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# Introduction

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## Daisy's Vintage Kitchen

The purpose of this booklet is to ensure all visual design elements and the placement of them are applied correctly over any medium that the Daisy's Vintage Kitchen logo appears. These guidelines are essential for providing consistency throughout all communications including advertising, merchandising, stationery and uniforms. These guidelines should always be followed to ensure that, visually, the branding comes across in the best way possible.

The logo must not be manipulated in any way shape or form. It will be provided in a jpeg format, therefore making it not possible to manipulate the logo.

If you would like the logo artwork please contact [info@daisysvintagekitchen.co.uk](mailto:info@daisysvintagekitchen.co.uk)



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# Building the Brand

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# 4

The building of the Daisy's Vintage Kitchen brand is an essential part of its success as a business. The branding guidelines will set the tone and feeling of our company and determine how this is read by our customers through placement, colours style and design.

The branding should reflect the companies values correctly where ever it is placed, and therefore seen buy our customers including; advertising, newsletters, brochures, signs, websites, merchandise etc.

Although it is very important that every peice reflects the same tone it does not necessarily mean that every piece of communication must look the same. Depending upon which media platforms are used will determine the logo/colour/text that is used to fit each platform correctly in the best way possible.

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## Brand Values

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The brand values of Daisy's Vintage Kitchen are the following;

We always use the highest quality of ingredients in all our products.

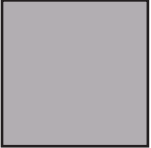

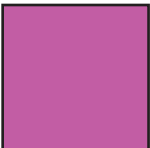
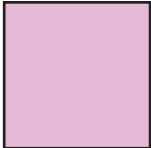
We never compromise on taste, our products always taste as good as they look.

We listen to our customers and try to adapt products where ever possible.

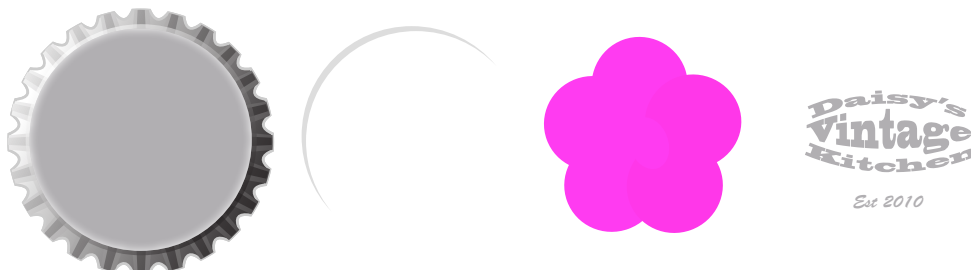
Our products are unique and tailor made to each customer request.

# The logo

The Daisy's Vintage Kitchen logo is made up of four colours. These colours portray the vibrant and fun aspect of the 1960's whilst at the same time being professional and trusting. These colours can be made up of CMYK or RGB. They are to be used as closely as possible within any medium they may be seen.

Grey	Light grey	Pink	Light pink
			
C 31 M 27 Y 24 K 0	C 12 M 9 Y 9 K 0	C 22 M 77 Y 0 K 0	C 8 M 31 Y 0 K 0
R 177 G 175 B 178	R 21 G 21 B 22	R 255 G 59 B 241	R 251 G 182 B 255
HEX B1AFB2X	HEX DDDDDE	HEX FF3BF1	HEX FBB6FF

The Daisy's Vintage Kitchen logo comprises of 4 main elements. The bottle cap which represents the food and drink aspect of the company, as well as being a well known retro symbol (which represents the vintage aspect of our brand.) The crescent shape gives the appearance of an upper left hand light and the daisy which incorporates our brand name. The typeface and appearance of text used is based on vintage style branding from the 1950's which brings together the feel of food/drink/vintage which is the base of the Daisy's Vintage Kitchen brand.



The typefaces that appear in our logo and branding have been especially chosen to reflect the qualities and aspects of our brand values. Under no circumstances should any other typefaces appear within our branding or logo. Consistency in the use of typography is very important to ensure the continuity, clear and easy to read format to ensure no important information is missed.

## logo

Whenever the logo is used as a heading the font 'Blackoak std' must be used either in black or our brand colours grey and pink. The smallest the font can appear is at 6pt which is the size that would be used on a real life bottle cap. The logo and fonts can appear at any large size that is appropriate within that platform.

## Blackoak std

6pt  
**ABCDEFGHIJKLMN OPQRSTUVWXYZ**  
**abcdefghijklmno pqrstuvwxyz**  
**Daisy's Vintage Kitchen**

## 12pt

**ABCDEFGHIJKLMN OPQRSTU-**  
**VWXYZ**  
**abcdefghijklmno pqrstuvwxyz**  
**Daisy's Vintage Kitchen**

## 18pt

**ABCDEFGHIJKLM-**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm-**  
**nopqrstuvwxyz**  
**Daisy's Vintage Kitch-**  
**en**

## Heading

The font used for headings must be 'Bell Gothic std black.' It must always be 4pts bigger than the font size used for sub-headings and 8pts larger than the body text. The text must always appear in black or the brand colours pink and grey. The smallest the font that can be used is 8pts which is the size it would appear on a real life bottle cap.

## Sub-heading & body

The font used for the sub-heading and all body text must be 'Bell Gothic std bold'. The sub-heading should always be 4pts smaller than the title and appear in black or the brand colours pink and grey. The body must always appear 4pts smaller than the sub-heading and always appear in black. The smallest the font should be used is at 8pts.

**Heading**

The font used for headings must be 'Bell Gothic std black.' It should always be 4pts bigger than the font size used for sub-headings and 8pts larger than the body text. The text must always appear in black or the brand colours pink and grey. The smallest the font may be used is 8pts which is the size it would appear on a real life bottle cap.

**Bell Gothic Black**

8pt

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmno**pqr**stuvwxyz

Daisy's Vintage Kitchen

12pt

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmno**pqr**stuvwxyz

Daisy's Vintage Kitchen

18pt

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmno**pqr**stuvwxyz

Daisy's Vintage Kitchen

## Sub-heading &amp; body

The font used for the sub-heading and all body text must be 'Bell Gothic std bold.' The sub-heading should always be 4pts smaller than the title and appear in black or the brand colours pink and grey. The body must always appear 4pts smaller than the sub-heading and always appear in black. The smallest the font may be used is at 8pts.

## Bell Gothic std Bold

8pt

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmno**pqr**stuvwxyz

Daisy's Vintage Kitchen

12pt

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmno**pqr**stuvwxyz

Daisy's Vintage Kitch

18pt

ABCDEFGHIJKLMN**OP**QRSTUVWXYZabcdefghijklmno**pqr**stuvwxyz

Daisy's Vintage Kitchen



The logo can be made up to any large size required but it must be no smaller than 1" which is the standard size of a real life bottle cap.

In most cases the logo size will be determined by the medium its used within and the space available.

When applied to certain exceptional promotional items the logo may appear smaller if necessary but will be thoroughly checked for quality.

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## Correct usage of the logo

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# Incorrect use of the logo

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The logo must always use the same colours placed correctly. These are examples of the correct colours being placed in the incorrect spaces.





Do not cut any part of the logo off



Do not change the font



Never change the colours



Do not change the proportions or shape



Always use capital letters at the start of the logo

The logos shape, colours, size and fonts have been designed especially for the Daisy's Vintage Kitchen brand. To remain consistent and used in the best possible way it must never be changed or recreated.

# Backgrounds

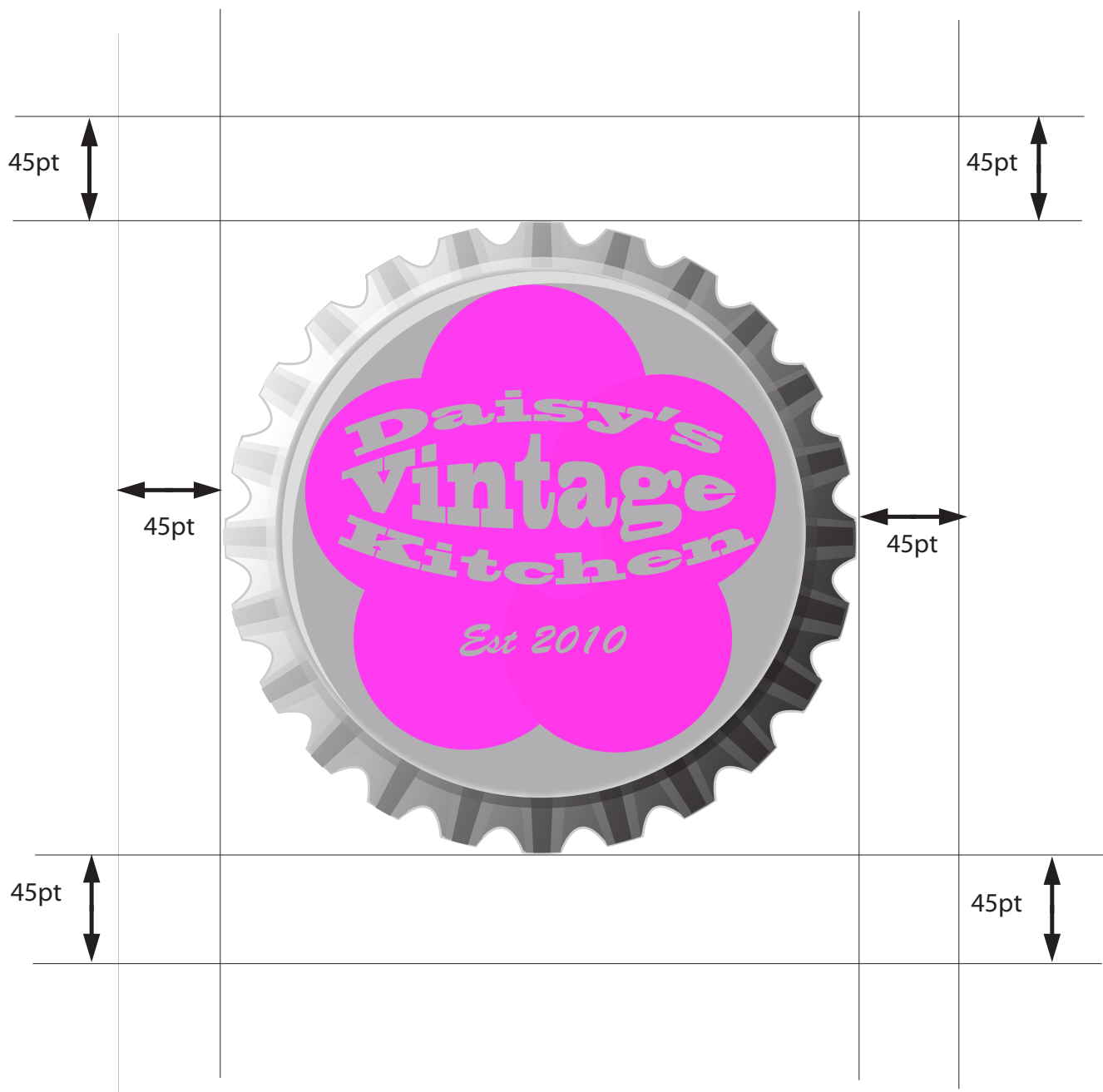
Ideally the logo should be placed on a white background although any colour will work if this is not possible.



# Clearance space & positioning of the logo 12

As shown in the diagram below, the logo should always have a minimum of 45 points clearance space around the outside to ensure it stands out in the best way possible and also prevent the logo from becoming lost or crowded.

Preferably the logo should appear on the left hand side but can be placed anywhere. Depending on where the logo is used it can be placed at any height but should always be placed with a gap of 45 pts around the outside unless being used on stationery where 20pts will be used instead.



# Correct use of logo with headings 13

When the logo appears on stationary it must be 20pts from the top and side and if possible should be placed on the left-hand side. It should sit flush upon a line which is made up of the brand grey X 25 Y24 L37. The line will be a 2pt weight with these positions on the page

20 pt

20 pt

Daisy's Vintage Kitchen  
156 Huish  
Yeovil  
Somerset  
BA20 1BN

07984225596  
info@daisysvintagekitchen.co.uk

Brand line  
Weight: 2pt  
Colour: C 31 M 27 Y 24 K 0  
Positioning: X 25 Y 24 L 37

5 pt

Logo should appear at a 1" diameter on all business stationery.

The typeface used on all business stationary must be 'Bell Gothic std' in bold at 10 point.

If possible it must be located on the right-hand side of the page with 20pt from the top and side.

The company's name and address must be placed above the brand line with the phone number and email address below the brand line.

There must be 5pts between the text and brand-line above and below.

A suite of stationery has been designed around our branding colours and logo. There is standard templates for all stationery which can be obtained from [info@daisysvintagekitchen.co.uk](mailto:info@daisysvintagekitchen.co.uk). If any changes need to be made to the standard design please seek advice first.

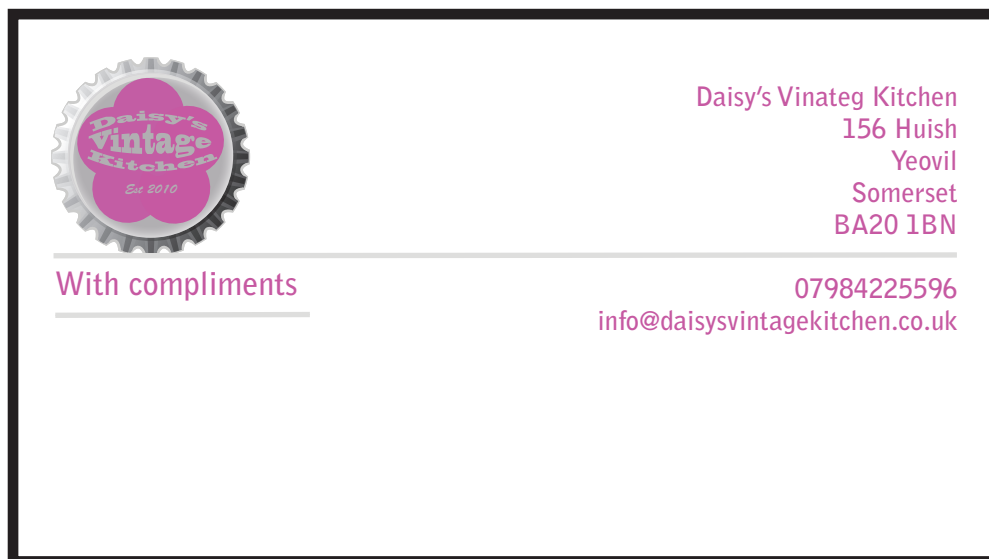


Daisy's Vintage Kitchen  
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07984225596  
[info@daisysvintagekitchen.co.uk](mailto:info@daisysvintagekitchen.co.uk)

## Compliments note



## Business card

### Front



### Back







Receipt



Daisy's Vinateg Kitchen  
 156 Huish  
 Yeovil  
 Somerset  
 BA20 1BN

Client name 0798422596  
 Company info@daisysvintagekitchen.co.uk  
 Company address line one  
 Company address line two  
 Postcode  
 Country

**Receipt**

Date

Description	Rate	Quantity	Total
Total			

Sale made with \_\_\_\_\_  
 Cash \_\_\_\_\_  
 Cheque \_\_\_\_\_  
 Total \_\_\_\_\_

## Tone & style of imagery

The design of all merchandise, promotional and advertising products must reflect the correct tone and image of the Daisy's Vintage Kitchen brand values.

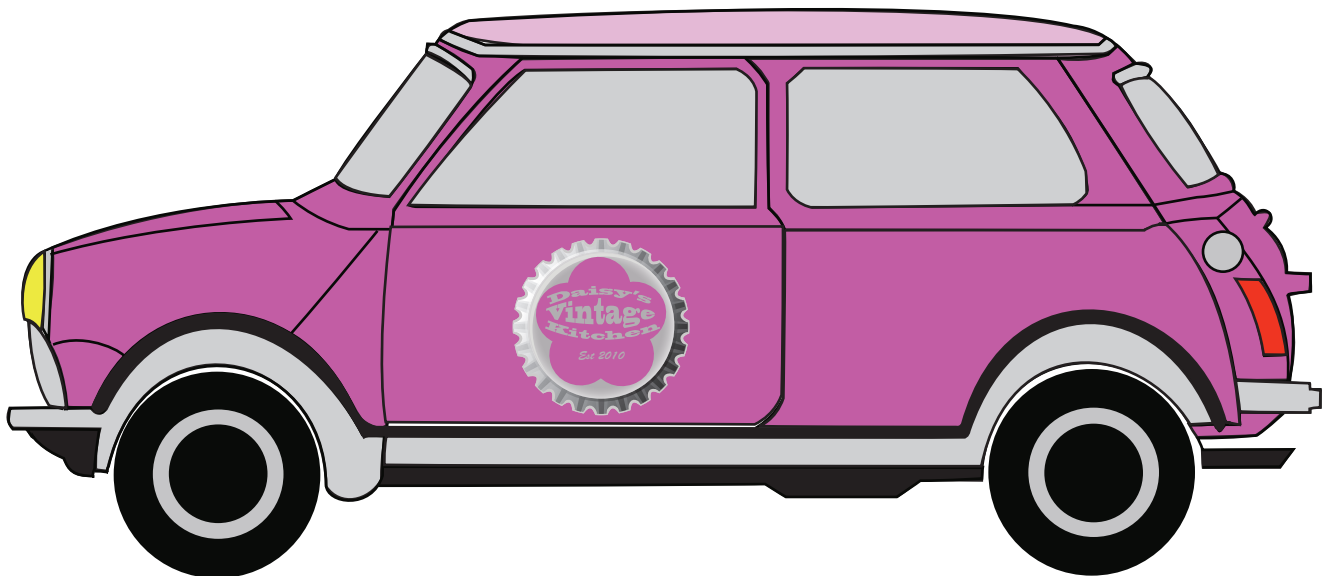
Photo's must be taken with plain white backgrounds of our products as we believe this will ensure the bright and vibrant colours will stand out more effectively.

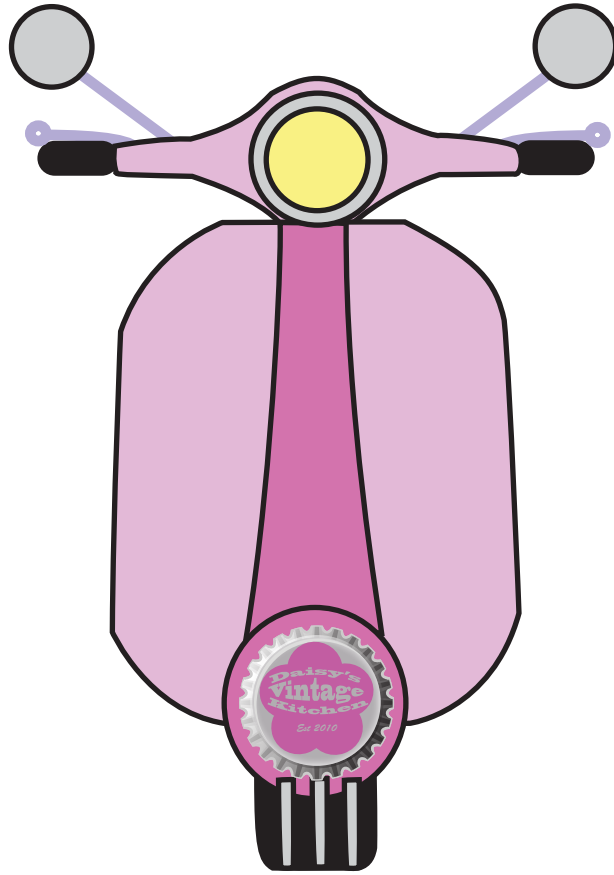
All packaging must also be white to again ensure our products stand out clearly and not be lost.

Our merchandise would usually be made up primarily of pinks and greys but this can change depending on what suits that particular piece

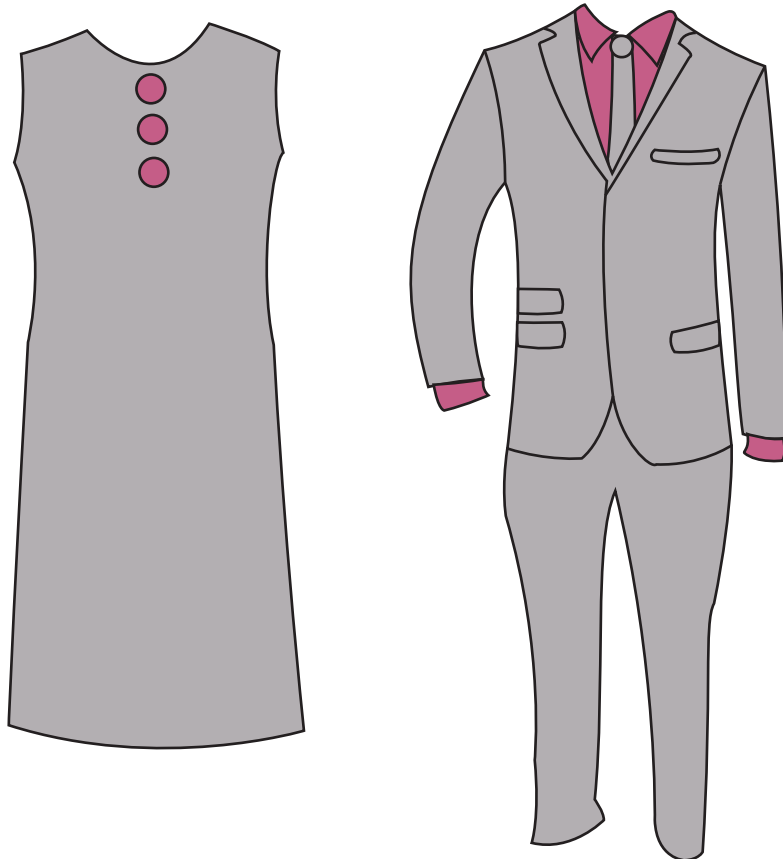
Although the above should try to be followed as closely as possibly we do however understand that in some cases this may change, for instance a photo-shoot of our products on location may suit that theme or design better than a white background.

DVK business vehicles





DVK male and female uniforms



Shop front and signage



Promotional banner





## Recipe in a Bottle

One of our main promotional products is the "Recipe in a Bottle". There are a range of these bottles available each with a different recipe and sugar craft tutorial inside. They are made from vintage glass soda bottles and have our labelling on the outside. A DVK bottle cap seals the bottles itself.

## Button badge

Also available as one of our main promotional products is a button badge made from a DVK soda bottle cap.



Daisy's Vintage Kitchen has a range of branded products with our bottle tops discreetly on show. Here are a few examples.



Daisy's Vintage Kitchen  
156 Huish  
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07984 225596

[info@daisysvintagekitchen.co.uk](mailto:info@daisysvintagekitchen.co.uk)

[www.daisysvintagekitchen.co.uk](http://www.daisysvintagekitchen.co.uk)