

NUDDLES

Brand Standards Guide

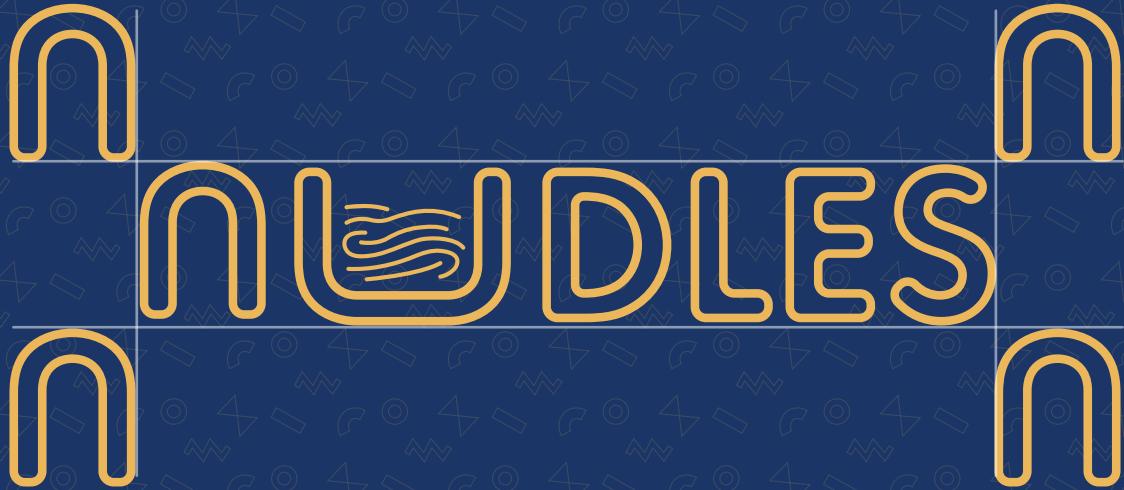


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Logo



To make sure it remains distinct, keep space between our logo and anything else. You can measure approximately using the "n" from "nudles". The only exception to this is when the logo is used in grocery packaging. The flavor of nudle will appear alongside the logo.

Logo



This is our logotype. The outline on the text is meant to call to mind noodles. It also contains a bowl of noodles as the "u".



This is our logomark. It is also the "u" in our logotype, but can be used separately.

Our logo is typically meant to be viewed larger. However, when necessary in printed documents, the minimum size is 1 inch or 96 pixels.





Logo

Color Variations

Logo



Don'ts



Do not turn the bowl upside down. The noodles will spill out.



Do not use an extra logomark alongside the logotype.



Do not use condense the logotype or logomark in any way.





Colors

Main



Classic Blue

1d3766

RGB: 29 - 55 - 102

CMYK: 100 - 87 - 33 - 21

Nudle Yellow

ebb65b

RGB: 235 - 182 - 91

CMYK: 7 - 29 - 75 - 0



Marinara Red

b43325

RGB: 180 - 51 - 37

CMYK: 20 - 93 - 100 - 12



Pesto Green

646f30

RGB: 100 - 111 - 48

CMYK: 60 - 40 - 100 - 23



Berry Blue

1c75bc

RGB: 28 - 117 - 188

CMYK: 85 - 50 - 0 - 0



Eggplant Purple

7d62aa

RGB: 125 - 98 - 170

CMYK: 58 - 70 - 0 - 0

Colors



Secondary



8

7



NUDDLES

Our Nudles logo uses a special rounded version of Futura provided by our company. Used only in our logo and occassionally in headers for advertising. Only Futura Medium or Futura Demi can be rounded. Futura Book should never be rounded.

Futura Demi

Used for headers

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Futura Medium

Used for sub-headers

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Futura Book

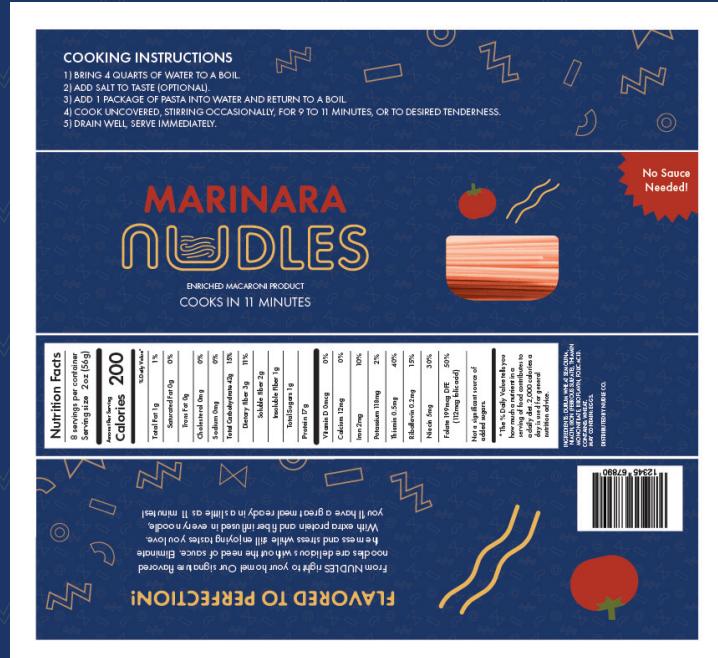
Used for body text

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz



Applications

Grocery Packaging



This is one of our grocery store packages in the flavor "marinara". It uses our noodle pattern in various places and displays the logo on the front, along with the flavor. A bowl-shaped window gives buyers a preview of the noodles. Key ingredients included in the flavoring appear above the bowl, as if being thrown in. The ingredients can also be seen on the back next to our tagline "Flavored to Perfection!"

Applications

To-Go Cups



These are the to-go bowls used in our restaurant. They look identical except for the size and color inversion. The small to-go bowl is blue with yellow details. The large bowl is yellow with blue details. Both come with a clear plastic lid to keep the noodles safe and fresh.





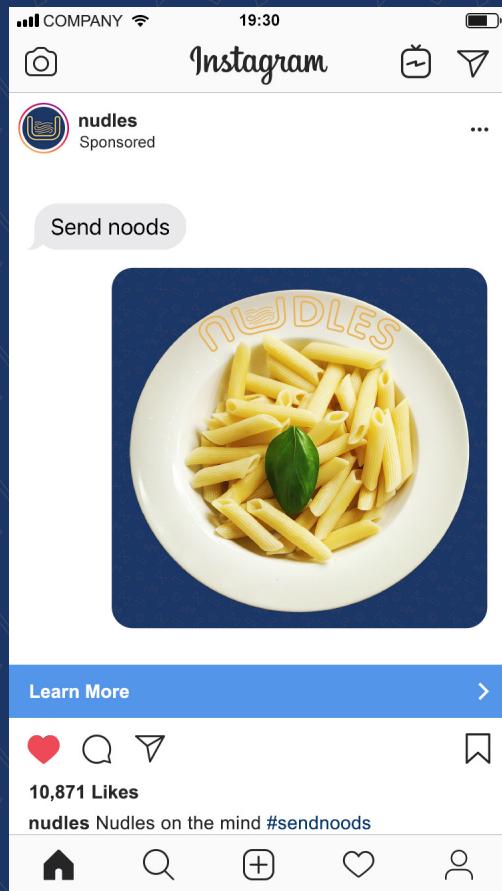
Guidelines

Photography



In product photography, the background should always hint at a kitchen, with the product always being the main focus (i.e. a stovetop, pot, or noodles).

Photographs of noodles can also be used in advertising, though it should never outweigh or take away from the illustrations.



Guidelines

Illustration



Illustrations are a big part of our brand. They can be seen everywhere from our signature noodle pattern to the stylized ingredients on our packaging. When showing noodles illustrated, they will either be outlined or a singular line. Our noodle pattern is made up of outlined shapes of various noodle types. Illustrations for ingredients on our packaging consists of flat, un-outlined shapes. The ingredients depicted are stylized, including only important details to identify the ingredient.





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