

Gauri Abhay Kulkarni

Brand Guidelines

About Us

At Brickle we believe food and culture go hand in hand. Situated in Brixton, Brickle is a place where the Afro-Jamican community can come together to share stories, traditions over some delicious food. So Brickle is not just a community kitchen, it is a hub for passing down the knowledge and history behind every dish we make. We are all about connecting generations, with older community members sharing their rich cultural knowledge and younger generations soaking it all in.

Whether you are young or old, everyone has something to share at Brickle. Our goal is to bring people together and to celebrate where we come from and we do this through the food we make and the stories we share.

01

Welcoming

We believe in a sense of community where everyone irrespective of age are invited to share and learn about the Afro-Jamaican culture in a comforting environment.

Connection

Our mission is to bring people together irrespective of their age, fostering relationships that transcend generations and celebrate their culture together.

Family

We are family oriented and make everyone who joins Brickle feel like home, radiating the warmth of the Afro-Jamaican culture.

Our Values

The Logo

Our logo reflects the heart of our culture and our love for food with the jerk chicken and ackee fruit being a part of its core. It plays a vital role in establishing Brickle as a fun, welcoming community, where food brings people together.



Brickle

Logo colours

Brickle

Brickle

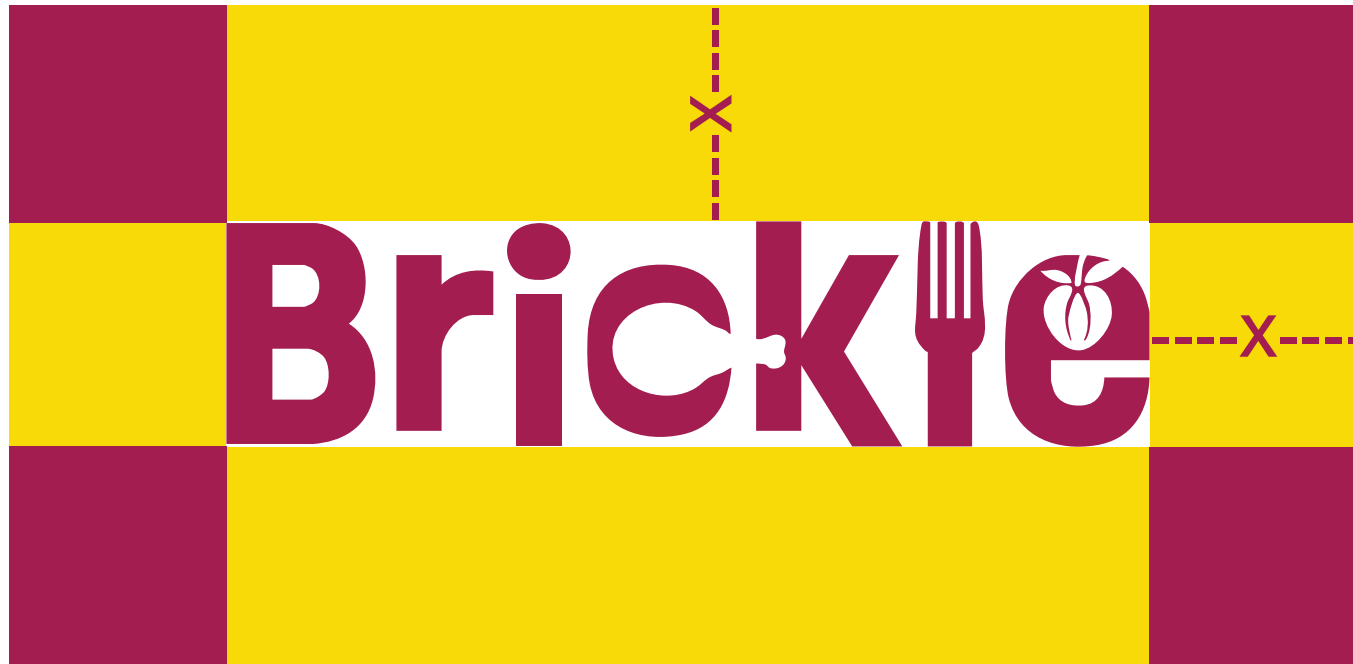
Brickle

Brickle

Brickle

Brickle

Exclusion zone

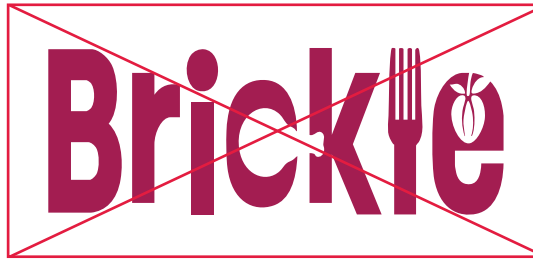


The exclusion zone is the area in which no other graphic elements or text should appear and the closest that the logo can come to the edge of the page. X is the size of the letter B in the logo.

Logo do not's



Do not change the logo orientation.



Do not change the proportions of the logo.



Do not change the colour of the logo, always use the brand colours.



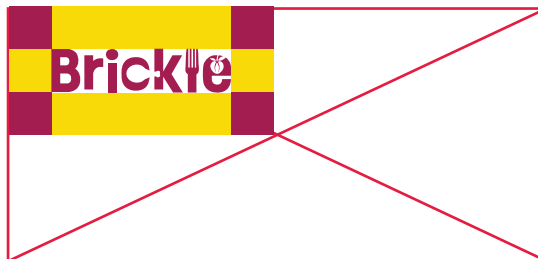
Do not add an outline to the logo or display the logo as an outline.



Do not add special effects to the logo.



Do not use the logo on a busy background if it diminishes its legibility.



Do not place any elements in the logo's exclusion zone.



Do not crop the logo, make sure the entire logo is visible.



Do not use the logo on coloured backgrounds apart from the brand colours.

Colour Palette

Our colour palette reflects the fun and vibrant spirit of the Afro-Jamaican community. The shades of red represent the spicy flavours of our food, while the yellow symbolizes the natural resources and richness of our homeland. The green represents the natural beauty and lush vegetation that surrounds us. Together, these colours capture the essence of our culture and heritage.

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Primary

CMYK - 29, 100, 51, 13
RGB - 164, 29, 81
HEX -#A41D51

CMYK - 2, 11, 100, 0
RGB - 252, 218, 0
HEX -#FBDA00

CMYK - 69, 10, 98, 1
RGB - 91, 169, 71
HEX -#5BA947

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

CMYK - 75, 68, 67, 90
RGB - 0, 0, 0
HEX -#000000

Secondary

CMYK - 5, 100, 76, 0
RGB - 225, 29, 64
HEX -#E11D40

CMYK - 39, 94, 55, 35
RGB - 118, 34, 64
HEX -#762240

CMYK - 13, 22, 100, 0
RGB - 226, 189, 35
HEX -#E2BD23

CMYK - 87, 33, 100, 25
RGB - 26, 107, 54
HEX -#1A6B36

CMYK - 81, 44, 92, 49
RGB - 35, 73, 40
HEX -#234928

Primary colours for text

A kitchen full of stories.

A kitchen full of stories.

A kitchen full of stories.

A kitchen full of stories.

Secondary colour for text

A kitchen full of stories.

The Typography

Our primary typeface is Ruddy Bold, which is used in our logo. It is fun and playful making it the best typeface to grab the attention of our young audience. This typeface should be used in the logo only.

In contrast, our secondary typeface is Helvetica Neue. It is clean, simple and modern making it suitable for all categories and adaptable across digital and print communication.

04

Primary - ONLY used for the logo

Ruddy Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*()

Secondary - All communications

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Helvetica Neue Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Helvetica Neue Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()

Meet Our Mascots

We have two amazing mascots, Auntie Zuri and Rico, who are the heart of the Brickle Family and represent the old and the young members of our community at Brickle.

Auntie Zuri has lived through so much and has a lifetime of stories to share, while Rico loves his ethnic food and is eager to learn and connect with his roots. Both of them represent the warm spirit of Brickle, a space where food brings all of us together.





Hello Children! It's Auntie Zuri here! Hello Children! It's Auntie Zuri here!

**Hello Children! I am
Auntie Zuri! I am here
to share stories and
some delicious food
recipies of the
Afro-Jamaican
culture!**

Mascot usage

Our mascots, Auntie Zuri and Rico, are key to sharing the cultural stories and recipes of the Afro-Jamaican food. They should remain unchanged and always communicate in a warm, inviting and playful tone that Brickle embodies. Both of them are at the heart of the Brickle community and bring our fun and vibrant culture to life.



The Patterns

We have created patterns that incorporate our vibrant colour palette and can be used as branding elements. Please ensure that the provided patterns are used, and no new ones are created.





Brickle Brickle Brickle
Brickle Brickle Brickle Brickle
Brickle Brickle Brickle
Brickle Brickle Brickle Brickle
Brickle Brickle Brickle
Brickle Brickle Brickle Brickle
Brickle Brickle Brickle

Brickle

Brand Guidelines



Tone Of Voice

Brickle is a fun and vibrant space, built of a strong sense of community. Our tone is warm and welcoming. We at Brickle, take pride in our culture, roots and heritage, and we encourage the next generation to embrace and learn about it as well. At Brickle, we are playful, vibrant and always full of energy, creating an atmosphere where everyone feels like family.

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Warm & Inviting

The tone of voice should be of a caring family member, creating an atmosphere of comfort and belonging.

Example -

“Come in, grab a seat and let’s cook something special together!”

Culturally Proud

The tone of voice should highlight the Afro-Jamaican heritage with respect and celebration, while remaining accessible to everyone.

Example -

“This isn’t just food, it’s a story of our people passed down from one generation to the next.”

Encouraging

The tone of voice should inspire participation and learning.

Example -

“Auntie Zuri is waiting! come cook, share and make memories at Brickle!”

Playful & Vibrant

Reflects the joyful and lively energy of the Afro-Jamaican culture, especially in posts aimed at younger audience.

Example -

“From pot to plate! Let’s stir up some magic together!”

Use of Imagery

Our imagery celebrates the essence of Brickle by showcasing generations coming together to cook traditional dishes, the rich and vibrant Afro-Jamaican culture, images that capture moments of people sharing stories and cooking food together and ofcourse the delicious food. We also use user-generated content and every image radiates warmth, homeliness, fun and joy!

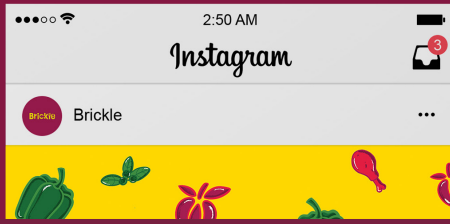
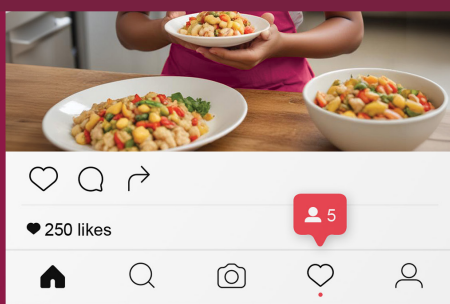
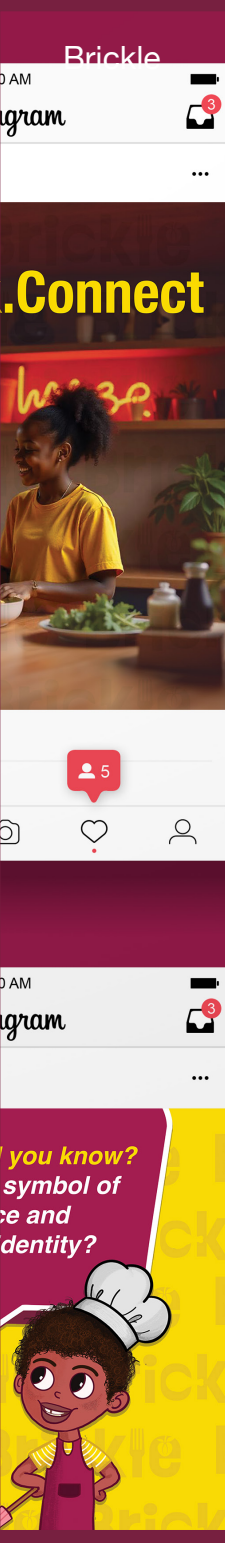
08



Social Media

We are active on social media and showcase our community kitchen, highlighting generations coming together to cook traditional dishes, and capture moments of people sharing stories and reaching milestones in cooking. Our social media features the delicious food created by our community members and plenty of posts about our workshops. Auntie Zuri and Rico are often seen sharing stories on our social media handles! Be sure to use our brand colours and elements to maintain the warmth and vibrancy of our culture in all social media communications.

The image shows the lowercase letters 'o' and 'g' in a bold, rounded, sans-serif font. The letters are a dark green color and are positioned on the right side of the page, overlapping the yellow background. The 'o' is a simple circle, and the 'g' has a small hook at the bottom.



Brand Guidelines



Brickle On Wheels

Brickle on wheels as the name suggests, takes our community kitchen on the move! This food truck travels across Brixton, sharing the rich cultural stories and delicious Afro-Jamaican cuisine made by our old and young generations together! The branding of the truck reflects the vibrant and fun spirit of Brickle, with Auntie Zuri and Rico taking the spotlight, spreading joy and cultural pride wherever they go!

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Brickle On Wheels in Brixton Market















Brand Merchandise

Here are some merchandise items for Brickle that bring our community kitchen to life as a brand.















