Brand guidelines

Gourmet Copper Kettle Popcorn

A small family owned company specialized in Gourmet Copper Kettle produced Popcorn. We are proud of our heritage and continue to serve thousands of local customers. the flavors are simple and the recipes are a family secret that stretches back several generations

www.copperkettle.com
+46 073 325 31 72
info@copperkettle.com

02 Primary Logo

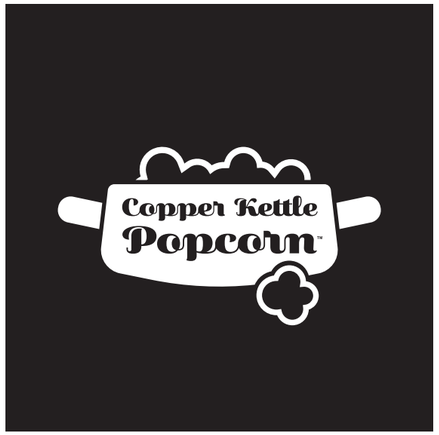
03 Alternative Logo

Copper Kettle Popcorn™

04 Logo Colors

Primary Version, Black

Primary Version, “Copper”



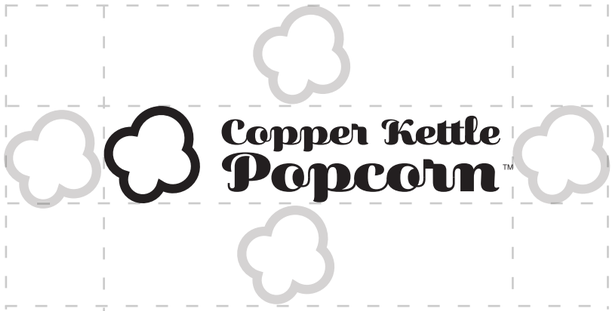
Primary Version Negative

Alternative Version, Black

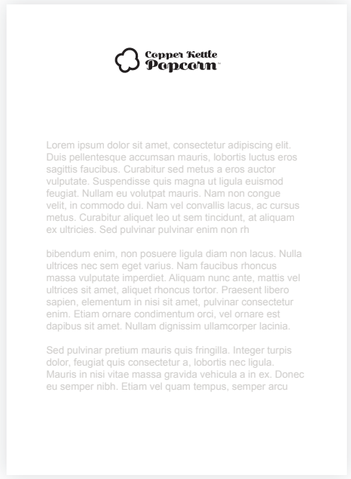
Alternative Version “Copper”

Alternative Version, Negative

05 Logo usage



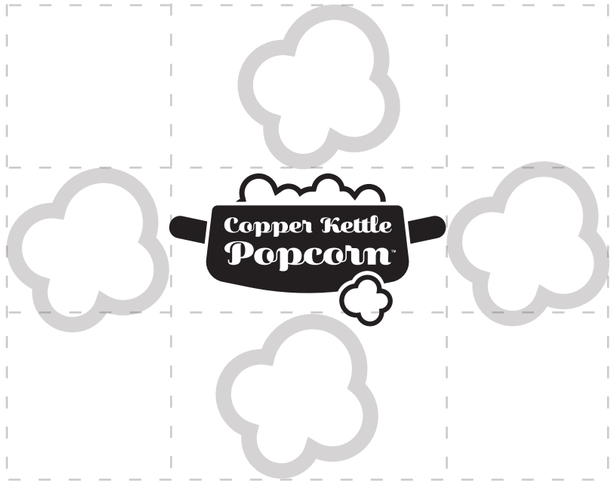
Please allow adequate spacing at all times.



Letterhead example

Photography example

Business card example



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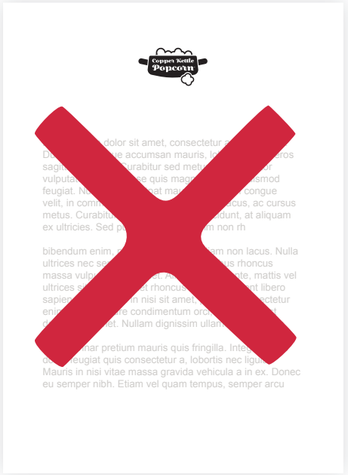

06 Typography, Advertising, Web etc

Apercu

Paragraph

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=":?><

Regular

Gourmet Kettle Popcorn. A family tradition since 1895. You will love our sweet and savory popcorn, produced in our small rural factory.

Light

Gourmet Kettle Popcorn. A family tradition since 1895. You will love our sweet and savory popcorn, produced in our small rural factory.

Bold

Gourmet Kettle Popcorn. A family tradition since 1895. You will love our sweet and savory popcorn, produced in our small rural factory.

07 Typography, Product packaging

Futura PT

Paragraph

ABCDEFGHIJKLMNOPQRSTUVW

abcdefghijklmnopqrstuvw

1234567890!@#$%^&*()_+=":?><

Book

GOURMET

Bold

CARAMEL POPCORN

Light

INGREDIENTS: Copper Kettled Popcorn, Sugar

08 Colors

Black

HEX	# 231f20
RGB	35, 31, 32
CMYK	0, 0, 0, 100

Copper

HEX	# 955423
RGB	149, 84, 35
CMYK	30, 70, 100, 23

Caramel

HEX	# d7924e
RGB	215, 146, 78
CMYK	14, 47, 79, 1

Cocoa

HEX	# 5b3816
RGB	91, 56, 22
CMYK	43, 69, 96, 51

10 Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

11 Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.

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