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## HOUSE OF TASTE - BRAND IDENTITY & STYLE GUIDE

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+377 45 930 237 / +386 49 830 237  
[www.houseoftaste-ks.com](http://www.houseoftaste-ks.com)

Rr. Verrat e Llukës 6, Prizren  
20000 Republika e Kosovës

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# Hello!

House of Taste is a local company that produces fresh and quality ready-meals.

Our arrival to the stores makes possible experiencing a taste of luxury wherever you are in a matter of minutes – at an affordable price.

Our initial menu varies from asian style chicken to lasagna and beef goulash. Weighing between 350 to 500 grams, our products are made with fresh and local ingredients, accompanied by a special flavor at all times. Vegetarian, gluten-free and seafood dishes are only a few from what we will bring to your favorite local stores.

With EU standardized sealing and airproofing technology, our products stay fresh up to 20 days and are quickly heated in the oven or microwave.

House of Taste cares about its consumers and introduces the product that ends your search for healthy, quick and affordable meals.

Ready when you are!

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First edition

This brandbook was designed and  
developed by © bubrrecat, 2017

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# Core Brand Elements

Colors

Typography

Logo & Tagline

## Colors

Black, red and white are the main brand colors of House of Taste. Other colors may be used in brand materials and various communications tools, but in cases where re-inventing designs and styles from scratch is not called for, they are always the go-to colors to emphasize our presence in the market.

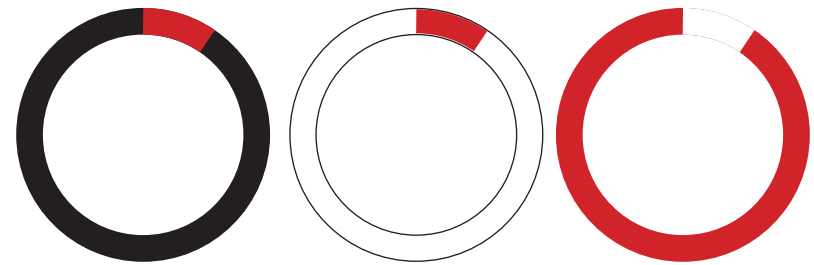
Black shows that we understand the importance of healthy food seriously, while red reflects the passion with which all House of Taste products are made.

White is analogous to black, and it is almost always used on black and dark backgrounds. For more guidelines on basic color composition please refer to page 11.



Logo in color

Logo in black



Color palette and recommended usage ratio

CMYK: 0 0 0 100  
 RGB: 0 0 0  
 HEX: #000000  
 Pantone: Solid Coated 6 C  
 RAL: 9005

90% 70% 50% 30% 10%

CMYK: 15 15 100 0  
 RGB: 210 35 32  
 HEX: #D2232A  
 Pantone: Solid Coated 711 C  
 RAL: 3028

90% 70% 50% 30% 10%

CMYK: 0 0 0 0  
 RGB: 255 255 255  
 HEX: #FFFFFF  
 Pantone: –  
 RAL: 9016

## Typography

Our core typeface is Chunk. It reflects our tone of voice, and it is primarily used for headlines.

Helvetica Neue is our secondary typeface. It should be used as a complement to Chunk. It is mainly used for body copy and secondary headlines.

Primary typeface (headlines)

**Chunk**

**Abcdefghijklmopqrst  
1234567890**

Secondary typeface (body text)

**Helvetica Neue**

**Abcdefghijklmnopqrstuv  
1234567890**

Complementary typeface (blurbs, slogans, etc)

**Helvetica Neue Black Condensed Oblique**

***Abcdefghijklmnopqrstuvw  
1234567890***

Helvetica Neue Black Condensed may be used in combination with Chunk in order to create text only illustrations, promotion slogans and other flavour blurbs. See a few examples below.

**READY**  
*when you*  
**ARE!**

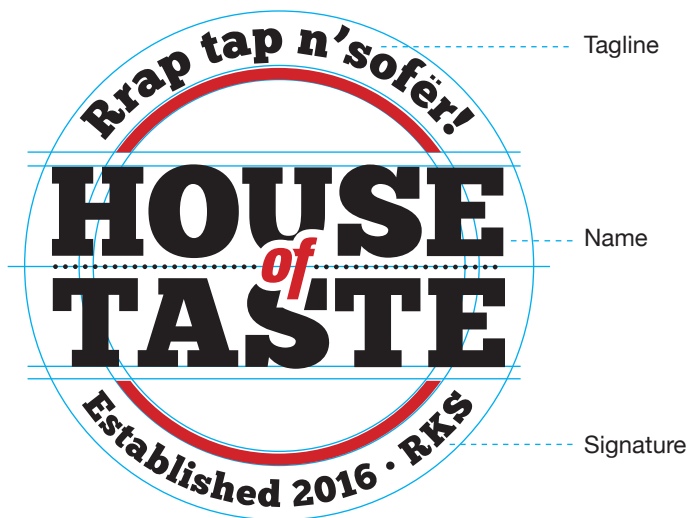
**You won't**  
*believe* **IT!**

## Logo & Tagline

Our logo reflects the key traits of of the brand – solid, easy-going and well rounded.

The tagline and signature encase and focus the name of the brand, placed in a circle. The totality of these elements makes the roundel.

Exclusion Zone



## Name-only Variant

Whenever “House of Taste” is referred to in a textual context, the circle with the tagline and signature can be abstracted to offer compatibility with other text.

This version is also used in small prints and other occasions where a formal presence is more adequate.



**HOUSE**  
.....  
*of*  
**TASTE**



*Powered by*  
**HOUSE**  
.....  
*of*  
**TASTE**

*A product of*  
**HOUSE**  
.....  
*of*  
**TASTE**

## Icon System

Whenever circumstances allow, a set of icons may be used within the logo to illustrate certain aspects of the brand, experience or product.

They can be informational or purely just for extra flavour.



## Tagline

Use as often as possible to reinforce our brand position.

Never add or replace words in the tagline with other words.

Never use a different wording or text in the roundel.

Do not change the font of the tagline or use it in conjunction with the name-only variant. In the case of the latter use the roundel.

First usage of our tagline in copy or graphic must be marked with a <sup>TM</sup>.

**Rrap tap n'sofër! <sup>TM</sup>**

~~**Rrap tap n'kuzhinë!**~~

~~**Rrap tap n'sofër. Shijoje!**~~



## Size and Placement

To protect the brand integrity and legibility, avoid using the logos below the specified minimums.

For very small placements (below 26mm), use the name-only variant.

When used independently, rotation of main logo preferably kept between 40° to -30° from original. Do not rotate name-only variant.



26mm  
minimum size



11mm  
minimum size





## Color and Backgrounds

There are a few rules of thumb when it comes to using our logo in different contexts and backgrounds.

The full color logo can be used in a black or white background, but not in a red one, because parts of the logo will be invisible thus compromising the brand integrity.

Do not use the logo in full red under any circumstance.

In dark backgrounds a white object is better distinguished, thus do not use the black logo in a red background.

For lighter backgrounds use the black logo.



## Color and Backgrounds *(continued)*

Using the logo on top of an image will add a certain context and feeling thus it is encouraged in all forms of communication for our brand.

In order to protect legibility the use of “scrim” is required. A “scrim” is a layer of partially transparent black shape on top of the image which helps the legibility of our logo and other text.



## Examples of Bad Logo Usage



Moving/scaling parts of the logo



Switch tagline with signature



Changing fonts



Skewing/distorting



Switching or adding other colors



Adding effects



Stretching/squeezing



# Packaging and Labeling

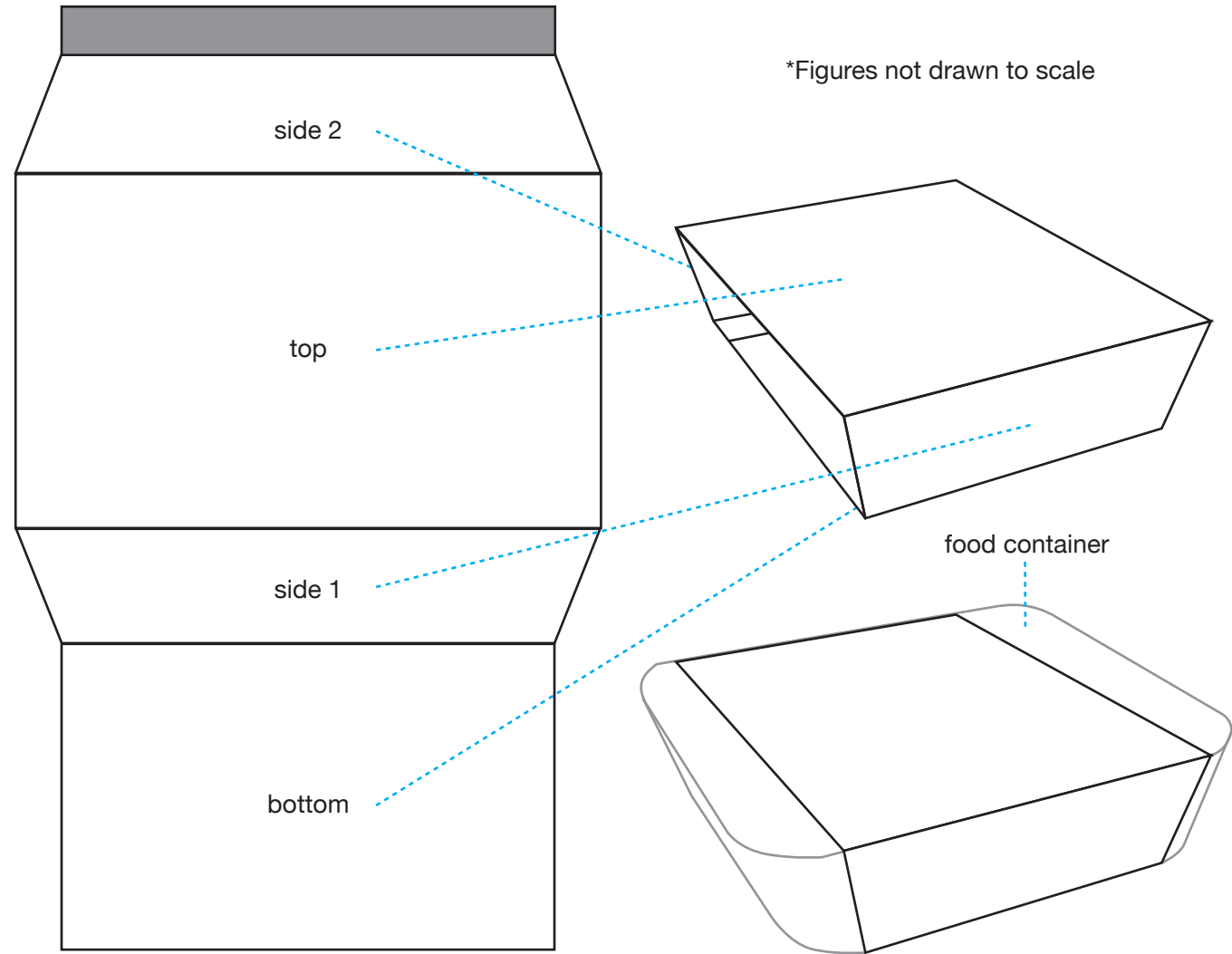
Product

Other

## Product

### Sleeve Flatplan

The carton sleeve is our paper and interface of communication in the market. It is our most direct contact with the consumer and as such it should always reflect our brand traits of transparency, familiarity and dedication.



## Top

The top face is the biggest area in the sleeve and is considered as the frontpage to our product. It should always contain at least the following information:

- logo
- product name
- product description
- weight
- storing caution



# Emperor Style Chicken Wings

Asian style chicken wings  
with rice and special sauce.

**500gr**

Keep under 4°C

## Sides

The sides of the sleeve are best used for utility guidelines and more detailed product information. General information is best suited for side 2.

### Emperor Style Chicken Wings



4°C



5-10min

Cooked, sealed and ready to serve • Preferably heat in microwave or oven • Keep refrigerated until consumption



Nectemol orrorestrum repara. Ximusci  
ipsusciatis vid ulparibus dit minum  
ipitem in nimagna tionse peditis et

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## Bottom

The bottom side is where more detailed information is placed. As it is text heavy, it is best suitable for and should contain the following information:

- ingredients
- nutrient content
- storage instructions
- heating instruction
- production credits and info
- barcode
- expiration date

### Ingredients

Brown rice (brown rice, vinegar, canola oil, salt), butternut squash, kale, kohlrabi, roasted garlic butter sauce (soybean oil, water, roasted garlic, butter (cream, salt), vinegar, egg yolks, parmesan cheese (part-skim milk, cheese cultures, salt, enzymes), salt, contains less than 2% of cultured nonfat milk powder, sugar, spices, natural flavor, xanthan gum).

### Storage

Ut quias expel in nonse prorum enitium re nosap-id ea dus, videm remped quiaecae eum aligniti.

### Heating

**In microwave:** Conserum archit facesequi sed exceate aut pro tota cum landandae archil molor adiae rem eost voloresto vendiandi omnis

**In oven:** Adiae autecaborro vent ipsandest, que ea comnis si aboriatio modis aci sinvere volore

### Nutrient Content

.....
.....
.....
.....
.....

### Production

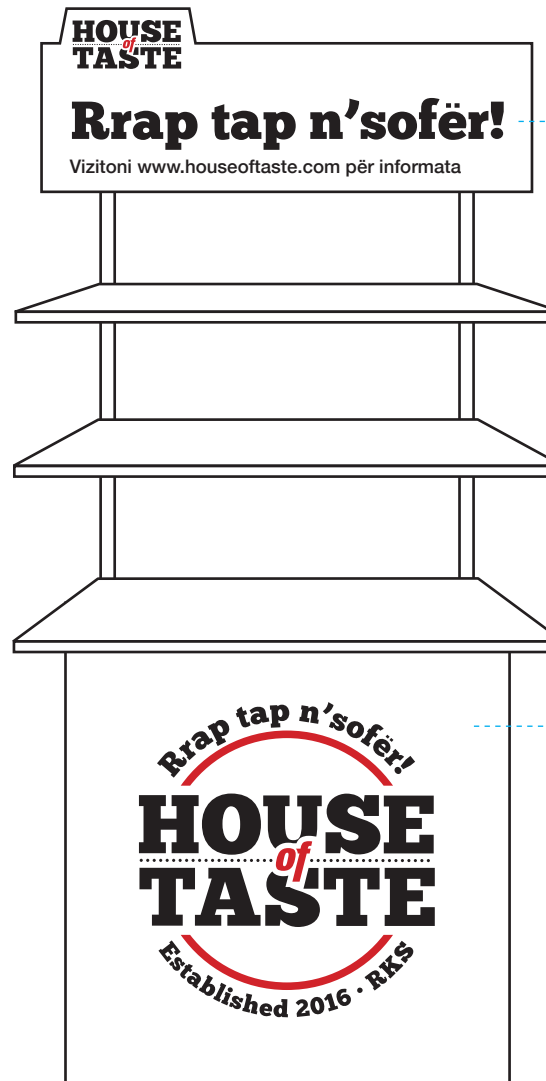
Ut quias expel in nonse prorum enitium re nosap-id ea dus, videm remped quiaecae eum aligniti.





## Other

### Display Stand



The sign should always contain our logo.  
Keep the message brief and to the point.

Lower area can be more illustrative due to  
bigger area. Avoid using critical information  
here because it falls under eye-level.

# **Branding Materials**

**Stationery**

**Merchandise**

**Advertising**

## Stationery

### Businesscard

#### Front Side

Name-only variant is used due to small size

Name in Chunk typeface, minimum 12pt

Contact and other info in Helvetica Neue typeface, minimum 8pt

**HOUSE  
of  
TASTE**

**John Smith**  
Executive Manager

045 999 999  
johnsmith@houseoftaste-ks.com

55mm

#### Back Side

Roundel has better effect without text around

General info, promotions, social media, etc



**www.houseoftaste-ks.com**

85mm

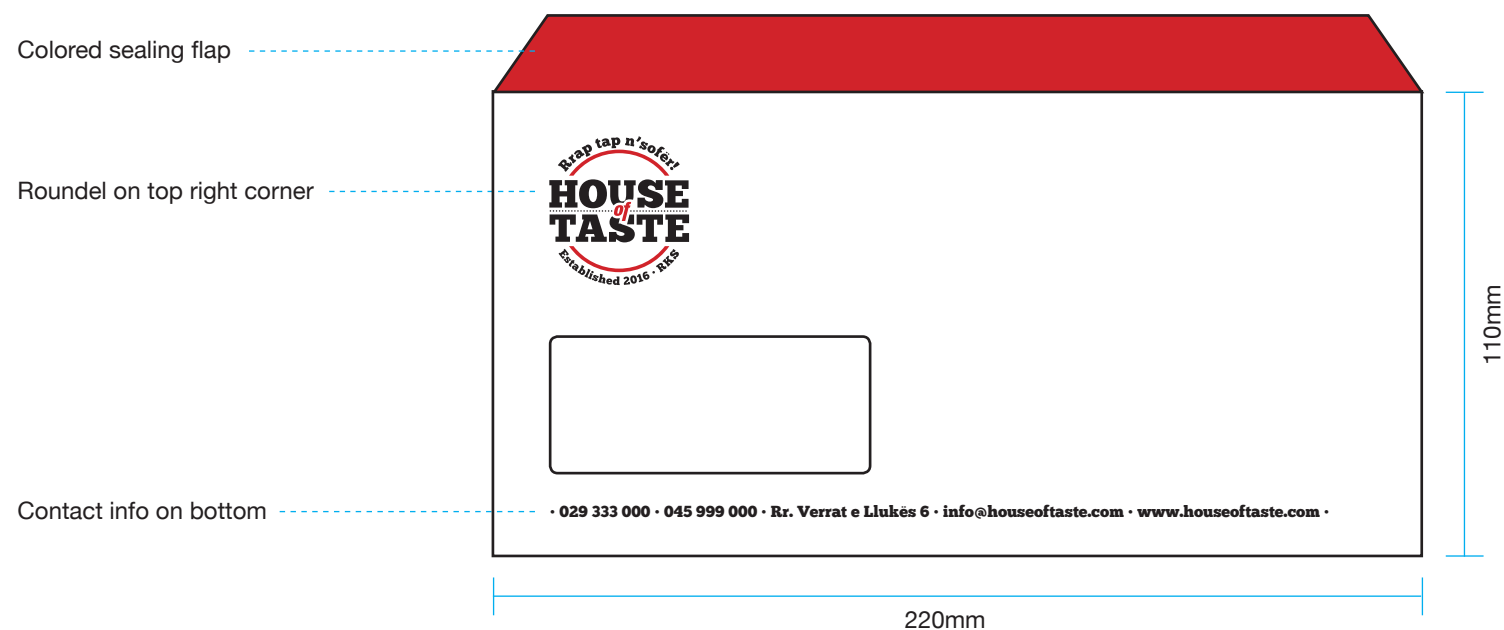
## Letterhead

		
<p>To whom it may concern,</p> <p>Hit ad eostemperit la dolupta accatis eos solecepe nes voluptatus re con ni ape quossimi, soles que vento blandis incore mntem earupturiam, sumquame sintende lacea quid mi, sitatis eum eum eum qui ddoluptas et et videlle stibus eum re earum ipic te doluptati dentionse pel iscil ea de consequi tet a dolorro rpostrum dolorerae. Itatius, optatum quodit ut dolum fuga.</p> <p>Nonsedipsume nonserum illet et facerrumqui officilissit evelis parchil ex eumquod ipsantem nectotatur, nim am nones nis rem re nisinci psaelisqui ut iumqui autem conmas picitatis et endam inctet rem lam, odi quod expellu ptatis aut et omnimai orporec tibusam sus, quo quam.</p> <p>Ment fugiatq uiaeperum facidelest eos reperi utemolo ratincidi nos.</p> <p>Sincerely yours</p> <hr/>		
	<p>• 029 333 000 • 045 999 000 • Rr. Verrat e Llukës 6 •</p> <p>• info@houseoftaste.com • www.houseoftaste-ks.com •</p>	

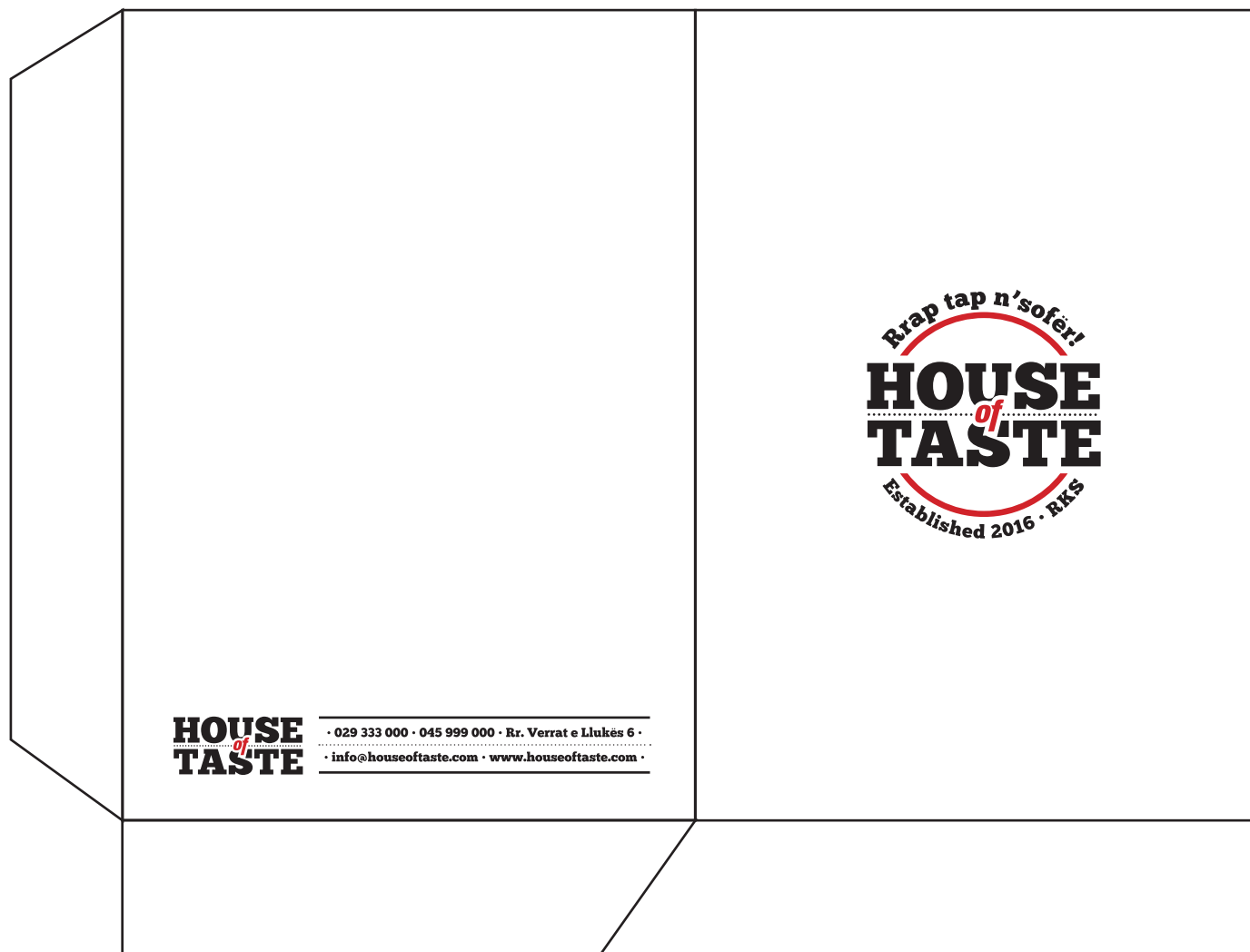
A4 paper size

Example text

### Envelope



Folder



### Examples



## Merchandise

### T-Shirt





## Tote Bag



## Cap



### Examples



## Advertising

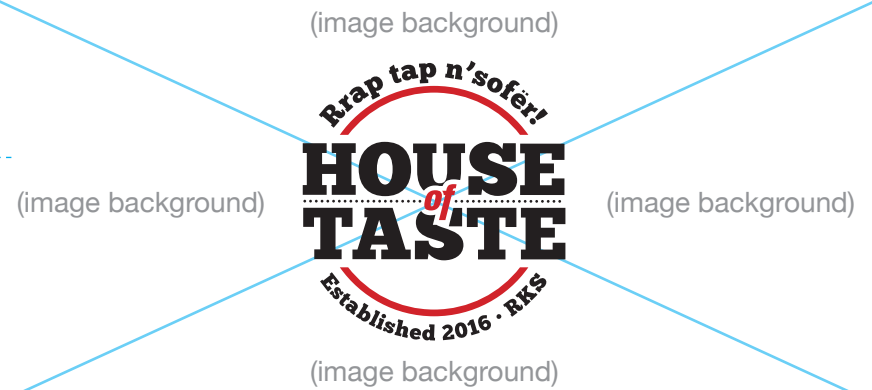
### Billboard

Logo in a corner when  
advertisement is text heavy



**Your text!**  
*Some text here*

Logo centered when  
advertisement is image oriented

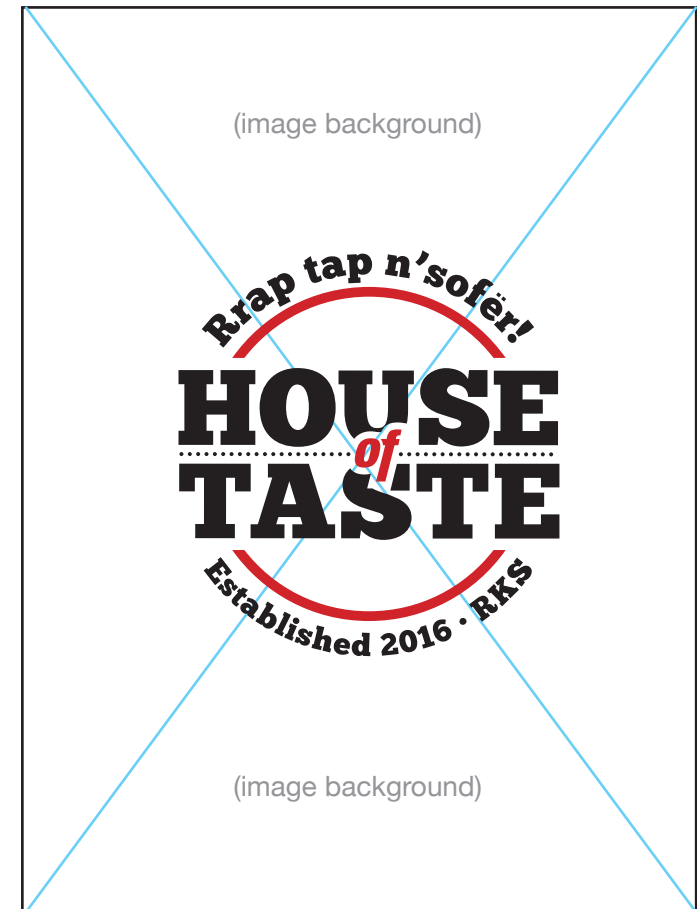




Billboard  
*(example)*



## City Light



City Light  
*(example)*





Poster  
(example)





## Newspaper Ad (example)



Vehicle  
*(example)*





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