

BRAND GUIDELINE SHEET

THE BROWNIE GODDESS CO.

LOGO SUITE

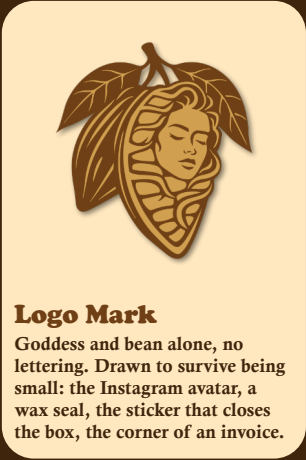
The logo suite ensures the brand is recognisable across different platforms and applications. The logo works the same way the recipe does. Two real ingredients, no filler. A cocoa bean for the 70% dark chocolate that goes into every batch, and a goddess for the woman making them. Those two shapes carry across the whole suite, so the brand still reads the same whether it's stamped on a box lid or shrunk into a profile picture.



Primary
The full circular badge, kept from the original stamp. Shows up anywhere the brand is meeting someone for the first time.



Secondary
The horizontal lockup, for where the circle doesn't fit. Sized to sit in a website header, a market stall banner, a label wrapping the side of a box.



Logo Mark
Goddess and bean alone, no lettering. Drawn to survive being small: the Instagram avatar, a wax seal, the sticker that closes the box, the corner of an invoice.

COLOUR PALETTE

Blondie. The lightest tone and the one that does the breathing. Named after the blondie so it works on a menu as well as a swatch.

Dark Chocolate. The 70% itself. Used for backgrounds.

Milk Chocolate. Sits between the dark and the cream so layouts step rather than snap.

Caramel. The accent. Ribbon, buttons, price, the inside of a folded box. Use the least of it and it does the most work.



DARK CHOCOLATE
HEX: 40250D



Milk CHOCOLATE
HEX: 6F4016



BLONDIE
HEX: FFE8C0



CARAMEL
HEX: D0A050

BRAND FONTS

Two eras, two jobs. Cooper Black is 1970s American ice cream vans. It was chosen for the craving response. Perpetua Titling is English, old and restrained, and it reflects the cottagecore side of the brand.



Primary
A serif carrying its weight in the wrong places, which is what makes it read as playfulness without being silly.



Secondary
Chosen to be read rather than looked at, and it keeps the sheet legible where Cooper would shout.



Supporting
This is where the expensive feeling lives, and it only survives at small size. Used sparingly so it doesn't fight the primary font.

BRAND MOCK-UPS

