

# **THRIFTY FOODS**

## Introduction

To ensure an accurate and consistent representation of the Thrifty Foods brand; this manual provides guidelines, rules and examples of what is correct and incorrect use of trademarked logos.

# Wordmark & Colour

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The hierarchy (left to right) for preferred logo is indicated to the right.

Options may be used pending end use and how they need to fit within certain design scenarios.

The official colour of the Thrifty Foods wordmark is the green specified here using the international colour standard Process colour (CMYK), PMS (Pantone® Matching System) and web safe colour. All of the wordmark master files provided have been carefully calibrated to match it. Please ensure that you always use the appropriate file and do not attempt to change or adjust the colour in any way.

## The Kit

The kit includes print and web versions of the Stacked and Horizontal logos.

TF-Stacked-Logo-CMYK.ai

**THRIFTY  
FOODS**

TF-Horizontal-Logo-CMYK.ai

**THRIFTY FOODS**

Approved Colours



C: 100 M: 0 Y: 100 K: 7



Pantone 347C



Black

TF Stacked Logo

**THRIFTY  
FOODS**

Best used when centered on a page or under centered copy.

TF Horizontal Logo

**THRIFTY FOODS**

Best used when placed to the right or left of a page or text flush left or right



# Thrifty Foods Brand Guidelines - Proper Usage

## Clear Space

The clear space is the minimum “breathing room” maintained around the wordmark. It should be kept free of graphics, text and other marks. It also defines the minimum distance from the wordmark to the edge of a printed piece.

Always use the approved artwork in the Thrifty Foods kit to reproduce the wordmark correctly.

## Unacceptable wordmark renderings

Never place the logos at angles, in patterns, apply special effects or use any colours other than 100% Pantone 347 green or black.



Do not violate the brand-mark's safety margins



Do not violate the brand-mark's safety margins



Do not add effects to the brand-mark.



Low contrast



Do not change the brand-mark's orientation.



Do not outline the brand-mark



Do not distort



Do not change colour



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