WALD FAMILY FOODS

DESIGN AND BRAND GUIDELINES

THE SILVER STANDARD

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THE CORPORATE LOGO SIGNAGE

The logo is a brand's primary visual identifier, wholly encompassing its values, mission and equity. This section details best practices when using the Wald Family Food logo in a variety of applications as well as clearly defined examples of inappropriate usage.

The Logo Introduction
The Logo Application
Clearspace & Computation
Incorrect Logo Usage

Corporate Logo

The Wald Family Foods logo is a carefully crafted combination of icon work and typography meant to encapsulate the brand's character and value.

The logo is made of two components: the icon and the wordmark.

The Wald Family Food's logo icon is bold and bouncy, made of thick strokes to reflect the brand's strength and integrity. The icon features a hidden "12," a reference to CEO Tony Wald's retired basketball number. For Wald Family Foods, tradition and heritage are key brand values.

The wordmark includes two components – the primary mark and the submark. Both are always intended to be displayed together – never alone.

The primary mark a modified version of Tony's signature. His leadership style emphasizes the importance of hard work, community and tradition. The script-style wordmark perfectly encapsulates these values.

The submark – "FAMILY FOODS" – is set in Futura. It contrasts, balances and anchors the curvy forms of the primary mark.

Primary Logo

The preferred display for the Wald Family Foods logo.

Secondary Logo

In situations that demand a more horizontal approach, use the secondary Wald Family Foods logo.

Brand Icon

The brand icon can be used as a design element separate from the primary or secondary logo, but only if the full logo is included elsewhere in the composition.

Logo
Application

Application on a Background

The Wald Family Foods logo is applicable in a variety of visual scenarios. From left to right:

Black: Standard black-and-white application on a white or light-colored background.

White: Standard black-and-white inversion on a black or dark-colored background.

Light Blue on Midnight, Denim on Light Blue: Inverted brand color usage to maximize visual impact.

LOGO BLACK	LOGO WHITE	LOGO WHITE ON MIDNIGHT	LOGO MIDNIGHT ON WHITE

Minimum Logo Sizes

For purposes of legibility and recognition, there are certain sizes the logo must not go under. These are different for different applications. The minimum web size is smaller than the minimum print size. When elements become too small in print, ink bleed issues can negatively affect readability and recognition.

Regardless of sizing, the logo must always be scaled proportionally. Stretching and skewing is unacceptable and negatively impacts the brand.

	PRIMARY LOGO	SECONDARY LOGO	BRAND ICON

Print
Primary Logo: 1.25" x 0.75"
Secondary Logo: 1.5" x 0.25"
Brand Icon: 0.25" x 0.3"

Web
Primary Logo: 0.875" x 0.5"
Secondary Logo: 1.2" x 0.25"
Brand Icon: 0.17" x 0.2"

Clearspace & Computation

In design, clearspace is the area surrounding the logo in which no other compositional element may encroach. This serves to protect the logo's integrity and ensure its visibility is never obscured by cluttered design or type.

Refer to the logo computation as a guide to ensure each element is properly spaced when using it in a composition. To preserve visual integrity, these relationships and ratios should never be altered or compromised in any way.

Computation

Demonstrating the vertical construction of the Wald Family Foods logo. The total height is equal to 13 "X" heights.

5X

2X

2.25X

1.75X

1X
1X

Clearspace

Maintain a clearspace of at least one-quarter of the logo height at all times to maintain the logo's visual impact.

0.25 X

X

0.25 X

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Clearspace & Computation

The same rules regarding clearspace and computational integrity apply to each version of the logo and their individual components.

Refer to the computation and clearspace rules for this horizontal application of the logo and icon.

The importance of respecting clearspace laws cannot be understated. Consider the clearspace an exclusion zone in which no other element of any composition can enter.

Computation

Demonstrating the horizontal construction of the Wald Family Foods logo. The total height is equal to 6.5 "X" heights.

.5X
2.25X
1.75X
1X
1X

Clearspace

Maintain a clearspace of at least one-quarter of the logo height at all times to maintain the logo's visual impact.

0.25 X
X
0.25 X

0.25 X
X
0.25 X

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Incorrect Logo Usage

Maintaining the integrity of the Wald Family Foods brand depends on responsible use of its visual brand identity. Scaling the logo proportionately is an acceptable use so long as clearspace and computation are respected.

Incorrect uses of the logo include all situations on the right and any other that violates the logo's original aspect ratio.

Refrain from applying visual effects to the logo, such as drop shadows and glows. Only present the logo in black, white and the brand colors featured on page 11.

Misuses of the Wald Family Foods logo hurt the brand and reduce its impact.

Note these rules apply to each approved variation of the logo, namely the primary, secondary and icon.

Do not skew the logo.

Do not recolor the logo.

Do not stretch the logo.

Do not squish the logo.

Do not apply shadows or other effects.

Do not rearrange elements of the logo.

Do not resize any element of the logo.

Do not apply gradients to the logo.

02
CORPORATE TYPOGRAPHY

Typography is an important element in brand communication and reinforces brand identity. From a design perspective, typography is used to create compositional hierarchy to guide viewers as they engage with Wald Family Foods messaging.

The Corporate Fonts
Primary Font
Secondary Font
Font Hierarchy

Typography
Corporate Fonts
& Typography

Corporate Fonts & Typography

Type is an important element of the Wald Family Foods visual identity.

Futura – seen in the Aidin Electric logo – serves as the brand's primary font, to be used for titles and headlines.

Open Sans is the brand's secondary font. Use this font for subheads, body copy and captions.

1. "Futura." Fonts.com, 2019
2. "Open Sans." Typedia, 2011

**Primary Font
Futura**

**DESIGNER :
PAUL RENNER**

-

THE FONT

"Futura is generally credited as the most influential in stimulating the development of typefaces based on geometric forms. This is due primarily to the immediate and overwhelming success of the family.

Futura is an exceptionally versatile typeface. Its bold and condensed variants are especially powerful display designs. Futura is also a good choice for space-sensitive environments. Its simple letterforms allow it to be set at surprisingly small sizes with little drop in legibility levels. Futura also works well for short blocks of text copy, captions and pull-quotes."[1]

**Secondary Font
Open Sans**

**DESIGNER :
STEVE MATTESON**

-

THE FONT

"Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms."[2]

FUTURA PT

Heavy

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
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

Demi

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
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

OPEN SANS

Regular

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
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

Light

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
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

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Primary & Secondary Font Hierarchy

Typographic hierarchy describes the relationship among different sizes and weights of type in any given composition. The most important elements of a typographic composition are the largest and given the heaviest weight.

Typographic hierarchy serves to organize information in an easy-to-understand way. Well-structured typographic messages reinforce the strength and integrity of the Wald Family Foods brand.

Provided (see right) are guidelines for various typographic scenarios.

**CONTEXT TYPE
AND INNER HEADINGS**

Caption Text

Wald Family Foods
-
Open Sans Regular
6pt Type / 9pt Leading

Copy Text

Wald Family Foods
-
Source Sans Pro Regular
8pt Type / 12pt Leading

Headlines
Copytext

WALD FAMILY FOODS
–
Futura PT Medium – Capitol Letters
11pt Type / 11pt Leading

**CONTEXT TYPE
AND INNER HEADINGS**

Subheads

WALD FAMILY FOODS
-
Futura PT Demi – Capitol Letters
16pt Type / 16pt Leading

Big Headlines
and Titles

WALD
-
Futura PT Bold – Capitol Letters
34pt Type / 30pt Leading

Sequencer &
Title for
Marketing

WALD
-
Futura PT Bold – Capitol Letters
48pt Type / 48pt Leading

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03

CORPORATE COLOR SYSTEM

Color's role in branding and branded communication cannot be overstated. Emerald Insight researchers report that 62–90 percent of consumers' initial assessment of any given brand is based solely on color.

The Corporate Colors
Primary Color System
Secondary Color System

Primary Color System

Blues serve as Wald Family Food's primary brand colors. The logo may be presented in the provided hues, and any shade can be used as design elements in branded communications and compositions. Be sure to use these exact hues – approximations are unacceptable substitutes.

Psychologically, blue is associated with intelligence, expertise, wisdom, trust and loyalty.

When brands need gluten free options, Wald Family Foods will stand out among the pack by exuding a confident, calming image.

Denim
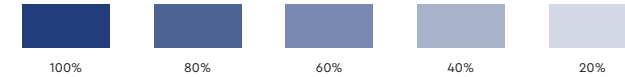The primary brand color. Serves as a solid foundation for the brand's visual identity.

Primary Color: Denim

-

Color Codes

CMYK	100, 89, 20, 9
RGB	35, 60, 123
PANTONE	7687
WEB	#233C7B

Color Tones

Gradient

| 100% | 80% | 60% | 40% | 20% |

Secondary Corporate Colors

Midnight
This dark shade contrasts Light Blue's warmth.

Light Blue
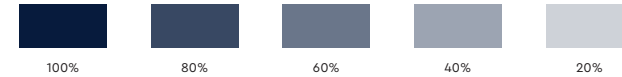Represents hope and progress.

Secondary: Midnight

-

Color Codes

CMYK	100, 87, 42, 54
RGB	7, 29, 62
PANTONE	2768
WEB	#071D3E

Color Tones

100%	80%	60%	40%	20%

Gradient

Secondary: Light Blue

-

Color Codes

CMYK	65, 0, 0, 0
RGB	31, 196, 244
PANTONE	306
WEB	#1FC4F4

Color Tones

100%	80%	60%	40%	20%
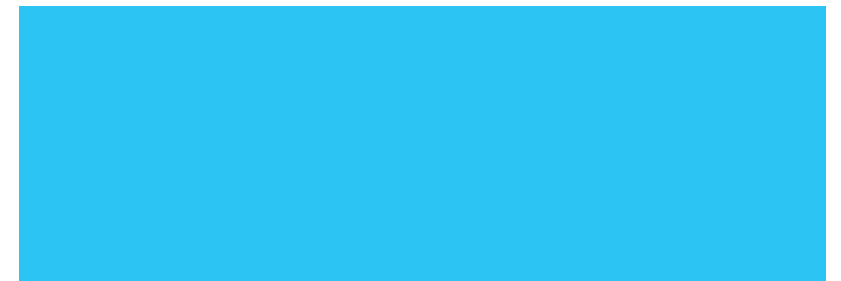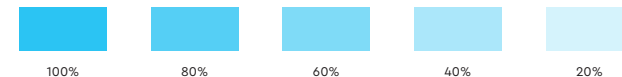
Gradient

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SUMMARY & CONTACT

At its core, the Wald Family Foods brand reflects reliable, high quality electric work with great customer service to boot. Any and all applications of the Wald Family Foods brand must be rooted in these values to ensure a sense of cohesion across all branded communications.

Brand Summary
Contact

Brand Summary

The guidelines included in this book should be consider official and final. Any deviation from these standards violate the established look, feel and tone of the Wald Family brand.

By working with the Wald Family Foods brand, you have agreed to act as a considerate brand steward. It is your responsibility to maintain the brand's value and integrity in all official messaging, communication, design and composition.

If clarification on any of these rules is desired, please contact Wald Family Foods or Agency 877 with the provided contact information.

Contact

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