

TRADE EAST®

The following guide lays the groundwork for and clearly outlines the components of a cohesive Trade East brand.

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

The tagline and positioning statement boldly convey that Trade East is an expressive brand with flavor at the forefront.

TAGLINE

.....

THE FOUNDATION OF FLAVOR

POSITIONING STATEMENT

.....

In every corner of the world, flavor is the heart of culture and cuisine. It's infinite, expressive, and ever-evolving—just like you. So we searched high and low for the greatest flavors on earth, and carefully crafted them into hundreds of innovative and mouthwatering rubs, blends, fusions, and more that take your food (and your stories) boldly forward.

BRAND VOICE

The Trade East brand voice is informative, warm, and approachable. Products and flavors are described clearly and succinctly, using modern and expressive language.

SAMPLE COPY

.....

Our ever-evolving selection of modern and diverse spice rubs, blends, and fusions is carefully crafted to give you an unforgettably flavorful experience.

KEY WORDS

.....

Bold

Expressive

Warm

Natural

Modern

Robust

Diverse

Crafted

The Trade East logo is set in Chronos Pro Regular type and uses a drop-shadow treatment that gives it dimension and reflects the dynamic and innovative nature of the brand. Please follow these specifications when using the Trade East logo.

PRIMARY LOGO

This logo is used whenever possible. When the logo is printed, the gradient becomes a gold foil. This version of the logo should never be smaller than one inch wide.



The drop shadow is made of a gradient of gold tones that should be used only in the drop shadow.



ONE COLOR

A version without the drop shadow can be used for applications where the logo needs to be simplified or where it needs to be very small. Do not use the logo with drop shadow when reversed out of a dark color.



CLEARANCE SPACE

There should always be white space around the logo that is the height of a letter from the logo.



SCALE

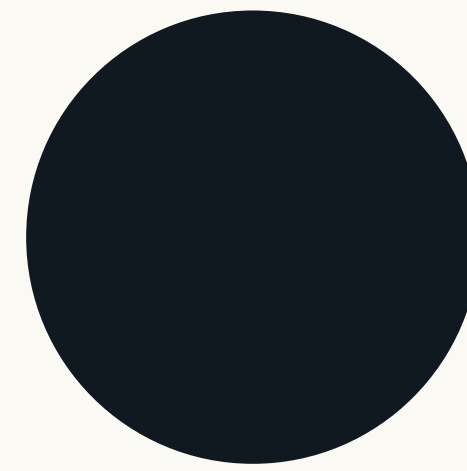
The primary logo version should always be at least one inch wide. The one-color logo version should always be at least a half-inch wide.



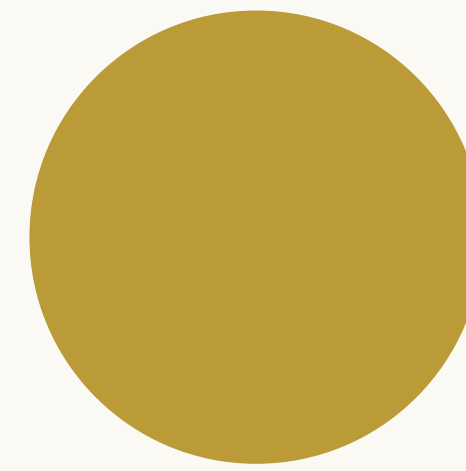
COLOR PALETTE

The Trade East primary color palette is made up of black, gold, natural, and white to convey the modern and authentic nature of the brand. The secondary palette shown here is inspired by colors used on product labels.

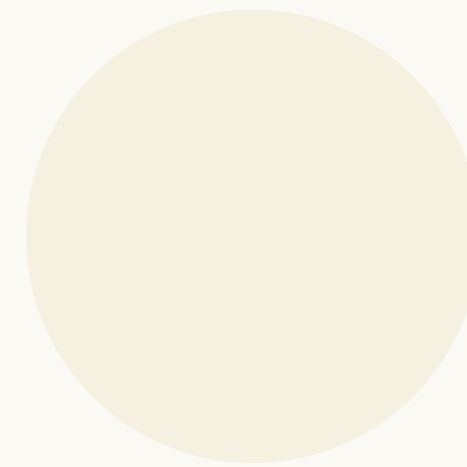
PRIMARY



BLACK
PMS: BLACK 6 C
CMYK: 100, 61, 32, 96
RGB: 16, 24, 32
HEX: #101820



GOLD
PMS: 10121 C (Metallic)
CMYK - 12, 25, 83, 21
RGB - 186, 155, 55
HEX - #BA9B37



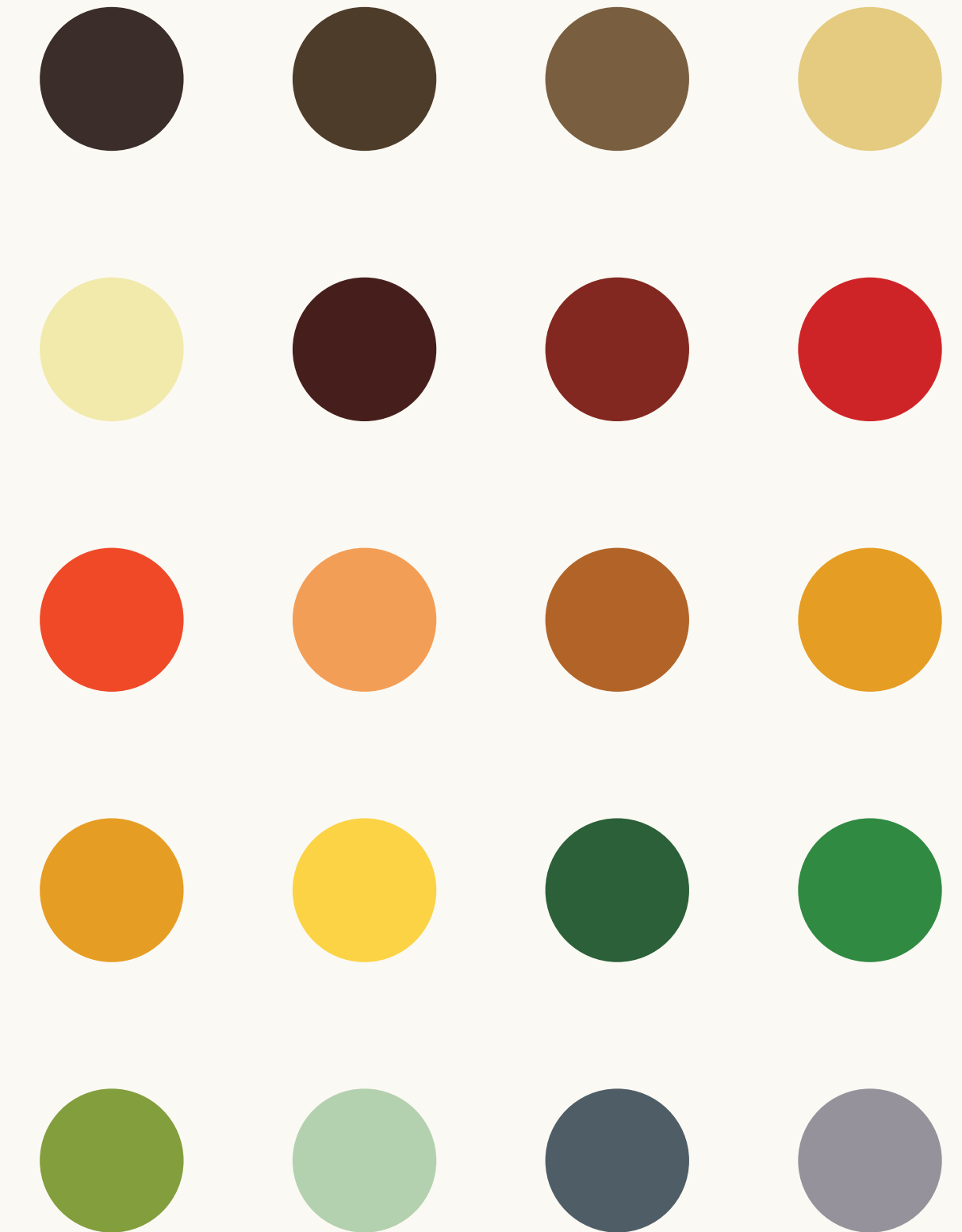
NATURAL
3599 C 25%
CMYK - 3, 4, 11, 0
RGB - 246, 240, 225
HEX - F6F0E1



WHITE
Paper
CMYK - 0, 0, 0, 0
RGB - 255, 255, 255
HEX - FFFFFFFF

SECONDARY

The colors shown below are not an exhaustive list and are representative of a sampling of the wide variety of spices and seasonings Trade East has to offer.



The Trade East brand font is an Adobe font called Covik Sans—a neo-grotesque with a “dash of warmth”—by James Edmondson (OH no Type Co.). In addition to creating a recognizable look and feel for the brand, the text hierarchy shown aids communication by organizing information in order of importance and creating both focus and emphasis.

While digital and print sizing and measurements will differ based on use case, the values shown can be used as a general guide for creating a cohesive text hierarchy throughout all brand applications.

Covik Sans

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

0123456789

LARGE HEADERS
Covik Sans
Medium
Sentence case

SAMPLE
Size 42 / Leading 52

Large header

STANDARD HEADLINES
Covik Sans
Medium
Caps

SAMPLE
Size 30 / Leading 32

HEADLINE GOES HERE
STACKED IF POSSIBLE

CAPTION HEADER
Covik Sans
Semibold
Caps

SAMPLE
Size 16 / Leading 20

CAPTION HEADER

CAPTION HEADER

CAPTION HEADER

These treatments can be used when emphasis is needed.

INTRODUCTORY COPY
Covik Sans
Regular
Sentence case

SAMPLE
Size 26 / Leading 32

Accum atentius deligenit eaquia volor quta soloreratem ut modip saecto eat.

SUBHEADLINES
Covik Sans
Semibold
Sentence case

SAMPLE
Size 18 / Leading 22

Sin nat apedit odi undigene doluptam. Sit maximod igenimolorio cupatatem. Hendissum unt quam quiant quamus eatiani di corro exerunt, sundi vernatur, quunti unto quatqui volupture pa nonecati.

BODY COPY
Covik Sans
Regular
Sentence case

SAMPLE
Size 16 / Leading 20

Oremoditio eici quam, simendam eris susdan tium que perfere nons ecepero que nonsequi aborerecae digniae dolut remperios maiore dollatur, veliquamet remquaepero min rectus ad qui recae dolorum eturerc imustrum debis etnis quatincto incorpor magnis abo.

CAPTION COPY
Covik Sans
Medium
Sentence case

SAMPLE
Size 12 / Leading 15

Oremoditio eici quam, simendam eris susdan tium que perfere nons ecepero que nonsequi aborerecae digniae dolut remperios maiore dollatur, veliquamet remquaepero min rectus ad qui recae dolorum eturerc imustrum debis etnis quatincto incorpor magnis abo.

PHOTOGRAPHY

Take cues from these visuals when selecting photography for Trade East brand materials. Photography can include images of things such as gourmet industrial kitchens, quality ingredients, and spices. It should use mainly neutral tones with pops of color where needed.



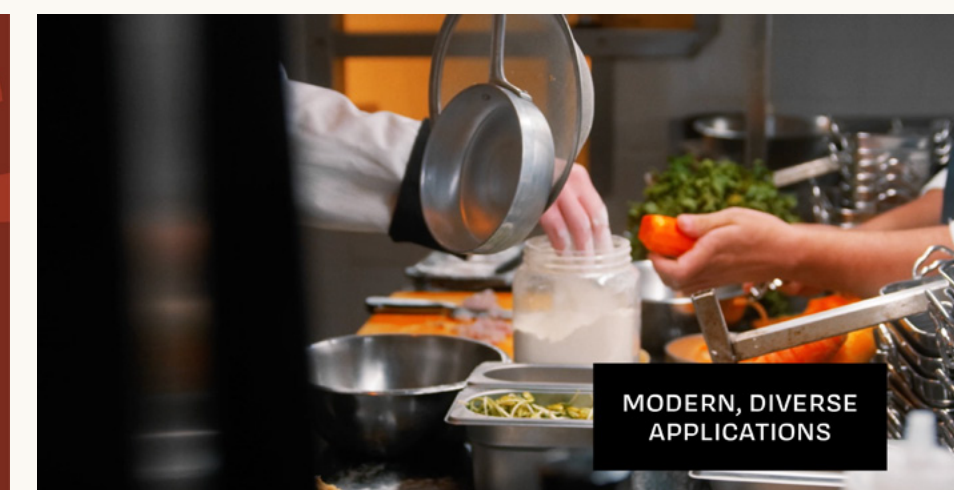
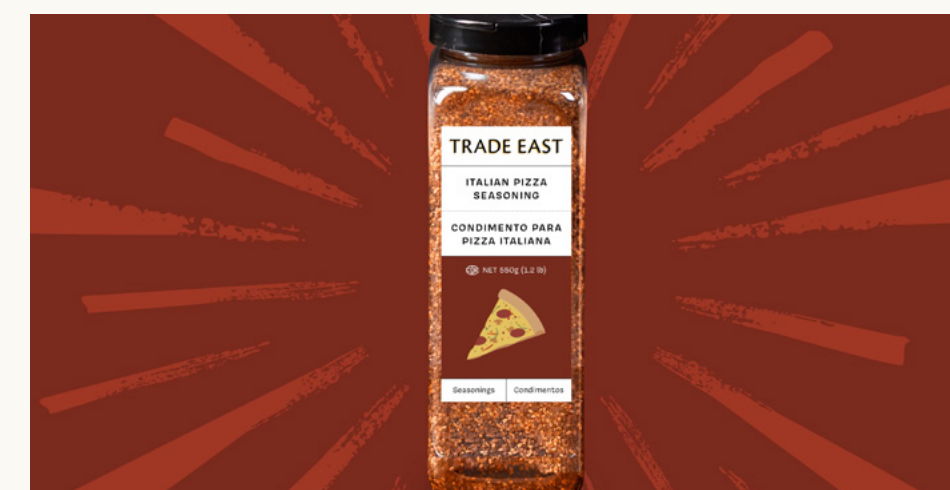
APPLICATION



Spice Containers



Salt and Pepper Grinders



Sizzle Video

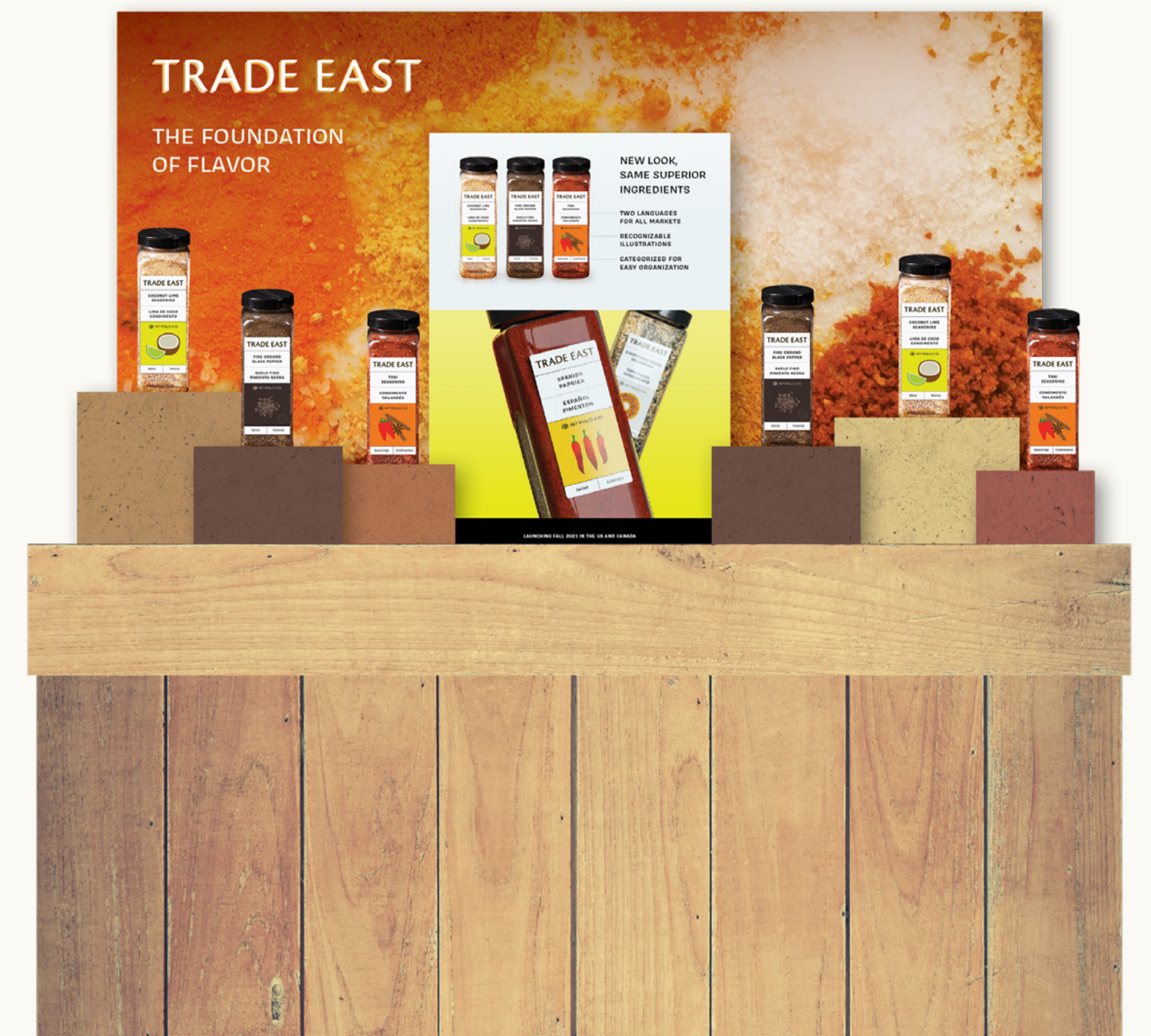
APPLICATION



Trade Show Booth



One-Pager



Product Display

TRADE EAST®