

Brand Guidelines



Overview

These are your brand guidelines.
This document is meant to be a rulebook;
a go-to guide to shape the Finnian's journey
over the coming years in visual style and
language, positioning and graphics.



01. The Logo

- p. 5 About Logo
- p. 6 Logo Safe Area

02. Colours

- p. 8 Colour Palette

03. Typography

- p. 10 Primary

04. Use and Variants

- p. 12 Correct Variations
- p. 13 Monochromatic Version
- p. 14 Correct Use
- p. 15 Incorrect use

05. Pattern

- p. 17 Pattern

06. Graphic Devices

- p. 19 Icon Development
- p. 20 Icons
- p. 21 Stickers

07. Applications

- p. 23 Wax Paper
- p. 24 Posters
- p. 25 Stickers
- p. 26 Stand

08. Language

- p. 28 Finnian’s language & tone
- p.29 Finnian’s values

The Logo



The primary visual expression that we use to identify Finnian's.

Over time, the logo becomes one of our strongest pieces of our brand equity, the leading brand identifier commonly used in almost all applications.

The logo has meaning and a story as you see here.

On the following pages of this manual you will find other variants of the logo.

This curvature and relationship in the ligature is beautiful and something we can use as we grow the brand identity.

We redesigned the apostrophe in line with cheese graphical devices - see icon development slide

finnian's



C h e e s e . W i n e . D e l i

We kept the wavy lines, representing train tracks, the sea and flowing with the curvature of the font typeface.

Simple, elegant, modern & thin typeface, balanced against the traditional logo type.

To ensure proper application of the logo, and also to ensure its perception on all media, a minimum distance has been established using the wave that must exist between other graphic elements when the whole logo is present.



Colours



Our predominant leading colours will be Marble Green and Burrata Cream.

These two can be used interchangeably as the primary colour for our brand with all others used as tertiary colours.

Our other colours that will complement the brand identity will be Mature Cheddar, Vineyard Green, Black & White.

The colours modern but considered feel, with the Mature Cheddar offering a strong highlight colour for messaging vibrancy and playfulness.

All of the colours can be used in various opacity values as outlined.

Marble Green

RGB 15 81 86
HEX 0F5156
CMYK 91 52 55 33

Burrata Cream

RGB 243 239 225
HEX F3EFE1
CMYK 4 4 11 0

Mature Cheddar

RGB 244 238 119
HEX F4EE77
CMYK 6 0 67 0

Vineyard Green

RGB 0 156 141
HEX 009C8D
CMYK 86 14 54 1

Black

RGB 0 0 0
HEX 000000

White

RGB 255 255 255
HEX FFFFFFFF

Typography



Outfit is our main content typeface everywhere. Outfit is a very versatile and legible sans-serif Google typeface, which makes it a popular choice for web and design.

With a wide range of weights and styles, Outfit is reliable and aesthetically pleasing for print and digital projects.

Outfit is our main typeface for all areas of the brand.

Outfit

Aa Bb Cb Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Logo use & variants



The brand logo can be used in any variety of colour combination as shown here, or as a monochromatic logo.

The variation rules allowed are as shown here



It is the version of the logo that, due to reproduction or application needs, is reproduced only as a continuous spot, without gradients or shading.

It will be used in many media and applications that require a monochrome version of the logo.



Maximum visibility, readability, and contrast must be guaranteed in all applications of the logo.

If the logo is going to be applied on non-brand backgrounds or photographs (such as on someone else’s website or flyers), it must be applied in white or black, depending on the brightness of the background.



The logo has measurements and proportions determined by composition, visual hierarchy, and functionality.

Modifications should not be made to these sizes and proportions or the world will end.

This restriction also applies to the brand colours.



Don't distort



Don't use non-brand colours



Don't change the colour of the strapline different to the main logo



Don't change orientation of any element



Don't reduce opacity



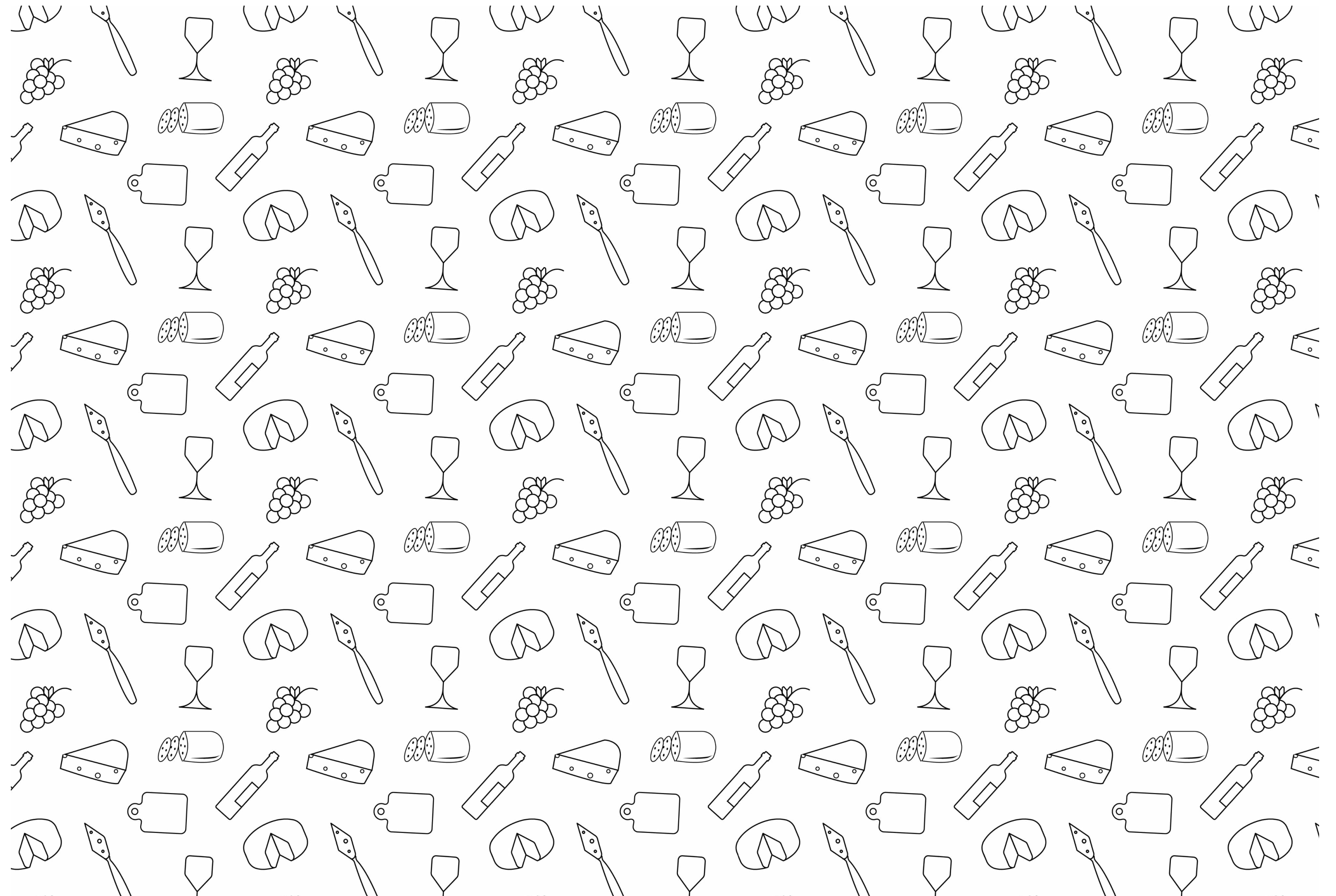
Don't use gradient

Pattern



Patterns are visual elements that reinforce our identity and add a distinctive touch to our communications and branding materials. These patterns are used strategically to create consistency and recognition in different applications, both digital and print.

They can be used on a variety of applications such as wax paper, social banners and merchandise.



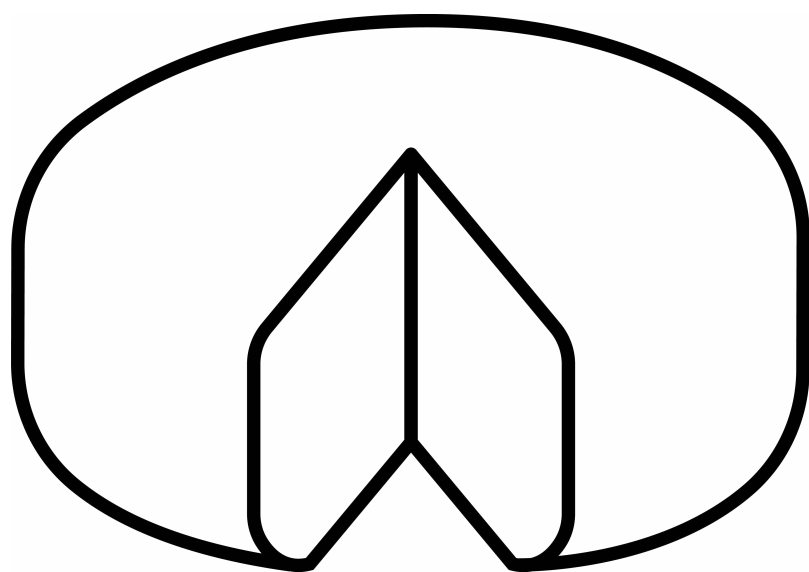
Graphic Devices



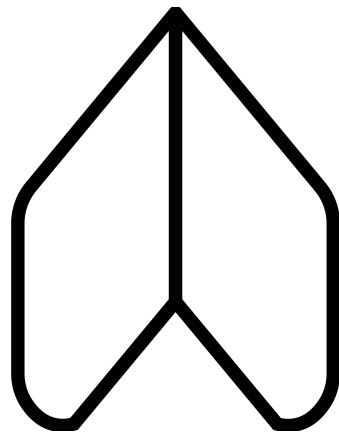
Our leading icon is the cheese wheel.

The cheese wheel is represented across a variety of graphic elements throughout the brand from the apostrophe in the Finnian's logo to the leaf on the bunch of grapes, and a heart shape made from the inverted wedge of cheese.

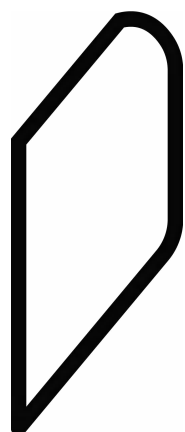
You can see how we have created this icon use here.



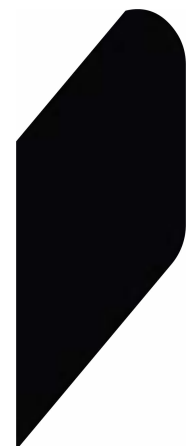
cheese round,
with segment cut



negative cheese segment
to be used as a graphic
device across the brand.
also represents an open book,
a nod to cheese education!



If we half the segment we can use
as the new apostrophe in Finnian's
whilst its not a cheese 'shape' it has
a story and a visual cohesiveness to
its purpose.



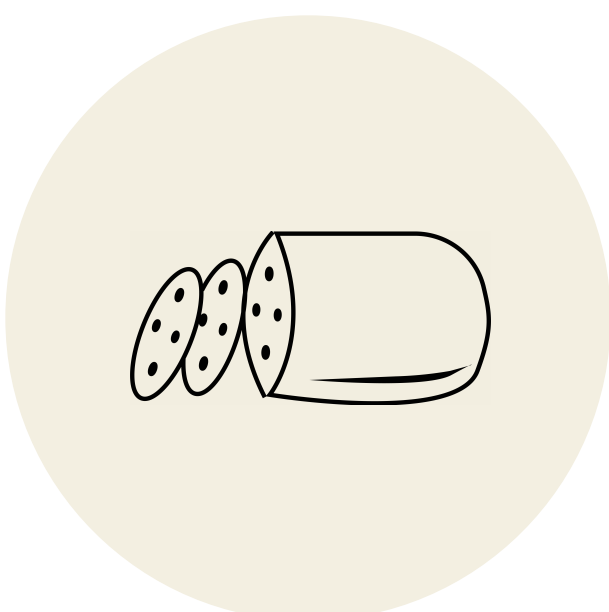
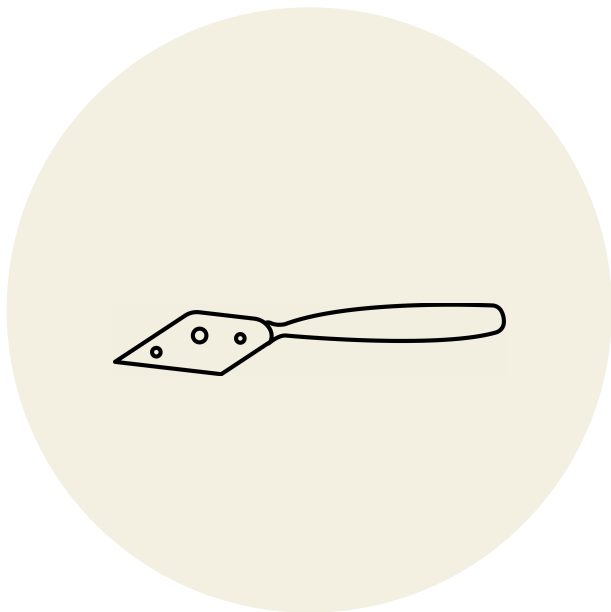
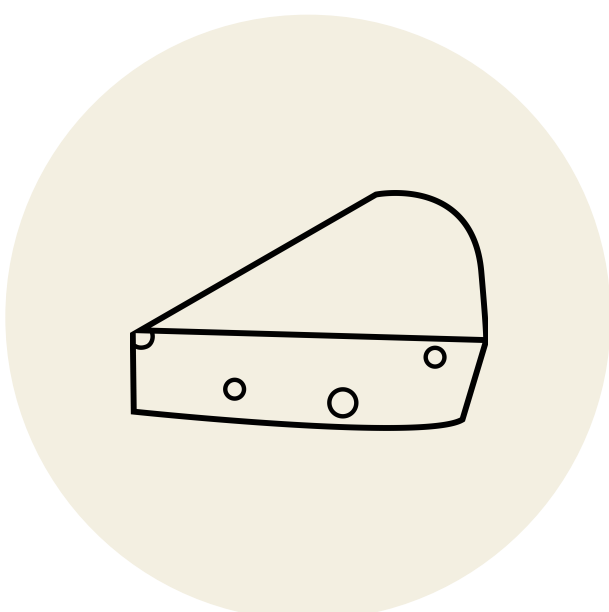
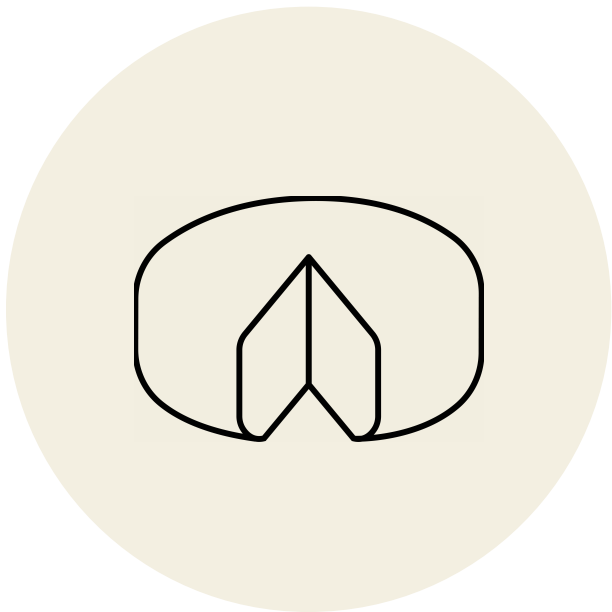
We then use this as a fill colour
within the brand logo which adds
a contemporary touch to our
traditional logo style

This is Finnian’s icon set.
It consists of 9 related icons to what you sell or what the Finnian’s brand is or could be known for.

Each icon has been custom drawn using parts of the shape from the core brand icon cheese wheel where possible.

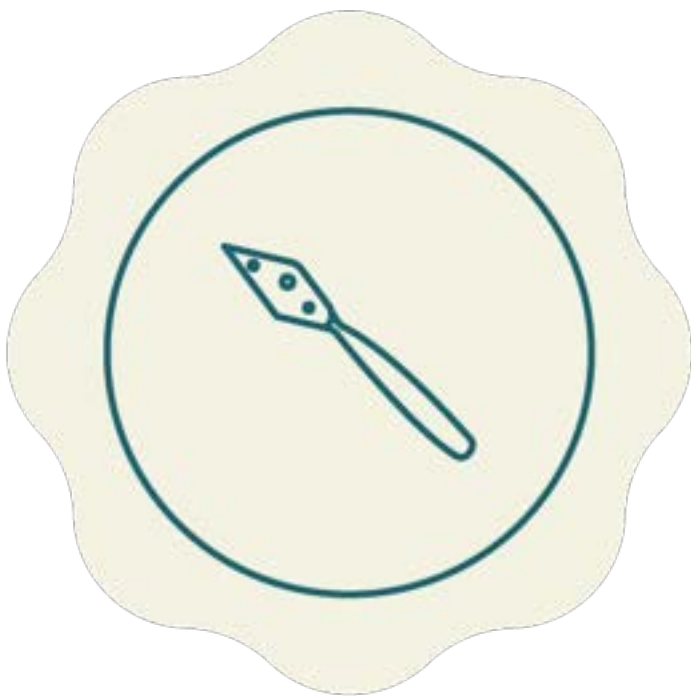
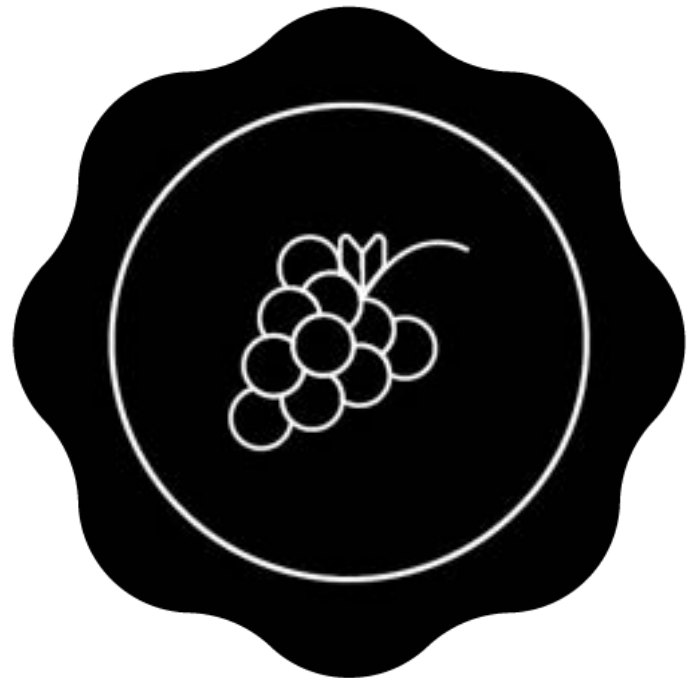
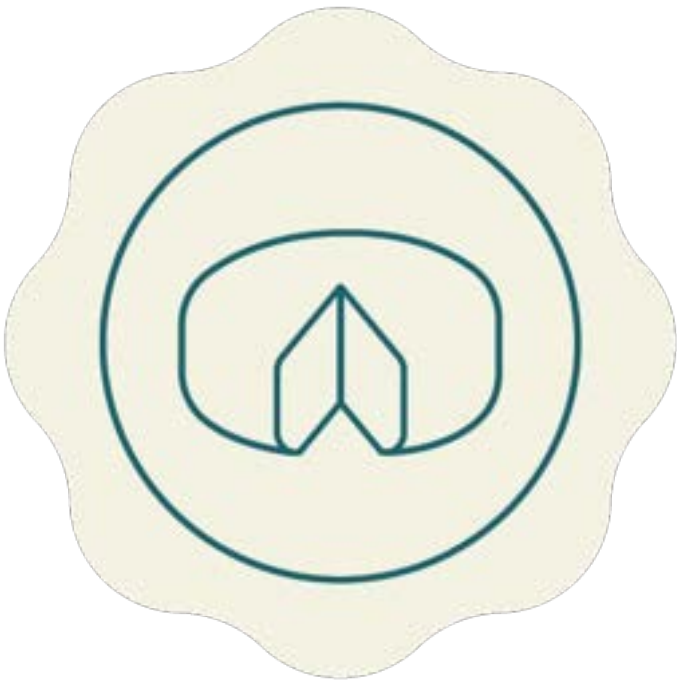
All icons have the same stroke outline width for consistency and have been drawn as a family of icons.

These icons strokes cannot be changed, however they may be presented in the various brand colours.



Stickers are awesome.
Every brand should have some.

The Finnian's sticker suite is made up from your main colours and the icon suite. There are a variety of themes and ideas represented here, and using the colour rules in section 2.1 there may be other alternatives you could create also.



Application examples



finnians

follow us on @ @finnians_deli

finnians

follow us on @ @finnians_deli

finnians

follow us on @ @finnians_deli

finnians

follow us on @ @finnians_deli

finnians

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finnians

follow us on @ @finnians_deli

finnians

follow us on @ @finnians_deli

finnians







Finnian's
Cheese · Wine · Deli

Language & tone



Our language is important.

When it comes to brand, words really matter. Here we have the words that we want people to feel and experience with Finnian’s, as well as language in sentences that we can communicate in our assets.

Consistency in voice, tone and language in how we sound is important to all brands and the image we portray.

Finnian’s tone of voice:

friendly, cheerful, knowledgable,

What do we do?

We sell a curated collection of some of the world’s best cheese, charcuterie and wines. We ensure that we know the detailed story and history of all the produce we sell.

How do we do it?

What makes the offer unique, how do you do what you do?

When our customers come to our shops, they don’t just buy our produce, they get the opportunity to understand the provenance and story, always an opportunity to taste product and learn about what goes well together.

Why do we do it?

What’s the story behind the brand - Why do you do what you do?

We want people to see quality cheese products in the same way that the craft beer market has boomed.

Our values

Expert | Passionate | Engaging | Ardent |
Enriching | Curating | Expressive

Values are so much more than just words on the page.

Here we identify what they are but also how you express them

	What it means	How we express it
Expert	Deep knowledge of cheese and the products we sell, with expertise in all the facets of their production and enjoyment.	We demonstrate our expertise with our knowledge of the provenance of all our products, and how they compliment and combine with one another.
Passionate	Motivated to share our experience and the discoveries we make, gaining joy from seeing others learn and grow.	We share the depth of our knowledge with customers, progressing with patience and understanding as they embark on their journey at their own pace.
Engaging	Always finding ways to make connections, big or small, with what we do and the people we do it with.	Always looking to educate and share. From a warm and friendly welcome, we offer customers the opportunity to step in and discover new things.
Ardent	Constantly looking to learn or discover new things, persistently searching and sharing fresh ideas.	We know the provenance of each product we sell, so we can personally assure customers about the integrity and background of every item.
Enriching	Adding quality and value with elements that provide greater depth or meaning to customers.	By sharing our expertise with customers, offering ideas and advice whenever they ask, makes them feel welcomed and valued.
Curating	Sourcing and selecting the items we sell, working in partnership with our suppliers, creates our customers unique experiences.	We build a community with our customers, guiding them on their journeys of culinary discovery and earning their trust to try new things.
Expressive	Outgoing and positive, demonstrating with our actions and communicating with a smile.	We bring the energy of fresh ideas, and share them with warmth and humour in clear, natural language that makes our customers feel they belong.

finnian's



C h e e s e · W i n e · D e l i