



Brand Guideline, 2020

LOGO VARIANTS
Papa Duke Beard Oil



PAPA DUKE
BEARD OIL



Main Logo
Used for all main marketing tools, website, official collateral and more

Letter Logo
Used for smaller promo items, icons, mobile apps, social media identity & print

Alternate Logo
Used for smaller promo items, icons, mobile apps, social media identity & print



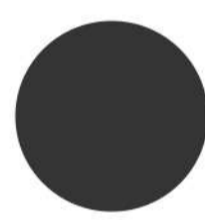
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VISUAL IDENTITY
Color Palette

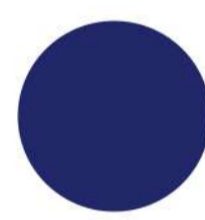
The consistent use of our color is a critical factor in building Papa Duke's brand worldwide. Color evokes a response that reaches beyond culture and language. The primary colors for our brand consist of Light Gold, Charcoal, and Dark Indigo. This combination of colors is the principal selection in the creation of all collateral materials.



CMYK
C 13 M 18 Y 80 K 0
RGB
R 225 G 197 B 86
HEX: #E1C556



CMYK
C 70 M 63 Y 62 K 57
RGB
R 52 G 53 B 53
HEX: #343535



CMYK
C 100 M 98 Y 29 K 17
RGB
R 33 G 39 B 105
HEX: #212769

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COLOR HIERARCHY

Color Hierarchy should always be considered when designing for Papa Duke. Light Gold/Dark Indigo should be used the most, followed by Charcoal. It is important to be mindful of the reader and allow sufficient negative space for optical rest.



VISUAL IDENTITY
Typography

Typography is a key visual signifier for any brand. In order to create a more identifiable and consistent look and feel we have chosen the **Broadband** typeface to be used exclusively for Papa Duke.

Primary Typeface
Broadband Regular
Decorative Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
@?!

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Secondary Typeface

Conthrax Semibold
Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
#@%?!.

Body Copy Typeface

Avenir
Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789
#@%?!.



VISUAL IDENTITY
Brand Collateral & Packaging

Papa Duke will be identified on the market by a mixture of colors, patterns, and a careful packaging concept design. Their brand collateral will help enforce the brand awareness. The following visuals strongly represent Papa Duke's brand identity.



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