

PINHOOK  
PROVISIONS  
BRANDING KIT  
+ VISUAL  
IDENTITY  
FRAMEWORK

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FONTS

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Typographic Resources, Font Names & Styles, How & Where to use certain Pinhook Fonts.

COLORS

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Primary, Secondary, and Tertiary palette swatch color uses provide consistency in print & web.

LOGOS

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Various Pinhook Provisions logos that utilize space and aspect ratio for versatility & efficacy.

GRAPHICS

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Graphic Uses & Styles showcase the sub-branding of Pinhook Events while still maintaining the brand.

BACKGROUNDS

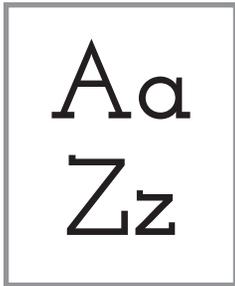
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A Variety of recommended background images connects to logos, graphic, & fonts texture effects.

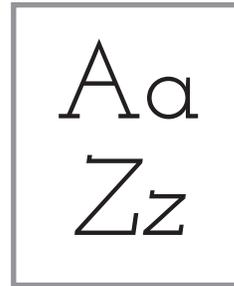
Brand Strategy Design by M. Hale, Avant Creative.  
Direct: 413.455.0275 | [merrilee@avant-creative.com](mailto:merrilee@avant-creative.com)  
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# FONTS

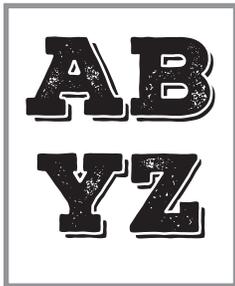
Pinhook Provisions utilizes the primary typeface of Josefin Slab to tie in to the logo & establish rustic flare with the readability of slab styles. Complementary secondary and tertiary fonts and typefaces are used for headlines and branded events to differentiate them from the main Pinhook Brand while still building a consistent overall theme.



Primary Typeface:  
Josefin Slab  
Style: SemiBold  
Used for body copy text & paragraph content.



Primary Typeface  
Style Variations:  
Josefin Slab Regular  
*Josefin Slab Italic*



Primary Headline:  
Next Rust Slab  
Style: Black Shadow  
Used for headline text & Event titles.



Primary Headline  
Variation:  
Look Script Wood Bold  
Used for headline text & Event titles.



Secondary Headline:  
Ikra Slab  
Style: Regular  
Used for smaller headline text & Event titles.



Secondary Headline  
Variation:  
Nexa Rust Sans (UC)  
Used for smaller headline text & Event titles.

- TYPOGRAPHY ASSETS:
- H1, H2, H3, H4, & H5  
Web Title Text
  - Tertiary Event Titles
  - Non-Branded Headlines for Signage & Display

Tertiary Headlines: Chalk & Paper Effect Texture Fonts



Nexa Rust Script



Shopaholics



Sketch Script



Sail Regular



The Dead Saloon



Sketch Rockwell

# COLORS

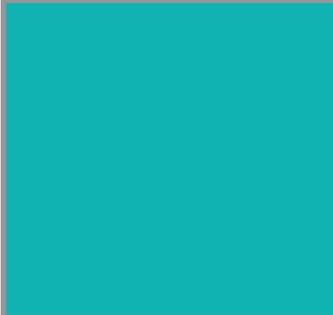
PRIMARY

	CMYK: 0/0/0/0  RGB: 255/255/255  WebHex: #FFFFFF
White	

	CMYK: 0/0/0/100  RGB: 23/1F/20  WebHex: #000000
Black	

SECONDARY

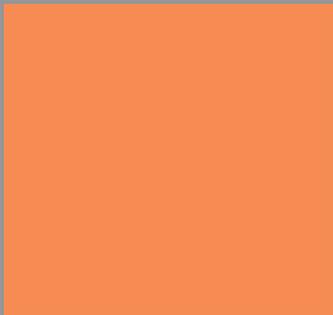
	CMYK: 57/33/38/2  RGB: 119/139/151  WebHex: #778B97
Slate	

	CMYK: 75/4/35/0  RGB: 0/179/178  WebHex: #00B3B2
Aqua	

TERTIARY

	CMYK: 0/77/17/0  RGB: 240/98/143  WebHex: #F0628F
Raspberry	

	CMYK: 0/30/90/0  RGB: 253/184/51  WebHex: #FDB935
Citrus	

	CMYK: 0/55/73/0  RGB: 246/140/83  WebHex: #F68C52
Mango	

	CMYK: 44/4/100/0  RGB: 157/196/59  WebHex: #9DC43B
Lime	

# LOGOS

## MAIN LOGOS [USED IN BLACK OR WHITE]



## ACCEPTED LOGO VARIATIONS [USED IN BLACK OR WHITE]



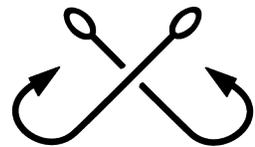
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# GRAPHICS

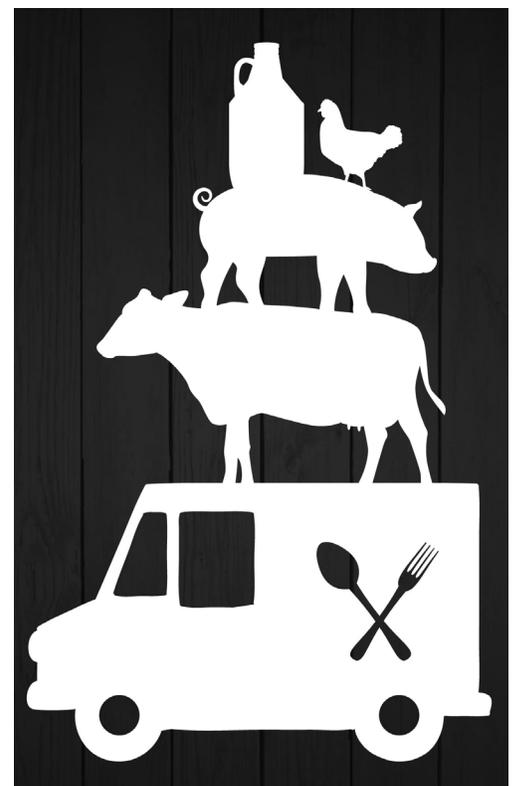
Pinhook Provisions's Brand encompasses a versatile mix of realism, silhouette iconography, and strong texture while providing high contrast and aesthetically interesting typefaces to draw interest and make emphasis.



Stock photographs of the street food served in the park with transparent backgrounds are utilized so they may be placed on any background, which provides visual interest to text while serving up a healthy amount of appetite.

Chalkboard backgrounds with textured fonts are reminiscent of outdoor menu stands & lend themselves to displays while, even subconsciously, giving the notion that offerings change and to keep an eye out for new trucks using the multi-channel social marketing strategies in place.

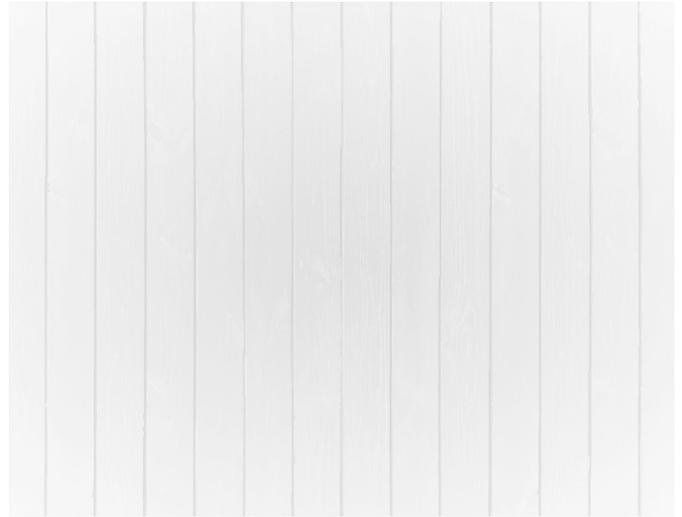
Branded events employ strong graphic appeal without emphasis on full realism. This silhouette approach allows for a variety of colors or strongly contrasted black and white imagery to draw focus to information while still remaining visually interesting, displaying hierarchy and function, and allowing the main theme of the event to shine as if each has their own identity and logo.



# BACKGROUNDS



Black Wood Background



White Wood Background



Chalkboard Background



Kraft Paper Background



[Plain] Black Background



[Plain] White Background