



**The
Candy
Bar**

Brand Kit

For creativity and consistency



**Strawberry
cheesecake ice
cream**



This is a mockup*

Navigation Page

3 Logo

4 Color

5 Font

6 Elements

7 Photography.

8 Mockups

10 Contact Page

11 Brand Icons

Logo

[BACK TO NAVIGATION PAGE](#)

MAIN LOGO FEATURES



The Logo Mark

The
Candy
Bar

Word Mark

LOGO VARIATION

Rules of Application



The
candy
Bar



The
Candy
Bar



Do's



Dont's

Color Palette

[BACK TO NAVIGATION PAGE](#)

**These colors reflect
our brand's identity
and personality**

Hex Code
#582BAF

CMYK
50%, 75%, 0%, 31%

RGB
88-43-175

Hex Code
#8DE2ED

CMYK
41%, 5%, 0%, 11%

RGB
134-217-228

Hex Code
#FFFFFF

CMYK
0% 0% 0% 0%

RGB
255, 255, 255

Font

[BACK TO NAVIGATION PAGE](#)

FONT OVERVIEW

Lazord Sans Serif
Expanded
For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZabcdefghijklmnopqrstuvwxyz1
234567890!@#\$%^&*()

TT Norms
For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZa
bcdefghijklmnopqrstuvwxyz1234567890!
@#\$%^&*()

FONT HIERARCHY

The Candy Bar
(Sugar) Rush Hour

Get your choice of dessert at a discount
between 5 PM and 6 PM, Monday to
Friday.

Company Name Here
Product Name Here

Write details here, such as product
specifications, price, event duration,
and promotions.

TYPE APPLICATION

Chilling all day long

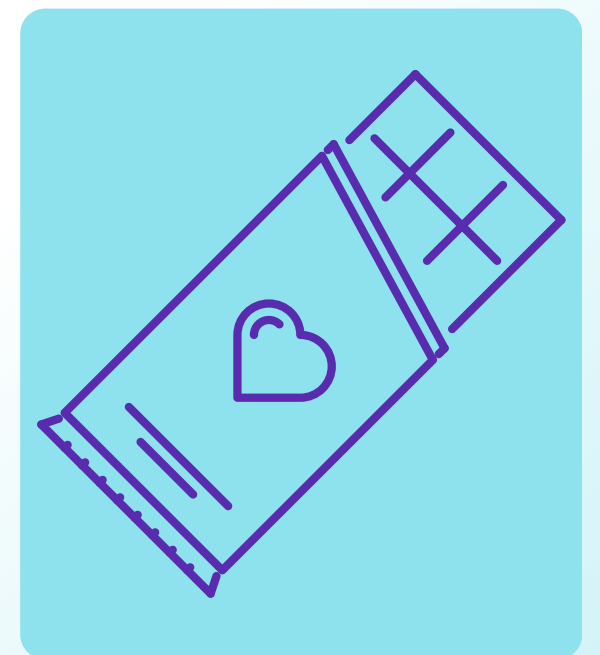
Strawberry cheesecake
ice cream

Write a Brand
Statement

Write a Brand Statement

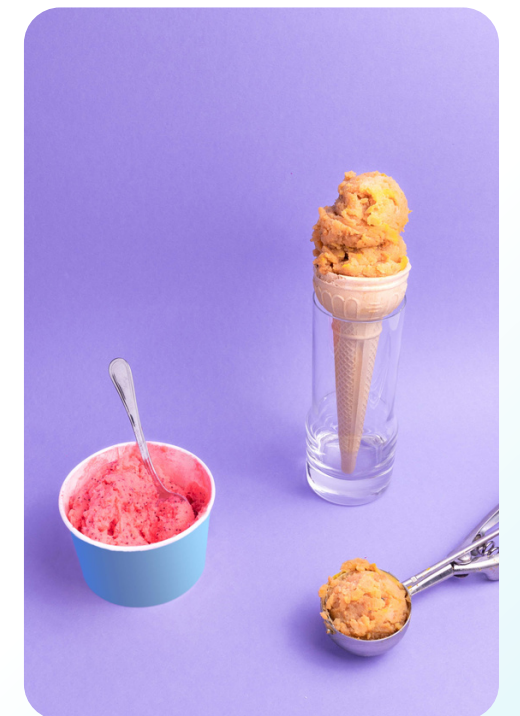
Elements, Shapes, & Illustrations

[BACK TO NAVIGATION PAGE](#)



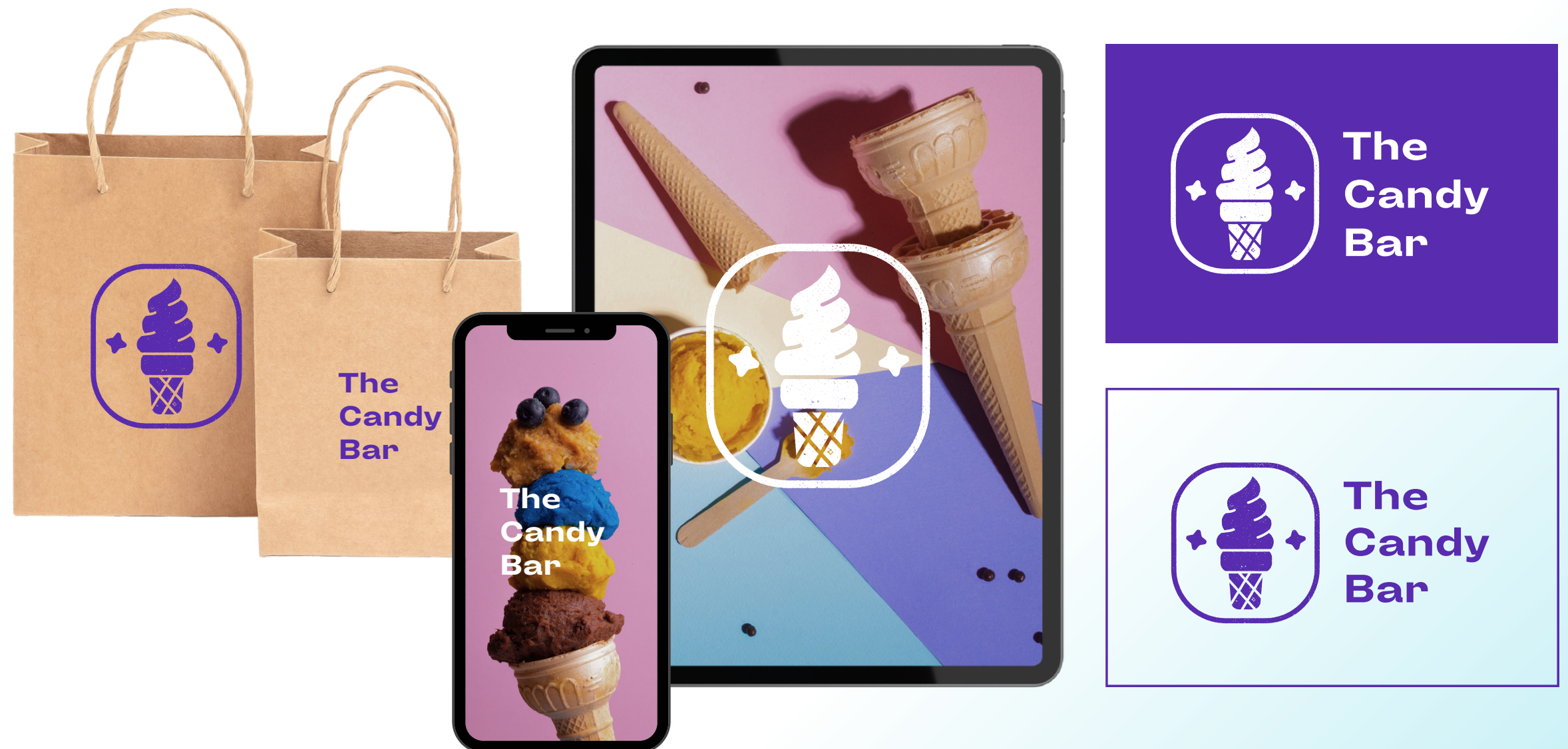
Photography

[BACK TO NAVIGATION PAGE](#)



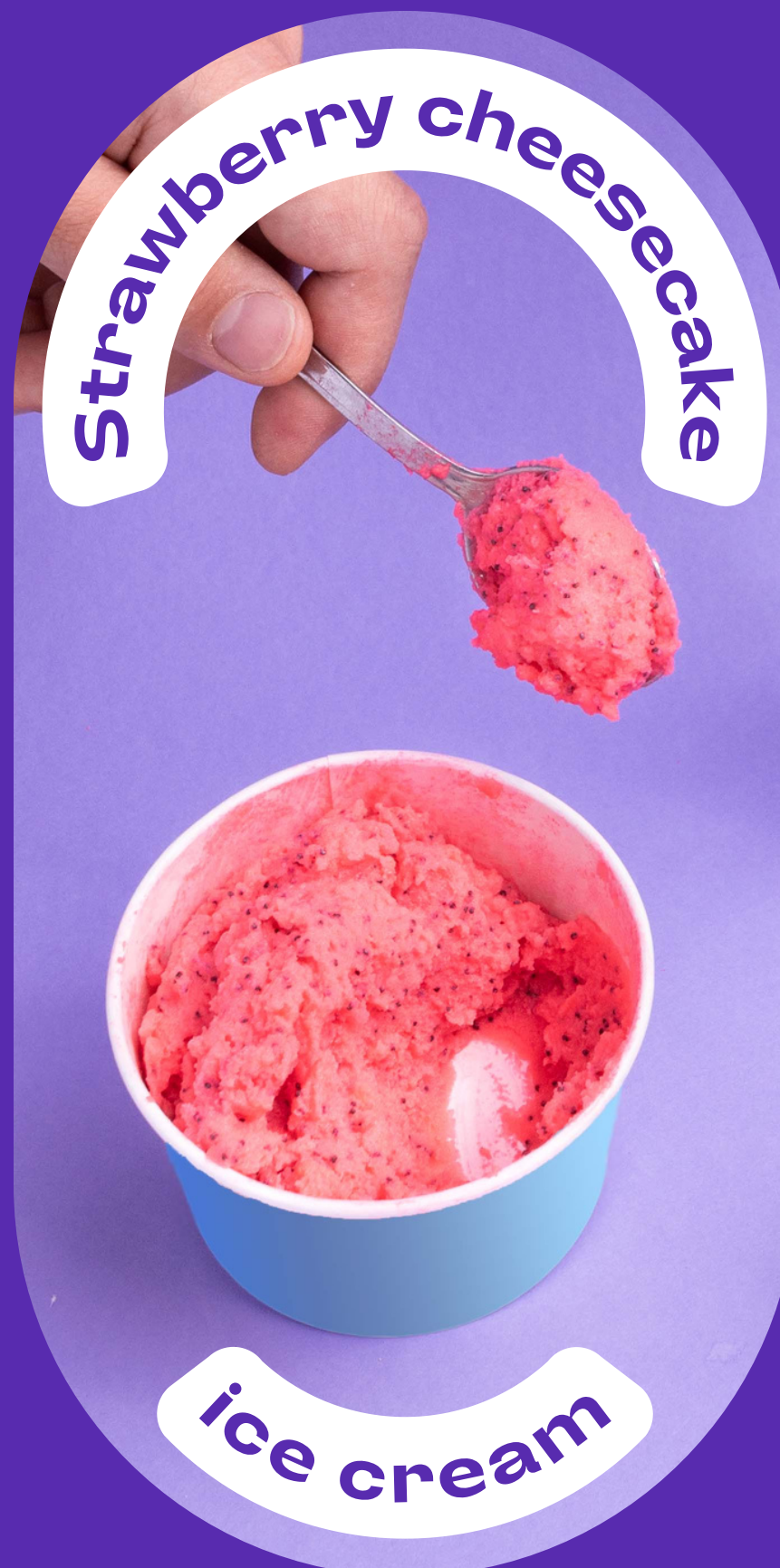
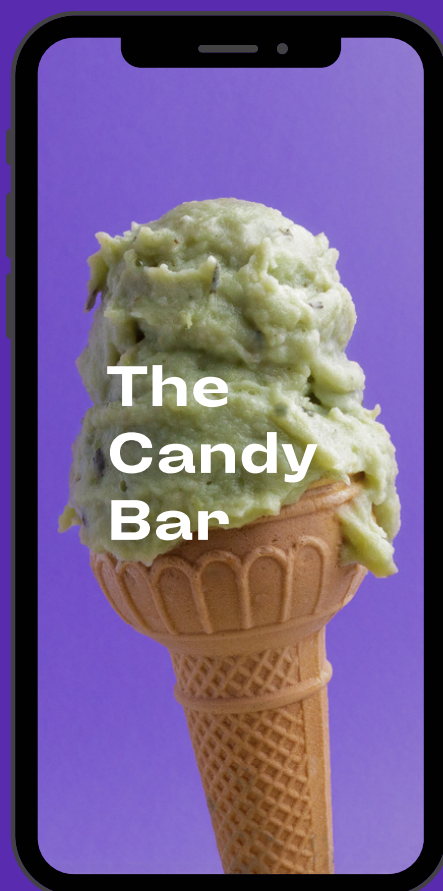
Print & Digital Mockups

[BACK TO NAVIGATION PAGE](#)





**The
Candy
Bar**



Chilling all day long

Contact Information

[BACK TO NAVIGATION PAGE](#)

The Candy Bar

📍 @thecandybar

☎️ +123-456-7890

✉️ hello@rhondacosgriffdesigns.com

📍 123 Anywhere St., Any City, ST 12345

🌐 www.thecandybarbyRCD.com



Brand Icons

