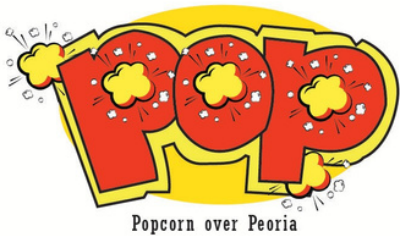




Brand identity guide

Logo



Minimum Logo Size



1.2144in x .86in

Clear Space

The clear space requirement for Popcorn Over Peoria! is a minimum of 1 inch from any point on the logo. The recommended clear space is 1.5 inches from any point on the logo.

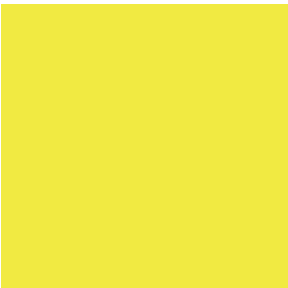
Other Particulars about your logo?

This logo can be used without the wordmark, but we would prefer that it be used with the wordmark. The Grayscale logo should only be used for print, while the colored logo should be used for web and screen designs.

Primary Color(s)

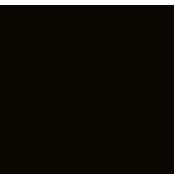


Popcorn Machine
PMS 458 C
CMYK 0-92-100-0
RGB 238-58-35
HEX #ee3a23

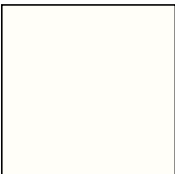


Salted Butter
PMS 115 C
CMYK 9-0-86-0
RGB 241-234-66
HEX #f1ea42

Secondary Color(s)



Cracked Pepper
PMS 17916 C PMS 11 C
CMYK 71-66-69-86CMYK 0-0-2-0
RGB 10-6-0RGB 255-254-248
HEX #0a0600HEX #fffef8



Sea Salt
PMS 11 C
CMYK 0-0-2-0
RGB 255-254-248
HEX #fffef8

Brand Font(s)

Rockwell Condensed Regular

The quick brown fox jumps over the lazy dog

Rockwell Regular

The quick brown fox jumps over the lazy dog

Slogan/Tagline

“ A POP away from Heaven”

“ A POP! away from Heaven!”

“A POP away from fun!”

“A POP! away from fun!”

“POPcorn like no other”

“POPcorn like no other!”

*slogan is not to be used alongside the logo design. This slogan is only to be used in other forms of advertising like commercials or print ads.