

THRIFTY FOODS

Eat happy



Brand Book

PARTNER GUIDE

PRIMARY LOGO

Our primary logo lockup incorporates the Thrifty Foods wordmark, the Eat happy tagline and Thrifty Foods smile in a horizontal configuration — with the smile positioned next to Eat happy. This logo should be used in all signage, advertising, and marketing materials.

When using the “Eat happy” tagline by itself, use the approved typeface only. When the tagline appears within a headline, however, one of the approved Thrifty typefaces may be used.



SECONDARY LOGO

Our secondary logo leverages the Thrifty Foods / Eat happy stacked lockup, with the Thrifty Foods smile aligned to the right. This logo should only be used in our flyer.



STACKED LOGO

In most cases, the horizontal logos should be used before the vertically stacked one. However, sometimes the size of a deliverable dictates the logo required.

THRIFTY
FOODS

Eat happy



Wordmark

Tagline

FLYER LOGO

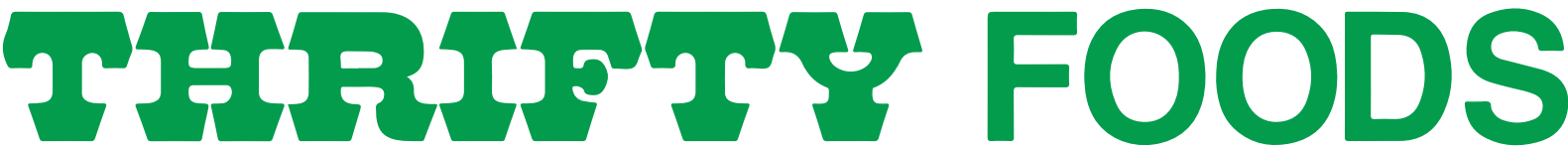
Our flyer header leverages the Thirfty Foods/
Eat happy lockup with the smile to the right,
with a green background applied.



WORDMARK LOGO

This logo leverages the Thrifty Foods wordmark without the Eat happy tagline. This should be used only when there's a smile/happiness mentioned in the layout.

Wordmark



Wordmark

INAPPROPRIATE USES

Do not change the logo in any way. This includes, among other things, adding effects (like drop shadows), rotating, stretching, or compressing the logo, changing the colours, or using the logo on backgrounds that reduce its legibility.



Do not stretch or compress



Do not rotate



Do not place logo on anything except green



Eat happy should always be in black



Do not add shadow or effects



Keep Eat happy and centre-aligned

OUR SMILE

The Thrifty Foods smile is an integral graphic element of our brand. It's an icon that quickly distinguishes and identifies us — and it appears on most things, from signage and bags to flyers, banner ads and beyond. It also brings the idea of “Eat happy” to life visually — because what says “happy” more than a great big smile?



HOW TO USE OUR SMILE



- 1** Lay out the smile icon within the headline. Ensure it lives near the “happy” for context wherever possible.



- 2** The smile is always featured in the opening frames of any video communication — followed by an animated wink.



- 4** Do not use smile as talking icon for price/item messaging (e.g., “\$3.99” or “\$1.99/100g”)



- 3** Use the smile alone — minus the Thrifty Foods wordmark — as a social icon to represent the brand visually at a glance. Do not use smile as a talking icon (see example below).

SPECIAL OCCASION SMILE

The original Thrifty Foods smile should be used across all communications. However, for seasonal campaigns or other special occasions, the smile may be altered in accordance with the following rules:

Do's

The green smile and box should always be consistent. Limit changes made by keeping the design as simple as possible. Shrink the smile or eyes by a maximum of 15%.

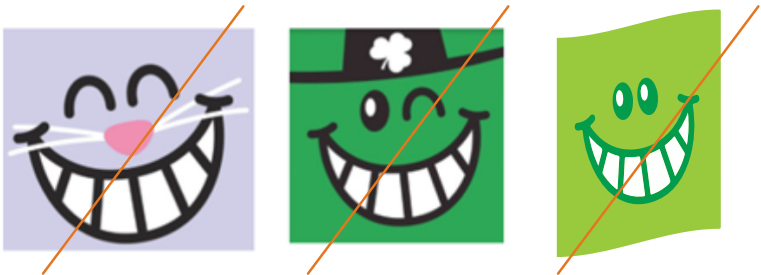
Don'ts

Don't add more than one colour.
Don't deviate from the colour palette on page 43 (exceptions are iconic visual cues: e.g., Santa hat.)
Don't round the corners of the box, or rotate or distort the box in any way.
Don't include a partial smile or "unboxed" smile — where it's not contained in a square
Don't use smile as a watermark.

Do's



Don'ts



TYPOGRAPHY

Our primary typeface is **Thrifty Sans, Regular**. Used as the base font in all headlines, this all-caps font creates the appearance of a thick sign-painter stroke. We have two very similar variations of the font to mix and match within a headline when two of the same letters are next to each other. This is to ensure the headline appears hand-rendered. Headlines do not include any punctuation. Exceptions are questions (which require a “?”) and exclamation marks — which should be used sparingly.

Signpainter, the secondary font in script, is used in headlines in conjunction with Thrifty Sans as an accent to break up bold, thick type. This font may be used within the headline and also works well as the font of a conjunction or article (e.g., a, the, and, etc.).

ProximaNova A can be used for body copy (regular, medium, semi-bold or bold). It is used for legibility in long-form copy.

Londrina Solid, a Google Font, is to be used as the web alternative for headlines.

Thrifty Sans, Regular
LEADING tbd
TRACKING tbd
CASE Sentence

Signpainter
LEADING tbd
TRACKING tbd
CASE Sentence

ProximaNova, A
LEADING tbd
TRACKING tbd
CASE Sentence

LOREM
IPSUM
dolor
SIT

Sum non plibus quam ad ma veliquam fugit eaturec tatiae
ipsandae simil inus molestion ratiore nusdam aut dolupta
vitat ommodit volenis inciam, quo et, as ad quam quo?

COLOUR PALETTE

The Thrifty Foods palette is a joyous one — giving our brand a distinct visual quality that’s bold, colourful, and of course, happy!

Our primary colours are our Thrifty Foods greens — used as the base colour of all our communications and throughout our overall brand identity. When choosing colours for typography and icons, consider them first.

Our secondary colour palette (orange, yellow, blue and pink) pairs nicely with our greens — introducing an array of fun colours that help add vibrancy and playfulness. The browns are our “Local” legacy colours — to be used primarily in any local-centric campaign.

