



**BRAND GUIDE**



The following guide lays the groundwork for and clearly outlines the components of the premium sandwich brand, Brickman's.

Within, you'll find complete instructions on the proper use of the brand's positioning, voice, logo, and brand typography as well as visual references for brand application. Use of this guide and general adherence to the principles described will ensure that Brickman's presents a unified look and an elevated feel.

<b>POSITIONING</b>	<b>3</b>
<b>VOICE</b>	<b>4</b>
<b>LOGO &amp; TAGLINE</b>	<b>5</b>
<b>FONTS</b>	<b>6</b>
<b>COLORS</b>	<b>7</b>
<b>ILLUSTRATIONS</b>	<b>8</b>
<b>PHOTOGRAPHY</b>	<b>9</b>
<b>BRAND ELEMENTS</b>	<b>10</b>
<b>DO'S &amp; DON'TS</b>	<b>11</b>
<b>PACKAGING</b>	<b>12</b>

At Brickman's, we believe in quality, accessibility, and flavor. That's why we offer an expanded selection of front-of-house deli products that elevate the sandwich experience, taste great, and make our operators and their customers happy, too.

Internally facing, the Brickman's positioning is the first instance of how the brand is introduced to the Gordon Food Service team. The positioning is the foundation of the brand voice.





# QUALITY & TRANSPARENCY

The Brickman's brand voice is confident, clear, concise, and always right on the nose. Products and ingredients are described in a thoughtful, straight-forward, and at times witty way.



A PREMIUM  
SANDWICH EXPERIENCE™

Only use tagline as needed,  
please do not lock it up with the logo.



Always ensure there is clear space around the logo; it should be the width of the "B" in Brickman's.



When the logo is on a black background, the black border should blend into the background.



The full color logo seen here is the only version of the logo, do not change the colors, or create a one color logo.

PRIMARY FONTS

**RUNIC MT CONDENSED**

Gotham Book

**COPPERPLATE**

Short headlines  
200pt / 20pt tracking

Body copy  
36pt / 0pt tracking

Tagline & statement lines  
72pt / 80pt tracking

---

SECONDARY & WEB FONTS

**COPPERPLATE GOTHIC**

Arial

Fonts are limited for other uses outside of the Adobe Suite.  
Please only use Copperplate Gothic for headlines and statements,  
and Arial for body copy.

## Black

PANTONE Black C  
CMYK: 67, 64, 67, 67  
RGB: 45, 42, 38  
#2D2926

## White

Paper  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
#FFFFFF

## Dark Gold

PANTONE 10375 C  
CMYK:45, 58, 73, 32  
RGB: 114, 86, 64  
#715640

## Light Gold

PANTONE 875 C  
CMYK: 38, 53, 71, 18  
RGB: 143, 109, 79  
#8F6C4F

## Red

PANTONE 1807 C  
CMYK: 24, 91, 78, 16  
RGB: 168, 53, 58  
#A73539

Brickman's branded illustrations are custom created and should be used very intentionally.

When illustrations are used on the light gold background, the line art should be the dark gold.

When illustrations are used in full color, on packaging for instance, please use the provided full color versions.

Feel free to use this texture as a full bleed background, and use it sparingly.





Brickman's photography style is focused, dark, and minimal.

ISOLATED PRODUCT

Products are always shot on a solid black background, with high-end and minimal propping and a soft reflection. Show product whole and sliced where applicable.

PRODUCTS IN APPLICATION

Show several products together as much as possible to share a full sandwich story for Brickman's. Include packaging where applicable, as the secondary focus.

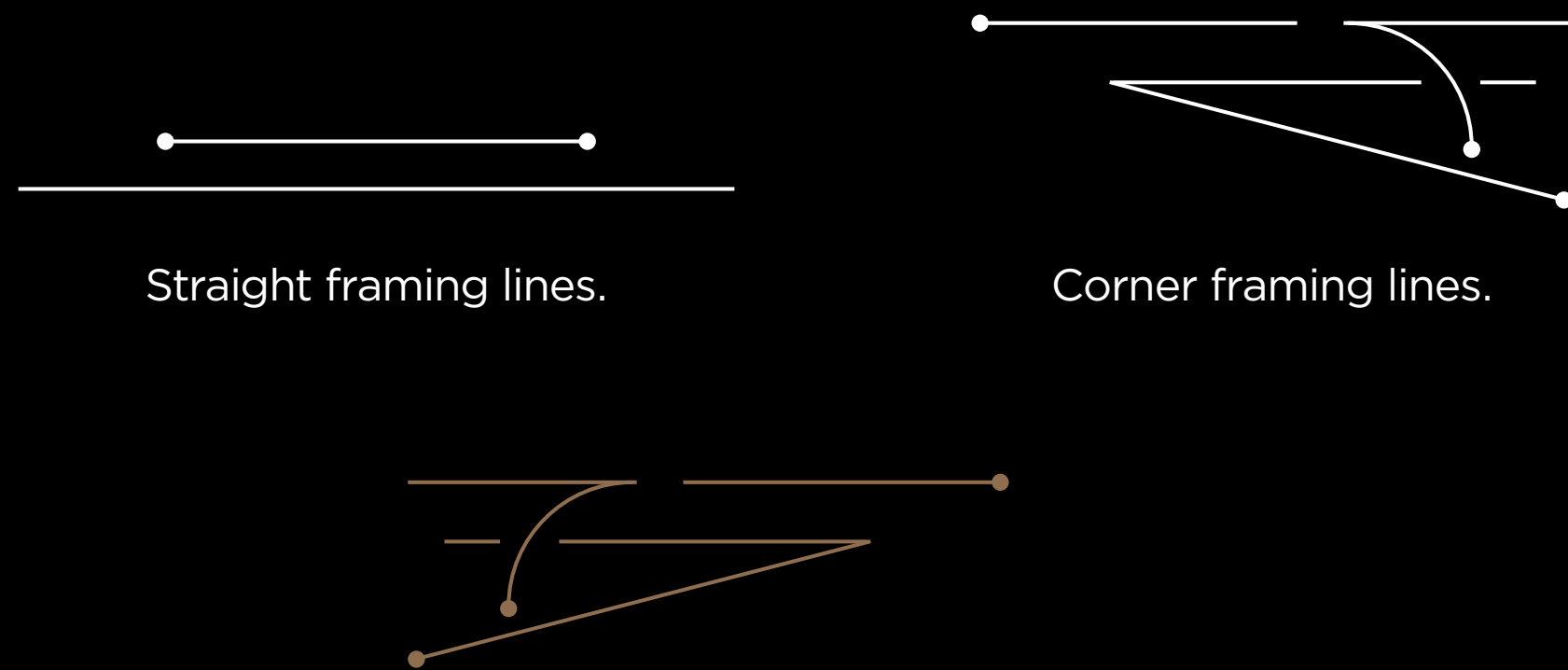
ADDITIONAL STYLING

Black gloves and props are suggested to create a cohesive look and feel for back of house.

For photography direction specific on how to show and shoot product shots, please check with your brand manager.



In addition to the illustrations, Brickman's utilizes framing lines that are inspired by elements within the Brickman's logo.



Lines can be used in white or light gold when on a black background, and in black on a white background.



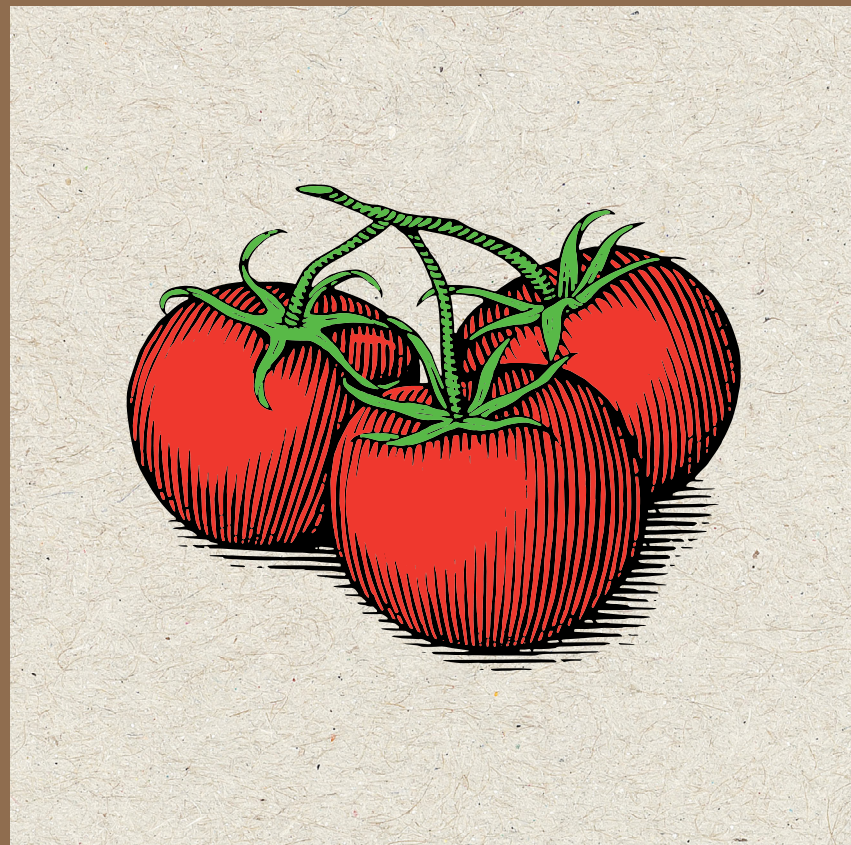
DO use the illustrations as dark gold on light gold.



DO use the full color logo.



DON'T create a one-color version of the logo, or change the current colors within the logo.



DO use the illustrations in full color, approved graphics provided.



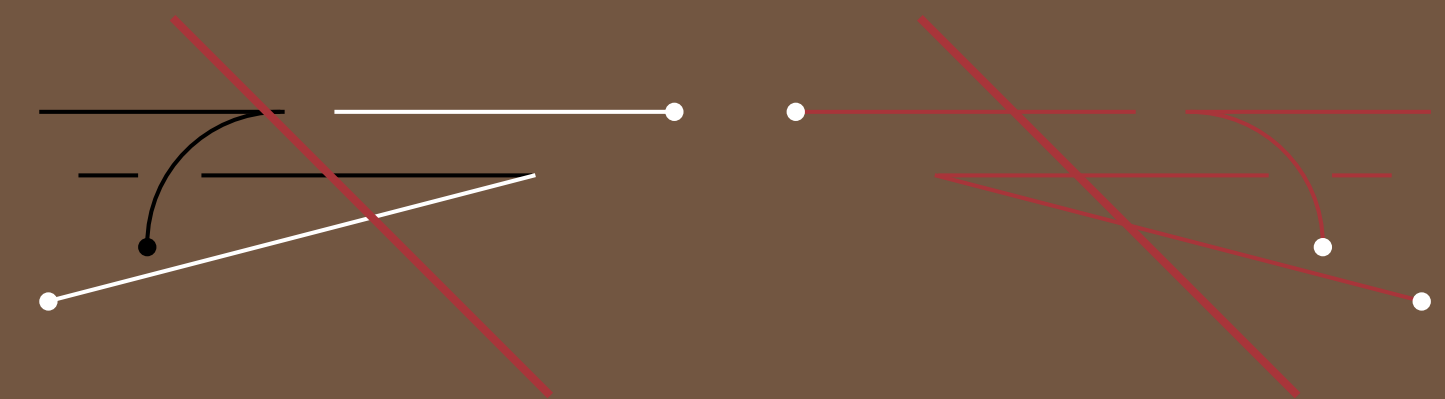
DO use the full color logo on black.



DON'T use unapproved colors for the illustrations.



DO use the approved framing lines.



DON'T change or mix the colors of the framing lines.



