

BRAND STYLE GUIDE



By Nigel Jordan

BRAND STYLE GUIDE



wifey with a knifey



Wifey
With a
Knifer



The Name



The Wife with a Knife idea borders on the sinister, to draw the audience in with a curiosity of the business intentions.

Seeing the brand personality then adds comic relief, and conceptualizes the warm, nurturing nature that Linz brings to Wifey with a Knifey.

.....

“For the Warm Heart, and Empty Stomach”

.....

Her naturally empathetic persona creates a welcoming place for good people to eat good food. This slogan keeps with the cozy feel provided by this establishment, while letting the public know we are here to fill hungry tummies.

PURPOSE



The Objective

This is a new and trendy Food truck service that will be operating at markets, fairs, and local stops throughout the communities of the Okanagan and Kootenays. Linz, the owner and operator, values kindness, fair prices, morality, and honesty, and she intends to let these aspects shine through her business objectives.

The main purpose of this Brand Style is to capture attention of potential customers and be informative of the brand's purpose.

To set this brand style apart from its



competitors, we are going to exemplify the brands fun, quirky and charismatic persona in a clearly displayed representation with these designs.

The elements of this brand are meant to showcase the sporadic attitude of Wifey with a Knifey through use of Art, Typography, Logo, and other assets.

The feel of this brand is meant to connect with our audience through a look that is bright and animated. The satirical aspect of the Wife with a knife adds edginess (no pun intended) and “takes the edge off” all in one look.



The vibe

The aesthetic of this brand is meant to give the feel of Summertime street food by the beach and a fresh aura.

Inspirations for the look come from 1960's pin-up models, mom's home cooked meals, Sublime's music and Rosie the famed war mechanic.

The pin-up look adds appeal of 'times-offline' when the common mindset was not as concerned with competition and comparison in less saturated markets.

Wifey with a Knifey is , Enthusiastic, Comical & Nurturing.

The art is meant to give a Retro



comic book vibe, and the overall allure of the company is a feel of "sassy and charming". Customers stop here to lighten-up there day.

The product appeal is "whatever is in the fridge diced, chopped, and prepped in unexpected ways to offer a unique flavor. Aromas of 'nostalgia' (yah I said it) will magically wisp you up and float you over to a plate to be ate, where every bite is a warm hug to your taste buds delight!

LOGO



For applications where the logo needs to stand out above distracting backgrounds, there is a version with a shadow added to the text.



Black & White logo for ink print or gray-scale use. Can be used in letterheads or other applications that full color is not available.



A shortened version of just inner Lime and type, for simplified formats or letterheads. To use on white or light backgrounds.

Linz is the owner and operator of this business and has the pizzazz to be her own mascot: and that's exactly what we did with the Wifey logo.

The Lime slice symbolizes that this is a food business, while "Wifey" is casually leaned up against it, ready to cook up a feast.

The Lime also represents the feel of fresh food on a hot day (and a subtle hint to Linz other moniker - BC Green girl & favorite band - Sublime).

BRAND MARK



The triangles of the lime will point inward towards Wifey, and the design will be encapsulated within an invisible circle (half lime and outside of character) to signify unity. This setup of the logo design represents the food (lime) going to Wifey (triangles pointing that direction) and creating a unity with one another (the circle 'capsule'). Food > Wifey = Unity

The illustration will be inspired by vintage comic book art with a modern touch.



Do **not** Invert colors or change element colors on marks.

Do **not** Distort or Transform logo or marks.



Do **not** use Black & White logo on black or dark backgrounds.

Do **not** alter dimensions or placement of logo.



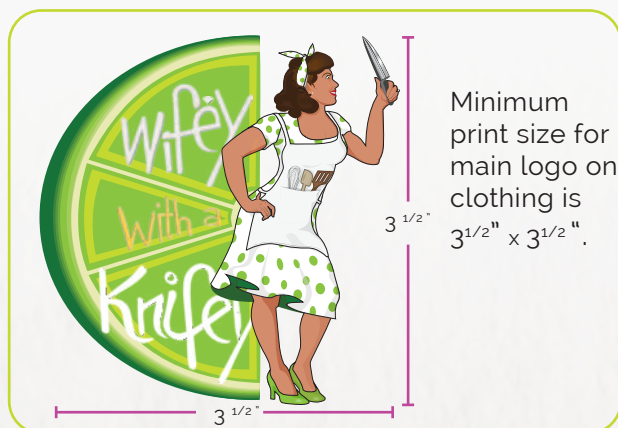
The submark is the logo font of “Wifey” with a knife intertwined within the letters. In true Wifey fashion, she left a “kiss-smack” on the blade.

When it’s good eat’s, she means business.

submark



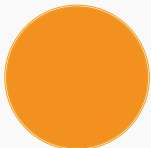
The submark logo is the be used as a ‘sign-off’ or calling card, as well as merchandise placement.



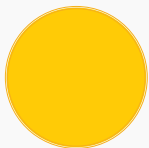
Minimum print size for main logo on clothing is 3 1/2" x 3 1/2".



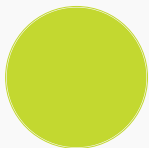
COLORS



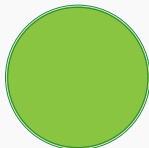
#F29020
R242 C 2
G144 M 5 2
B 3 2 Y100
K 0



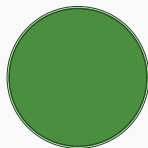
#FFCB08
R254 C 1
G203 M 2 0
B 8 Y100
K 0



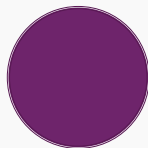
#C3D830
R195 C 2 8
G216 M 0
B 4 8 Y 9 9
K 0



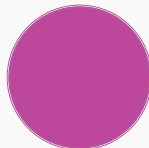
#89C540
R137 C 5 2
G197 M 0
B 6 4 Y100
K 0



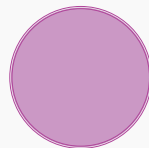
#4A8D40
R 7 4 C 7 5
G141 M 2 3
B 6 4 Y100
K 0



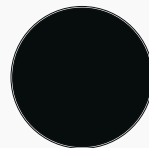
#6E236B
R110 C 6 4
G 3 5 M100
B107 Y 2 4
K 1 4



#BC479A
R188 C 2 5
G 7 1 M 8 6
B154 Y 0
K 0



#CA98C5
R202 C 1 9
G152 M 4 5
B197 Y 0
K 0



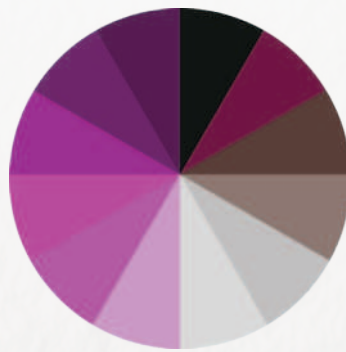
#06060A
R 6 C 7 6
G 6 M 6 9
B 1 0 Y 6 4
K 8 7



#F1F1F0
R241 C 4
G241 M 3
B240 Y 3
K 0



The colors within this brand are sourced directly from the main ingredients used within the recipes the business sells. Linz' favorite colors are purple and green, so the main items that colors are extracted from include, Lime and Purple Cabbage, also Mango. Black beans, and Sour cream make up neutrals.





Color use

In main applications like logo and letter marks, there are a few of these colors that are primarily used. The Lime Greens are dominant, with accents colored in Purple cabbage or Mango color schemes. The Purple and Yellow themes can also be used in advertisements.



TYPEFACE

LOGO
TYPE

Wifey
With a
Knifey

The Typeface used in the logo is an alteration of the "Chauncy Pro" font with a knife symbol as the top branch of the "Y".

HEADER

FONT: **RALEWAY** - ALL SMALL CAPS

SIZE: **24 - 30** PT. (MAY BE LARGER FOR TYPOGRAPHY OR ADS)

LEADING: 18 - 30 PT.

TRACKING: 200 (MAY BE AS LOW AS 75 IF SPACE IS NEEDED)

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
0 1 2 3 4 5 6 7 8 9

Raleway is also the font used in small descriptions like this.
Size for this application is 10 pt with a 12 pt. Leading and Tracking set at 25.

Aa Aa Aa Ad Aa Aa

Sub-Header

FONT: Chauncy Pro - SENTENCE CASE

SIZE: 24 - 28 PT. (MAY BE LARGER FOR TYPOGRAPHY OR ADS)

LEADING: 18 - 30 PT.

TRACKING: 50

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789

Body type

FONT: Monsterrat Alternatives

SIZE: 11 - 14PT.

LEADING: 14 - 18 PT.

TRACKING: 50

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

IMAGES



illustrations

To keep with the retro aesthetic of the brand, graphics and illustrations are hand drawn either digitally or by sketch. The illustrations are drawn in a similar style

with darker outlines, slight details, and some various shading.



Illustrations are original and created of cooking related depictions to

display the nature of the business.

Illustrations are to

maintain a

Fun attitude and abide by the color schemes





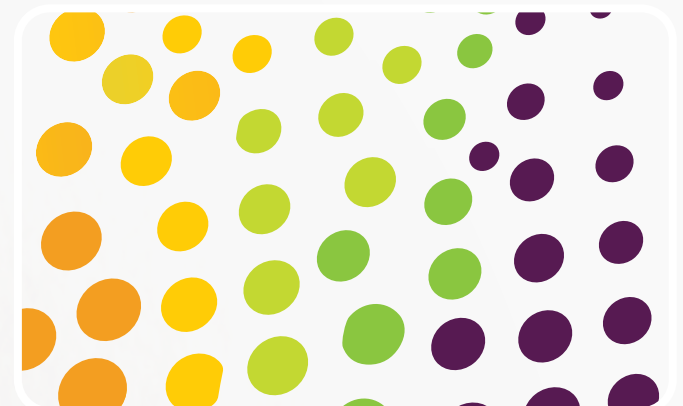
Photos

All photography should be shot on a professional quality camera with proper lighting and equipment. Editing should keep photography consistent and within the established styles. Photos should be well lit for strong contrast, brightly colored, and extra sharp to show food quality.



Patterns

With the 1960's pin-up style being a major theme of influence for Wifey with a Knifey, the main pattern to use will be that of Polka Dots on a 1960's Fishtail dress.



STOREFRONT



The establishment is a Food cart with a small outside setup of tables and chairs. The cart has a wooden outside look with a sign on-top and lattice fold-out walls for menus and art hanging. There are speakers build onto the outside with playlists all day.

Located in the BC interior, warm summertime and lake lifestyles bring tourists from all over to this area, and present many opportunities for markets, festivals, and other events that require food vendors.

Signage

The purpose of the Wifey with a Knifey signage is to draw customers in with an attractive, bright display of graphic and type from our sub-mark logos.

The sign will be illuminated to stand out in night-markets throughout the summer, or early winter evenings up on a ski hill village or in a darker parking lot and will showcase the bright atmosphere of the brand.



MERCHANDISE



GEAR





MERCH.





WHAT'S IN WIFEY'S FRIDGE?



Although main food items of Tacos, sandwiches, fries, burgers, enchiladas, and wraps are the meals provided at this establishment, the ingredients or way the meal is prepped may change daily.

The “What’s In Wifey’s Fridge Today?” is a daily menu that consists of a main plate (Rice, Tacos, Tostadas), Protein combined with flavors and vegetables and a side – made up from a customer choice of the ingredients the chef has on hand that day. The spontaneous way of life is part of the allure at Wifey with a Knifey. Using this mindset to create products, keeps her business alive in a saturated market.





The food served by this company will be Mexican influence, using Western ingredients. As a symbol throughout the visual aspects, a Lime slice gives the feel of fresh food on a hot day.

The food served from WXX includes many creative choices you may not find at the other places like Hawaiian Pizza Tacos,

Other popular items include Carne Asada (grilled steak tacos), Beachside Enchiladas (Shrimp & Salmon), Mayan Mango Rum (Chicken Tacos), Beach Bum Tacos (Crab & Cod).

Linz specializes in her own “twisted” recipes, where she twists the formulas and ingredients on-the-fly to come up with something unique and delicious.

TARGET AUDIENCE



OUR CUSTOMERS

Aston a 20-year-old local showing some tourists our establishment, as a recommended spot to pickup great food with unique service.

He always comes by with his 2 Jack Russel's pulling his skateboard by leash.

On first look he seems like another kid looking for cannabis, but once he starts talking, you realize he's intelligent and kind. Aston loves the Reggae we play and usually

orders the Hawaiian Pizza Tacos with lemonade and his fur friends get some complimentary treats and water.

The tourists Aston was assisting are the Turbits, who've been packed in the car for a hot day and need some eats with a selection for each. – Dad grabs the 'Beach Bum Taco's with Crab, Mom has the Mayan Mango Rum, Son has the basic burger with the 'Onion-crunch-bun', and sis has

the Chicken Crisps with lime dip – who could resist? (Yes, we like to rhyme).

Then there's Bryan (60), who comes by every morning at 9:25 to get a coffee and sandwich for later. He likes to hang out and tell us the bird species we see picking up scraps and commentates an ongoing bird vs squirrel war. He always entertains us with a stories and high spirits.



- 🍋 Age 20 to 50, but really any age if they are young-at-heart.
- 🍋 Male to female and all other Mammals (we Love Pets!).
- 🍋 Music lover's (we always have some tunes playing).
- 🍋 The 90's kid who loves the outdoors and Reggae.
- 🍋 The audience is also likely to include Construction workers who are on jobsites within the area, as well as when setting up the cart location near ongoing worksites.
- 🍋 Summed up, our Target Customer is anyone with a *Warm Heart & Empty Stomach*.



Wife
With
a
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