



Brand Design Package

THE WHOLESale CANDY SHOP

Table of contents

- 3 Brand voice
- 4 Logo variations
- 5 Logo usage
- 6 Brand colors
- 7 Brand fonts
- 8 Font usage
- 10 Brand imagery
- 11 Brand art

THE WHOLESale CANDY SHOP

Brand voice

Your brand voice humanizes your brand and helps you communicate consistently through all channels.

When people interact with The Wholesale Candy Shop, they should feel:

- Satisfaction of shopping small with a family-owned company providing great personalized service
- Nostalgic when they see hard-to-find candies they remember fondly from their childhood
- An instant mood boost as they browse the fun, colorful website

What adjectives do I use to describe my brand?

Sweet, fun, colorful, exciting, retro, nostalgic, delicious, tasty, chewy, rewarding, happy, light-hearted

Similar brand voices



dylanscandybar.com



candywarehouse.com

Aspirational brands

sugarfina®

sugarfina.com

Nuts.com

nuts.com



THE WHOLESale CANDY SHOP

Logo variations

PRIMARY - WITH TAGLINE



PRIMARY - NO TAGLINE



SIMPLIFIED FLAT COLOR



SIMPLIFIED REVERSE



THE WHOLESALE CANDY SHOP

Logo usage

DO NOT



DISTORT



TILT



USE COLOR LOGO ON
COMPETING BACKGROUND

DO

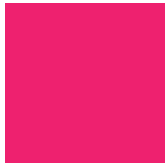
Ensure plenty of contrast between logo and background, switching to flat color or reverse logo variations as needed. Use on simple photo backgrounds for best legibility.



THE WHOLESale CANDY SHOP

Brand colors

BRIGHT AND PLAYFUL CANDY COLORS



0C 95M 32Y 0K
#ee2d6f



0C 62M 84Y 0K
#f8803b



0C 19M 95Y 0K
#ffcc21



49C 0M 100Y 0K
#8bd432



71C 15M 0Y 0K
#25aae1

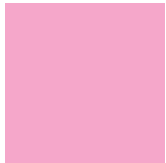


98C 93M 0Y 0K
#2c3b97



69C 73M 0Y 0K
#6c54c8

SOFT AND SWEET CANDY COLORS



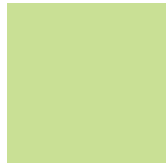
0C 43M 0Y 0K
#f5a8ca



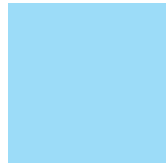
0C 35M 40Y 0K
#fab393



0C 10M 50Y 0K
#ffe293



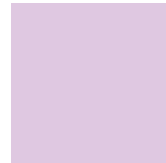
23C 0M 53Y 0K
#c7fa99



35C 0M 0Y 0K
#9ddcf9



22C 18M 0Y 0K
#c0c8fa



10C 22M 0Y 0K
#dfc7ea



THE WHOLESALE CANDY SHOP

Brand fonts

MAIN FONTS

LUCKIEST GUY

AABBCC123
REGULAR

**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR ADIP
ISCING ELIT, SED DO EIUSMOD
ALIQUA.**

Aleo

AaBbCc123
Bold

Lorem ipsum dolor sit amet, consecte
 adipiscing elit, sed do eiusmod aliqua.

AaBbCc123
Bold Italic

*Lorem ipsum dolor sit amet, consete
 tur adipiscing elit, sed do eiusmod
 aliqua.*

AaBbCc123
Regular

Lorem ipsum dolor sit amet, consecte
 tur adipiscing elit, sed do eiusmod
 aliqua.

AaBbCc123
Italic

*Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed do eiusmod aliqua.*

DISPLAY FONTS FOR LIMITED USE

Sweet Brownie

AaBbCc123
Regular

*Lorem ipsum dolor sit amet,
 consectetur adipiscing elit,
 sed do eiusmod aliqua.*

ENJOYABLE

AaBBCC123
REGULAR

LOREM IPSUM DOLOR SIT AMET, CONSEC-
TETUR ADIPISCING ELIT, SED DO EIUSMOD
ALIQUA.



THE WHOLESALE CANDY SHOP

Font usage

HEADERS/TITLES

Luckiest Guy

Top-level headers all caps

Second-level headers initial caps

SUBHEADS

Aleo Bold or Bold Italic

Down style (first word and proper nouns capitalized)

BODY COPY

Aleo Regular with generous line spacing

Aleo Bold on photo backgrounds

BULK CANDY ONLINE

CUSTOMER FAVORITES

Candy to suit every sweet tooth

A candy lover's paradise

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod aliqua. Duis aute irure dolor in reprehenderit in veow voluptate velit esse cillum dolore eu fugiat nulla pariatur.



WEB-SAFE ALTERNATE

Georgia

Candy to suit every sweet tooth

A candy lover's paradise

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod aliqua. Duis aute irure dolor in reprehenderit in veow luptate velit esse cillum dolore eu fugiat nulla pariatur.



THE WHOLESALe CANDY SHOP

Font usage

DISPLAY

Sweet Brownie and Enjoyable

For limited use as a fun design
accent or header

Not to be used for body copy or
at sizes smaller than 24-30 points

Treat yourself today

DELICIOUS DARK CHOCOLATE

USAGE EXAMPLES

SHOW SOME LOVE



All Valentine's Day
lollipops now
20% Off

Take your sweet time

Rediscover your
childhood favorites



THE WHOLESale CANDY SHOP

Brand imagery

Focused on colorful candies; bright and fun images featuring a diverse mix of people enjoying candy



THE WHOLESALE CANDY SHOP

Brand art

Brightly-colored, stylized candies communicate a playful and sweet vibe!

