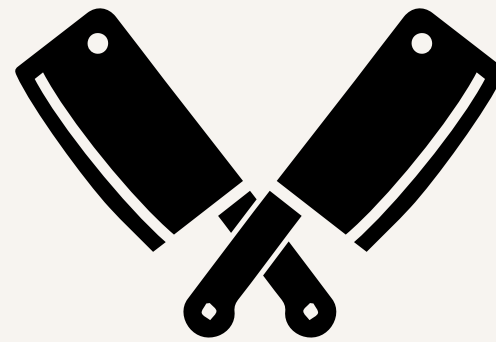


.THE BUTCHER.



SHOPPE

Not Your Average Butcher

Brand Style Guide

May 2025 - v01

Identity

Primary Wordmark with Tag Line & Clear Space

To maintain legibility and brand consistency, the primary wordmark must always be surrounded by sufficient clear space. This space ensures the logo remains distinct and uncluttered when placed alongside other elements.

Clear Space Guidelines

- The minimum clear space around the entire wordmark is 25% of the total height of the graphic.
- This applies to the top, sides, and bottom.
- The increased space below the tagline ensures the visual weight of the logo is balanced top to bottom.

This spacing must be observed across all applications to protect the integrity of the logo and to keep the presentation clean and professional.



Identity

Primary Wordmark Clear Space

To maintain legibility and brand consistency, the primary wordmark must always be surrounded by sufficient clear space. This space ensures the logo remains distinct and uncluttered when placed alongside other elements.

Clear Space Guidelines

- The minimum clear space around the entire wordmark is 25% of the total height of the graphic.
- This applies to the top, sides, and bottom.

This spacing must be observed across all applications to protect the integrity of the logo and to keep the presentation clean and professional.



Identity

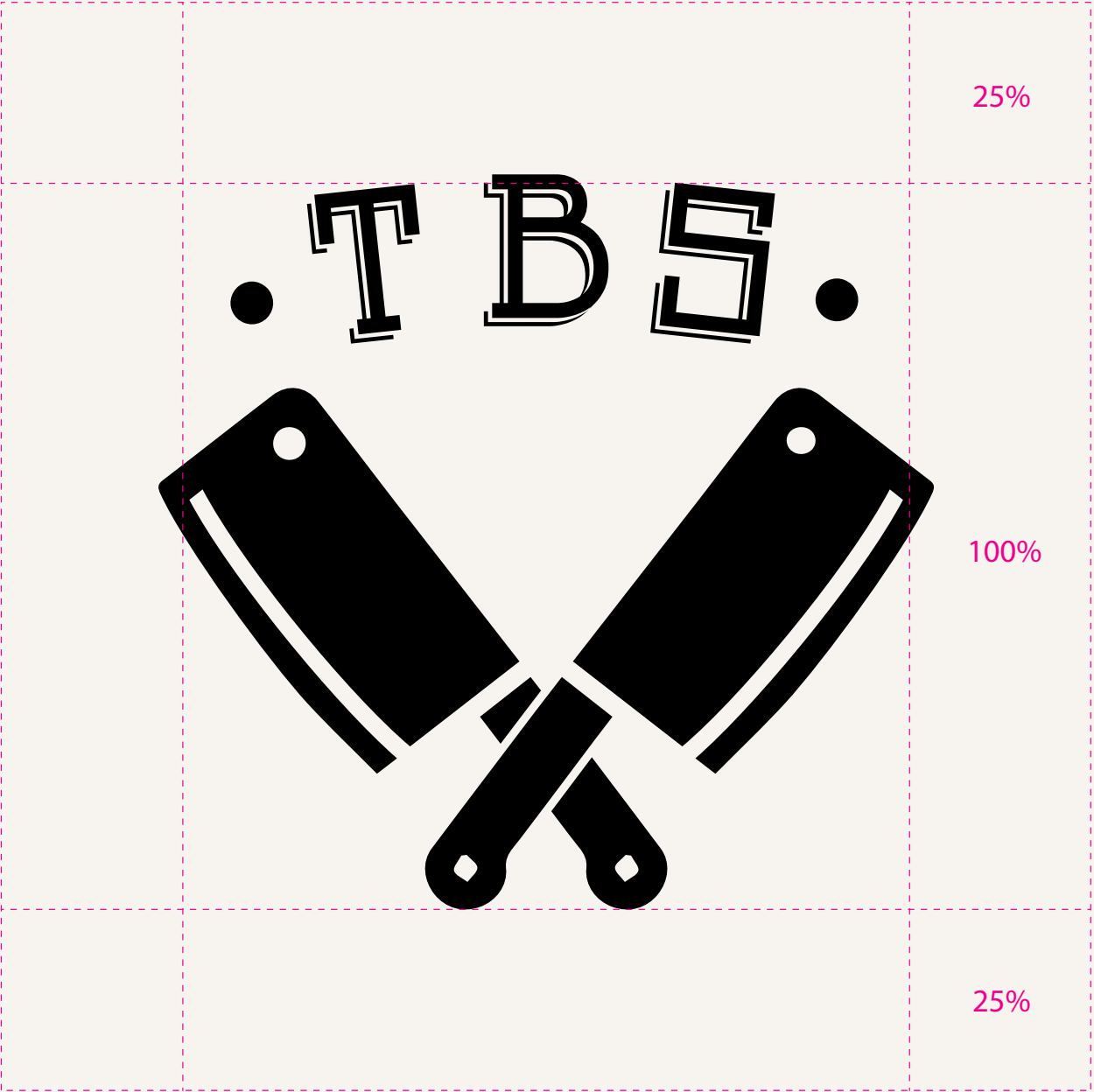
Icon with Abbreviation

The icon version of the logo, featuring the abbreviation “TBS”, should be treated with the same care as the primary wordmark to preserve clarity and brand integrity.

Clear Space Guidelines

- Suitable for use as a social icon, when original square image file is used.
- A minimum clear space of 25% of the full height of the graphic must be maintained around all sides of the icon
- This includes the top, bottom, and both sides.
- The bottom spacing ensures the icon remains visually balanced when used in isolation or alongside other brand assets.

This buffer zone prevents crowding from other elements and ensures consistent presentation across all media. Always keep the icon free from encroaching graphics, text, or edges.



Identity

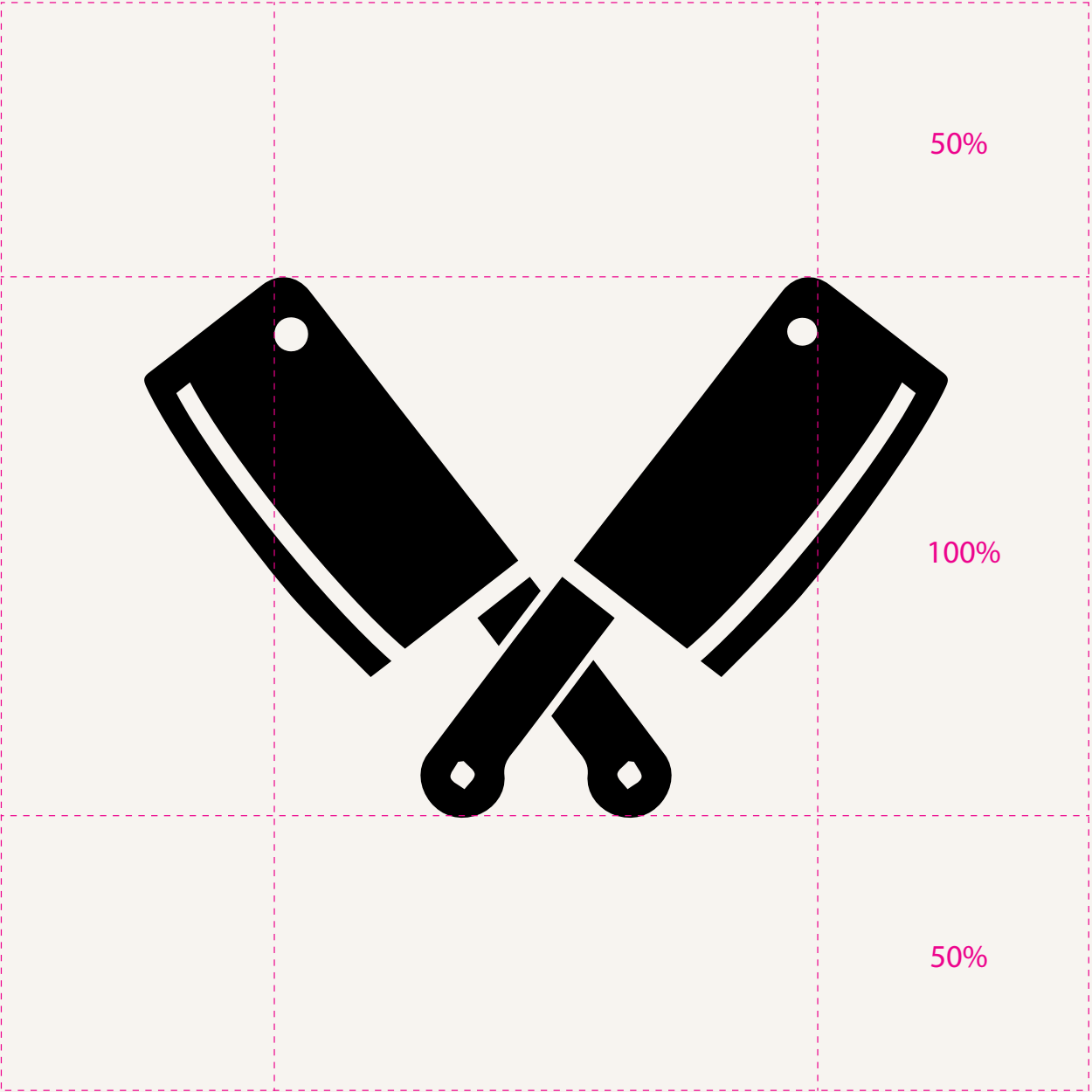
Icon

When using the icon on its own, it’s important to maintain clear space around it to ensure visibility and preserve its form across different contexts.

Clear Space Guidelines

- Suitable for use as a social icon, when original square image file is used.
- A minimum clear space of 50% of the total icon height must be applied on all sides.
- This larger buffer is particularly important for social media and app use, where icons are often cropped into circles.
- The extra space helps maintain balance and visibility when scaled down or framed tightly.

Always ensure the icon is not crowded by other elements, especially when used in smaller or more constrained formats.



Identity

The Kitchen Wordmark Clear Space

o keep the wordmark legible and visually consistent, it’s important to maintain a buffer zone around the full mark, free from other design elements.

Clear Space Guidelines

- A minimum clear space of 25% of the total height of the graphic elements is required on all sides.
- This includes the area around both the wordmark and the utensils graphic.
- The extra space at the bottom is important to visually balance the height of the mark, particularly where the wordmark curves overhead.

This ensures clarity, especially in mixed layouts or when placed near other content.



Identity

The Kitchen Social Icon

This circular version of The Kitchen logo is designed for use on social platforms and in profile images where square or round formats apply.

Clear Space Guidelines

- Adequate spacing supports clarity and prevents the logo from appearing crowded or cut off.

Use either the light or dark version depending on the background for optimal visibility.



Colour Palette

Base Colour Palette

The Butcher Shoppe’s colour palette is built from warm, grounded tones that help communicate authenticity and quiet confidence. The selected colours lend themselves to a premium feel without being over-stated or artificial.

Tints of these base colours may be used where needed, depending on layout or design requirements.



RBG
R13 G6 B0
CMYK
70% 67% 69% 86%
HEX
#0D0600

RBG
R91 G12 B18
CMYK
36% 96% 85% 58%
HEX
#5B0C12

RBG
R192 G158 B96
CMYK
25% 35% 73% 2%
HEX
#C09E60

RBG
R82 G81 B62
CMYK
60% 52% 72% 39%
HEX
#52513E

RBG
R255 G245 B233
CMYK
0% 3% 7% 0%
HEX
#FFF5E9

RBG
R250 G246 B242
CMYK
1% 2% 3% 0%
HEX
#FAF6F2

Colour Palette

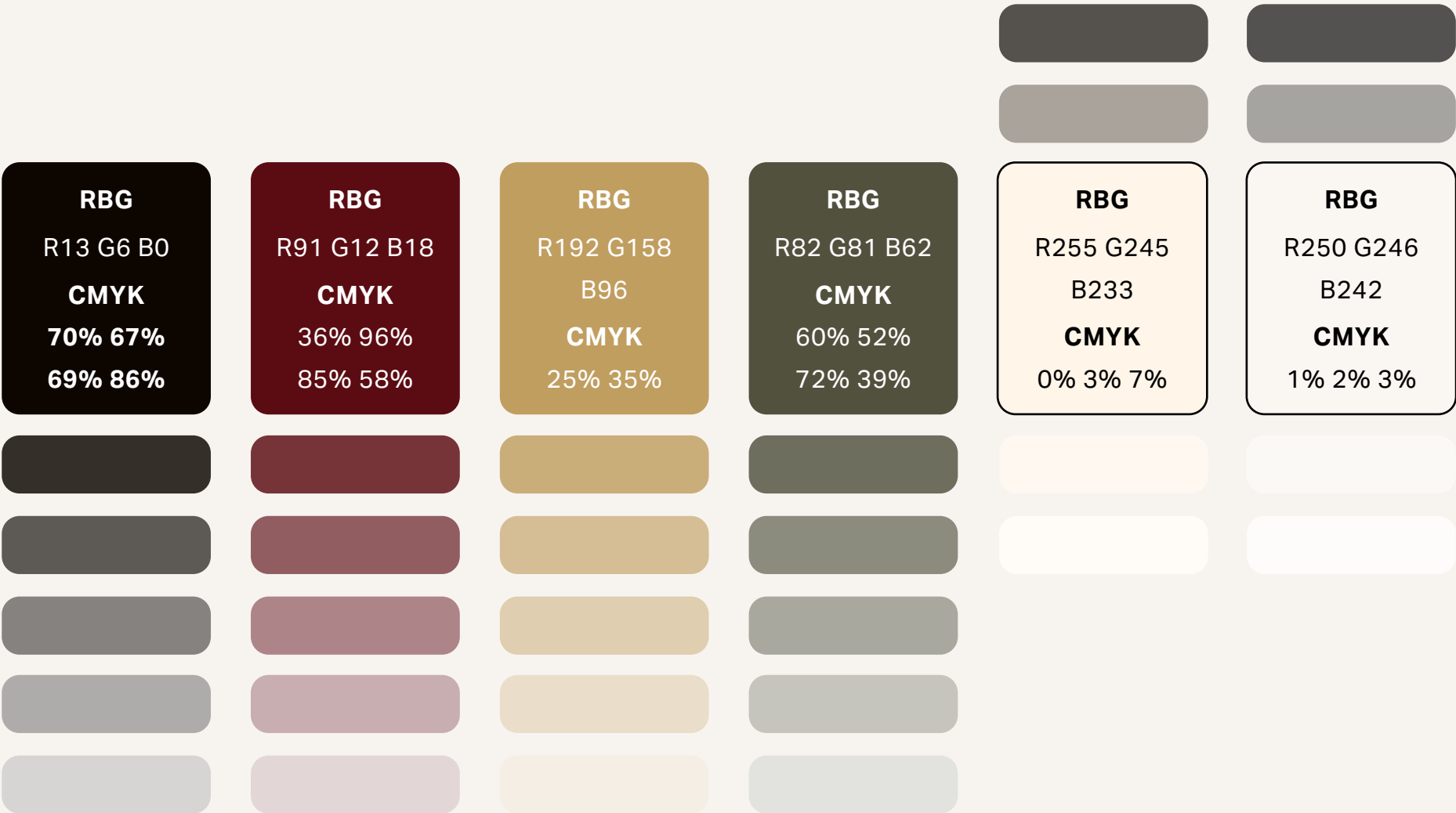
Colour Tones

The base colours in The Butcher Shoppe’s palette can be extended using tonal variations. These tints allow for flexibility in application across digital, print, packaging, and signage, while maintaining visual consistency.

Each base colour is shown here with tonal steps, which can be used to introduce depth, layering, or subtle emphasis where needed.

- Use these tones to:
- Create visual hierarchy in layouts
 - Apply backgrounds or overlays without introducing new colours
 - Maintain brand alignment across varied formats

Stick to these approved tints to ensure the overall aesthetic remains cohesive and intentional.



Typefaces

Typefaces

Typography is an important part of how The Butcher Shoppe presents its tone, confident, honest, and approachable. The typefaces below are to be used consistently across all brand and customer-facing material

Primary Headings – Bell MT Std

Used for titles and prominent headlines, Bell MT Std brings a sense of traditional quality and calm authority.

Paragraph Copy – Source Sans Pro

Simple and readable, Source Sans Pro is the body typeface for web, packaging, and printed materials. Its clarity makes it ideal for extended reading and functional copy.

Script – Something Fresh

This script is used sparingly for highlights, accents, or to bring a personal touch. It’s expressive without being overly decorative.

Pricing – Nexa Rust Script S

Used in price tagging and feature signage, this bold script draws attention in a practical, slightly rustic way.

Maintain consistency by using only the approved typefaces and weights

Primary Headings - Bell MT Std

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Paragraph Copy - Source Sans Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Script - Something Fresh

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Pricing - Nexa Rust Script S

\$0.123456789

Typefaces

Primary Headings - Bell MT Std

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Paragraph Copy - Source Sans Pro

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Script - Something Fresh

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Pricing - Nexa Rust Script S

\$0.123456789

Typefaces - Example Copy

Primary Headings

A DARING BUTCHER SWIFTLY CHOPS
A daring Butcher swiftly chops

Paragraphs

A daring butcher swiftly chops vexing ZEBRA meat, making a quail snack
and fox jerky glow with jam.

Script

*A daring butcher swiftly chops vexing zebra meat, making a quail snack
and fox jerky glow with jam.*

PRICING

\$0.123456789