

44C
**PIZZA
FEST**

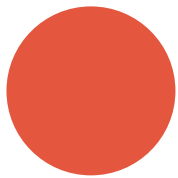
Brand Guide 2022



COLOURS

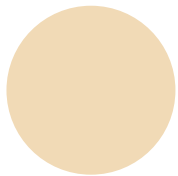
Primary Colours

Dominant colours of the brand. Can be paired with each other or used alone.



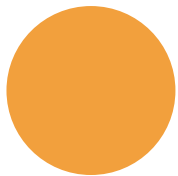
Marinara #E4563E

RGB= 228,86,62
CMYK= 5,81,82,0



Pizza Dough #F1DAB6

RGB= 241,218,182
CMYK= 5,13,30,0

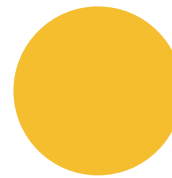


Cheesy Crust #F2A03D

RGB= 242,160,61
CMYK= 3,42,87,0

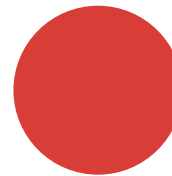
Secondary Colours

Accent colours of the brand. Can only be used with a pairing of a primary colour.



Melted Cheese #F5BE2F

RGB= 245,190,47
CMYK= 4,26,93,0



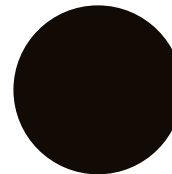
Sundried Tomato #D83D37

RGB= 216,61,55
CMYK= 10,91,86,1



Flour White #FFF7ED

RGB= 255,247,237
CMYK= 0,2,5,0



Charcoal Black #110A05

RGB= 19,9,0
CMYK= 67,67,71,84



FONTS

Primary Font

Fonts of choice for designers. Should be used over alternative fonts when possible.

Sofia Pro Bold

Sofia Pro Regular

Sofia Pro Light

32 pt

22 pt

12 pt

Alternative Font

To be used when Primary Font is not available.

Arial Bold

Arial Regular

Arial Regular

Secondary Font

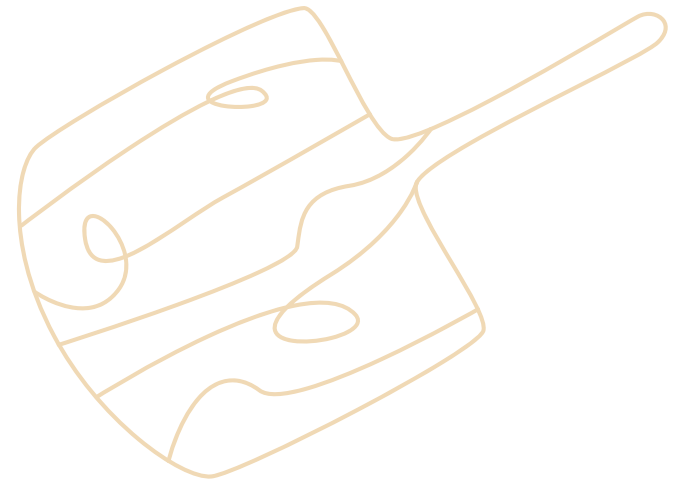
A font intended to represent brand persona in the text. Used primarily for taglines

Kremlin Pro Regular

Kremlin Pro Regular

22 pt

12 pt



LOGO

Formal Logo

This is the official logo of YYC Pizza Fest and the default logo to use for the event. Any alternations to the logo requires prior approval by YYC Pizza Fest organizers.

Version. 1 is the preferred presentation of the logo and should be used against the Marinara red colour and/or darker colours.

Version. 2 should be used against white and/or neutral shades background



Version. 1



Version. 2

Logo Spacing

Using the stylized "E" from the logo as reference; Maintain a minimum negative space of one "E" when placing a logo on any touchpoints.



Samples



On red



On white



Circular