

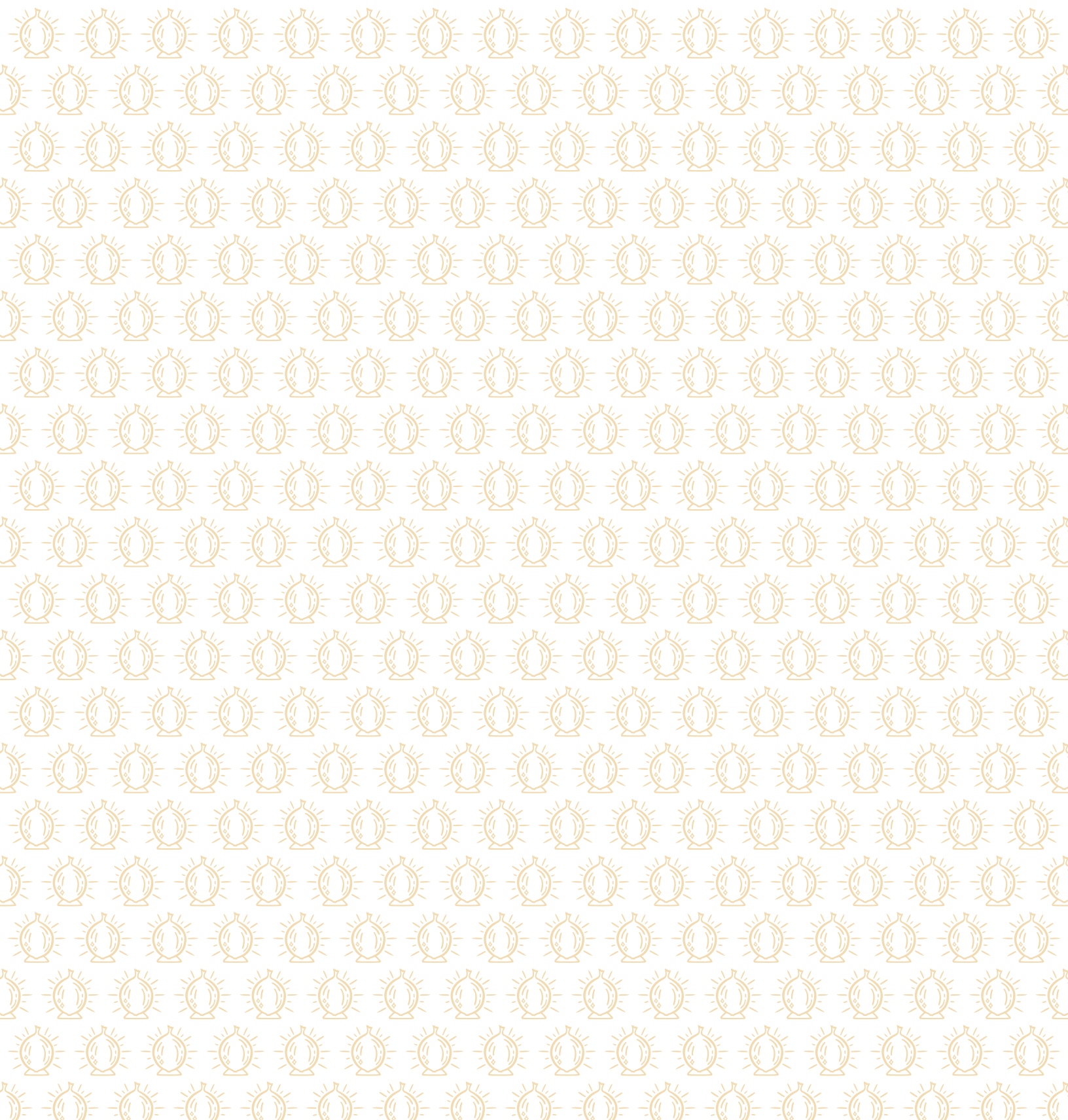


NEARLY NORMAL'S

gonzo cuisine

brand guidelines

Welcome. We're glad you're here. Here you will find some essential information about the Nearly Normal's brand. Feel free to take a look (perhaps while enjoying the infamous Nearly Nasty burrito)!



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the brand

**we rebranded. here's what ya
need to know.**

Values

Nearly Normal's Gonzo Cuisine is a quirky vegetarian restaurant located in Corvallis, Oregon. We sell a handful of products in grocery stores throughout Oregon. Those products are a pancake mix, our iconic sunburgers (veggie burgers), salad dressing, and two spice mixes. Nearly Normal's was started in 1979 by five members of the Corvallis community. Here at Nearly Normal's, we pride ourselves in using fresh ingredients, unique recipes, and thoughtful preparation and presentation of food. We have a cooperative work environment, unique style, and are focused on being a humble mainstay in Corvallis.

Audience

The main audience of Nearly Normal's are health conscious individuals who are interested in similar products but might want something with better ingredients. This could include individuals who are vegetarian or other conscious consumers. Nearly Normal's customers also have an appreciation for small businesses and quality products. The rebrand needed to help these products stand out against competitors' products. A segment of their audience are current customers who are loyal to the Nearly Normal's restaurant and want to enjoy their products at home. For this reason, the rebrand needs to retain the core elements of the Nearly Normal's identity so current customers do not stray away from their products.

Positioning & Competition

Nearly Normal's competition is mainly other brands selling similar products in grocery stores that are marketed as local and/or healthy alternatives to mainstream products. We position ourselves as a local, eco-friendly and health conscious company.

Visual Tone & Personality

Unfortunately, we did not have a very well-established brand, despite being around for over 30 years. Our products and branding were not consistent, which posed a lack of brand recognition and did not give us the image that we wanted to put forward. All of the elements of our former brand aided in the quirky and comforting feel of our brand and products but were a bit too ambiguous and confusing to read. With this rebrand, it was be important to keep the quirky and "nearly normal" feel of our company alive. The personality of Nearly Normal's products are quirky and organic. We are approachable and don't like to take things too seriously, and always strive to provide a quality product to caring consumers.

We are

**quirky,
independent,
whimsical,
inviting,
funky.**

Maybe a little magical, too.

the logo

this is the logo. use it correctly.
keep reading to find out how.



**NEARLY
NORMAL'S**
gonzo cuisine

For the sake of these guidelines, here is the primary mark in 100% black. However, you should never make the logo black, unless absolutely necessary.

signaturemark

this is the primary logo, and should be used for the majority of deliverables.



This is the safety space for the logo. No other text, images, or graphics should be placed within 0.2x the width of the logo. It needs space to breathe, just as you do.



Never make the logo smaller than 1 inch wide. Please.

secondary marks

if the primary logo is not conducive to a situation, we have two secondary marks. use at your own discretion.



This is a vertical lockup of the signaturemark. Acceptable uses of this logo include any instance where the signaturemark does not fit well proportionally in a provided space.



Never make her smaller than 1.5 inches wide.



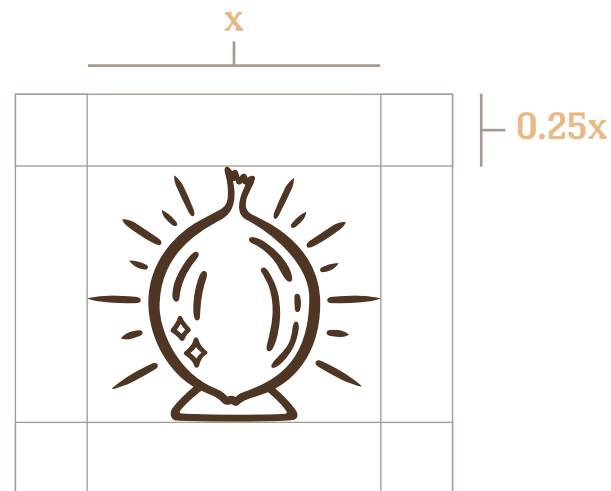
This is a magical onion. Use it sparingly, or it will lose its magic. Suggested uses include apparel, coffee mugs, stickers; places where it can stand alone.



Never make this lil guy smaller than 0.75 inches wide.



This is the safety space for the horizontal logo. No other text, images, or graphics should be placed within 0.25x the height of the logo.



This is the safety space for the onion. No other text, images, or graphics should be placed within 0.25x the width of the onion.

what not to do.

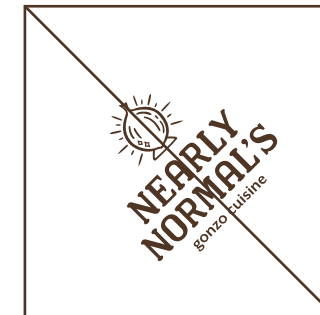
here are examples of what you should never do to our logo (or any logo for that matter). we want to uphold our brand voice, and need consistent usage to do so.



Do not stretch the logo vertically.



Do not stretch the logo horizontally.



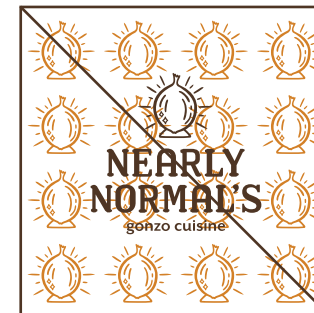
Do not rotate the logo.



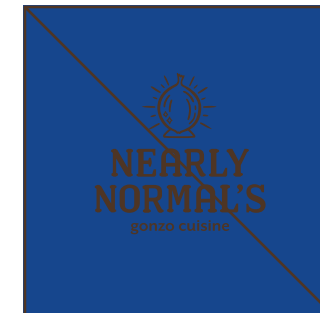
Do not resize any element of the logo individually.



Do not make the logo any color outside of the brand palette.



Do not place the logo on top of a pattern.



Do not put a dark logo on a dark background.



Do not put a light logo on a light background.



Do not make the logo two different colors.



Do not adjust the letter spacing or leading of the logo.



Do not change the typefaces of the logo.



Do not alter the onion. Don't pay attention to these page numbers!

this blue is the
primary color.
it is pantone 286 C.

RGB 0 50 160
HEX/HTML 0032A0
CMYK 100 80 0 12

the colors
here is the color palette. each color was
carefully chosen, so please use correctly.

pantone 7491 C

RGB 121 134 60
HEX/HTML 79863C
CMYK 38 13 83 31

pantone 145 C

RGB 207 127 0
HEX/HTML CF7F00
CMYK 0 49 100 8

pantone 2322 C

RGB 239 219 178
HEX/HTML EFDDB2
CMYK 0 7 26 0

pantone 2322 C

RGB 78 53 36
HEX/HTML 4E3524
CMYK 27 63 84 72

RGB 255 255 255
HEX/HTML FFFFFFFF
CMYK 0 0 0 0

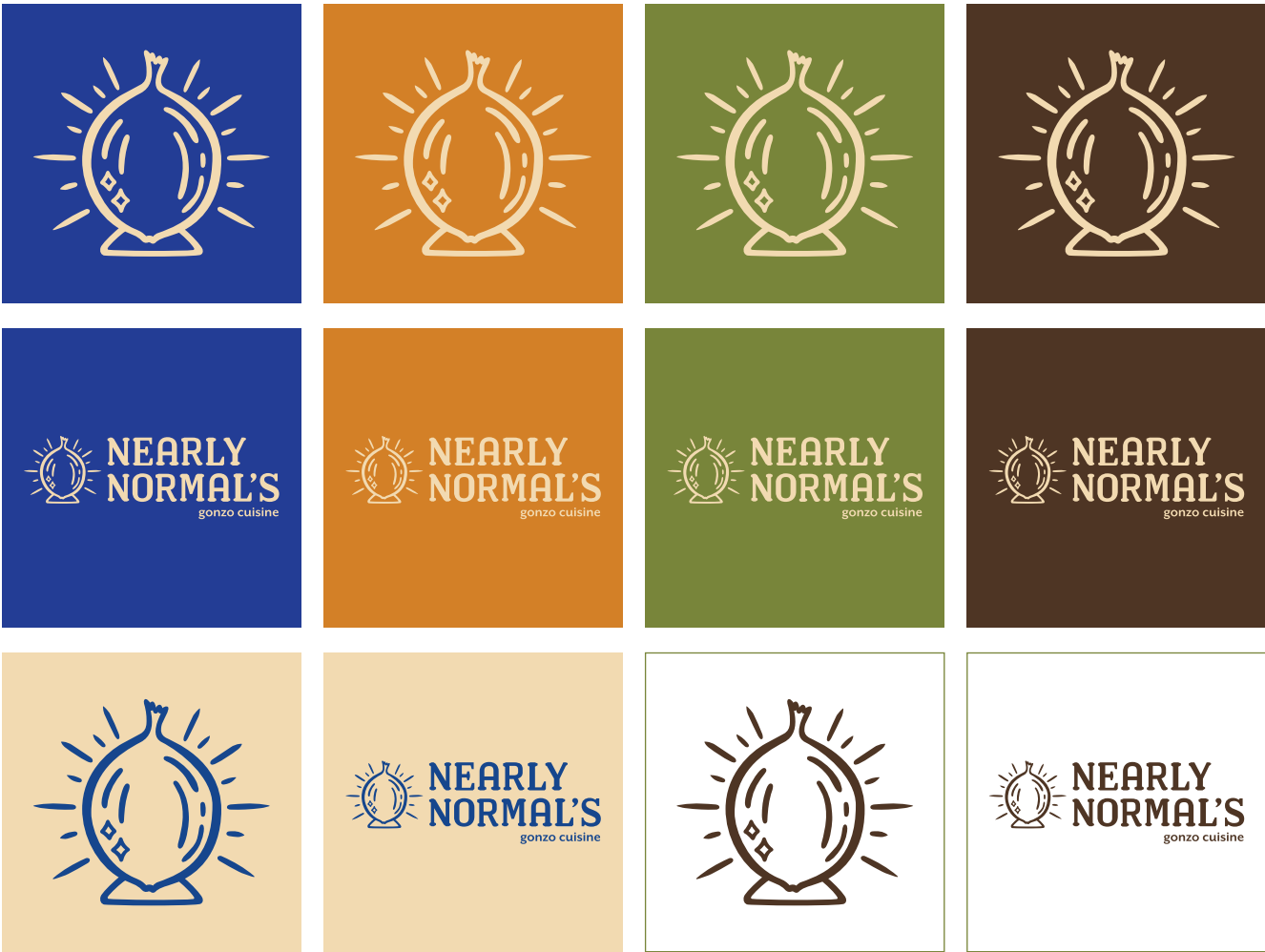
These are the secondary colors. Blue should be used the most, but these can be used throughout deliverables to spice things up, or where the blue does not work well.

Notice anything different? No black in this here color palette! Brown should be used for all body type, and where black would be the logical option. We think it makes things a little more inviting and a little less harsh. We're a friendly bunch here.

*Tints or opacity adjustments are not allowed. Unless you're using this cute onion pattern to the left. In that case, the onions must be Pantone 2322 C at 50% opacity on a color background.

color combinations

here are acceptable logo and background color combinations.



If absolutely necessary, you can use the secondary marks on a white or cream background. However, in those instances, the signaturemark is the better choice.



the type

these are the acceptable typefaces
to use with the Nearly Normal's
brand. no comic sans allowed here.

Los Feliz Roman

Primary typeface. Used for the wordmark, titles, and headings.

Aa

Mr Eaves XL San

Secondary typeface. Used for the tagline, subheadings, and body text.
The acceptable weights are bold, bold italic, book, and book italic.

Aa *Aa* Aa *Aa*



NEARLY
NORMAL'S

gonzo cuisine

Los Feliz OT Roman

Mr Eaves XL San OT Bold

THIS IS A TITLE.

this is also a title.

THIS IS A HEADING.

this is also a heading.

Titles and headings
must be all caps or all
lowercase.

This is a subheading, set it Mr Eaves XL San OT Bold.

This is body text, set in Mr Eaves XL San OT Book. It should always be 9pt font, with 12pt leading, on a white or cream background. Henditia vit essitatur, nobit, ut molorae cum doles pero blanda iumet ut exernatur, odite noncesequi init volore, odiorehende pe officiet re ea doluptae con con etus cores mintoru picidi dolore, ide culparum quatius.

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type is nice
when it's done
right. so do it right.



applications

if you’ve made it this far, congratulations. you have all of the information necessary to continue to share our brand. to get you started, here are some examples of the brand in use.





