
Bacio Peccato Gelato



Style Guide

Gabriella Larcinese & Jacqueline Mancini

Visual Identity

Name

Company Name: Bacio Peccato (Sinful Kiss)

Target Audience

Our Target Audience includes kids to make it fun and joyful. Adults are another target audience because even if the company colors are fun and playful, the gelato product is still sophisticated enough for adults. Another target audience will be individuals that like to shop locally. Therefore people looking for local goods and products of Quebec.

Mission Statement

Our mission statement will be, "We provide high quality and flavourful gelato that is a source of enjoyment for everyone". We want our clientele to know that our product is fun, enjoyable and sophisticated for an affordable price.

Values, Features, And Benefits

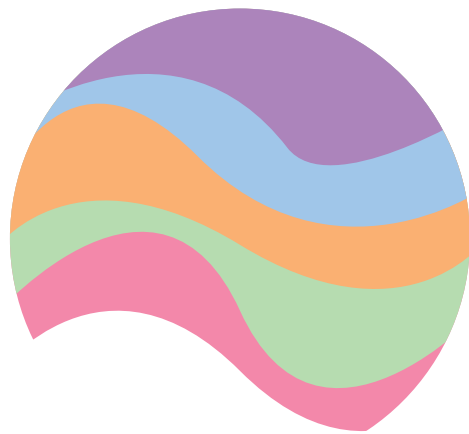
We value our customers and clients and want to make sure that what we can provide for them will want to make them come back. We want our customers to enjoy a high-quality product that is sophisticated enough for adults and fun enough for the kids. Others include:

- High-quality product
- Customer satisfaction
- Fun
- Sophisticated
- Biodegradable and glass containers/utensils
- Non-GMO foods
- Eco-Friendly product
- Friendly

Tone

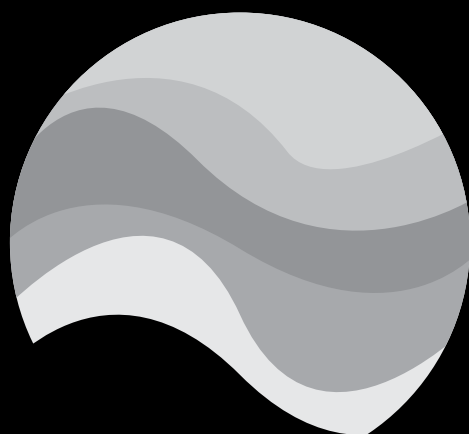
The tone that we want our clients to feel is a fun and friendly kind. We want our clients to feel at home when they walk into our stores or buy one of our products. We want to take our clients on a flavourful adventure every time they take a spoonful of our gelato.

Logo



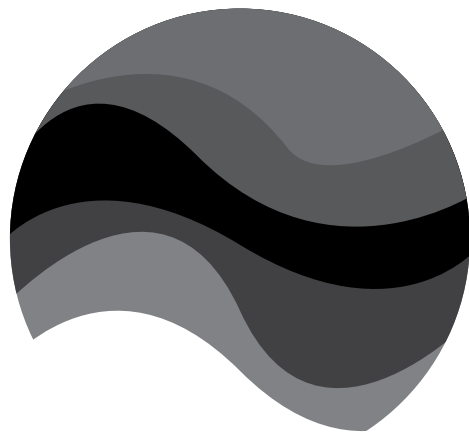
BACIO PECCATO
Gelato

Logo on Black



BACIO PECCATO
Gelato

Logo on White



BACIO PECCATO
Gelato

Hero Colour



PANTONE P 91-4 C
RGB 172 132 180
HEX/HTML AC84B4
CMYK 33 52 0 0



PANTONE 291 C
RGB 155 203 235
HEX/HTML 9BCBEB
CMYK 38 4 0 0



PANTONE 2017 C
RGB 248 173 109
HEX/HTML F8AD6D
CMYK 0 34 60 0



PANTONE 2254 C
RGB 173 223 179
HEX/HTML ADDFB3
CMYK 31 0 34 0



PANTONE 708 C
RGB 248 145 165
HEX/HTML F891A5
CMYK 0 52 15 0



PANTONE 4278 C
RGB 126 126 130
HEX/HTML 7E7E82
CMYK 47 39 31 14

Color Logos

Including to the black and white logos, these 5 variants are the only colours allowed to be used without prior consent.



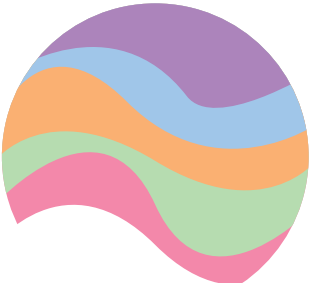
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Exclusion Zone

These are the exclusion for no type or other to be in the area of the logo.



1 in space around



Minimum height 1 in

Do's and Dont's



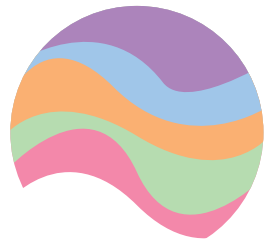
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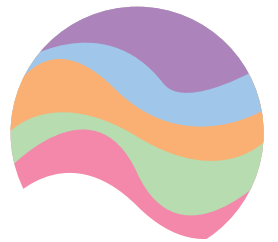
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Fonts

Florentia 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
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Semplicità 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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Mock-ups

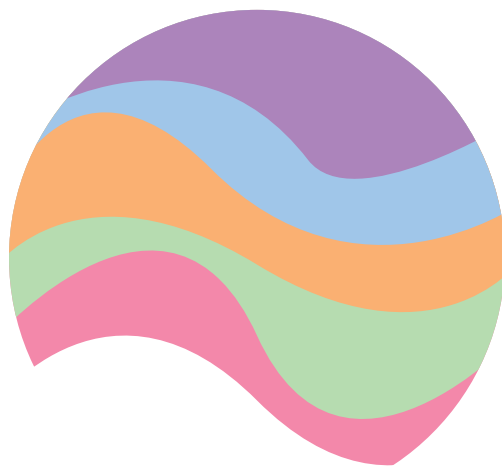








Three Logos



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