

# Style Guide

“Honesty is the foundation of good design.”

— Dieter Rams

Consider this guide a reference tool for using the Pêche brand. Each element is presented individually to highlight the brand’s depth and precision. When applied cohesively, these components form the foundation of Pêche’s Brand Program.

This document outlines explicit instructions for the brand’s application, placement, and usage. Wherever possible, visual examples clarify these principles. To preserve a consistent voice and aesthetic, we encourage you to consult this guide when extending the brand to new concepts, contexts, and applications.

Introduction	2
Index	4
Logo	5
Wordmark	6
Modifier	7
Clearance	8
Scale	9
Restrictions	10
Color	11
Palette	12
Usage	13
Typography	14
Primary Typeface	15
Secondary Typeface	16
Hierarchy	17
Conclusion	18

Logo

The Pêche wordmark is a proprietary typographic logo, designed exclusively for this brand. It is a fixed asset and must not be redrawn, modified, or altered in any circumstance.

The Brand Program includes approved Charcoal, Persimmon, Oyster, and White color variants for both digital and print applications. A petit variant ensures optimal legibility at small sizes.

**RGB** files are designated for digital use, including websites, presentations, and on-screen graphics. **CMYK** files are designated for four-color print production.

Each variant is supplied in all required formats for both digital and print use. **SVG** is a vector format optimized for digital environments, including web and interface applications. **PDF** is the preferred vector format for modern print workflows and general-purpose sharing. **EPS** is included for legacy print systems that may still depend on it.

**PNG** is a raster format intended solely for digital applications and must never be used in print production, as it will result in image degradation and color inconsistency.

pêche

The Pêche modifier is a proprietary mark, designated for applications in which the clarity of the wordmark alone is insufficient. It is a fixed asset and must not be modified, redrawn, or altered in any way.

The Brand Program includes approved Charcoal, Oyster, and White color variants for digital and print applications. The modifier should never appear in Persimmon.



To preserve the integrity and visibility of the Pêche wordmark and modifier, a minimum clearance must be maintained on all sides. This area isolates the mark from competing visual elements such as text, imagery, and other graphics.

The required clearance is defined by the height of the letter ‘p’ in the Pêche wordmark. Maintain a clear area equal to at least 1× on all sides of the mark. No other graphic or typographic element may encroach upon this space.





To ensure legibility and visual clarity, the Pêche logo must not appear smaller than the following sizes:

- Logo with Modifier: 2.5 in
- Logo: 2 in
- Petit Logo: 0.5 in

Use vector file formats (PDF or SVG) whenever possible to preserve sharpness at all sizes and resolutions. Raster formats (e.g., PNG) should only be used at or above the specified minimum sizes to prevent pixelation or degradation.

pêche

pêche

pêche

pêche

pêche

pêche

To maintain the recognizability of the Pêche brand, the wordmark and modifier must always appear exactly as specified in these guidelines. Any alteration compromises the consistency and effectiveness of the brand.

The provided examples illustrate improper uses of the Pêche logo, all of which are strictly prohibited.

Always use official brand assets from the Pêche Brand Program to ensure visual consistency across all applications.

The logo consists of the word "pêche" in a lowercase, orange, sans-serif font. Below it, the word "CATERING" is written in a smaller, uppercase, orange, sans-serif font.

Do not use the logo with any accompanying text unless explicitly specified in an approved lockup.

The word "pêche" is written in its standard orange font, but the entire wordmark is tilted at an angle.


Do not alter the proportions, stretch, compress, or rotate the marks.

The word "pêche" is shown in its standard orange font, but it is heavily blurred, making the letters indistinct.


Do not redraw, outline, or add effects such as shadows, gradients, or textures.

The word "pêche" is written in a yellow color, which is not the official brand color.

Do not change the mark's color or fill it with non-brand colors, imagery, or patterns.

The word "pêche" is written in orange, but it is placed on a solid pink rectangular background.

Do not place the mark on backgrounds that compromise legibility or contrast.

The word "pêche" is written in orange, but the second 'e' has an additional accent mark above it, changing the spelling.

Do not add, remove, or rearrange elements of the mark.

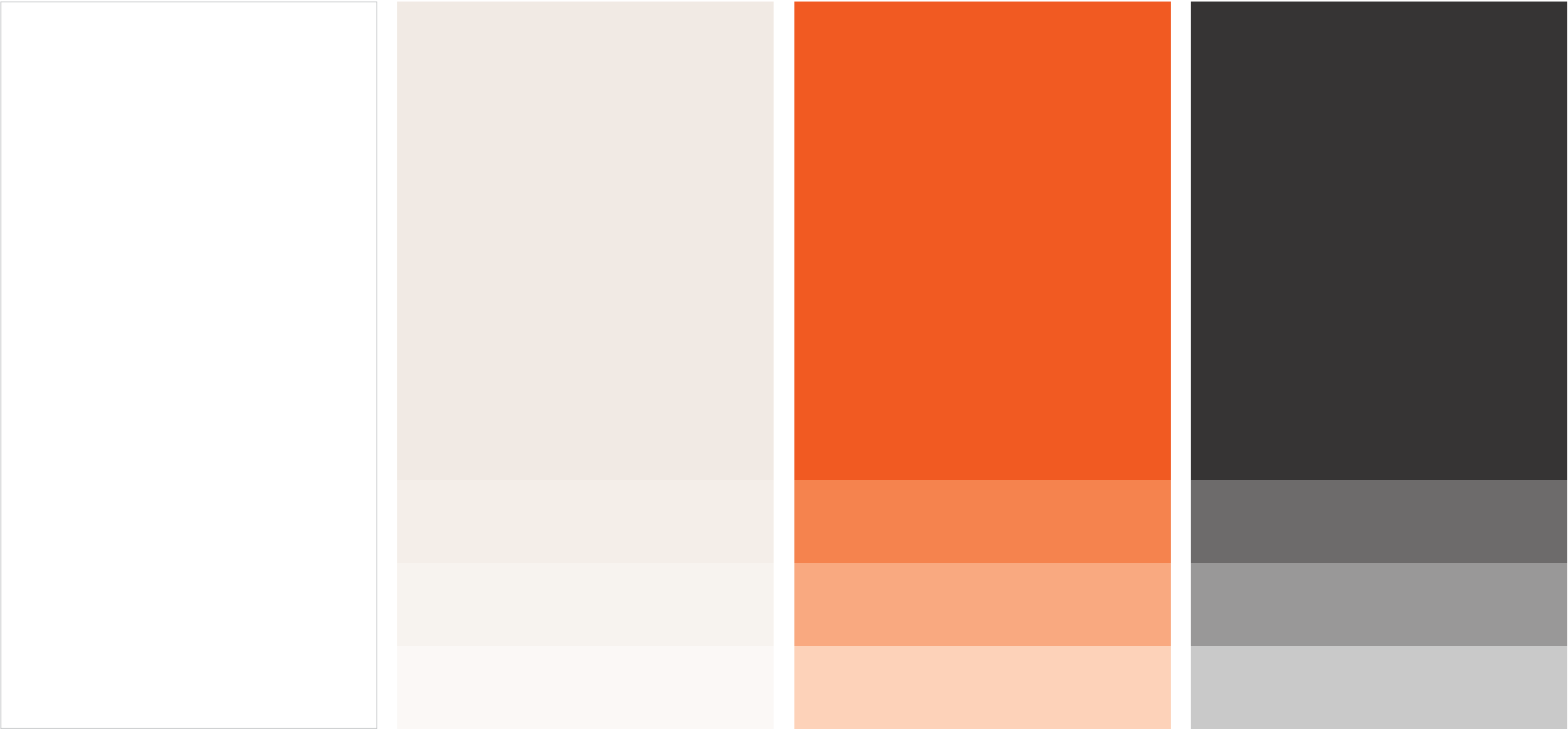
# Color

Color is a defining component of the Pêche identity. Each hue has been carefully selected to reflect the brand’s tone and aesthetic.

The palette consists of a primary set of colors, each accompanied by lighter tints (75%, 50%, and 25%) for use in extended applications such as backgrounds, accents, or supporting graphics. These tints provide flexibility while maintaining visual cohesion.

Each color is defined with precise values for print and digital use: **CMYK** for four-color process printing, **RGB** and **HEX** for digital applications, and **PANTONE** for spot-color printing.

Only the approved colors and tints shown here may be used. Consistent use of these colors ensures the integrity of the Pêche brand across all media.



Name

Pantone

CMYK

RGB

HEX

White

N/A

0, 0, 0, 0

255, 255, 255

#FFFFFF

Oyster

PANTONE 9244 C

2, 4, 6, 2

241, 234, 228

#F1EAE4

Persimmon

PANTONE 165 C

0, 80, 100, 0

241, 90, 34

#F15A22

Charcoal

PANTONE Black C

2, 4, 6, 92

43, 42, 42

#2B2A2A

Proper usage is essential to maintaining the clarity and legibility of the Pêche brand. The examples on this page demonstrate correct use of the logo across a variety of color fields.

The Pêche wordmark and modifier should always appear in a color that provides strong contrast against the background. Use the **Charcoal** or **Persimmon** logo on White backgrounds. Use the **Charcoal** logo on Oyster backgrounds. Use the **Oyster** logo on Charcoal backgrounds. Use the **White** logo on Persimmon backgrounds or images.

Consistent, deliberate use of color ensures the Pêche identity remains clear, legible, and recognizable in all contexts.



The examples on this page illustrate acceptable color applications.

# Typography

ITC Avant Garde Gothic is the primary typeface of the Pêche identity. When used for headings, it defines the brand’s voice through clean lines and modernism.

Only the approved weights and styles may be used. Do not substitute or modify the typeface.

Licensed fonts for desktop and web use are available in Adobe Fonts.

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  
1 2 3 4 5 6 7 8 9 0

Avenir Next LT Pro serves as the secondary typeface for longer texts. It complements the primary typeface while ensuring legibility across media.

Only the approved weights and styles may be used. Do not substitute or modify the typeface.

Licensed fonts for desktop and web use are available in Adobe Fonts.

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  
1234567890



A clear typographic hierarchy ensures consistency, legibility, and order across all Pêche communications. This hierarchy defines how type styles relate to one another—establishing rhythm, scale, and emphasis throughout the system.

Large headings should confidently express the brand’s tone, using the primary typeface in designated weights and sizes. Small headings provide structure and transition, guiding the reader through content. Body text should maintain optimal legibility and balanced line spacing across print and digital applications. Captions and annotations may use smaller sizes, but must remain legible and consistent in style.

**Large Heading**  
ITC Avant Garde Gothic, Extra Light  
72 pt leading  
0 tracking

Once upon a time60 pt

**Medium Heading**  
Avenir Next LT Pro, Regular  
36 pt leading  
0 tracking

You dressed so fine30 pt

**Small Heading**  
Avenir Next LT Pro, Regular (Small Caps)  
18 pt leading  
0 tracking

YOU THREW THE BUMS A DIME IN YOUR PRIME, DIDN’T YOU?15 pt

**Body**  
Avenir Next LT Pro, Regular  
14.4 pt leading  
0 tracking

People’d call, say, “beware doll, you’re bound to fall,” you thought they were all kiddin’ you. You used to laugh about everybody that was hangin’ out. Now you don’t talk so loud. Now you don’t seem so proud about having to be scrounging for your next meal.12 pt

**Caption**  
Avenir Next LT Pro, Regular  
9.6 pt leading  
0 tracking

How does it feel, how does it feel? To be without a home. Like a complete unknown. Like a rolling stone. You’ve gone to the finest schools, all right, Miss Lonely, but you know you only used to get juiced in it. And nobody’s ever taught you how to live on the street and now you’re gonna have to get used to it. You said you’d never compromise with the mystery tramp, but now you realize. He’s not selling any alibis, as you stare into the vacuum of his eyes, and ask him, “Do you want to make a deal?” How does it feel? How does it feel? To be on your own. With no direction home. A complete unknown. Like a rolling stone.8 pt

# Conclusion

The Pêche Brand Program is designed to ensure a unified and enduring expression across all environments and media. Consistent application of these standards preserves its clarity, credibility, and distinct character.

Every element has been developed to work together as a cohesive system. Adherence to these principles enables clear communication and strengthens recognition of the brand over time.

All future applications and adaptations should be approached with care and respect for the guidelines outlined. As the brand evolves, this document should be updated accordingly.

For questions, please contact Lovably.

