

**C'MON
LET'S
GRAB A**
Wenzel's

BRAND GUIDELINES



WHO ARE WE?

This section takes a look at who Wenzel's are and what we stand for in the eyes of our consumers. It should help guide our output to ensure cohesiveness.



POSITIONING

MISSION STATEMENT

This is a statement of intent that guides everyone and everything at Wenzel's and sums it all up in one paragraph.

This isn't necessarily consumer-facing, but should be communicated throughout the business and collateral shared.

'Born and bread in London since 1975
- over the last 50 years we've earned our reputation by never compromising on quality or service and creating food that is wholesome and innovative. To this day we promise to keep bringing a wide range of freshly baked quality food to everyone, everyday. If you love food, you'll love Wenzel's.'

BRAND BREAKDOWN

The brand values are the core beliefs that Wenzel's lives and breathes everyday.

It runs through everything that we do and should be constantly referred back to when developing any communications, whether they be internal or external.

These have been developed from the brand workshop and ladder up to the four main areas of the business.

PRODUCT:

Fresh
Good quality
Handmade
A treat
Moreish

CONSUMER:

Tradespeople
Local community
Families
Schoolchildren

CULTURE:

Career building
Rewarding
Hardworking
Inclusive
Community-led

AMBITION:

Better store staff
Staff retention
Nationwide
Centre of the
local community

HOW ARE WE RECOGNISED?

Here we look at the wordmarks and strapline lockups that our brand is known for. Giving some context on how we should appear across all outputs.



SIZING
& SPACING

The example to the right shows how the Wenzel's logo should be treated to ensure its prominence and clarity.

It is essential that the clear space remains free from graphic elements, straplines, photography and typography.

The clear space is equal to the height of the "W" letterform.



MINIMUM
WIDTH

The recommended minimum width the logo can be reproduced at is 20mm for print and 60px for screen. This is to ensure legibility is preserved.

20mm/60px



COLOUR VARIATIONS

Our logo looks best in, or on, our brand orange - but here are options for some flex.

Always aim for maximum contrast with the background.

Click [here](#) to access our Shared Asset Folder.



LOGO DON'TS

To make sure the brand appears consistently, don't mess about with the logo.



× DON'T outline.



× DON'T add a drop shadow.



× DON'T alter letter sizes.



× DON'T stretch or squash.



× DON'T change the kerning.



× DON'T add any effects.

BRAND STRAPLINE

The brand strapline holds the messaging together. It should be used as frequently as possible whilst we establish the new tone of voice, but isn't necessary on every piece of communication. Sometimes the logo alone is enough.

Colour combinations should be selected based on what they are overlaying - be it one of the core brand colours, gradients or imagery.



LOGO VS.
STRAPLINE

The strapline lockup should be used as often as possible, instead of the lone logo.

It can be used in a stacked or one line layout, dependent on the spacing and layout it finds itself within.

It is at the designers discretion to decide whether it is the most appropriate context to use the “Wenzel’s” logo (often featuring ‘THE BAKERS’ tagline) as a stand alone element, instead of using the “C’mon...’ Lockup - but they should **NOT** feature together.



WHAT IS OUR VIBE?

This section explores the main colours we associate with our brand and the vibe this is intended to give.



COLOURS

PRIMARY COLOURS

The primary colours for Wenzel's are Wenzel's Orange and Bakers Charcoal along with White.

The required values for digital use are RGB and HEX, while for print it is the Pantone and CMYK values that must be followed.

Tints of these colours are not advised.

WENZEL'S ORANGE

Pantone - 021 C
CMYK - 0, 78, 94, 0
RGB - 255, 81, 0
HEX - #ff5100

BAKERS CHARCOAL

CMYK - 66, 63, 62, 55
RGB - 59, 54, 53
HEX - #3b3635

WHITE

CMYK - 0, 0, 0, 0
RGB - 255, 255, 255
HEX - #ffffff

THE WENZEL'S GRADIENT

Designed to be vibrant, recognisable and warm, the gradient creates visual contrast while remaining firmly rooted in the Wenzel's brand world.

The gradient provides an engaging backdrop that compliments and elevates the signature Wenzel's orange, allowing it to stand out effectively when layered on top.

- ①

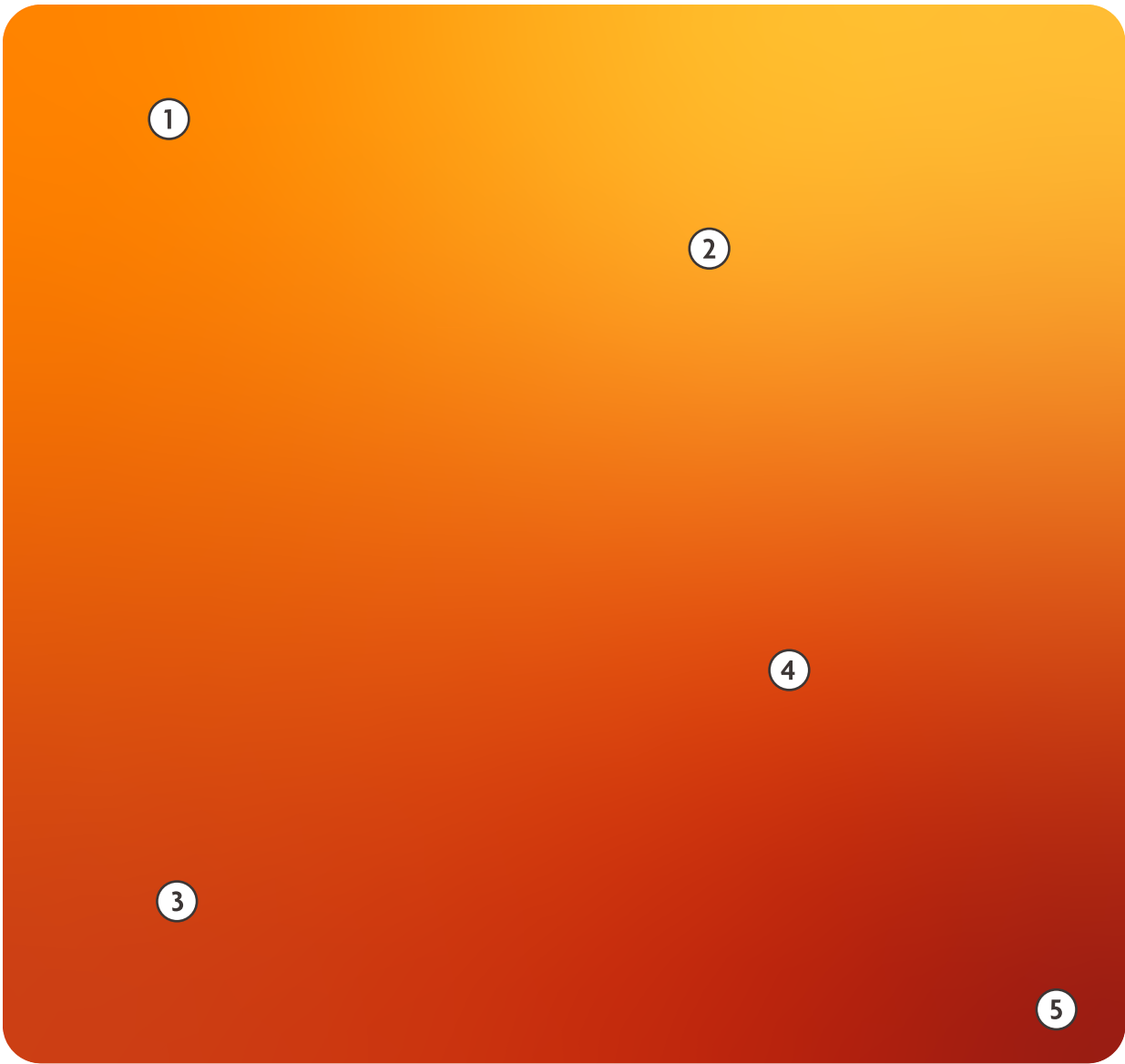
CMYK – 0, 57, 100, 0
RGB – 246, 143, 53
Hexcode – f68f35
- ②

CMYK – 0, 37, 91, 0
RGB – 251, 178, 74
Hexcode – fbb24a
- ③

CMYK – 13, 88, 100, 3
RGB – 191, 75, 39
Hexcode – bf4b27
- ④

CMYK – 9, 88, 100, 2
RGB – 201, 79, 39
Hexcode – c94f27
- ⑤

CMYK – 25, 99, 100, 22
RGB – 143, 42, 29
Hexcode – 8f2a1d



HOW DO WE USE OUR FONTS?

Here we discuss how we do our talking, using certain brand fonts and when each should be used.

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TYPOGRAPHY

BRAND
FONTS

Chunko Bold is Wenzel’s Title font. This should appear big and bold on graphical assets for both digital and print.

Agenda remains, in the weights you see on the far right, as the primary brand typeface. Its wide selection of weights makes it a versatile font that can be used across brand communications.

Click [here](#) to access our Shared Asset Folder.

TITLE

HEADLINE

AaBbCcDdEeFfGg
0123!"#%

The quick brown fox jumped
over the lazy dog

12345678910!@£\$%^&*?>

The weights below are suggested for usage throughout the brand, but the wider font family can be used if the designer deems appropriate:

Black Extra Condensed is to be used for hero headlines outside of campaign advertising.

Semi-Bold is to be used for all headers and sub-headers within copy across print and digital communications and materials. It can also be used to highlight or emphasise intro and body copy text.

Regular is to be used for body copy across print and digital communications.

Light is be used as a substitute if regular will not give the required hierarchy.

HOW TO SHOOT LIKE US?

This section gives examples of our photographic art style, showing how our products should appear and be heroed.

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PHOTOGRAPHY

PHOTOGRAPHY ART STYLE

The photograph heroes the product and makes it as appetising as possible.

To highlight every delicious aspect of the food, we use high-intensity lights to bring warmth and colour to the food.

The products are all shot in situ on coloured paper with an infinity curve. This allows for realistic shadows and real crumbs and flakes to sit around the product adding to its handmade authenticity.

The food itself is stuffed full, almost bursting at the seams to add a sense of guaranteed satisfaction to the shot.

Click here to access our Shared Asset Folder.



LET'S PUT IT ALL TOGETHER

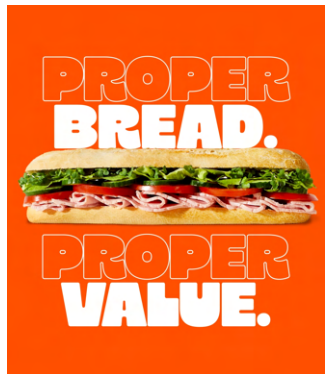
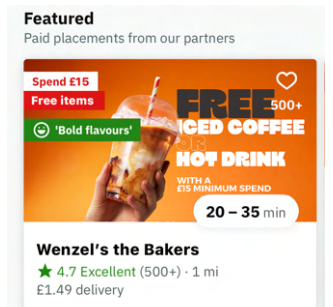
And finally, we look at how all elements discussed in this document work together to create our brand through our output both physical and digital.

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APPLICATION

APPLICATION EXAMPLES

The following examples are the brand in action using the guidelines described in this document.



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