



ABOUT THE CLIENT

Luxury gourmet chicken restaurant based in Barcelona.
Website: www.cocoricoandco.com

BRIEFING

It was very important for the guys at Cocorico & Co that the Visual Identity conveyed the whole idea of gourmet take away chicken as a fun experience. The designed had to be friendly but also look luxurious and sophisticated at the same time.

To translate this philosophy on their take away packaging was also very important.

COCORICÓ & CO

Logo & Brand Identity Guidelines

by Designer MP

What is a “Brand Manual”?

Brand Manual (also known to as “brand standards”, “brand guidelines” or “brand book”) are essentially a set of rules that explain how your brand works. These guidelines typically include basic information such as: Design layouts and grids, page applications, flyer layout, editorial guidelines, etc. Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

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0.1 Brand Tones

What is a brand's "Tone"?

A tone reflects your brand's personality, helps you connect with your audience, is what makes you unique.

It describes how your brand communicates with the audience. It influences how people perceive your messaging.

Your company's tone of voice represents your brand's values. Builds trust and makes your brand memorable.



0.2 Logo Specifics

Logo Clear Space

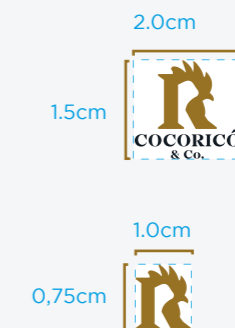
Outside of the Blue indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.



Minimum Size

The logo reproduces well at almost any size. Going too small, however, can damage the logo's integrity and effectiveness. Avoid reproducing the logo smaller than:



0.3 Typography

Typography is another visual element of your brand style guide, but it isn't just the font you use in your company logo. Typographic guidelines can support your blog design the links and copy on your website, and even a tagline to go with your company logo.

Pairing the right fonts

Like any art form, typography doesn't have any absolute rules that have to be followed. But it is helpful to understand and use some best practices when you're pairing brand fonts in order to end up with a result that's visually pleasing.

The key to pairing fonts is creating contrast, whether it's through mixing up font categories, font weights or font sizes.

The differences in font categories, weights and sizes don't have to be over the top, but it they do need to be noticeable.

Mirador is the primary font used for the logotype/logo wording.

When to Use:

It can also be used as the for titles and main fonts for ads, stationery, website, brochures

About this font

MIRADOR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Mirador is a powerful neoclassical font family designed for various usages: ranging from editorial and corporate design to web, interaction and product design. It is a contemporary take on high contrast typefaces that have never gone out of style. Defined by elegance, tradition and timelessness. Although Mirador seems to be a display font at first glance, its proportions and design reveal a powerful and characteristic workhorse when set in smaller sizes. Mirador comes in 10 weights with matching italics. It is equipped with ligatures, a large set of alternative glyphs and many more opentype features.

Gotham is the secondary font used for taglines and to accompany the primary font when appropriate.

When to Use:

It can be used to complement the main font for print material, website, etc

About this font

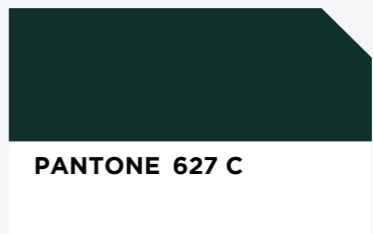
GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

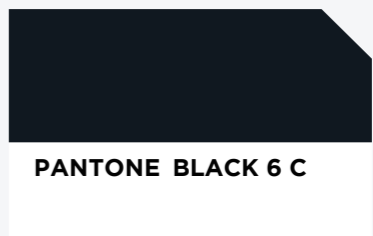
Gotham is a new typeface that feels somehow familiar. Gotham inherited an honest tone that's assertive but never imposing, friendly but never folksy, confident but never aloof. The inclusion of so many original ingredients without historical precedent — a lowercase, italics, a comprehensive range of weights and widths, and a character set that transcends the Latin alphabet — enhances these forms' plain-spokenness with a welcome sophistication, and brings a broad range of expressive voices to the Gotham family. Gotham celebrates the attractive lettering of New York, an engineer's idea of "basic lettering" that transcends both the characteristics of their materials and the mannerisms of their makers.

0.4 Color Specifications

Green



BLACK



GOLD



0.5 Logo Styles

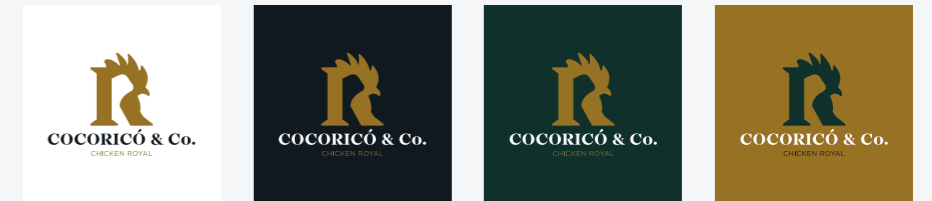
Primary Logo

This is your main go-to version of the logo



Secondary Logo

It should be used in cases where further context is appropriate



Logomark

The Logomark may be used individually when appropriate.



Solid Color Versions

Only these solid color versions are recommended to be used



0.6 Logo Best Practice

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo. Some examples of logo missuse are shown below.



Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Logomark

Do not use any other font, no matter how close it might look to the original.



Do Not: Logomark

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Logomark

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



0.7 Mockups

A mockup is a photomontage in which you can see your design on real objects to get a better idea of how the end-product could look like in real life.



0.8 Interior/Exterior Design

This was a collaboration work done with www.verdadera-magnitud.com



RESTAURANT
COCORICÓ
& Co.
ROSTISSERIA

COCORICO & Co.
R
CHICKEN ROYAL

R
TAKE AWAY

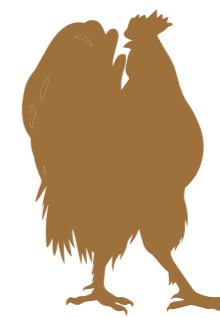
R
CHICKEN ROYAL

R
PER A EMPORTAR

R COCORICÓ & Co.
CHICKEN ROYAL



0.9 Brand Elements



10 Stationary



11 Social Media



Cocorico&Co
@cocorico&co

- Home
 - Posts
 - Videos
 - Photos
 - About
 - Likes
- Create a Page



Liked Following Share

Send Message

Cocorico&Co
16 hrs · 🌐

Your text here



Like Comment
Mkt Comunicacion, Ifeanyi Ezurukam and 42K others
1,527 shares

Artist

Invite friends to like this Page

The Official Cocorico&Co Facebook Page

20,803 people like this and 20,779 people follow this

About See All
cocorico&co.com
Chicken Royal

12 Packaging

