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Molly's Kitchen®  
**Brand Guidelines**

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October 2023

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## Brand Statement

SOMETHING GREAT IS ALWAYS COOKING IN MOLLY'S KITCHEN®

Traditional yet trend-forward comfort foods made with quality ingredients that Molly would surely approve, and you will come to trust.

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**Brand Statement defines the products and benefits of the brand. It's generally used on websites, sell sheets, guides and any promotional pieces that showcase several items of that brand.**

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# Brand Mark



The Molly's Kitchen® logo captures the charm and nostalgia of a time when recipes were lovingly handed down through generations. The roughened "typewriter" font further supports the homespun look.

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# Protected Space and Minimum Size

Clean, white space and a minimal layout elevate the perception of the quality of the Molly's Kitchen® brand. To maintain the integrity of this high-quality brand across all applications, it is important to abide by the rules laid out in these guidelines, starting with the protected space and minimum size. Always respect the clear space around the logo; it should always measure at least half the diameter of the logo.



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# Incorrect Use of the Brand Mark



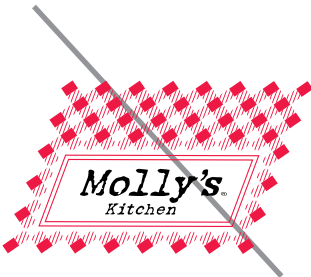
Do not change the color.



Do not add a drop shadow.



Do not rotate the logo.



Do not skew.



Do not scale disproportionately.



Do not remove or change the graphics elements.



Do not place on top of busy photography or background color.

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# Primary Color Palette

The traditional black and red palette offers the perfect palette for “hand-lettered” labels with a “homey” red gingham detail.

The Molly’s Kitchen® red translates well across all color libraries, such as Pantone, CMYK, RGB, etc. Not too wine or pink in color, the red is bold, fresh and, most importantly, will support the line of products in Molly’s Kitchen in a warm and friendly manner.



**PANTONE 199 C**

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**C: 0**  
**M: 100**  
**Y: 72**  
**K: 0**

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**R: 213**  
**G: 0**  
**B: 50**

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**HTML: #D50032**

**Process Black**

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**C: 0**  
**M: 0**  
**Y: 0**  
**K: 100**

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**R: 0**  
**G: 0**  
**B: 0**

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**HTML: #000000**

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# Typography

Brand font headline use  
Prestige Elite Standard Bold

# HEADLINE HERE



Prestige Elite Standard Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Arboria Book  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

JohnDoe Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Body copy for all exclusive brands

Aktiv Grotesk Family

## EVERNAT VERUPTIANT

moluptatus eatio velles nisitium nonsed  
maionse ctatis sus re elicit fuga. Ut offi-  
ciis mi, sunte suntore pelicaerepe esequo  
enduciendae nihit, vent aut quo omnis aut  
molor as sumquidus, as mi, unt lis dissin  
restruntis expl

Aktiv Grotesk Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Aktiv Grotesk Italic*  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aktiv Grotesk Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Aktiv Grotesk Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ANY US FOODS EB BRANDED TEMPLATE/S SHOULD ONLY USE THE FONT: ARIAL.**

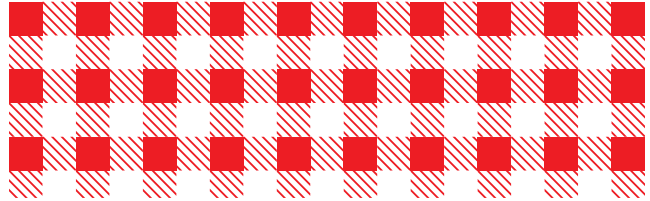


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## Photography

Delicious food photography is a very important part of every brand when designing collateral and print ads. Molly's Kitchen® photography captures the comforts of the kitchen with warm lighting, kitchen details and open-accessible propping and styling. This food is naturally placed on a plate by thoughtful hands in perfect portions. Steaming hot bundles of traditional and trend-forward food convey a real and wholesome brand.

Use the gingham pattern where appropriate.



Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

When selecting imagery or when planning a shoot, opt for high-quality photography with simple propping and ultimate appetite appeal.

Images are illustrative of visual styling and are not indicative of product categories.

