temptation CANDY

LOGO care GUIDE

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GUIDE *intro*

In an ongoing effort to strengthen our brand, Temptation Candy would like to introduce you to our new logo by establishing this Logo Care Guide. This guide is the product of hours of research, collaboration, and hard work from entities within and those sought after for their expertise and knowledge. The purpose of this care guide is to present a strong brand identity for our corporation to the public. This manual consists of the coordinated elements of Temptation Candy's logo, tagline, colors, and usage requirements. Although typography, stationery, advertisements, and a future web presence are still under development, understanding appropriate usage of this logo is important to establish prior to application. As our corporation continues to grow, we are excited about increasing our outreach with the new elements of our brand.

HISTORY *and* MISSION

history

CEO Jason N. Whorley began operating Temptation Candy in April 2009. With a strong desire to be an entrepreneur and a major concern to maintain anonymity, he previously tried developing several online businesses which failed. After analyzing his failures, Mr. Whorley decided he needed to sell a product, not just a concept, service, or idea. Upon months of research, he discovered that the candy distribution industry had a low threshold for entry and that not many retailers sold candy by color and flavor. Mr. Whorley saw an opening and decided to move forward. His initial idea was to open a store. However, because he had no plans to remain in Chicago, he once again decided to keep an online-only profile. Although Mr. Whorley always had an extreme love of candy from the time he was a child, he holds fast to the fact that he sells candy for the love of money.

mission statement

Become every adult's favorite candy store while establishing brand touchpoints that drive the public to give in to Temptation...and to make money.

THE *logo*

temptation
CANDY

Due to the fact most candy stores are marketed to children—or contain childish, kiddie themes—to set his store apart, Mr. Whorley decided to create an adult-themed candy store. Therefore, a sleek, sexy, and upscale vibe was sought after for Temptation Candy's logo.

brandmark

The wings are meant to represent several aspects of the "temptation" concept. In films and cartoons, individuals struggling with temptation are usually depicted with an angel on one shoulder and a demon on the other. What the angels and demons usually have in common are wings. The style of the wings are designed to suggest both. The negative space between the wings form the shape of a heart which represents the love of candy.

logotype

The script font chosen for "Temptation" was selected to suggest the seductive nature of *temptation* in general. However, to keep the logo mature and sophisticated, a bold serif was selected to anchor the logo. Pulling double-duty, this bold serif also expresses the nature of Temptation Candy's business.

LOGO *signatures*

PRIMARY SIGNATURE

PRIMARY SIGNATURE WITH TAGLINE

ANYTHING *more* WOULD BE A SIN.

SECONDARY SIGNATURE

SECONDARY SIGNATURE WITH TAGLINE

ANYTHING *more* WOULD BE A SIN.

Temptation Candy's primary signatures should be used whenever possible. When applications are narrow in height and legibility of the company name becomes an issue, the secondary signature may be used. Signatures with taglines should only be used in advertisements—to include the business card. The tagline may also be used separately when the primary signature appears within the same document or advertisement. Noninterference zones apply to all logo and tagline applications.

NONINTERFERENCE *zone*

When the logo is accompanied by additional text, graphics, or images, a non-interference zone must be preserved around the logo. As a rule, a minimum distance—equal to the cap height of the letter C in Candy—should be maintained around the logo. Text, graphics, or images may not encroach upon this zone.

CAP HEIGHT

CAP HEIGHT

CAP HEIGHT

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INCORRECT *signatures*

X Do not utilize primary or secondary signature of the logo smaller than its minimum size of 1 inch.

X Do not utilize the brandmark smaller that its minimum size of .07 inch.

X Do not stretch the logo.

X Do not create patterns out of any version of the logo.

X Do not rotate the logo from its original position.

X Do not use 4-color logo on a non-white or an low-contrast background color.

COLOR *palette*

PANTONE® 4625 U	PANTONE® 4625 U - 90%	PANTONE® 4625 U - 80%
PANTONE® 207 U	PANTONE® 165 U	PANTONE® 109 U
PANTONE® 377 U	PANTONE® 3005 U	PANTONE® 2597 U
PANTONE® 877 U - Metallic	PANTONE® 871 U - Metallic	PANTONE® 672 U
PANTONE® 365 U	PANTONE® 283 U	PANTONE® 2635 U

As a brand dealing with chocolate and candy, Temptation Candy's color palette is made up of a series of candy-color options. Although the brandmark and "Candy" logotype should always appear in Pantone® 4625—or its CMYK, RGB, or hexadecimal equivalent—in four-color applications, "Temptation" can be changed to coordinate with whatever candies being labeled. Although the brandmark or wings appear to be three colors, they are all tints of the same color. Therefore, Temptation Candy's logo should never be anymore than two-colors. A one-color logo may be used whenever higher contrast is required (see Background Colors on page 9).

COLOR *versions*

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BACKGROUND *colors*

The Pantone® and four-color logo versions can only be used on the following background colors:

✅ WHITE

✅ COLORS LIGHTER THAN 10% PANTONE® 4625

INCORRECT BACKGROUNDS

❌ PATTERNED

❌ POOR CONTRAST

❌ NO CONTRAST

CORRECTED BACKGROUNDS

✅ NONINTERFERENCE ZONE APPLIED AGAINST PATTERNED BACKGROUND.

✅ BLACK OR REVERSED OUT LOGO USED FOR MAXIMUM CONTRAST

✅ BLACK OR REVERSED OUT LOGO USED FOR MAXIMUM CONTRAST

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