

BENCHMARK FOODS

brand identity & guidelines

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Clear space

The clear space ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This space should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath.



colors

A dark grey rectangular color swatch with the text "Rolling Stone" in white.

Rolling Stone

Rolling Stone is a variant of Grey which is an intermediate color between black and white. It is a neutral or achromatic color, meaning literally that it is a color "without color".

Parent Color **Black**

Variant **Grey**

R **113** G **125** B **124**

HEX **#717D7C**

A dark red rectangular color swatch with the text "Firebrick" in white.

Firebrick

Firebrick is a variant of burgundy is a dark red tending towards purple or a dark red tending towards brown.

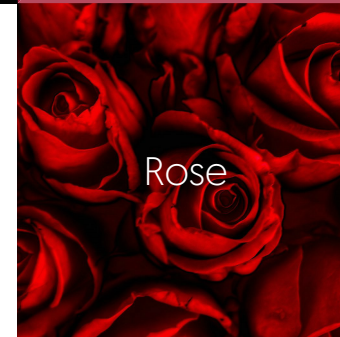
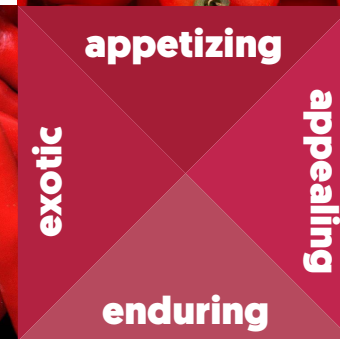
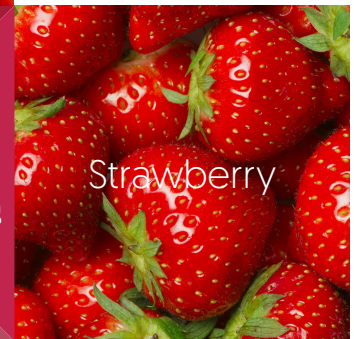
Parent Color **Red**

Variant **Burgundy**

R **164** G **29** B **54**

HEX **#A41D36**

Burgundy is the color that is used frequently for food products. It entices attention and evolve appetite for food. The color brings excitement and energy. Burgundy indicates controlled and thoughtful actions that is use to bring change.



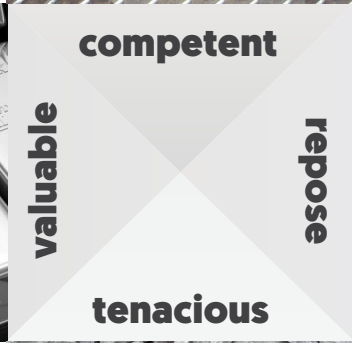
colors



Steel



Silver



Clouds



Concrete



colors

elements



Symbol

