



Brand Standards Guidelines

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Introduction to the Wild Olive Brand

This casual dining restaurant, the Wild Olive, is a butcher deli selling local premium fresh foods. The target market is upper income professional adults. The design reference is Paul Rand New York Style. The marketing strategy given is to sell butcher meats that are all local Ontario, antibiotic and hormone-free, so the clients can feel good about what they are feeding their family. The type of foods are fresh meat, poultry, fish plus assorted deli servings. The deli is open daily for lunch and dinner and offers a variety of hot and fresh food for dine in or take-out.

The Wild Olive brand created for Oliver Morgan's restaurant references nature in the name, and also is a play on the owner's first name. The olive tree, hinted at in the wordmark, is a symbol of beauty and dignity, which expresses the company's upscale, yet casual, and dignified tone. The brand personality is exotic, distinctive,

fanciful, and elegant. This tone of voice is conveyed in the design style, New York Style, which has the fancifulness of the owner's inspiration of Victorian shops and European delis. Beautiful meats, the positioning statement, captures the brand personality concisely, reinforcing the marketing strategy of selling natural hormone free meats.

The brand elements, patterns and icons reflect the elegance of New York Style of the 50's with its novelty colours and convey a blend of function with fantasy. Green harmonies invoke a sense of nature while a contrasting dark salmon pink hue is reminiscent of red meats. Fonts are chosen for their clarity and beauty, including legibility: the display font is Futura, chosen for its reflection of New York style; text font is Modum, selected for its contemporary distinctive stylish aesthetic.

Brand Attributes

elegant

exotic

distinctive

fanciful

Positioning Statement

Beautiful meats

The Corporate Mark

Pantone Matching System
Wordmark PMS 556
Process Colour
Wordmark C59 M22 Y53 K2



When the corporate colours are unavailable use only 100% black



Use the official reverse on any dark ground



The Corporate Mark

Spatial Integrity

Always leave a blank space of at least 25% of the longest dimension on all sides of the mark.



Minimum size

At reproduction size of less than 1.5 inch, use this adjusted wordmark here up to minimum size = one inch. Do not reproduce the mark any smaller than one inch based on the longest side.



The Corporate Mark

The Brand Signature

Use only the official colour, positioning and size when the tagline is combined with the corporate mark.



Minimum size

Do not reproduce the brand signature any smaller than 1.5 inches based on the longest dimension.



The Colour Palette

Primary colour



PMS 556
C59 M22 Y53 K2

Secondary colours



PMS 382
C29 M0 Y100 K0



PMS 564
C48 M3 Y30 K0



PMS 7432
C26 M77 Y29 K1

Typographic Specifications

Display Typeface

Used for prominent text such as headlines.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Futura Medium

Body Text Typeface

Used for smaller text such as body copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Modum Regular

Script Typeface

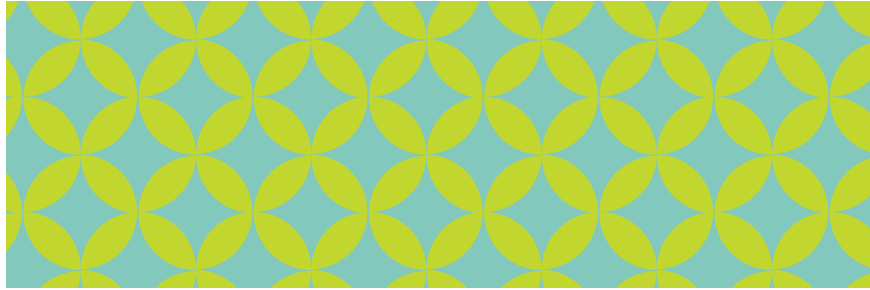
Used for invitations and small portions of text where an elegant look is desired.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

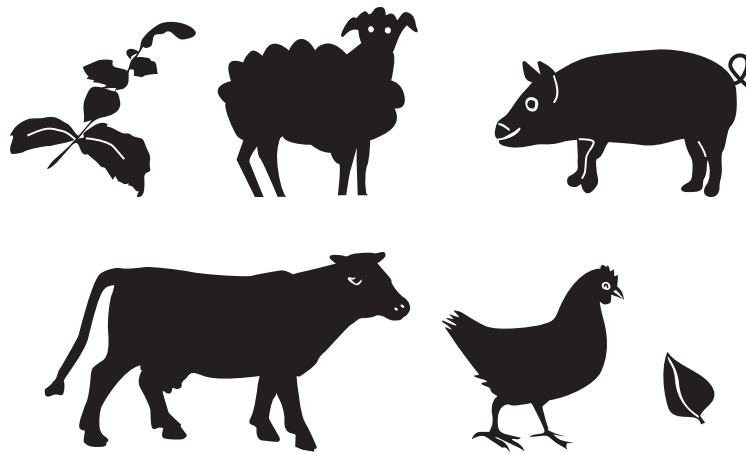
Kleymisky Regular

Imagery

Patterns



Mix and Match Icons



Secondary Icons



Brand Application: Stationery



Reduced to fit at 75%

Brand Application: Stationery –No.10 Envelope



Reduced to fit at 75%

Brand Application: Business Cards



Brand Application: In House Items

Uniform: Apron



Apron features split front pockets and ties at back. Fabric is a high quality 100% cotton chambray.

Brand Application: In House Items

Dishware



Durable shatter-proof, break-resistant melamine dishware

Brand Application: In House Items

Mugs



Brand Application: In House Items

Napkins



Brand Application: In House Items

Coasters



Eco-friendly 100% recyclable coasters back and front showing

Brand Application: Menu



Menu front 11x17" Reduced 50% to fit.

Menu is double sided and laminated for washability and durability.

Brand Application: Menu



11x17" Reduced 50% to fit. Menu back showing.

Brand Application: Packaging

Label



Series of labels for sauces –
one shown here on bottle

Brand Application: Packaging

Labels



Brand Application: Packaging

Bag



Wave top plastic bags with die cut handles. Made from 50% post-consumer recycled materials.

Brand Application: Packaging

Bags



Paper shopping bags feature a high gloss finish.

Brand Application: Packaging

Tags



Die cut tags in icons shapes

Brand Application: Signage



Hand painted wood substrate signage seen on location of College Street West. Sign is held by brackets and lit by 4 overhanging lights. The exterior of the building is brick with store front standing out in high-quality dark

varnished wood. Green stained-glass panels hang above windows and door. Windows are panelled and feature frosted glass panes. Planters with herbs are located on sides of store front, creating a welcoming and natural atmosphere.

Brand Application: Signage



Night time visibility of sign showing placement of brackets and lighting: 4 overhanging lights

Brand Application: Signage



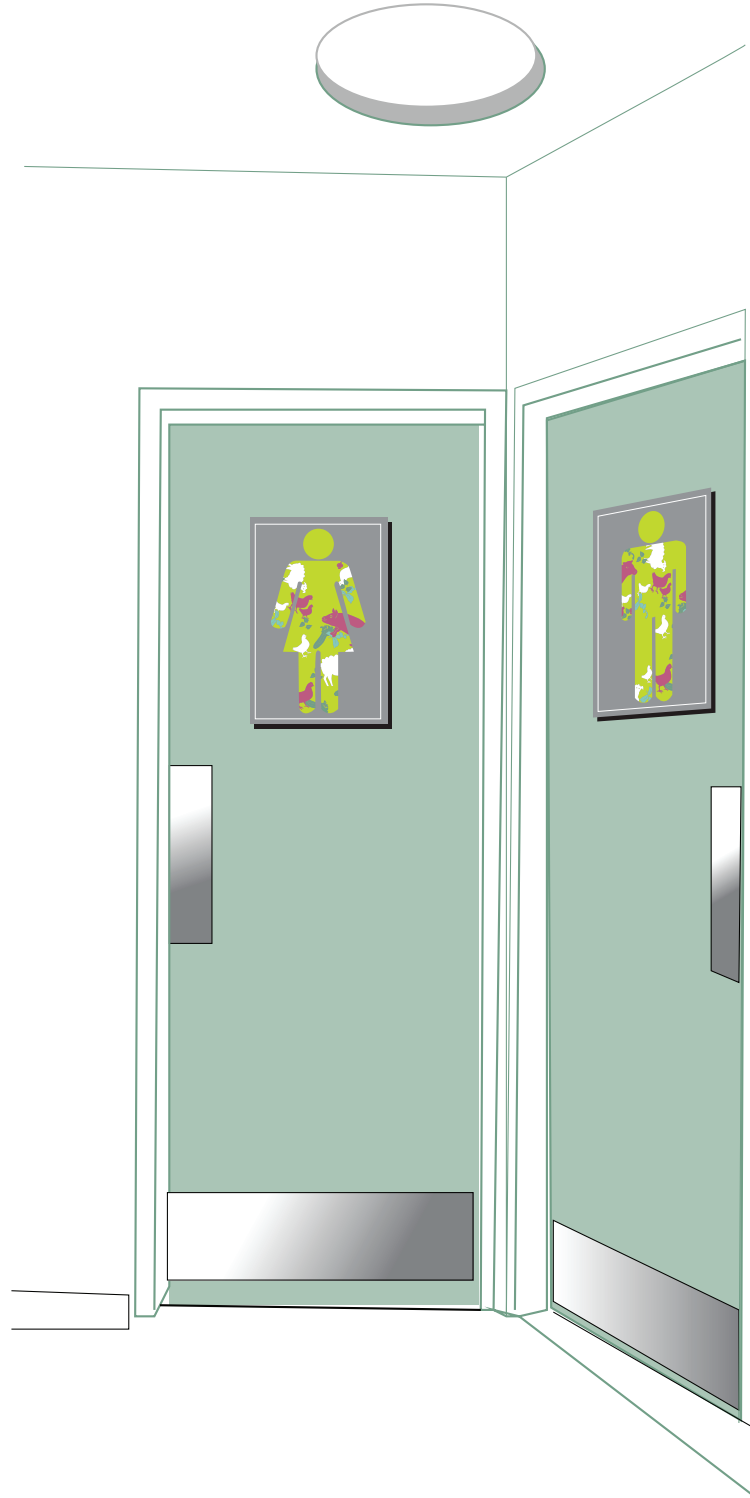
Sandwich board: hand painted wood with chalkboard

Brand Application: Signage



Interior signage for restrooms: hand painted wood and making use of overhead lighting for visibility

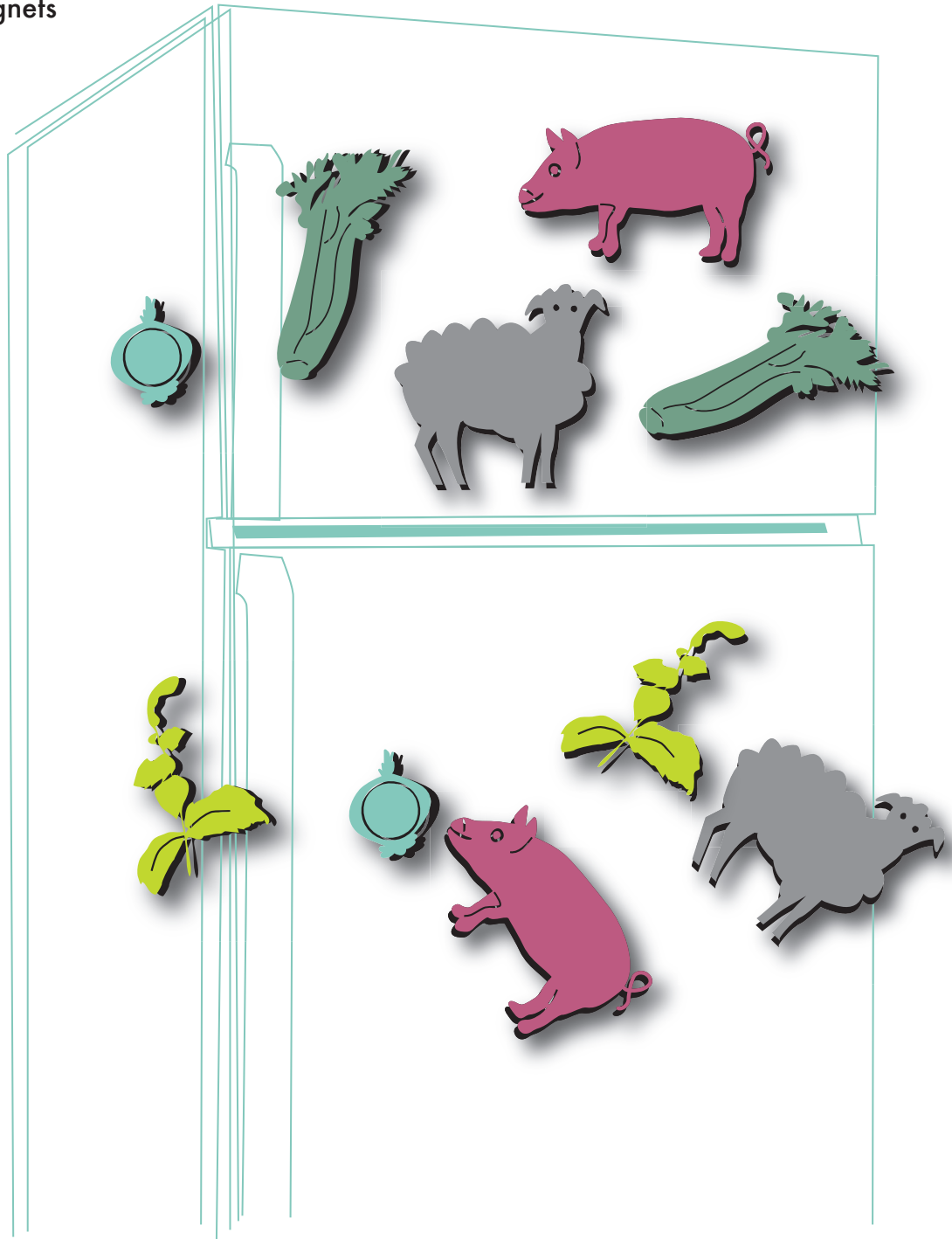
Brand Application: Signage



Interior signage—restrooms—shown on doors which are painted in colour scheme of restaurant

Brand Application: Promotional Items

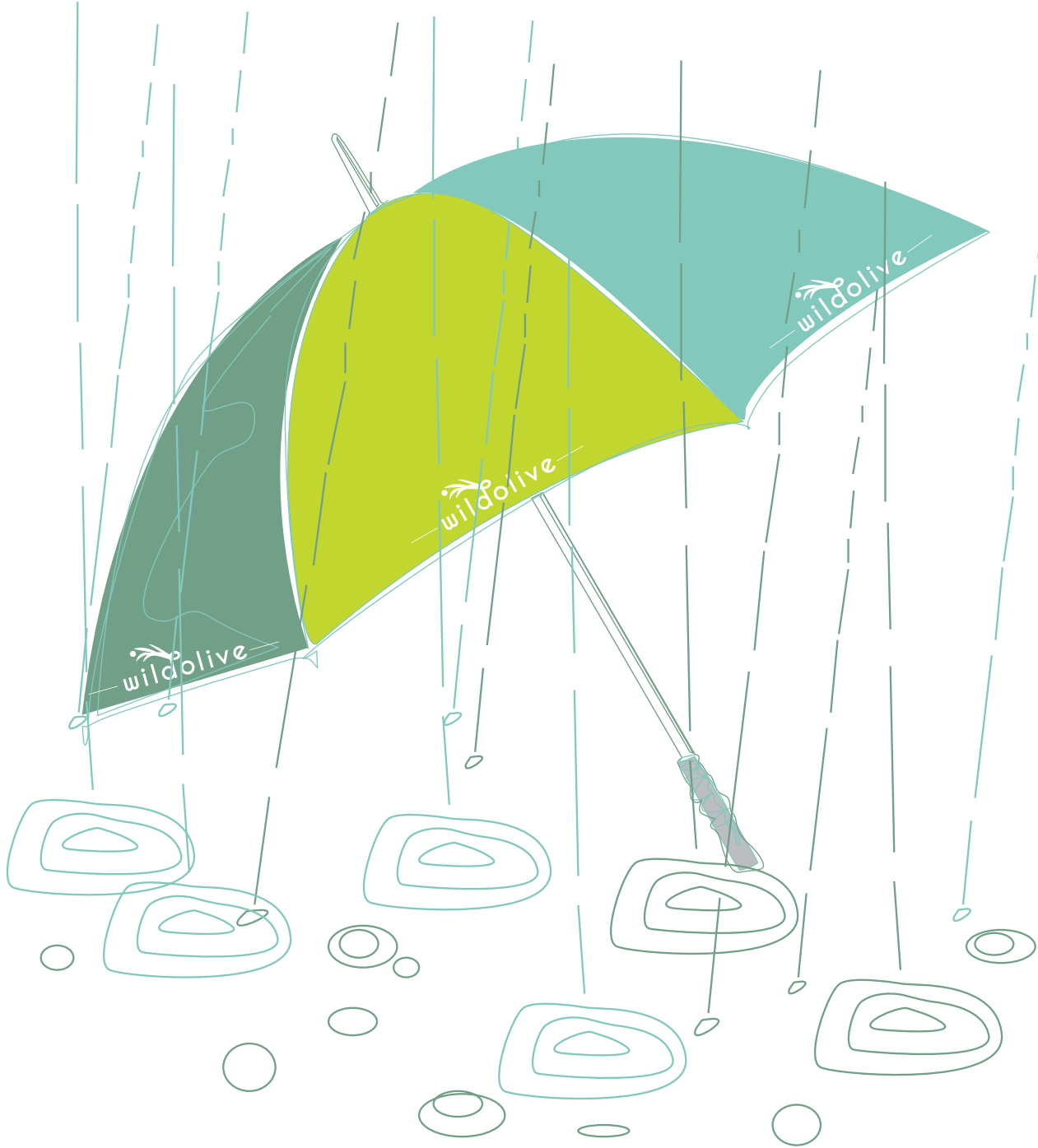
Fridge Magnets



Set of ten

Brand Application: Promotional Items

Umbrella



Oversized automatic-opening

Brand Application: Promotional Items

Oven Mitts

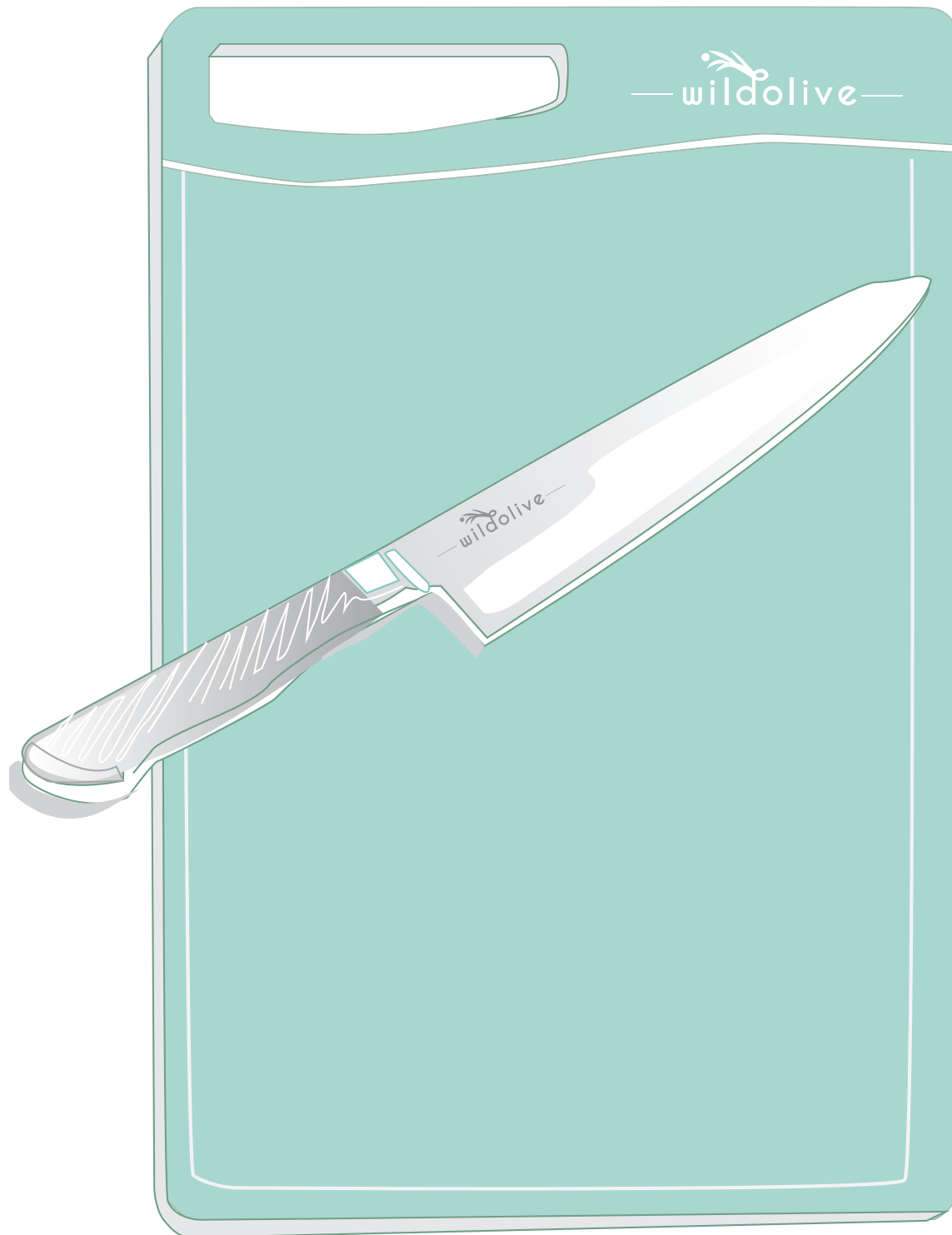


Premium quality quilted, heat-resistant durable

Brand Application: Promotional Items

Cutting Board

Butcher Knife



Cutting board is a no-slip, dishwasher safe, durable, food safe, BPA-free Polypropylene cutting surface. Butcher knife features an 8 inch German alloy steel blade.

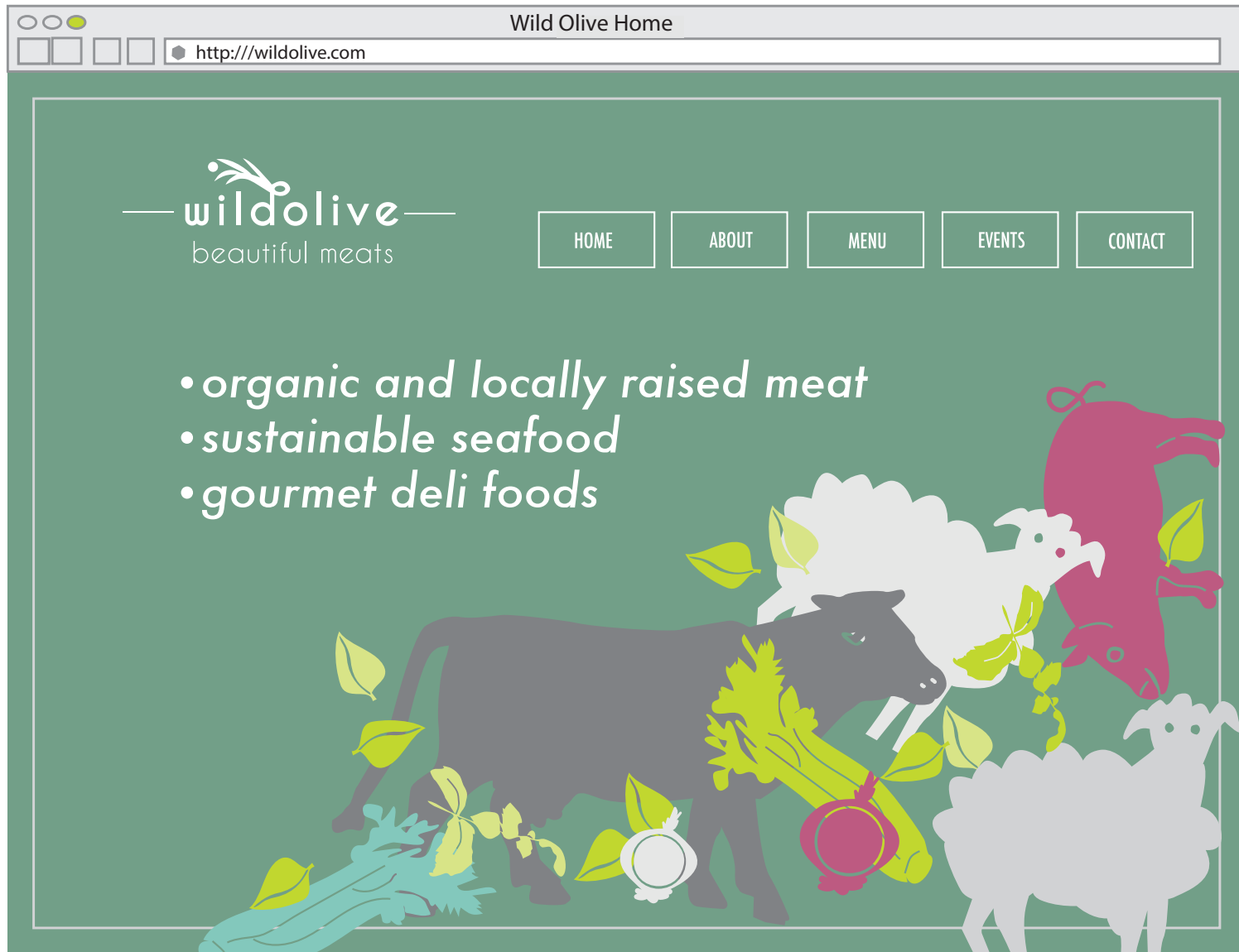
Brand Application: Promotional Items

Steak Knives



Set of four stainless steel

Brand Application: Website



Home page appearance

Brand Application: Environmental Art

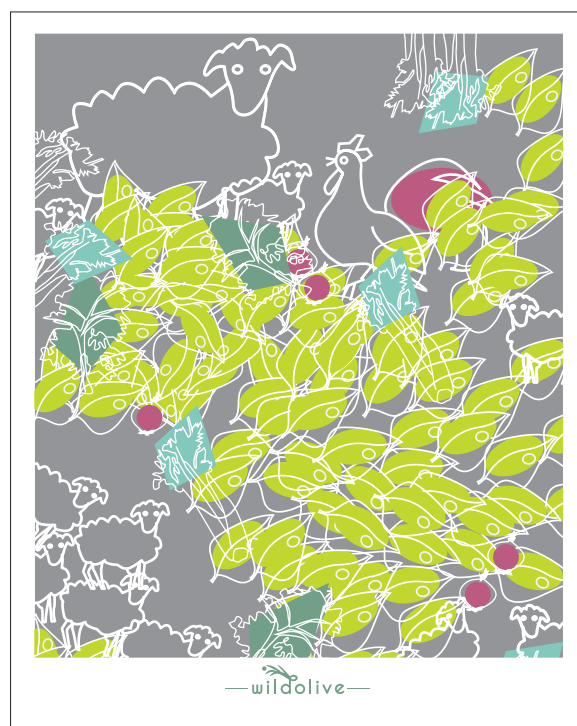
Poster



Reduced to 25% of original
size 24"x30"

Brand Application: Environmental Art

Posters



Reduced to 12.5% of original size 24"x30"

Brand Application: Environmental Art

Posters



Brand Application: Out-of-Home Advertising

Bus Shelter



Brand Application: Out-of-Home Advertising

Truck

Latex wrap



Brand Application: Advertising

Direct Mail Invitation

