



Brand Guide

POPCORN OVER PEORIA

About Our BRAND

BRAND GUIDELINES

POP is a gourmet popcorn boutique located in the heart of corn country, Peoria, Illinois.

Family owned and operated business.
Every order is hand prepared, right in the store.

We have over 70 varieties of gourmet popcorn.

Main logo

BRAND GUIDELINES



Popcorn over Peoria

Color palette

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
CMYK 71-66-69-86
RGB 10-6-0
HEX #0a0600



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

Brand fonts

BRAND GUIDELINES

Rockwell Condensed Regular

The quick brown fox jumps over the lazy dog

Rockwell Regular

The quick brown fox jumps over the lazy dog

AD MOCKUPS

BRAND GUIDELINES



Billboard:

AD MOCKUPS

BRAND GUIDELINES



Poster:



AD:

Social Media Post

BRAND GUIDELINES



Instagram:

Social Media Post



Facebook:



Print mockups

BRAND GUIDELINES



Thank You