Style Guide

Consider these guidelines a tool to help you make the right choices when using your brand identity. This guide will walk you through what to do and what not to do with the logo, color palette, typography, and other graphic elements of your brand.

On the following pages, every brand element is presented individually to showcase the detail and depth of the various pieces that create the sum of your holistic brand identity. Each page provides explicit instructions and rules for application, placement, and usage. Wherever possible, visual examples are shown to help illustrate these rules.

In order to maintain a consistent voice and aesthetic, we invite you to review these guidelines when adapting your brand to new concepts, contexts, and/or applications.

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Branding designed by Lovably
in New York City

Should you have any questions regarding usage or placement of the your brand, please feel free to email hello@lovably.com.

Wordmark

Peachtree

The Peachtree wordmark is a custom typographic logo, designed and crafted specifically for your brand.

Never alter or recreate the mark.

Included in your Brand Identity Package are four variants — Black, White, Color, and 60% Black — each set in two file formats — SVG and PNG.

SVG is a vector format well suited for print and digital applications at any size or resolution.

PNG is a raster-graphics format well suited for digital images and graphics, especially those intended to be shared online. It should never be used for print applications.

Placement

We encourage you to become familiar with the correct placement of the wordmark, as displayed in the various examples above.

Never flip, distort, stretch, or rotate the wordmark. Never fill with off-brand colors or use in combination with the venue logos.

Color Palette

PANTONE 11-0601 TCX
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

PANTONE 487 C
C:0 M:29 Y:36 K:9
R:233 G:159 B:140
#E99F8C

PANTONE Black 6 C
C:75 M:68 Y:67 K:90
R:0 G:0 B:0
#000000

This is the exclusive color palette for the Peachtree brand. For use in digital applications, use the specified HEX (#------) color codes. For printing, use PANTONE or CMYK.

The wordmark should be set in 60% black when placed atop the peach color. When placed atop a white background, it should be set in color.

In certain scenarios, such as atop solid black or certain images, the mark may appear in solid white.

Never allow the mark to appear atop any color or opacity level not included in the brand color palette.

Descriptor

Peachtree

CATERING & EVENTS

A version of the logo with a descriptive tagline has also been prepared and is included in your Brand Identity Package in all styles and formats previously outlined on Page 4.

This version should be used sparingly for contexts in which Peachtree's modus operandi is not otherwise apparent.

Whenever possible, try to use the stand-alone wordmark in conjunction with copy that portrays who Peachtree is in a more subtle and personal manner.

Typography

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Large Headings

IvyMode, SemiBold
The Ivy Foundry
Available for purchase at fonts.adobe.com

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Body and Small Headings

Acumin Pro, Regular
Adobe
Available for purchase at fonts.adobe.com

Venues

P A R Q U E

The Parque wordmark is a custom typographic logo, designed and crafted specifically for Parque Ridley Creek.

Do not use this mark combined with the main Peachtree wordmark. Never alter or recreate it.

The Parque wordmark is included in your Brand Identity Package in all styles and formats previously outlined on Page 4.

PANTONE 11-0601 TCX
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

PARQUE

PANTONE 410 C
C:0 M:6 Y:6 K:49
R:81 G:72 B:72
#817272

PARQUE

PANTONE Black 6 C
C:75 M:68 Y:67 K:90
R:0 G:0 B:0
#000000

PARQUE

The wordmark should be set in 60% black when placed atop the brown color. When placed atop a white background, it should be set in color.

In certain scenarios, such as atop solid black or certain images, the mark may appear in solid white.

Never allow the mark to appear atop any color or opacity level not included in the brand color palette.

PARQUE

RIDLEY CREEK

A version of the logo with a descriptive tagline has also been prepared and is included in your Brand Identity Package in all styles and formats previously outlined on Page 4.

P O M M E

The Pomme wordmark is a custom typographic logo, designed and crafted specifically for Pomme Radnor.

Do not use this mark combined with the main Peachtree wordmark. Never alter or recreate it.

The Pomme wordmark is included in your Brand Identity Package in all styles and formats previously outlined on Page 4.

PANTONE 11-0601 TCX
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

P O M M E

PANTONE 5625 C
C:7 M:0 Y:5 K:44
R:125 G:142 B:128
#7D8E80

P O M M E

PANTONE Black 6 C
C:75 M:68 Y:67 K:90
R:0 G:0 B:0
#000000

P O M M E

The wordmark should be set in 60% black when placed atop the green color. When placed atop a white background, it should be set in color.

In certain scenarios, such as atop solid black or certain images, the mark may appear in solid white.

Never allow the mark to appear atop any color or opacity level not included in the brand color palette.

P O M M E

R A D N O R

A version of the logo with a descriptive tagline has also been prepared and is included in your Brand Identity Package in all styles and formats previously outlined on Page 4.

Brands In Use

A business card template has been designed and is included as a Photoshop PSD file in your Brand Identity Package.

Only names and titles should be changed when preparing cards. For boutique printing services, please contact Lovably.

P O M M E

PEACHTREE CATERING AND EVENTS
175 KING OF PRUSSIA ROAD
RADNOR, PA 19087

E: SALES@PEACHTREECATERING.COM
P: 484.580.8260

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POMMERADNOR.COM

Peachtree

PEACHTREE CATERING AND EVENTS
175 KING OF PRUSSIA ROAD
RADNOR, PA 19087

E: SALES@PEACHTREECATERING.COM
P: 484.580.8260

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VENUES:
PARQUE RIDLEY CREEK
POMME RADNOR

PEACHTREECATERING.COM

P A R Q U E

PEACHTREE CATERING AND EVENTS
175 KING OF PRUSSIA ROAD
RADNOR, PA 19087

SALES@PEACHTREECATERING.COM
484.580.8260

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PARQUE
RIDLEY CREEK STATE PARK
351 GRADYVILLE ROAD
NEWTOWN SQUARE, PA 19073

PARQUERIDLEYCREEK.COM

A letterhead template has been designed and is included as a PDF file in your Brand Identity Package.

For optimal balance and legibility, we recommend carefully setting your margins and typography to correspond with the specifications provided.

<u>Margins</u>

Top	2.5 in
Bottom	0.75 in
Left	3.27 in
Right	0.34 in

<u>Typography</u>

Font	Acumin Pro
Weight	Regular
Size	11 pt
Leading	13 pt
Tracking	0

Social media assets have been designed and are included as JPG files in your Brand Identity Package.

Conclusion

Your brand is a primary point of connection with your customers and the world, making it one of your most valuable assets.

We design our brands to last a lifetime, but consistency of usage and execution is absolutely essential in making this goal a reality.

It is with great pride and care that we hand this brand off to you. As our beloved client, we trust your judgement and are confident that you will handle your new identity with the utmost care and attention to detail.

Cheers from New York City,
Lovably

For all branding or usage questions or concerns, please contact Lovably.

hello@lovably.com
212.417.0188

8AM - 4PM
Monday - Friday

lovably.com
@lovably

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