

PEACE TREATS | Brand Guideline

January 2018

Branding

LOGO

CURRENT Logo



PEACE TREATS



PEACE TREATS

NEW Logo



PEACE TREATS



PEACE TREATS



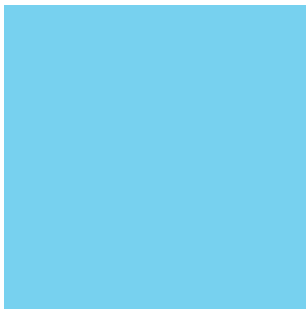
PEACE TREATS



PEACE TREATS

COLOURS

CURRENT Colour Swatches



PANTONE 2985C - 100%



PANTONE 1767C - 100%

NEW Colour Swatches

DOMINANT COLOURS



WHITE

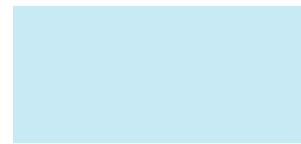


GREY



BLACK

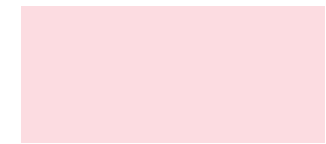
ACCENT COLOURS



PANTONE 0821C - 40%

C=20, Y=0, M=2, K=0

R=00, G=00, B=00



PANTONE 700C - 40%

C=0, Y=16, M=4, K=0

R=00, G=00, B=00

FONT

CURRENT Font

Brandon Grotesque - Regular

NEW Font

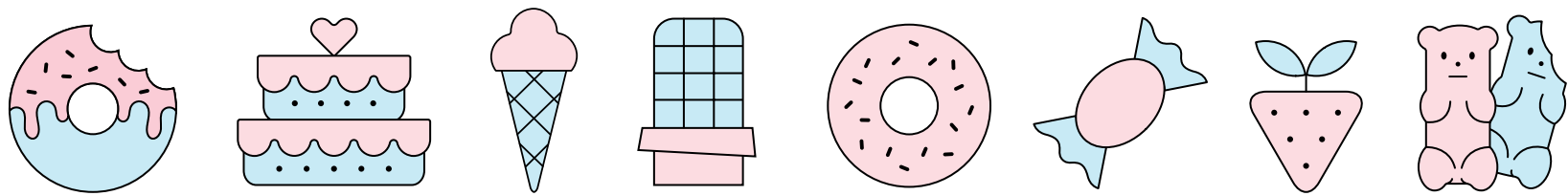
Brandon Grotesque - Light

SECONDARY Font

Brandon Grotesque - Regular


Tracking (space between letters): +70

ICONS



MOCK-UP

Menu Boards



PEACE TREATS MINI SIZE \$6.50 REGULAR \$8.50 EXTRA TOPPINGS 50¢*

FEATURED MILKSHAKE

GANGSTA LOVIN'
COCONUT VEGAN MILKSHAKE TOPPED WITH COCONUT WHIPPED CREAM, ORGANIC MAPLE SYRUP DRIZZLE, VEGAN CHOCOLATE CHIPS AND COCONUT BACON.

BASIC MILKSHAKES

MINI SIZE \$6.50 | REGULAR \$8.50

VANILLA

CHOCOLATE

COTTON CANDY

COCONUT* VEGAN
50¢ ADDITIONAL

CLASSIC MILKSHAKES



D.R.E.A.M
VANILLA SHAKE WITH CHOCOLATE CHIPS, POWDERED DOUGHNUTS, SPRINKLES, CARAMEL + CHOCOLATE DRIZZLE.

AMUSEMENT PARK
COTTON CANDY MILKSHAKE, SPRINKLES, COTTON CANDY, AND TOPPED WITH A LOLLIPOP.

GO SHAWTY ITS YOUR BIRTHDAY
VANILLA BIRTHDAY CAKE SHAKE, BIRTHDAY CAKE, COOKIES CRUMBS, CARAMEL AND CHOCOLATE DRIZZLE TOPPED WITH A CANDLE.

CANADIAN BUILT*
COCONUT VEGAN MILKSHAKE TOPPED WITH COCONUT WHIPPED CREAM, ORGANIC MAPLE SYRUP DRIZZLE, VEGAN CHOCOLATE CHIPS AND COCONUT BACON.
*MINI: \$7.00 | REGULAR: \$9.00

S'MORE LIFE
S'MORES MILKSHAKE WITH CHOCOLATE DRIZZLE, COOKIE CRUMBS, RAINBOW SPRINKLES, A GRAHAM CRACKER AND ROASTED MARSHMALLOWS.

PEACE TREATS ESPRESSO 80¢ DAIRY-FREE MILK 65¢

FEATURED HOT DRINKS \$6.00

LOVE LOCKDOWN
A CUP OF GINGERBREAD SPICE BRINGS THE WARM FLAVOURS OF GINGER, CINNAMON, ALLSPICE + NUTMEG TOGETHER IN A HOLIDAY BLEND, WITH ESPRESSO AND STEAMED MILK, GARNISHED WITH GROUND CINNAMON.

LIL' L.O.V.E.
RICH ESPRESSO MEETS WHITE CHOCOLATE, PEPPERMINT-FLAVORED SYRUP AND STEAMED MILK, FINISHED OFF WITH SWEETENED WHIPPED CREAM AND CRUSHED CANDY CANES.

CLASSIC HOT DRINKS

AMERICANO	\$3
ESPRESSO	\$3
LATTE	\$4
HOT CHOCOLATE	\$3.50

SPECIALTY LATTES \$4.50


VANILLA LATTE

CARAMEL LATTE

MOCHA LATTE

MATCHA LATTE

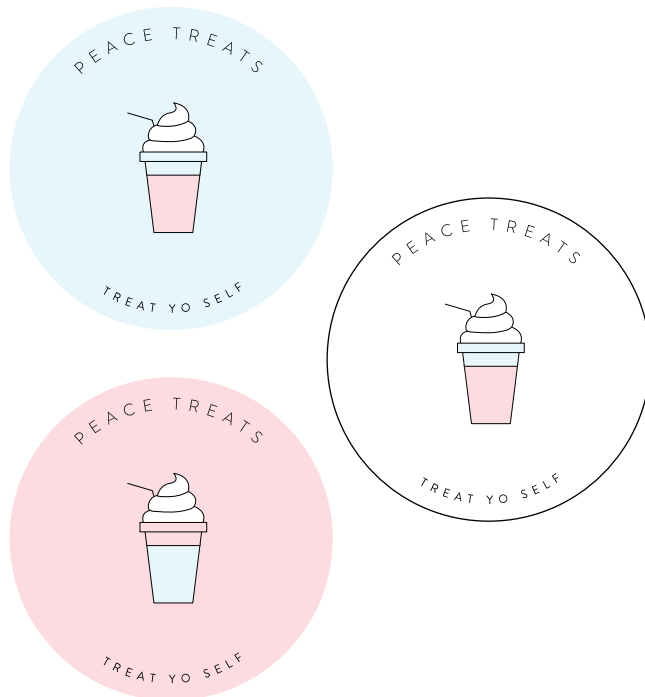
CHAI LATTE



MOCK-UP

Cups

NEW Cup (Sticker)



MOCK-UP

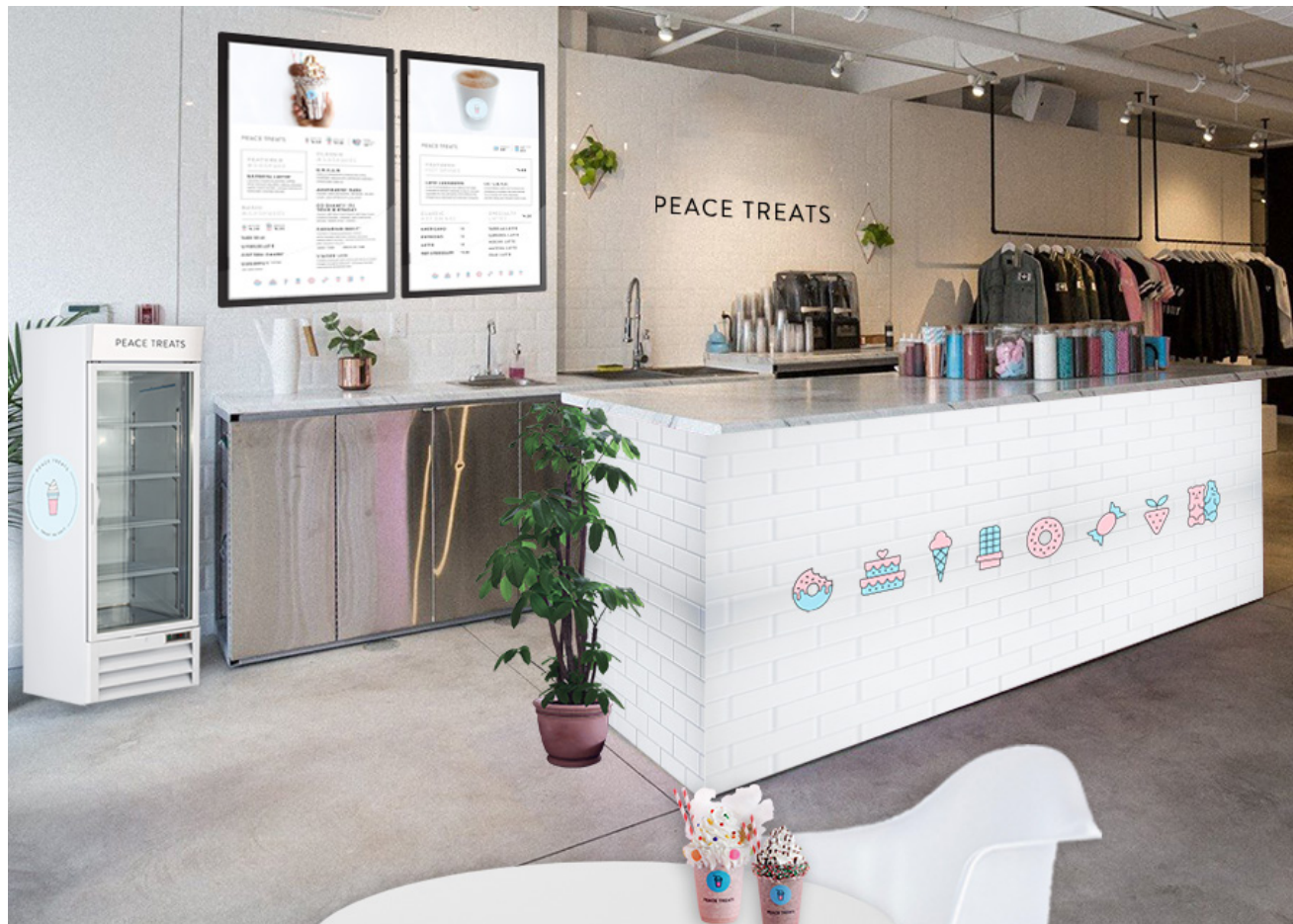
iPhone Cases



Store Visual

MOCK-UP: STORE LAYOUT

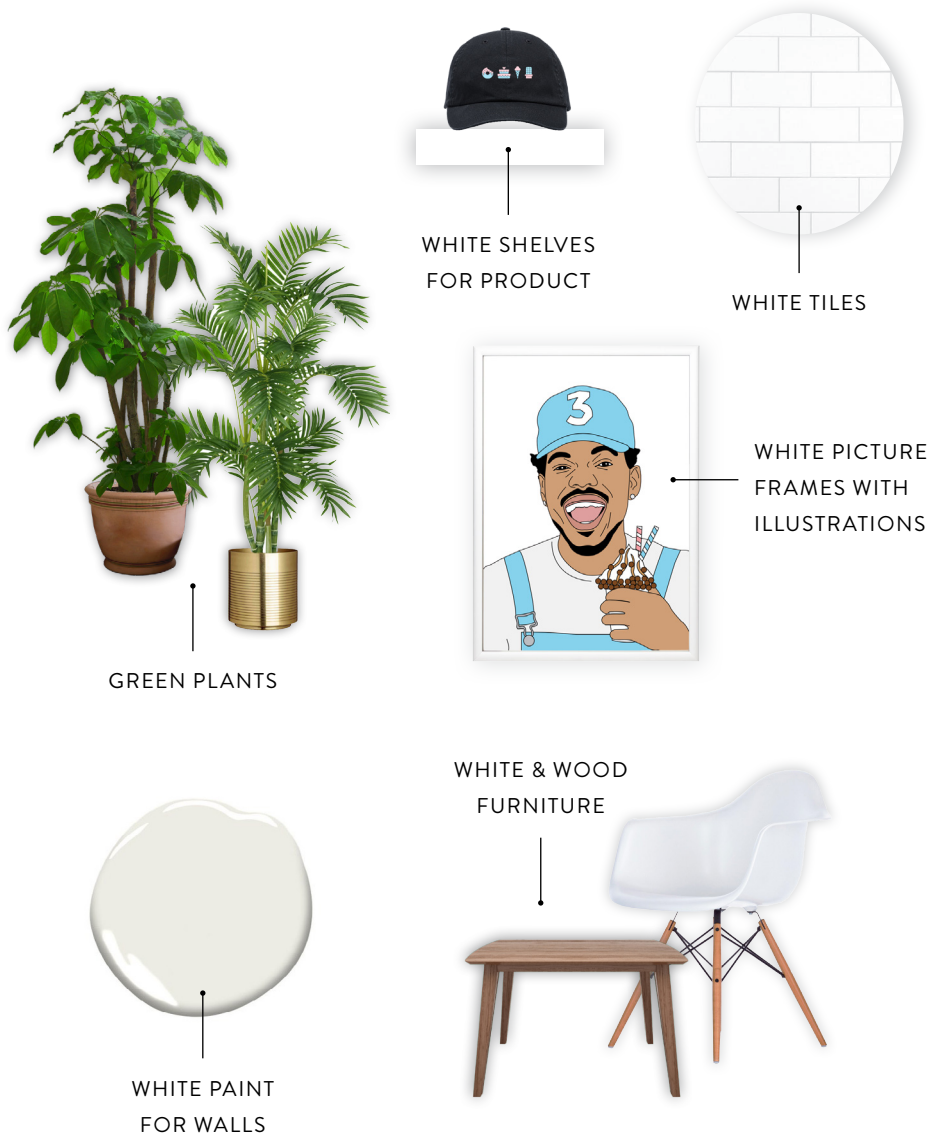
Ossington



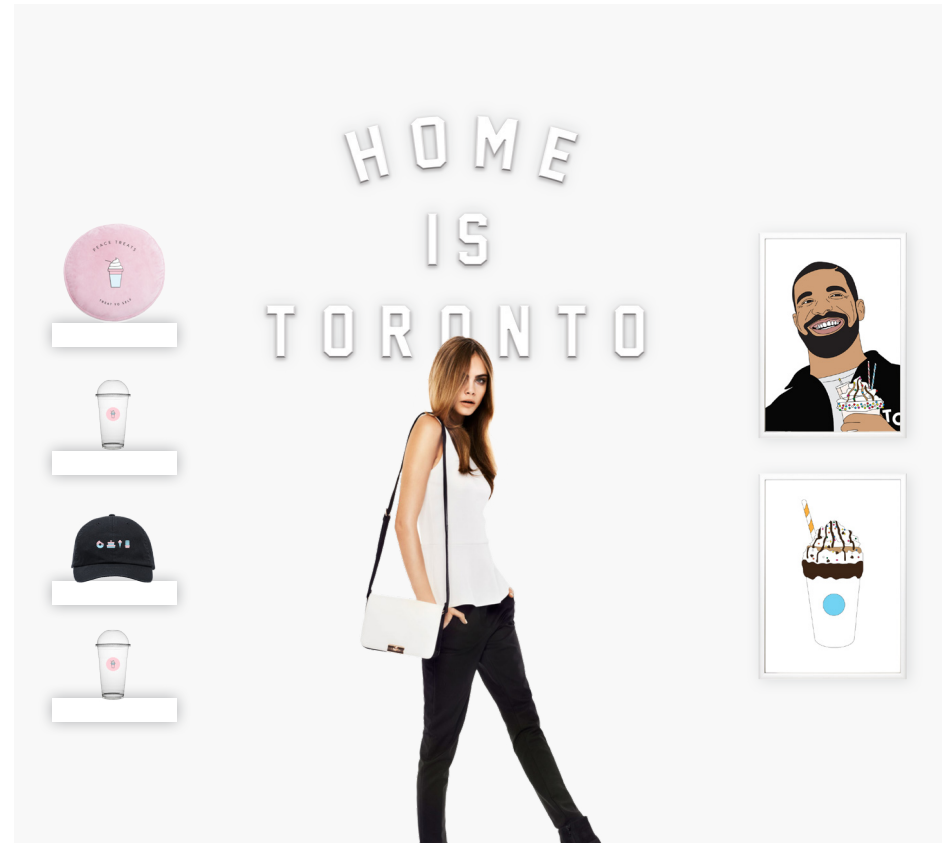
- white & black/silver appliances
- florescent white light
- white tile
- icon declas
- white paint
- pastel accent colours
- green plants

MOCK-UP: STORE LAYOUT

Ossington



EXAMPLE: * FOR INSPIRATIONAL USE ONLY *



MOCK-UP: STORE LAYOUT

Square One



- white & black/silver appliances
- florescent white light
- white tile
- icon decal
- white paint
- pastel accent colours
- green plants

MOCK-UP: STORE LAYOUT

Square One - Wall 1



EXAMPLE: * FOR INSPIRATIONAL USE ONLY *

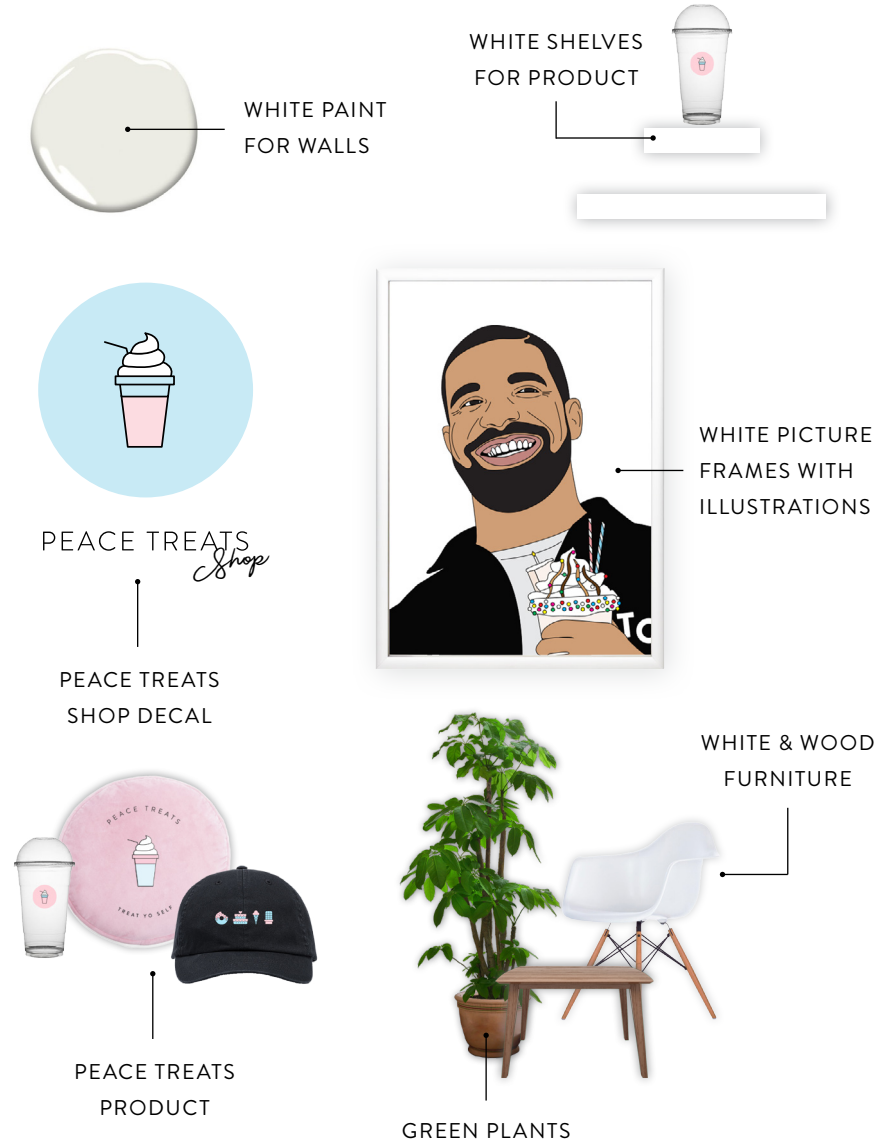


SWATCHES

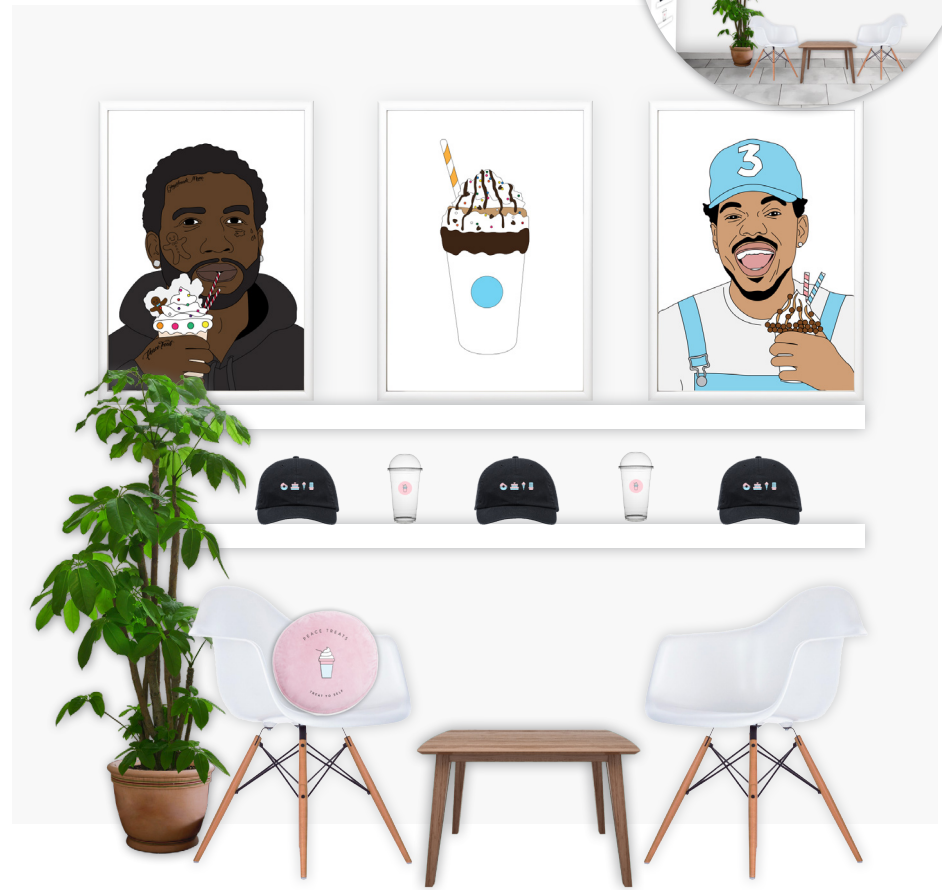


MOCK-UP: STORE LAYOUT

Square One - Wall 2



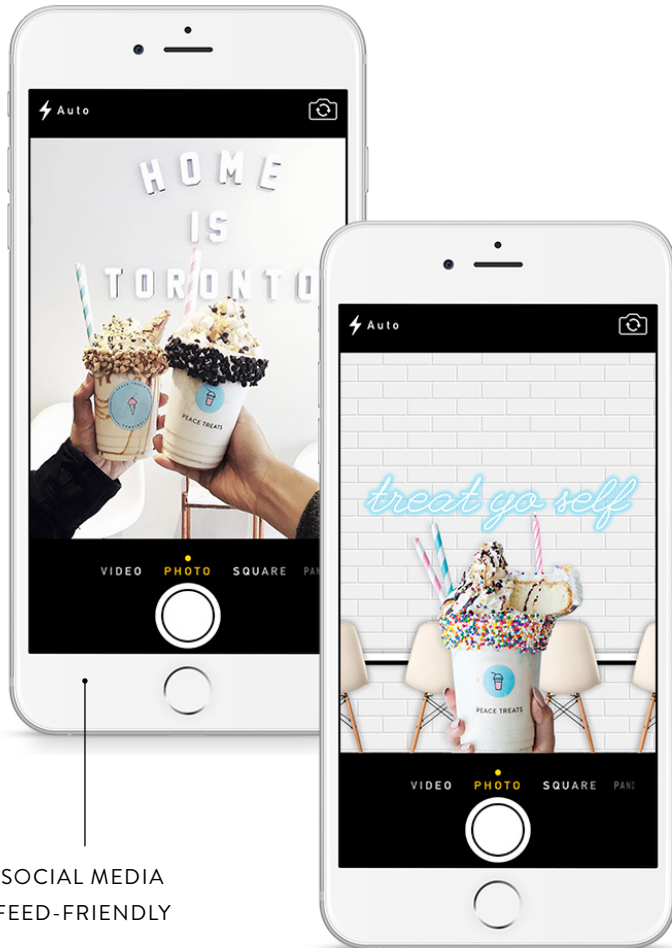
EXAMPLE: * FOR INSPIRATIONAL USE ONLY *



Social Media

MOCK-UP

Social Media



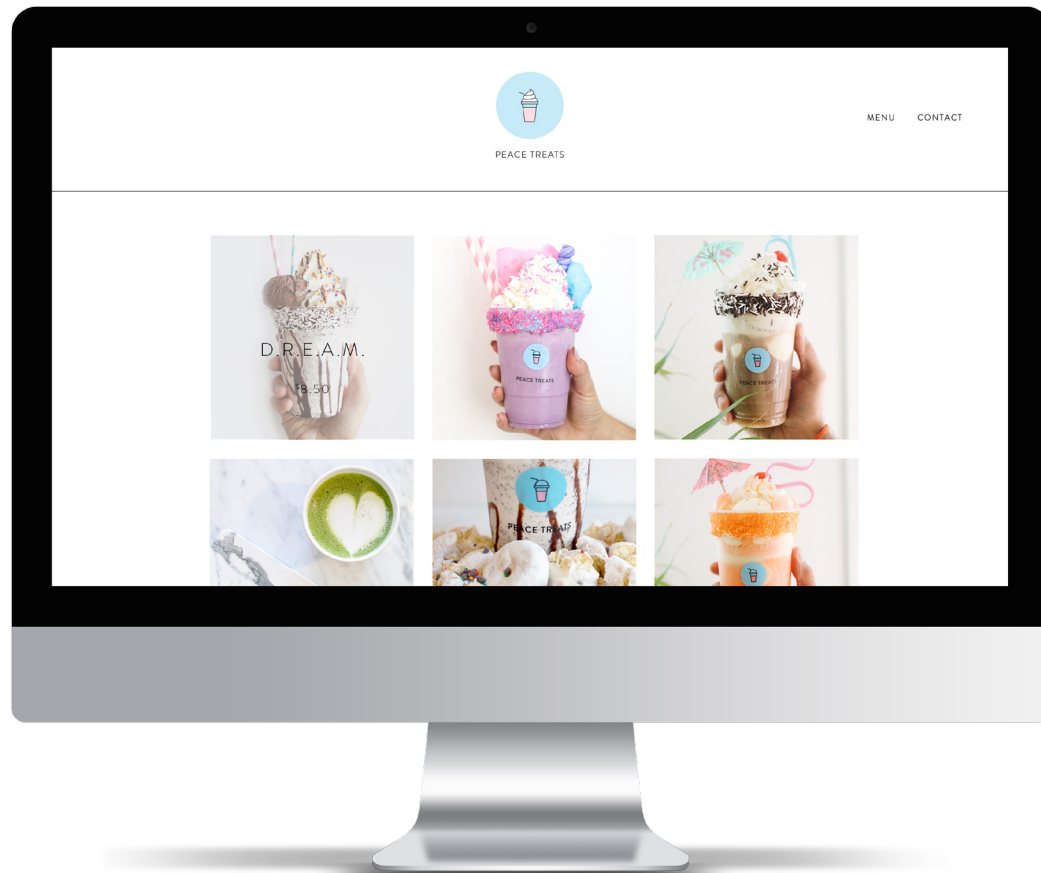
SOCIAL MEDIA
FEED-FRIENDLY



- white aesthetic
- clean lines
- pastel colours
- pinterest pictures
- inspirational photos
- cool sayings
- illustrations

MOCK-UP

Website



- landing page (in P/C website)
- white background
- clean lines
- pastel colours
- high quality photos