



## V I S U A L   B R A N D I N G   G U I D E





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The purpose of these guidelines is to explain the use of our brand style and to reinforce consistent application of the visual elements in all communications for Freghete.

Our identity is the face and personality presented to the community in what we say, write, create, and publish. Consistency helps to create a brand that is strong and recognisable, and will help to build trust and connection with our customers, suppliers and community.

By following these guidelines, the materials you create will represent our business brand cohesively to the outside world.

If you have any questions about our Brand Guidelines please contact [g.laccetti@laccetti.com.au](mailto:g.laccetti@laccetti.com.au)



## BRAND VALUES

The word 'Freghete' is commonly used in the Abruzzo area of Italy as an exclamation of admiration, awe and amazement. In English it would be something like WOW!

At Freghete, our goal is to provide premium quality products for optimal health and taste. Our brand feel is authentically Italian and this is reflected in our visual brand elements with the choice of red and green from the Italian flag. Combining this with clean and bold graphics and our tagline 'Eat it. Feel it. Love it!' we want to express the stand out qualities of the food we share with our customers.

Freghete is a brand stemmed from the love and curiosity for truly great pizza that offers more than just a great taste, it provides a *Freghete* experience.



## LOGO : PRIMARY LOGOS

Our company logo is an important and valued graphic element and must be used consistently and appropriately, even minor variations will undermine and compromise the image of the branding. There are 3 variations of the Primary Freghete logo to remain clearly readable over a variety backgrounds.

- Primary logo in colour should be the preferred logo to be used where possible, as long as it is easily readable
- Logo on the Freghete pizza round shape can be used over the Freghete pattern, or over images or brand colours to ensure it is easily readable
- The white version of the logo can be used over dark backgrounds



PRIMARY LOGO COLOUR



PRIMARY LOGO COLOUR  
with background



PRIMARY LOGO WHITE



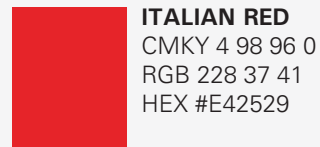


## BRAND COLOURS

- Italian Red and Italian Green come from the Italian flag and are the primary colours for the Freghete brand
- Off White and Dark Green are contrasting colours that can be used as background and contrasting colours
  - White can also be used as a background colour option
- Additional Brand colours are used within the grid pattern and may be used sparingly elsewhere in designs where additional colours can enhance the design
  - Correct colour breakdowns/codes should be used always to maintain consistency and brand recognition
- When deciding which brand colours to use always choose the ones that are most easily readable over the given background
  - Body text should be simple black

### PRIMARY BRAND COLOUR PALETTE

#### LOGO COLOURS



**ITALIAN RED**  
CMKY 4 98 96 0  
RGB 228 37 41  
HEX #E42529



PANTONE 185C

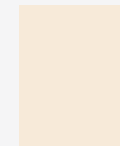


**LOGO GREEN**  
CMKY 86 18 100 4  
RGB 9 145 70  
HEX #099146



PANTONE 347C

#### CONTRASTING BACKGROUND COLOURS



**LIGHT BASE**  
CMKY 3 7 14 0  
RGB 246 233 217  
HEX #F6E9D9



PANTONE 466C  
@25%



**DARK BASE**  
CMKY 82 49 88 62  
RGB 20 56 29  
HEX #14381D



PANTONE 5605C

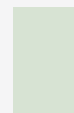
### ADDITIONAL BRAND COLOURS - used in grid pattern



CMKY 18 100 100 10  
RGB 187 13 15  
HEX #BB0D0F



CMKY 13 41 80 0  
RGB 219 157 78  
HEX #DB9D4E



CMKY 15 4 18 0  
RGB 216 226 211  
HEX #D8E2D3



CMKY 79 42 64 26  
RGB 54 100 88  
HEX #366458



**SIMPLE BLACK**  
CMYK 0 0 0 100  
RGB 0 0 0  
HEX #000000



## BRAND FONTS

**NOTE** -The style used in the Freghete wording in the logo is made up of vector shapes and is not a font used elsewhere in the Freghete brand.

The font used in the Freghete logo tagline is the Univers Roman style font with wider spacing between letters (250 Kerning).

We use the Univers font throughout Freghete branding. This is a fairly accessible font however if this font is not available in some applications then the Helvetica font is a suitable substitute.

### HEADING FONT

Univers - Roman

All Caps with 200-300 Kerning

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

### BODY FONT

Univers - Light

Sentence case

1234567890 !@£\$%^&\*()-=+

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### SUB-HEADING FONT

Univers - Roman

Sentence case

1234567890 !@£\$%^&\*()-=+

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ



## VISUAL BRAND DESIGN ASSETS

In addition to the logo and brand colours these brand assets are common elements that can be used within brand materials created for the Freghete brand.

Please see following pages for examples of how these elements might be used in various promotional material.



FLAGS



LOGO MARK

EAT IT. FEEL IT. LOVE IT!

TAGLINE



ICON STYLE



UNEVEN CIRCLE



PATTERN



## LOGO PLACEMENT

- Logo symbol and wording should remain proportionate - when re-sizing the whole logo should be altered as one element.
- For readability logo should not be smaller than 20mm wide.
- When placed onto a circle or square background the logo should be centred vertically around the circular shape within the logo
- Leave a minimum clear space around the logo that is equivalent to the measurement between the top of the circle and the top of the pizza icon.

### DO NOT DISTORT THE LOGO



✗



✗

### HOW LOGO SITS IN A CIRCLE/SHAPE



✓



✗

### MINIMUM SIZE



### CLEAR SPACE AROUND LOGO







## LOGO USAGE: COLOUR

Do not change the colour of the logo - either the colour logo or the white logo will be suitable for any application.  
Do not use the colour logo on top of the Freghete green background.





## LOGO USAGE: OVER IMAGES

The primary consideration when using the Freghete logo over an image is to ensure it is clearly legible.

Always use the logo with the rough circle shape background when placing the logo over the Freghete grid pattern.

When using the white logo over an image ensure the image is dark enough for the logo to be seen clearly - a dark tint may need to be applied to the image to achieve this.

The colour logo may be placed over an image as long as there is a very light area that allows the logo to be clearly visible.





## ADDITIONAL LOGOS

- additional logos have been created for use with other Freghete products
- round shape, Freghete wording and tagline remain consistent with the 'Love It!' text in red while overall colour for each product is different
- The same guidelines on logo usage for the Primary Freghete logo apply to the additional product logos

FREGHETE FOCACCIA LOGO



**DARK BASE**  
CMKY 82 49 88 62  
RGB 20 56 29  
HEX #14381D



**ITALIAN RED**  
CMKY 4 98 96 0  
RGB 228 37 41  
HEX #E42529

FREGHETE HONEY CAKE LOGO



**GINGERBREAD**  
CMKY 19 68 100 6  
RGB 194 104 40  
HEX #c26728



**ITALIAN RED**  
CMKY 4 98 96 0  
RGB 228 37 41  
HEX #E42529



## FONT HEIRACHY

- Minimum size for body font 8pt

minimum 2x body  
text point size

## HEADER FONT

Univers Roman  
all caps in Red or  
Red/Green combo

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Univers Light  
in text simple black

Sub heading duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Univers Roman  
in red

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Univers Roman  
also suitable for  
body text where  
the Light version  
may be too fine





## IMAGE SELECTION

- Predominantly choose images that contain earthy colour and darker colours to allow the to stand out along side them
- Avoid images containing strong conflicting colours such as blue, purple, hot pink etc that clash with the brand colour palette
- Choose images that show people interacting with and enjoying the food (experience), images that highlight the Freghete food in good light with sharp focus (deliciousness)





## EXAMPLE OF BRANDED LAYOUTS

These pages illustrate examples of how the different Freghete brand elements can/might be used within designs to maintain a consistent brand presence.







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These pages illustrate examples of how the different Freghete brand elements can/might be used within designs to maintain a consistent brand presence.

**Freghete**  
AT WHISTLESTOP

**MARGHERITA \$24**  
Freghete tomato sauce, mozzarella, parmesan, basil, extra virgin olive oil. Add Bufallo mozzarella for \$6

**HAM & MUSHROOMS \$27**  
Freghete tomato sauce, mozzarella, mushrooms, free range ham, and virgin olive oil. Add black olives for \$2

**ITALIAN SAUSAGE \$29**  
Freghete tomato sauce, mozzarella, parmesan, italian sausage, basil and extra virgin olive oil. Add free range ham for \$3.

**SALAME ABRUZZESE \$29**  
Freghete tomato sauce, mozzarella, parmesan, italian salame and extra virgin olive oil.

**A SILVIO \$33**  
Freghete tomato sauce, premium Cantabric anchovies, fresh mozzarella, grated pecorino and extra virgin olive oil.

**DON'T TELL MUMMA \$28**  
Freghete tomato sauce, mozzarella, free range ham and pineapple.

**SÜD-TYROL \$29**  
Freghete tomato sauce, parmesan, free range speck, porcini mushrooms, basil and extra virgin olive oil.

**PROSCIUTTO E BUFALA \$31**  
Freghete tomato sauce, buffalomozzarella, premium Italian prosciutto, parmesan, rocket and extra virgin olive oil.

**GARLIC / HERB PIZZA \$16**  
Garlic / herbs and olive oil. Add mozzarella for \$3.

**COTTO (HAM & CHEESE) \$27**  
Mozzarella, free range ham, parmesan and virgin olive oil.

**BOLOGNA \$29**  
Mozzarella, mortadella and stracciatella.

**PATATE \$29**  
Mozzarella, parmesan, potatoes, rosemary and extra virgin olive oil. Add Italian sausage for \$3.

**PRINCESS SISSY'S FAVOURITE \$29**  
Mozzarella, free range spack, porcini mushrooms, basil and extra virgin truffled.

**NOI DUE (THE TWO OF US) \$31**  
Pumpkin cream, mozzarella, gorgonzola, local prawns and pancetta..

**4 FORMAGI (4 CHEESES) \$28**  
Mozzarella, Freghete beetroot sauce, goats cheese and extra virgin olive oil.

**OLIVE ASCO 6 PIECE \$12**  
Green olives with a meaty breaded and Choose from or Truffle.

**Freghete**  
AT WHISTLESTOP

**EAT IT. FEEL IT. LOVE IT!**



## COLOUR TYPES

CMYK colours will be used for most general printing requirements. If a designer or printer asks for your logo you are best to give them the high resolution CMYK pdf vector art files. Pdf files or eps files supplied with this package are both vector art files in CMYK suitable for print applications.

Where there is a large solid area of black for printing we recommend you use a rich black, and for text and smaller black areas use the simple black.

RGB colours are for use in screen based designs - websites and email will use the RGB colour logos. The colour appearance can vary however from screen to screen due to different screen types and settings. Generally you will use jpg files or png files (transparent background) for web based applications.

Hex colours can be used in websites and online design applications such as Canva to maintain colour consistency.

Pantone colour match (as close as possible) has been provided for reference in spot colour printing, vinyl colours etc

Sticking with these colours will ensure reasonable consistency in your logo brand colours over a variety of different medias. Colours are, reasonably accurately, reproduced out of CMYK and RGB, however you will often notice slight differences due to the different ways colour is produced for different applications.





## FILE TYPES



### VECTOR FILES

EPS and PDF Vector files should be used where possible for print files and anytime you need to supply your logo to a graphic designer or printer.

SVG Vector files are for uploading to Canva where you can resize and re-colour without losing file quality.



### IMAGE FILES

JPG Image files are supplied in CMYK for print and RGB for web. JPG file will always have a filled in background - so logos saved as jpg files will sit in on a white background.

PNG Image files supplied will have a transparent background so you will be able to place these over images or coloured backgrounds without getting a white box around the logo or shape.

Both JPG and PNG files are pixel based image files so they will lose quality when placed stretched larger than the original file.

Both JPG and PNG files are pixel based image files so cannot be re-coloured in Canva but they can be treated like a photo with filters and image adjustments.





VISUAL BRANDING GUIDE PREPARED BY  
[www.kyliefindlay.com](http://www.kyliefindlay.com)