



# FRANCHISE SIDEKICK

## Brand Guidelines

These guidelines are intended to ensure consistency with our brand in order to develop a recognizable image for the company everywhere it appears.

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## Our Brand System ▸ The Signature

There are two primary variants, or “lockups”, of the signature: a **horizontal** and a **stacked** version.

The horizontal lockup has been designed to be the primary, go-to version, but the stacked variant is a completely acceptable alternative to the main signature. The stacked signature should be used as substitute for the primary signature if the space into which it is being applied will enable the signature to be more evident and impactful—in other words, use the stacked lockup in situations where it fits better and fills more of the space.

### HORIZONTAL LOCKUP (primary)



### STACKED LOCKUP



# Our Brand System

## Color Palette

The color palette for the brand includes the primary colors utilized in the signature itself. However, additional colors are included that can be used as design accents in other brand elements and materials.



**#FD5825**

CMYK: 0/80/93/0

RGB: 253/88/37

Pantone 171



**#222222**

CMYK: 72/66/64/72

RGB: 34/34/34

Pantone Neu. Black



**#3FABAF**

CMYK: 71/12/33/0

RGB: 63/171/175

Pantone 7472



**#A4A4A4**

CMYK: 38/31/31/0

RGB: 164/164/164

Pantone 422

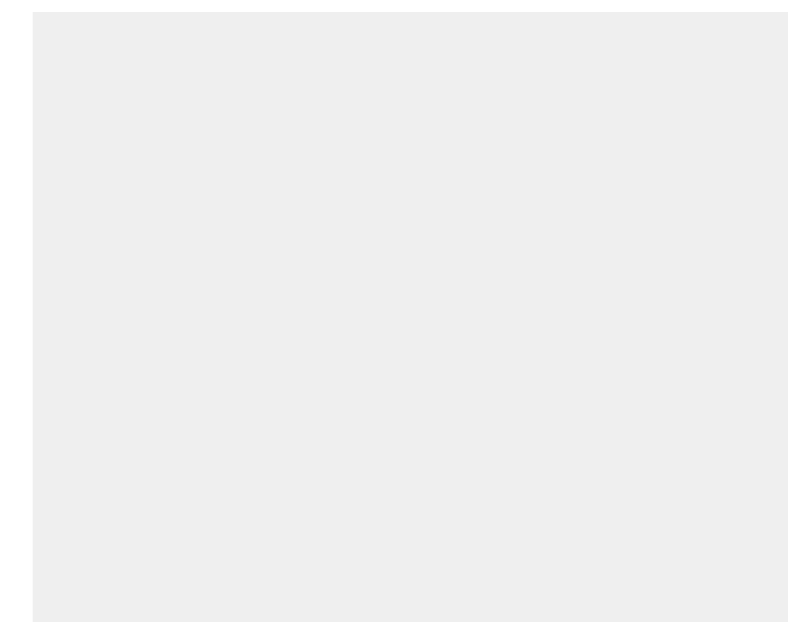


**#EAF0F6**

CMYK: 7/2/1/0

RGB: 234/240/246

Pantone 649



**#EFEFEE**

CMYK: 5/3/3/0

RGB: 239/239/239

Pantone 663

## Our Brand System ▸ Typography

Poppins is the font of choice for all typography applications outside the custom font styling in the logo itself.

There are many reasons for selecting Poppins as the corporate font. Its classic sans serif style is timeless and sophisticated. It delivers exceptional versatility due to its full family of font weights from light to extrabold including italic versions at every step. Finally, it is a standard Google Font, so it can be downloaded for free and easily installed on any computer.

Since the font of choice is a Google Font, it can also be embedded into a website and leveraged there, enabling the brand to be extended across mobile and print in a consistent fashion.

### Headlines—Poppins Light

#### Subheaders—Poppins Regular

Body Copy—Poppins Regular

Poppins Light

*Poppins Light Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()

Poppins Regular

*Poppins Regular Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()

Poppins Medium

*Poppins Medium Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()

Poppins Semibold

*Poppins Semibold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()

Poppins Bold

*Poppins Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()

Poppins Extrabold

*Poppins Extrabold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$\$%^&\*()



## Applications ▸ Acceptable Uses

The signature lockups can be altered to some extent in order to adapt to specific applications more organically without compromising the integrity of the overall brand. Follow the usage examples provided here as a guideline for the types of alterations that are acceptable.

Always leave adequate margin (breathing room) around the signature when it's situated next to other content or imagery. Keep a minimum amount of clear/white space equal to the size of the "S" in the Sidekick wordmark on all sides.



Include the tagline, but only in accordance with the lockups shown below.



# Applications ▸ Acceptable Uses

Other variations of the signature are acceptable too, particularly in situations where the requirements call for limited colors



## Applications ▸ Design Motifs

The signature sports a subtle design element that anchors several very every graphic motif used in other aspects of the brand imagery. The “i” in Sidekick is reflected as a graphic element itself within certain layouts. However, more specifically, the nick in the i that separates the i-dot from the base is a 45-degree triangle shape that infuses its influence into all aspects of the brand identity. These motifs make a powerful impression that can quickly be identified as the Franchise Sidekick brand.

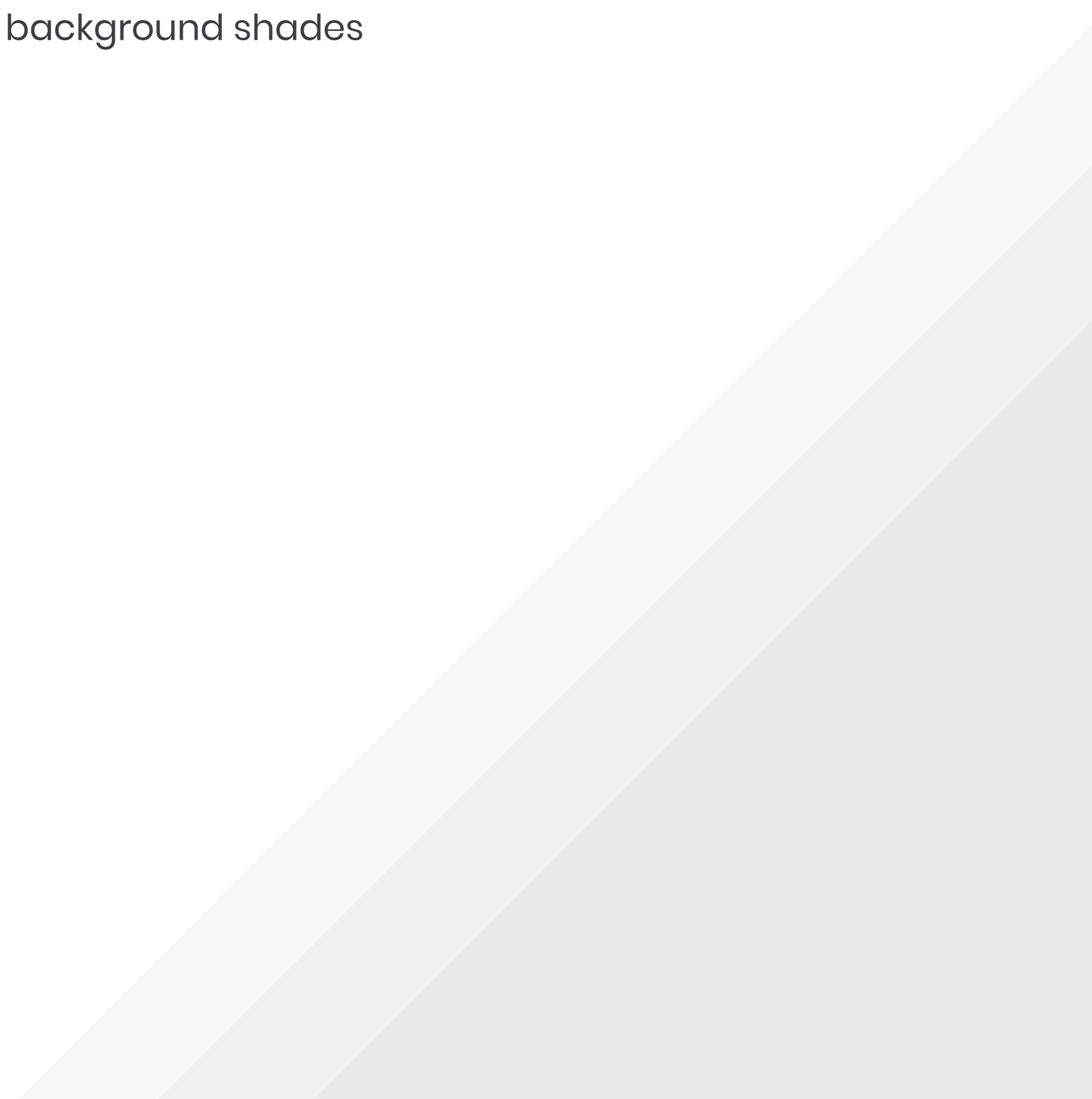
grill tics



corner tris



background shades



## Applications ▸ Marketing Materials

Notice how the graphic elements shown on the previous page have been applied to the marketing material art on this page, giving these assets a greater brand appeal than the logo could ever do on its own. The design motifs are important in helping establish and define the company's complete brand identity.

