

VISUAL GUIDELINES



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OUR
COMPANY
STORY

MISSION

It is our mission to provide a welcoming space while serving quality, authentic products to our customers





VISION

Our goal is to give our customers an authentic French baking experience. When entering our establishments our customers should feel relaxed, welcome and satisfied. It is the place to meet with old friends, take the kids for a treat or stay all day working on the big presentation. Our establishments are the perfect location for any occasion and any situation. With our skilled bakers and fun open atmosphere we wish to be the place for you.

SIGNATURE USAGE

SIGNATURE

The brandmark represents our acclaimed macarons stacked. It is placed in a pink circle representing the happiness the surrounds you when eating our baked goods.

brandmark



*Si***NDÉR**
MACARONS

Pink is a bubbly color that represents sweetness, fun, and delicacy.

Black represents class, tradition and authenticity

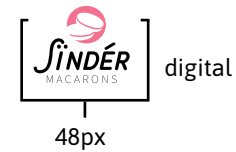
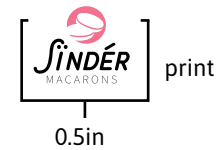
logotype



CLEAR SPACE

There should be no objects within the clear space listed below. The clear space is determined by the width of "N" in the logotype.

Minimum size





COLOR VARIANTS

Listed below are the appropriate color variations to be used in all branding material. Full-color variation should be used on white or light colors only. Black and white versions are to be used on all other material.

INCORRECT



do not outline



do not use at an angle



do not use drop shadow



do not change proportions
of signature elements



do not place objects in front of
signature



do not use colored signature
on backgrounds of similar
color

INCORRECT



do not use non-palette colors



do not place brandmark over logotype



do not change typeface



do not place regular colored version overtop textures or images



do not distort or skew



do not use gradients

SUBSIDIARY



ICING

TECHNOLOGIES

Icing technologies is a subsidiary brand that provides quality baking and decorating equipment. For any questions regarding Icing technologies visual identity, please contact Renée Hidayat, Chief Marketing Officer.
E: Renee.Hida@icingtechnologies.com



BRAND ASSETS

Typefaces



TYPOGRAPHY

Typed material should consist of listed typeface and weights. Use for signage differs. Typeography for presentations should follow the listed format. For questions please contact Jennifer Kingsly, Chief Marketing Officer.

E: Jennifer.King@sinder.com

P: 703-232-4950

Styleguides

HEADERS

regular 48pt/52pt

SUB-HEADERS

Bold 36pt/48pt

sections

regular 18pt/18pt

body copy

regular 12pt/18pt

captions/callouts

regular 9pt/14pt

COLORS

Primary colors are used in signature. The colors are also to be used in graphics, marketing material and collateral.

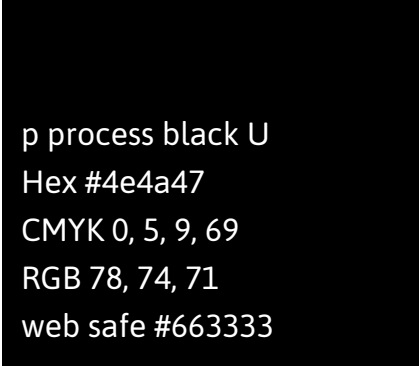
Secondary Colors are to be used to compliment primary color palette. Secondary colors should not overpower main brand color on any material it is presented on.

PRIMARY

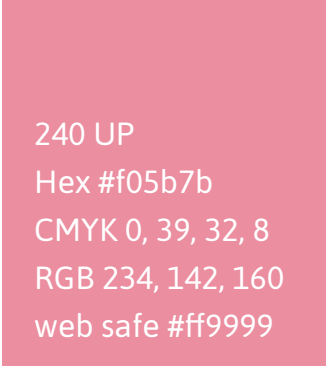
Main brand color



p 68-5U
Hex #f05b7b
CMYK 0, 62, 49, 6
RGB 240, 91, 123
web safe #ff6666



p process black U
Hex #4e4a47
CMYK 0, 5, 9, 69
RGB 78, 74, 71
web safe #663333



240 UP
Hex #f05b7b
CMYK 0, 39, 32, 8
RGB 234, 142, 160
web safe #ff9999

SECONDARY



Green 921 U
Hex #7ae7c7
CMYK 47, 0, 14, 9
RGB 122, 231, 199
web safe #66ffcc



910 U
Hex #fff689
CMYK 0, 4, 46, 0
RGB 255, 246, 137
web safe #ffff99



519 C
Hex #58355e
CMYK 6, 44, 0, 63
RGB 88, 53, 94
web safe #663366

Pattern



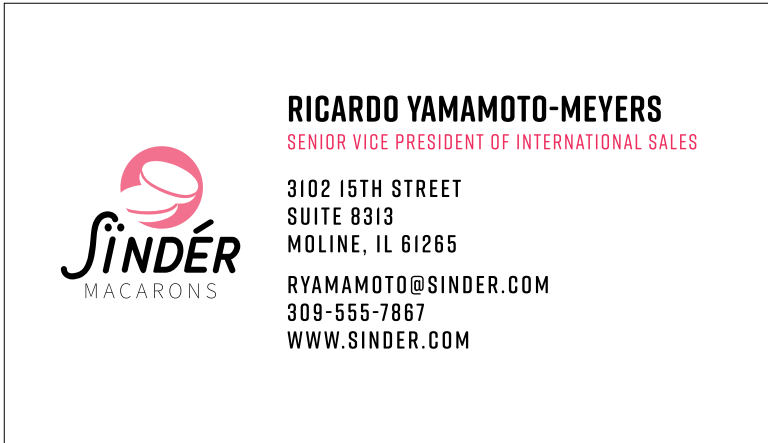
GRAPHICS

Pattern can be used on materials such as packaging, building and wall accents, uniforms etc. Pattern should only be placed on top of main brand color or white. For more information about placement of pattern, please contact Jennifer Kingsly, Chief Marketing Officer and Katie Argueta, Senior Graphic Designer.

E: Jennifer.King@sinder.com

P: 703-232-4950

E: Katie.argu@sinder.com



BUSINESS CARD

For template of businesscard
please contact Katie Argueta,
Senoir Graphic Designer.

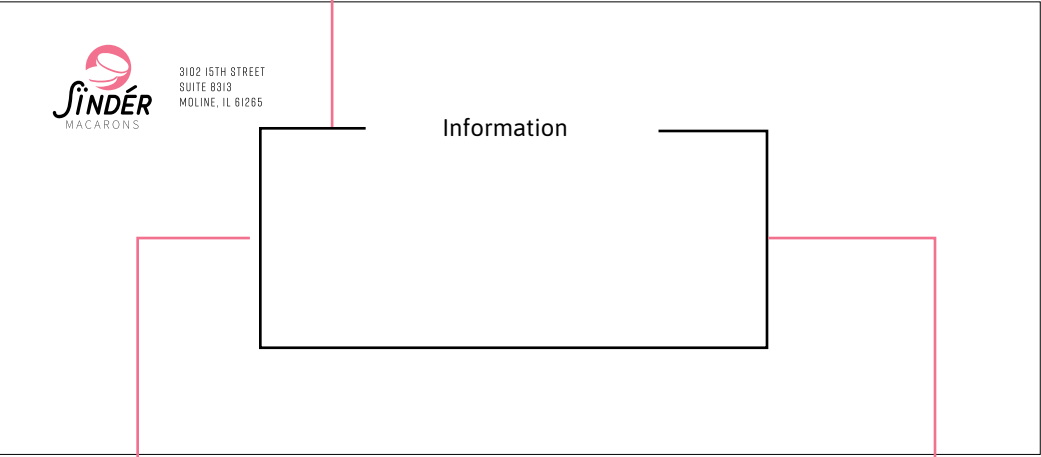
To request a business card, please
conatact Human resources
department at:

E: Sinder.resources@sinder.com

E: Katie.argu@sinder.com

MAILING

Text should start 1.18 inches from top

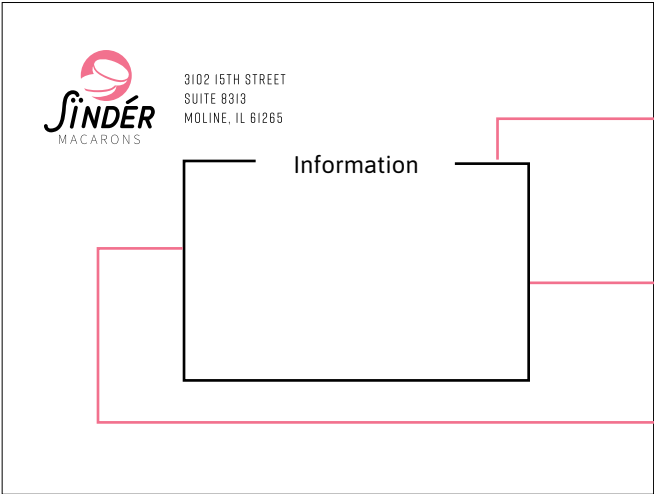


Typeface

Cambria regular 12pt/16pt

2.4 inch margin on right

2.4 inch margin on left



Text should start 1.4 inches from top

1 margin on right

1.6 margin on left



3102 15TH STREET
SUITE 8913
MOLINE, IL 61265

809-555-7867
WWW.SINDER.COM

November 2, 2018

Dear Jennifer Kingsly,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Regards, Ricardo Yamamoto-Meyers
Senior Vice President of International Sales

STATIONERY

Stationery paper should be on 8.5x11 paper. Text should be a serif typeface such as Cambria Regular. Title of sender should be emphasized in brand pink in closing signature line at the bottom of the page.

Typeface

Cambria regular 12pt/16pt

Text starts 2.21 inches from top

1.26 inch margin on right

1.65 inch margin on left

COLLATERAL

The visual identity of all collateral must be fun, inventive, and welcoming. The main brand color is to be used in all collateral material. For questions regarding collateral and visual identity, please send your information to Jennifer Kingsly, Chief Marketing Officer and Katie Argueta, Senior Graphic Designer.

E: Katie.argu@sinder.com

E: Jennifer.King@sinder.com

P: 703-232-4950





SIGNAGE

To partner with us for signage, marketing material, or promotions, please send your company information to Jennifer Kingsly Chief, Marketing Officer and Katie Argueta, Senior Graphic Designer.

E: Katie.argu@sinder.com.

E: Jennifer.King@sinder.com

P: 703-232-4950



MERCHANDISE

To partner with us for merchandise, please send company information to Jennifer Kingsly Chief, Marketing Officer.

E: Jennifer.King@sinder.com

P: 703-232-4950





3102 15th Street, Suite 8313

Moline, IL 61265

309-555-7867