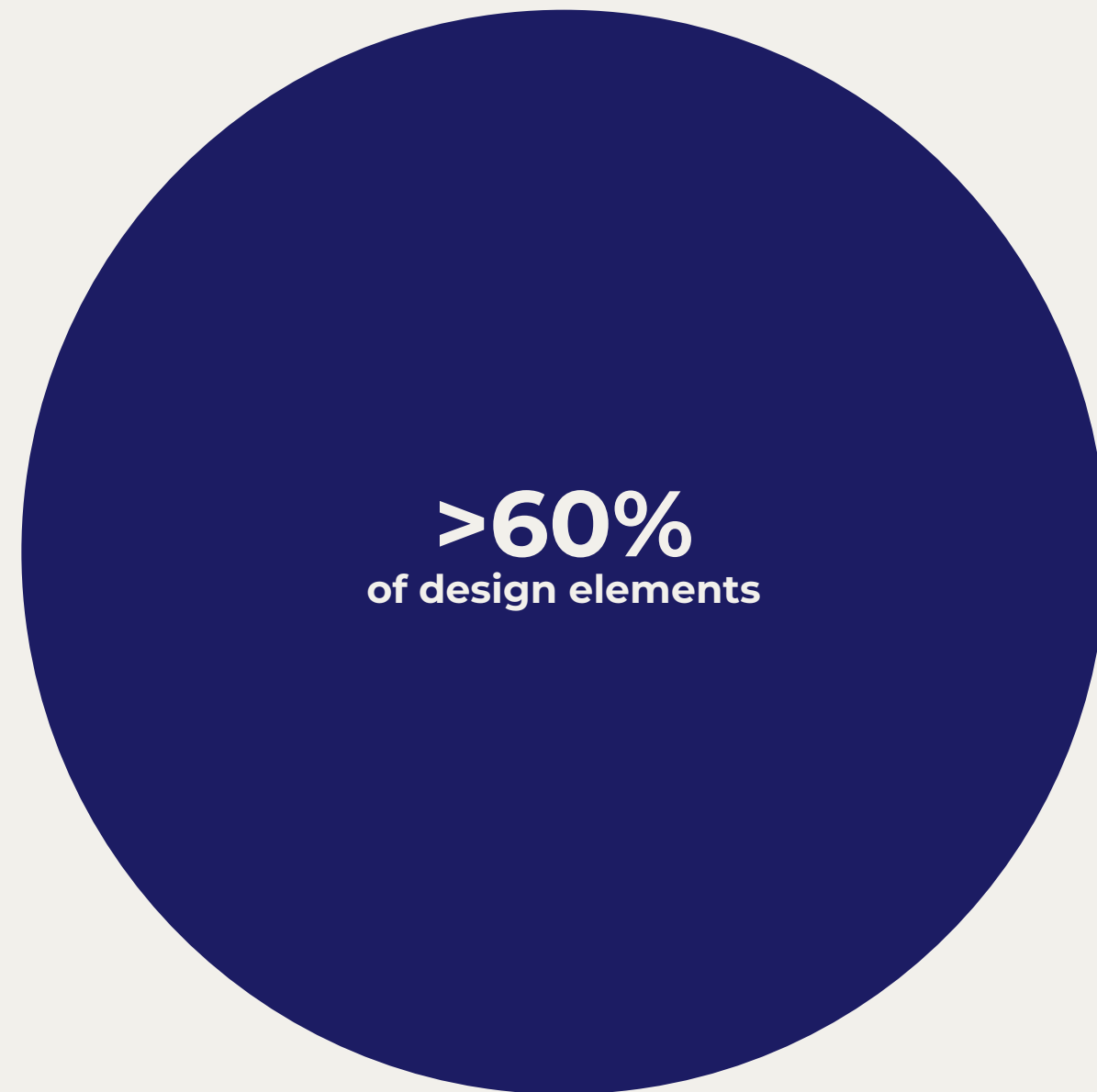




PRIMARY BRAND COLORS

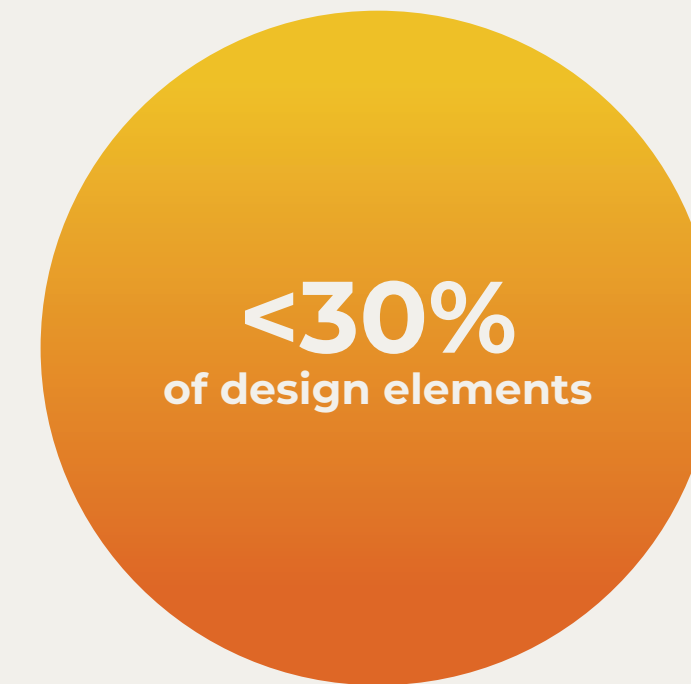
Lucky General Foods uses one primary and one secondary brand color as well as an alternate system for certain uses.

Primary LGF Purple/Blue



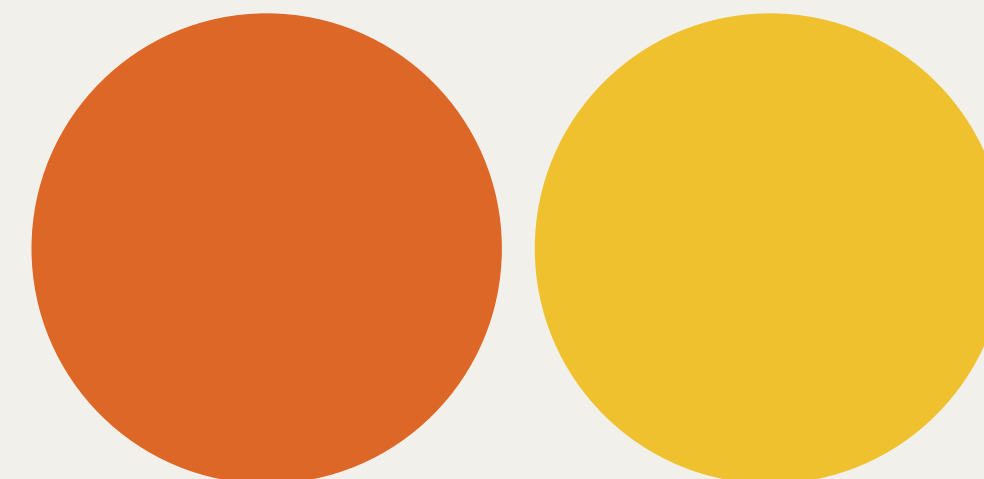
HEX #1C1C63
RGB - 28 28 99
CMYK - 100 100 29 23

Secondary LGF Warm Gradient



HEX #DD6726 & EFC12E
RGB - 221 103 38 & 239 193 46
CMYK - 9 72 100 1 & 7 23 94 0
COLOR STOPS 10-20 PERCENT IN
ON GRADIENT SLIDERS

Alternate Secondary Pair of Solids



HEX #DD6726
RGB - 221 103 38
CMYK - 9 72 100

HEX #EFC12E
RGB - 239 193 46
CMYK - 7 23 94 0

COLORS



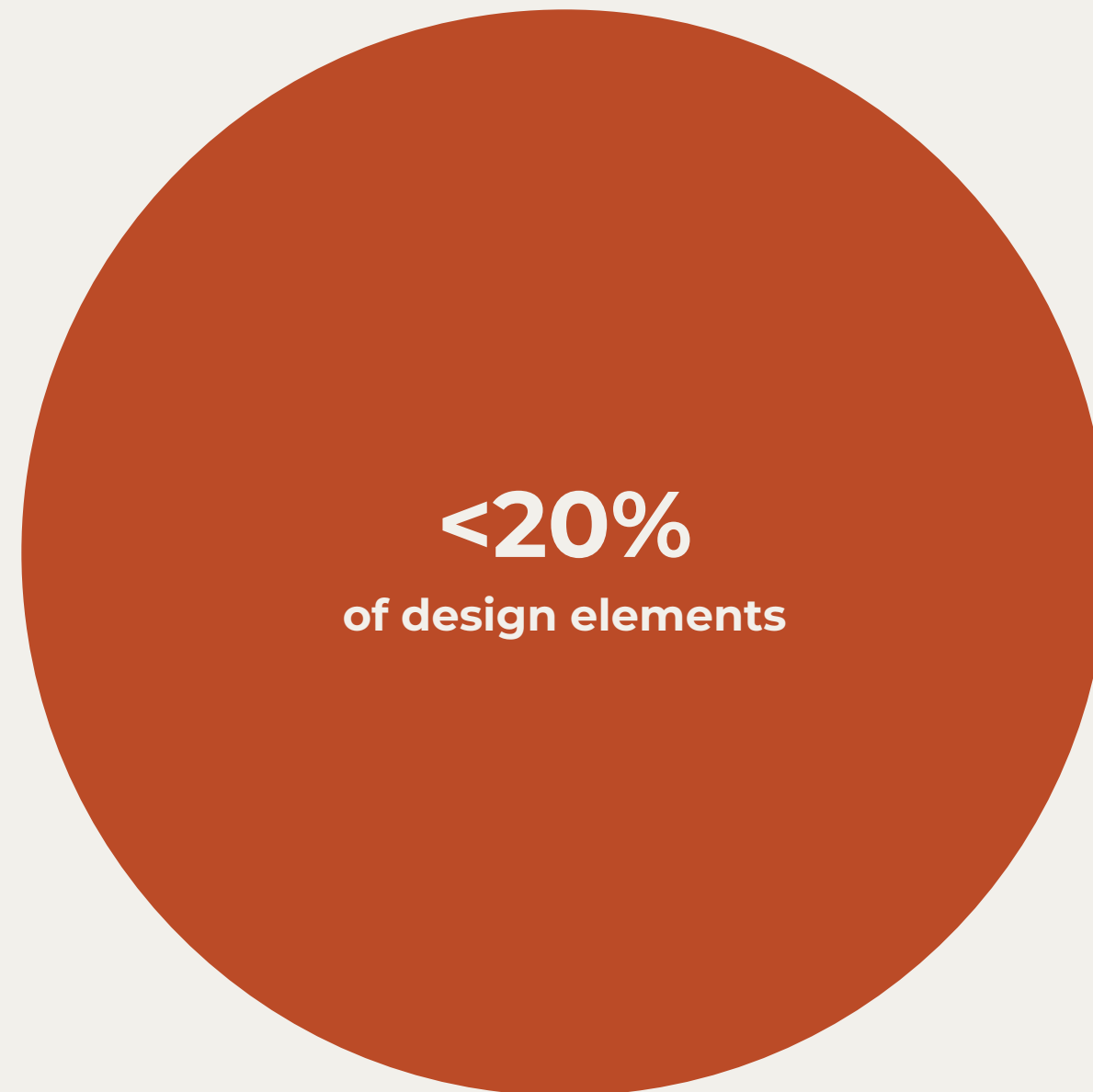


ACCENT BRAND COLORS

Accent colors for use as accents or design elements as needed. They should not make up large portions of designs.

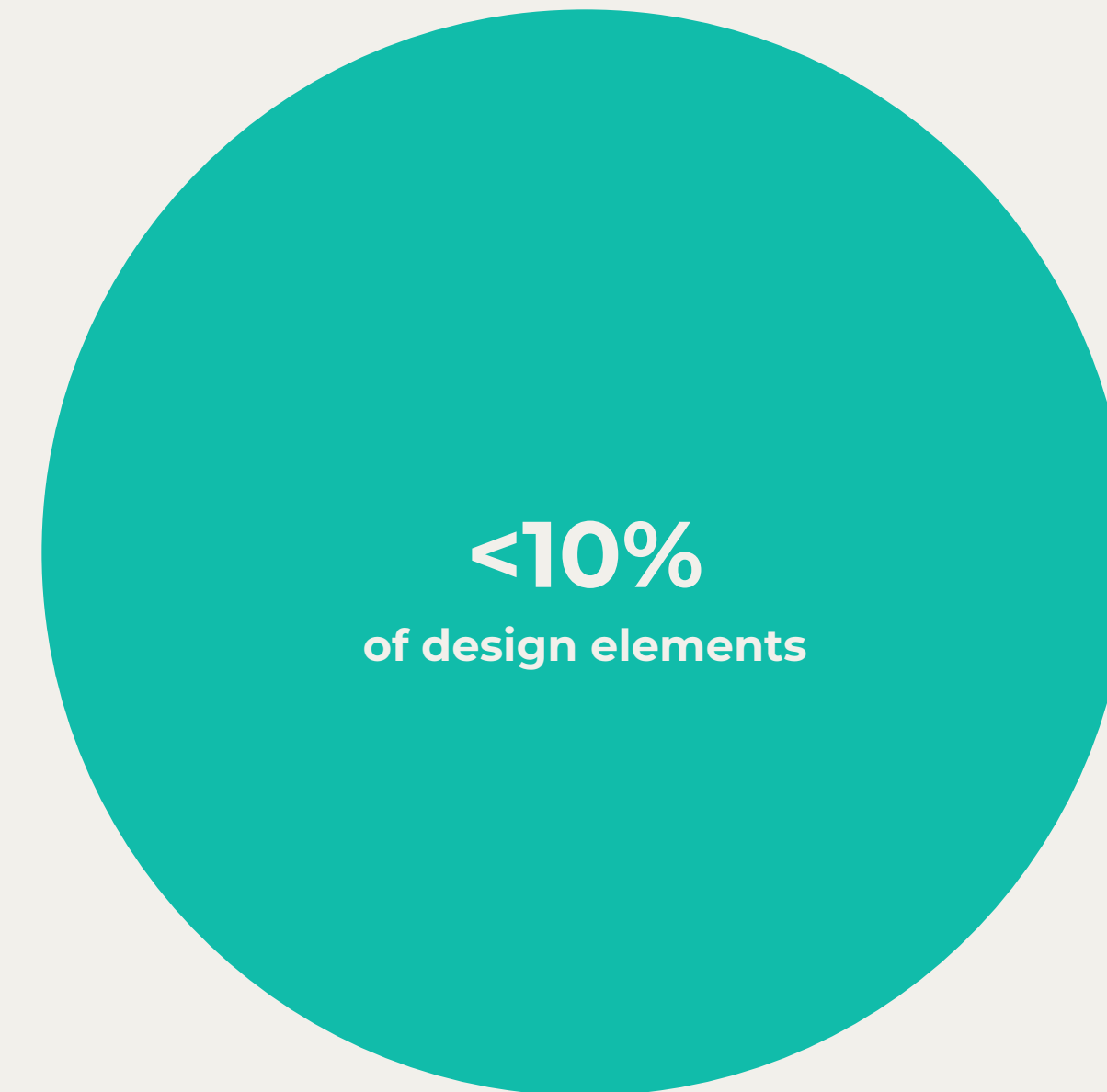


ACCENT LGF DARK ORANGE



HEX #BB4B27
RGB - 187 75 39
CMYK - 19 82 100 9

ACCENT LGF TEAL



HEX #11BCAA
RGB - 17 188 170
CMYK - 73 0 43 0

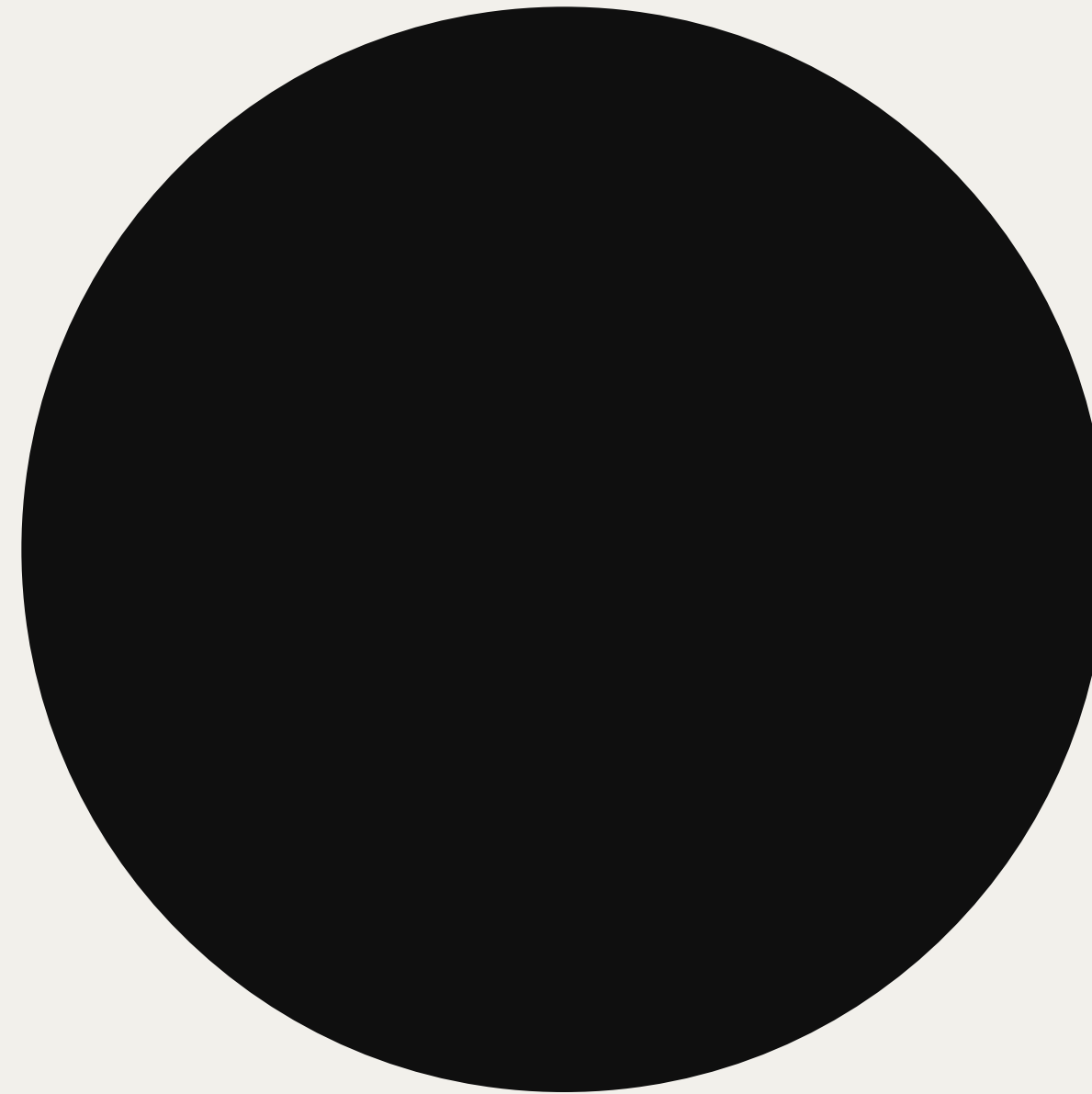




BLACK AND WHITE BRAND COLORS

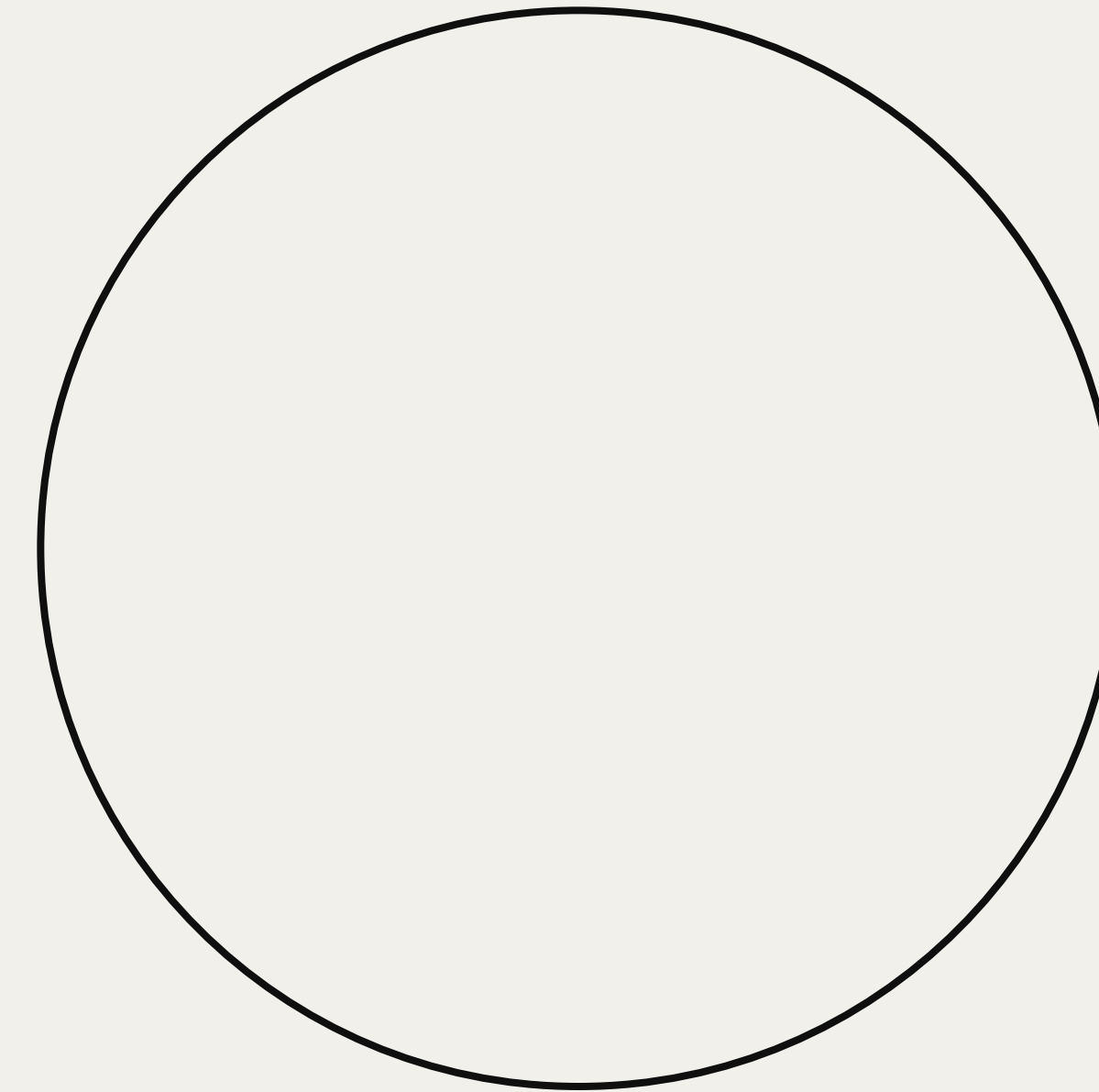
When possible do not use pure black or white. LGF has an off-black and off-white for brand use.

LGF OFF-BLACK



HEX #0F0F0F
RGB - 15 15 15
CMYK - 74 67 66 84

LGF OFF_WHITE



HEX #F2F0EB
RGB - 242 240 235
CMYK - 4 3 6 0

COLORS





TYPOGRAPHY

Lucky General Foods uses 2 main brand font families. They are available for free at google fonts. If they are not available use something similar.



TYPOGRAPHY

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Brand Guidelines





HEADLINE TYPEFACE 01

Used for page, section, and some advertising headlines.

ABRIL FATEFACE

<https://fonts.google.com/specimen/Abril+Fatface>

TYPOGRAPHY

PRIMARYLY
ALL CAPS

Tracked out at 10pts

Occasional extra
space between words
for improved
legibility

Very Occasionally
Used in Title Case

Never used for body
copy/text





HEADLINE TYPEFACE 02

Used for subheads, and headlines where
Abril Fatface is not appropriate.

MONTSERRAT BOLD

<https://fonts.google.com/specimen/Montserrat>

TYPOGRAPHY

ALL CAPS

Tracked out at 40pts

Occasional extra
space/kerning
between words
for improved
legibility

Occasionally Used
in **EXTRABOLD**
or **SEMIBOLD**

Never used for body
copy/text





BODY COPY/TEXT TYPEFACE

Used for main copy and informative text.

Montserrat regular or medium

<https://fonts.google.com/specimen/Montserrat>

TYPOGRAPHY

Occasionally used
for more informative
sub-headlines

Occasionally Used
in light weight

Never used for
headlines





PHOTOGRAPHY

Lucky General Foods sources photography with warm and personable vibes.

PHOTOGRAPHY

Warm colors and lighting.

Not overly bright highlights.

Not corporate feeling or too much like classic stock photography.

Never setting text directly on busy parts of an image

Tastefully lightening sections of images to place text. No straight gradient overlays.

Brand Guidelines



