PACIFIC JADE™

QUALITY ASIAN FOODS

Pacific Jade
Brand Guidelines

August 8, 2012
Draft 1.2 RB

Logo

PACIFIC JADE™

QUALITY ASIAN FOODS

Integral to the Pacific Jade logo is a pair of chopsticks, an iconic symbol of Asian cuisine; the angular and modern Gotham font suggests the efficient and clean presentation that is associated with this food style. Product names are set in Chinese and Japanese brush lettering, adding a traditional accent.

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Protected Space & Minimum Size

To maintain the integrity of this 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. The logo should appear no smaller than 1.5 inches wide in any application. Always respect the clear space around the logo; it should always measure the height of 3 letter Ps of the logo.

Incorrect use of the Logo

Do not change the color.

Do not add a drop shadow.

Do not rotate the logo.

Do not skew.

Do not disproportionately scale.

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 classic black-and-white color scheme brings a sense of history, simultaneously supporting a "high-end" product positioning.

BLACK

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

R:	0
G:	0
B:	0

HTML: #000000

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Photography

Pacific Jade's food imagery is light and refreshing. Asian accents and details are subtle and authentic and should not draw focus away from the food.

Delicious food and professional kitchen photography is a very important part of every brand when designing collateral and print ads. It is essential that it look appealing and fresh. Food may be plated on white or on Asian-styled ceramics. Pay close attention to food styling; the food should look like it was prepared in a restaurant by an experienced chef, not a home-cooked meal.

Pacific Jade's images should be photographed with a short depth of field for a soft-focus background. This effect may be achieved in post. Lighting should be crisp and clean.

Quick Tip

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

**Glamor Shots
(Sell Sheet Covers)**

Application Shots

Delicious food photography is a very important part of every brand when designing collateral and print ads. It is essential that it look appealing and fresh. Food imagery should look like it was prepared in a restaurant by an experienced Chef, not a home-cooked meal. Raw food ingredients are also acceptable and may be used to tell an ingredient or flavor story. Always choose the freshest and least processed imagery of raw food ingredients to reinforce the quality message. Food should be photographed with bright, airy lighting and retouched to eliminate shadows and distracting imperfections.

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

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Typography

Gotham is Pacific Jade's primary typeface. Gotham is a geometric sans-serif that is clean and appealing. Smudger, a loose, hand-brushed script lends orientalized accents. Use Smudger sparingly and at large sizes. Typeset heads and subheads in Gotham all-caps, letter-spaced.

Typography

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Gotham Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Smudger Plain
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Quick Tip

Gotham is a clean, modern typeface that should be set classically— always avoid any extreme tracking or disproportional scaling.