

RELIISH

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# OUR BRAND IDENTITY

BRAND FOUNDATION

Relish is the modern eco network. We are the Canadian authority on contemporary, urban living for the fashion forward and the forward thinking. Relish is a consumer destination that covers food, beauty, fashion, design, lifestyle, entertaining, travel and home.

Our mantra? There is no need to compromise lifestyle in order to be conscientious.

We feature video-based programming that celebrates contemporary living, always with a layer of stylish environmental responsibility.

Value Proposition



BRAND FOUNDATION

Celebratory! We offer a sense of occasion every day, through a positive and inspirational tone. We are sophisticated and fashionable, without being pompous.

Relish with us! Join us at the table and make conversation.

Our Personality



LOGO

Our logo is formed by multiple blocks that provide an explosion of contrasting colour. It represents the different forming blocks of our programming, and our fresh and stylish personality.

Just like a food dish has multiple ingredients, or a piece of furniture has multiple components, or a fabric pattern has multiple elements, our logo has multiple blocks that come together to form an uplifting and celebratory identity mark.



Primary Logo

LOGO

Our primary logo only exists in 3 versions:

- Full Colour
- White
- Black.

For black or dark backgrounds, it should remain in full colour. Its character provides enough contrast so that it stands out without requiring any modifications.

In situations when only one colour is available, our logo should remain all white, and should only be applied against a solid background in our Tangerine colour.

For deliverables with no colour options, our logo can be applied in all white or all black.

Primary Logo Variations





LOGO

There will be situations where our primary horizontal logo will not work for the space or format available. In those cases, our stacked logo can be utilized.

This stacked version of our logo also follows the concept of multiple blocks and sections that form our name.

Stacked Logo



LOGO

Our stacked logo only exists in 3 versions:

- Full Colour
- White
- Black.

For black or dark backgrounds, it should remain in full colour. Its character provides enough contrast so that it stands out without requiring any modifications.

In situations when only one colour is available, our logo should remain all white, and should only be applied against a solid background in our Tangerine colour.

For deliverables with no colour options, our logo can be applied in all white or all black.

Stacked Logo Variations



LOGO	Icon
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Our logo icon only exists in its full colour version.This is such a simplified representaiton of our brand, that all 3 colours must remain present so that it truly expresses our personality and core message.

This logo icon is geared towards mobile app icons, webpage ID icons, and other electronic deliverables that require a simpler and smaller version of our logo.

It can be applied over dark or black backgrounds, as its character provides enough contrast so that it stands out without requiring any modifications.



LOGO	Minimum Size
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For legibility purposes, the minimum measurements at which our logo marks can be proportionately scaled down are as follows:

Primary Logo: 0.75in wide

Stacked Logo: 0.55in tall

Logo Icon: 0.35in wide



0.75in



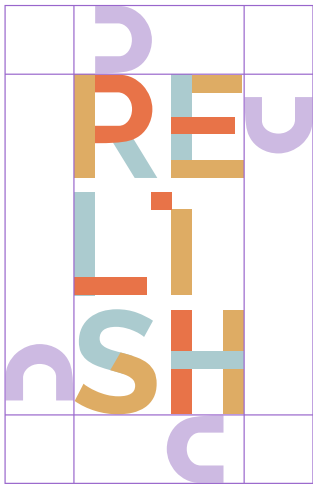
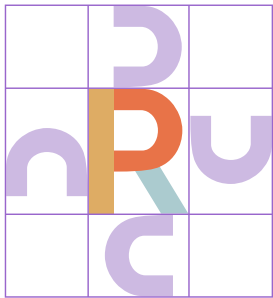
0.35in



0.55in

LOGO

There must always be a specific amount of empty space around our logo, which is determined by the size of the Tangerine section of the letter R, as indicated in the following diagrams:



Safe Space

LOGO

Our logo marks absolutely must not be sheared, stretched, or rotated in any way.

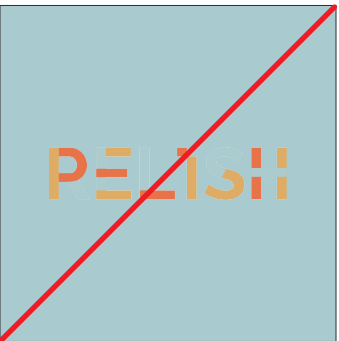
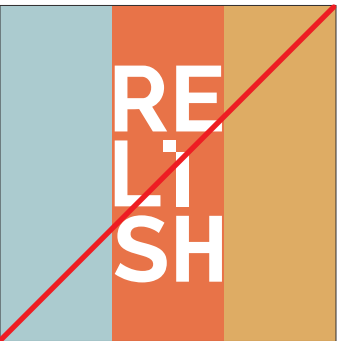
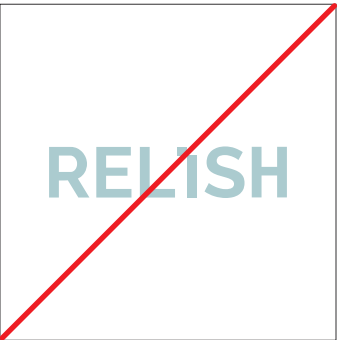
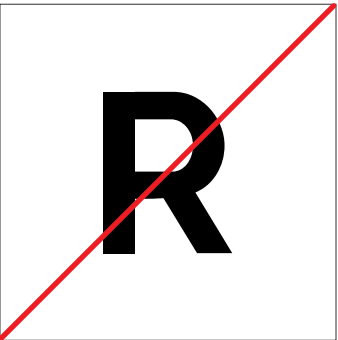
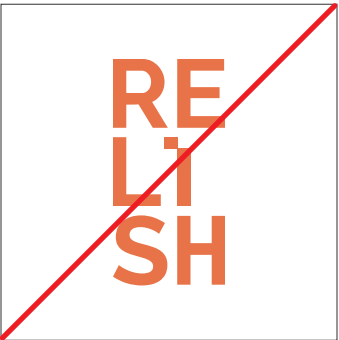
The colour and the order in which it is set through the different forming blocks of our logo, absolutely must not be changed.

Do not change the order in which the letters are placed for our stacked logo.

Do not change the overall colourway of our logo marks.

Do not place our full colour logo on a background that is the same colour as our branded colours.

Incorrect Use





COLOUR

The colours in our logo are named Tangerine, Honey and Sky.They represent elements from nature, that can be found in our programming through food ingredients, travel landscapes, wood components in furniture, among others.

They represent key components of our brand personality: Tangerine is joyful, Honey is a golden-like celebratory colour, and Sky is fresh while providing a soft contrast.

Colour System



TANGERINE	HONEY	SKY
CMYK: 5-68-78-1	CMYK: 13-33-70-1	CMYK: 33-9-16-0
RGB: 232-115-72	RGB: 222-172-100	RGB: 171-203-207
HEX# e87348	HEX# deac64	HEX# abcbcf

TYPE

Since our logo has a joyful personality, our font family, is more neutral and grounding. Gill Sans also provides high legibility by being a sans-serif font, which allows our print and electronic deliverables to be accessible.

Gill Sans Bold is to be used for headings and bold accent text. It must always be in UPPERCASE for hierarchy purposes.

Gill Sans Regular is to be used for subtitles and to highlight words of phrases in a text.

Gill Sans Light is to be used for all body text. For accessibility purposes, it should be at 12-14pt for print documents, and at 16pt for web.

A good starting point for print documents is:

- Bold at 25pt
- Regular at 17pt
- Light at 12pt

Font System

GILL SANS BOLD

A B C D E F G H I J K L M N O

P Q R S T U V W X Y Z 1 2 3 4

5 6 7 8 9 0

Gill Sans Regular

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

Gill Sans Light

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

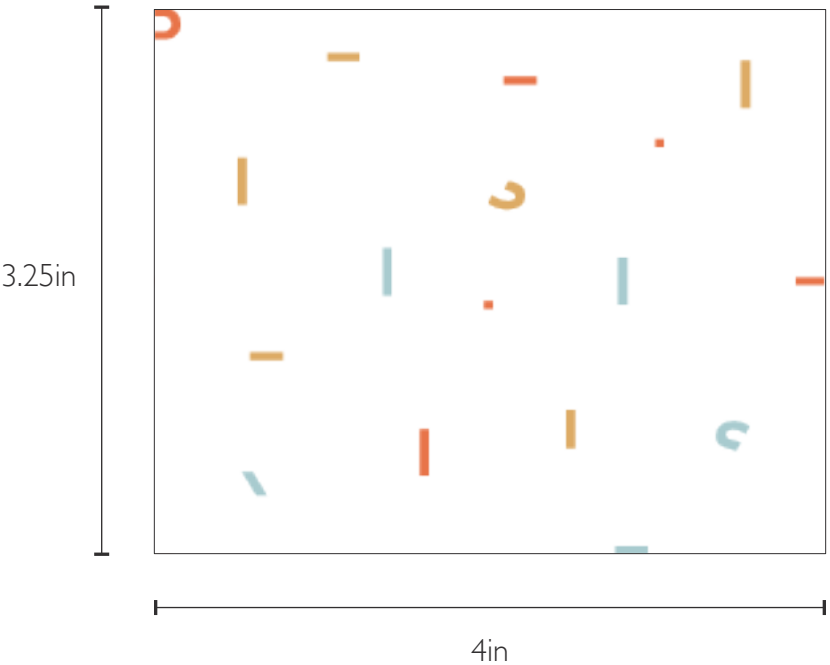
PATTERN

If our logo were to explode into a celebratory confetti, it would look like our brand's pattern.

This pattern must always be in full colour with a white background - or transparent background if the tangible material allows (i.e. glass or plexiglass).

It must always be reproduced in a grid format where each pattern template measures 4in wide and 3.25in tall.

It is intended to be used for decorative and ornamental purposes, and as such, must never be next to or in the same page as our logo.

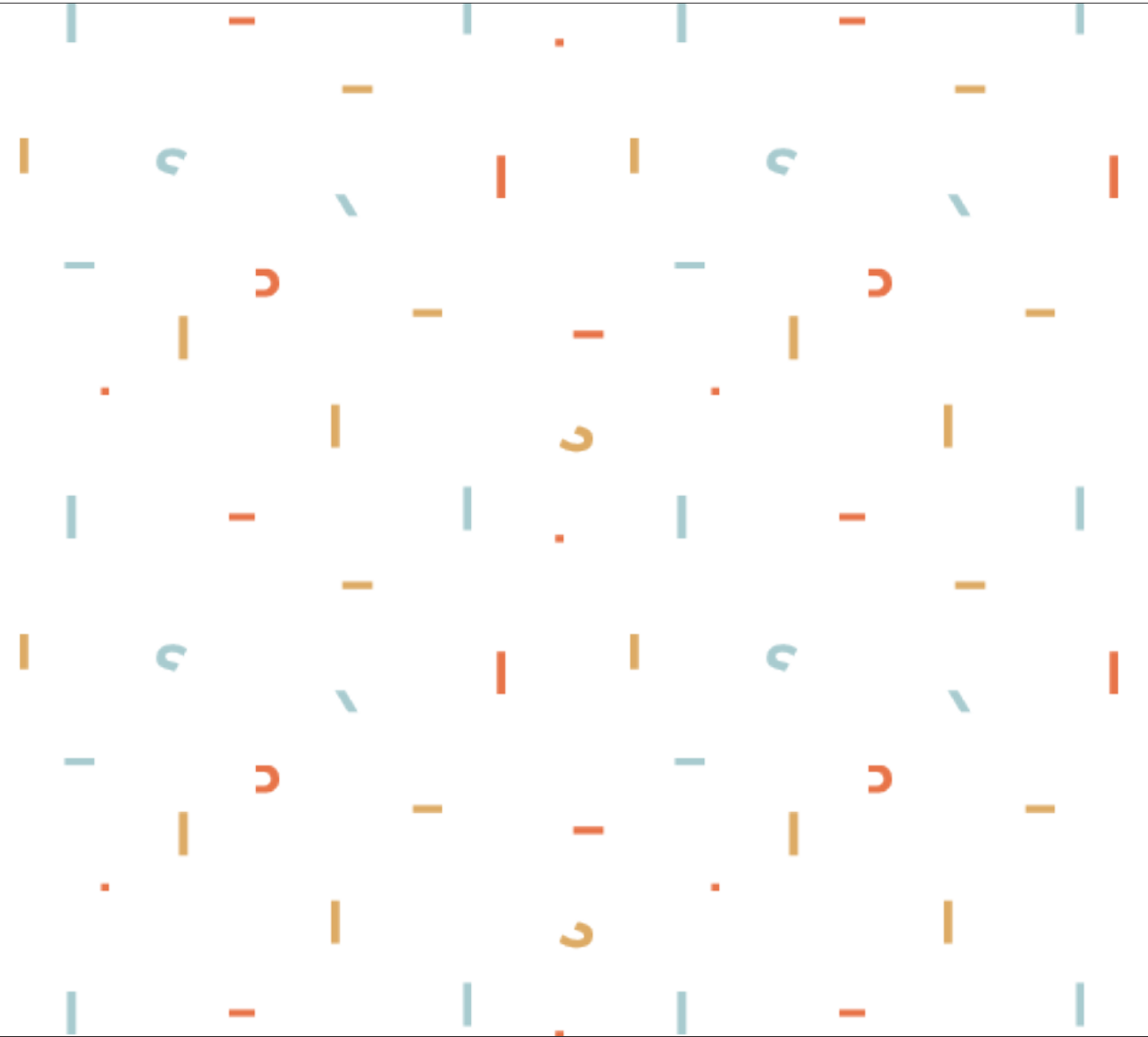


Pattern Template

PATTERN

Sample of our pattern grid.

Pattern Grid





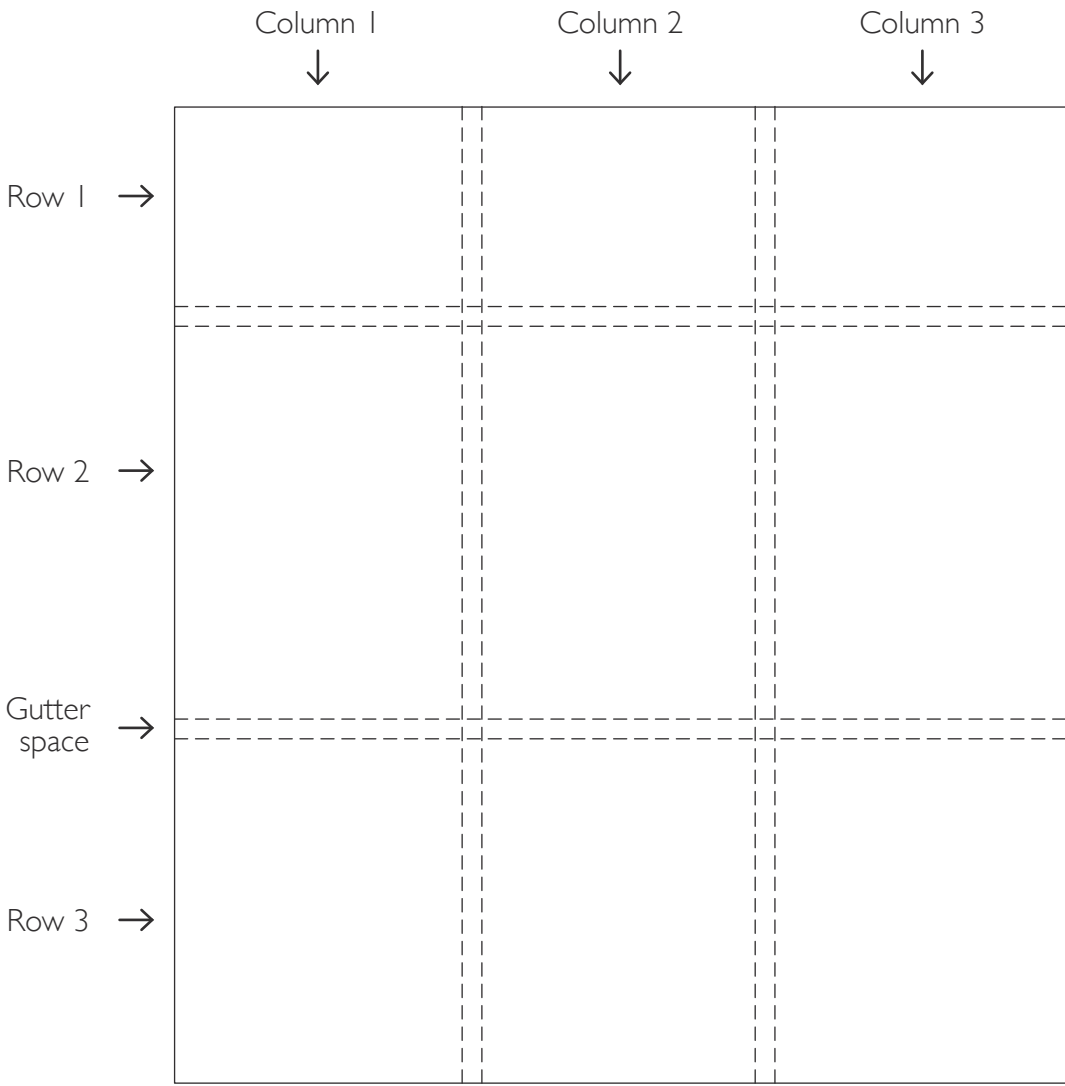
# OUR VISUAL VOICE

GRID

The overall approach for our visual voice is based on a 3-column and 3-row grid, which allows the different elements to be placed in blocks.

The 3 columns must always be of the same width, while the 3 rows can have different heights. The gutter space between them must always be consistent - between both columns and rows.

3-Columns



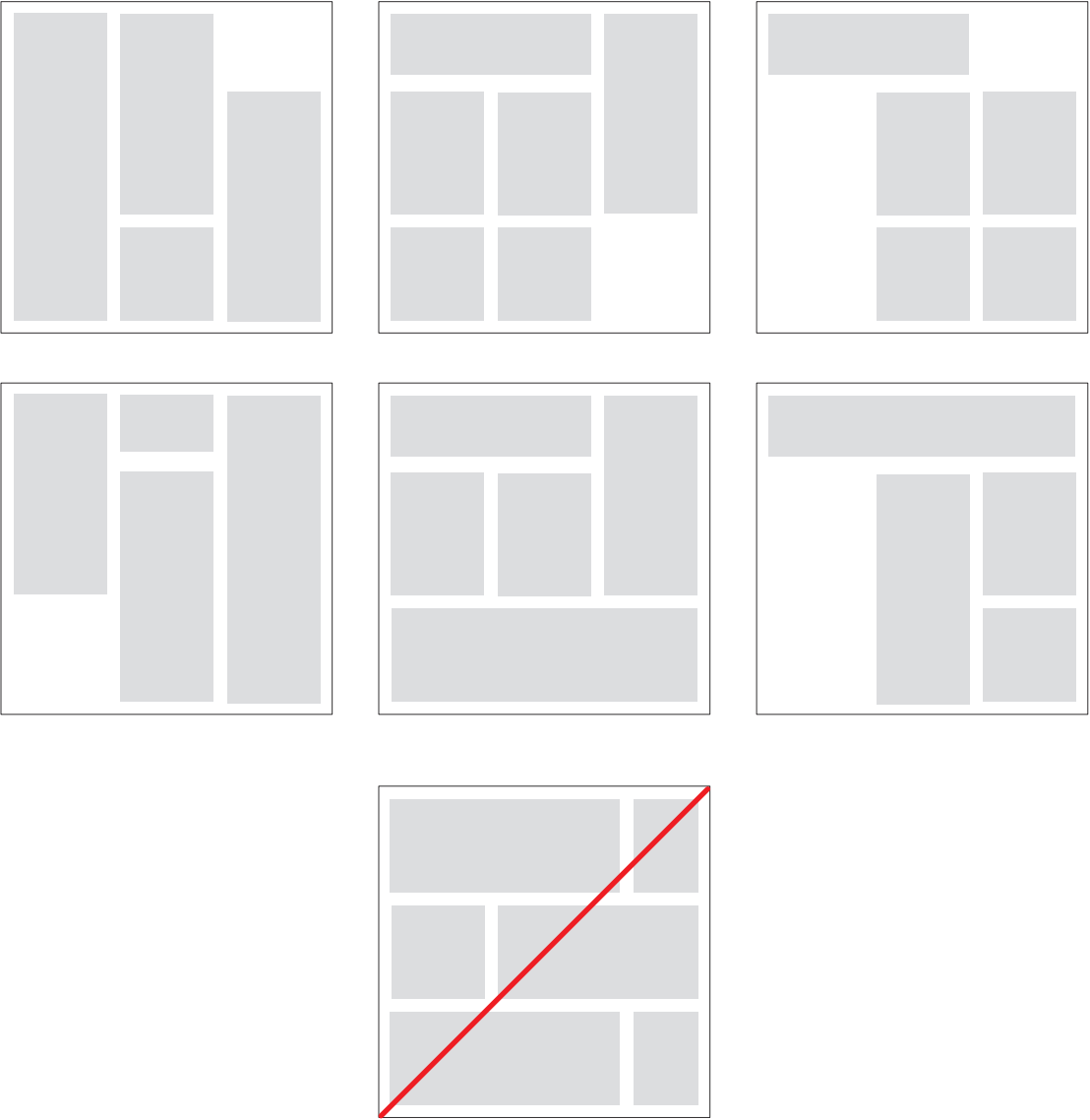
GRID

The following templates can be used throughout different deliverables for our brand, such as catalogues, reports, ads, and other editorial spreads.

Note that some elments can cover 2-3 columns or 2-3 rows to provide a more dynamic layout.

However, while the different elements can be staggered throughout the grid, the overall look must never resemble a brick wall pattern.

3-Column Grid Templates





IMAGERY

There are 4 types of imagery that can be utilized as part of our visual voice:

- Full colour photography
- Our logo marks
- Logo marks of our shows
- Promotional ads of our shows (which will include full colour photography and the shows' individual logo marks.)

The photographs selected should portray the content of our programming: people, food, markets, stores, clothes, furniture.

The art direction of these photographs must always be geared towards uplifting and celebratory feelings, emphasizing the details of the subject.

They must always be in full colour, with plenty of light and vibrancy. Any people portrayed must always be smiling.

The photographs can be indoors or outdoors, and the framing can be close-up, portrait, medium shot or full shot.

Photo Guidelines



IMAGERY

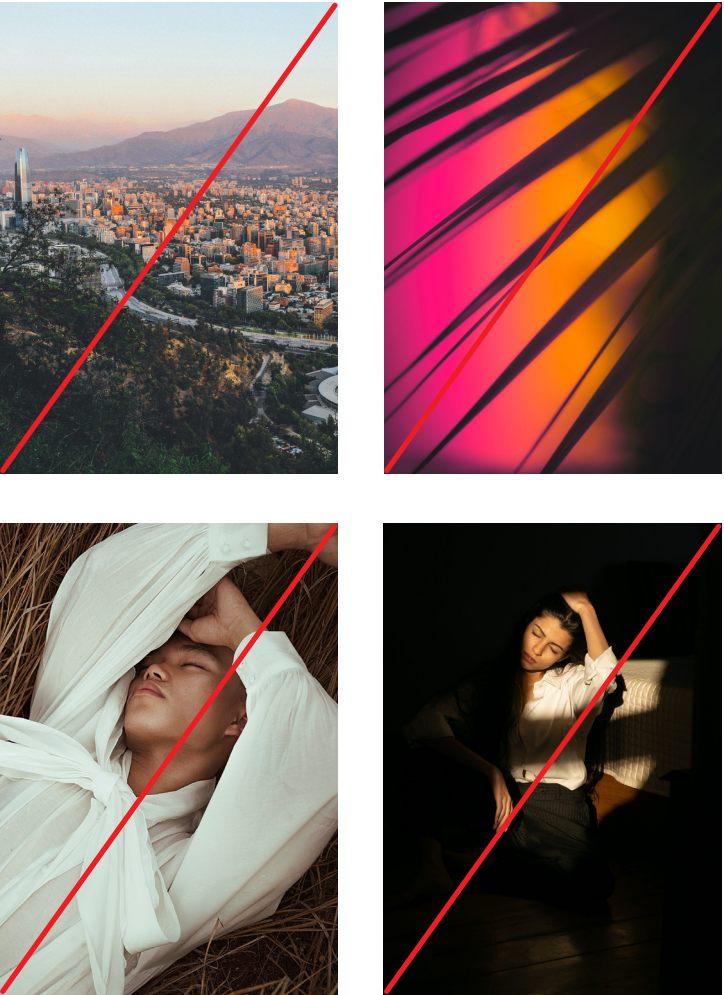
Do not include photographs with a wide shot (establishing shot) where no subject can be focused on.

Do not include photographs with dramatic compositions or themes.

Do not include photographs where people are not smiling, or their face cannot be seen.

Do not include photographs that are dark or have shadows casting on the subject.

Photo Guidelines



DOCUMENTS

All our letter head documents have a 0.5in margin all-around, with our primary logo placed at the top left corner, at a 0.35in height to fit into a 3 column grid on the document.

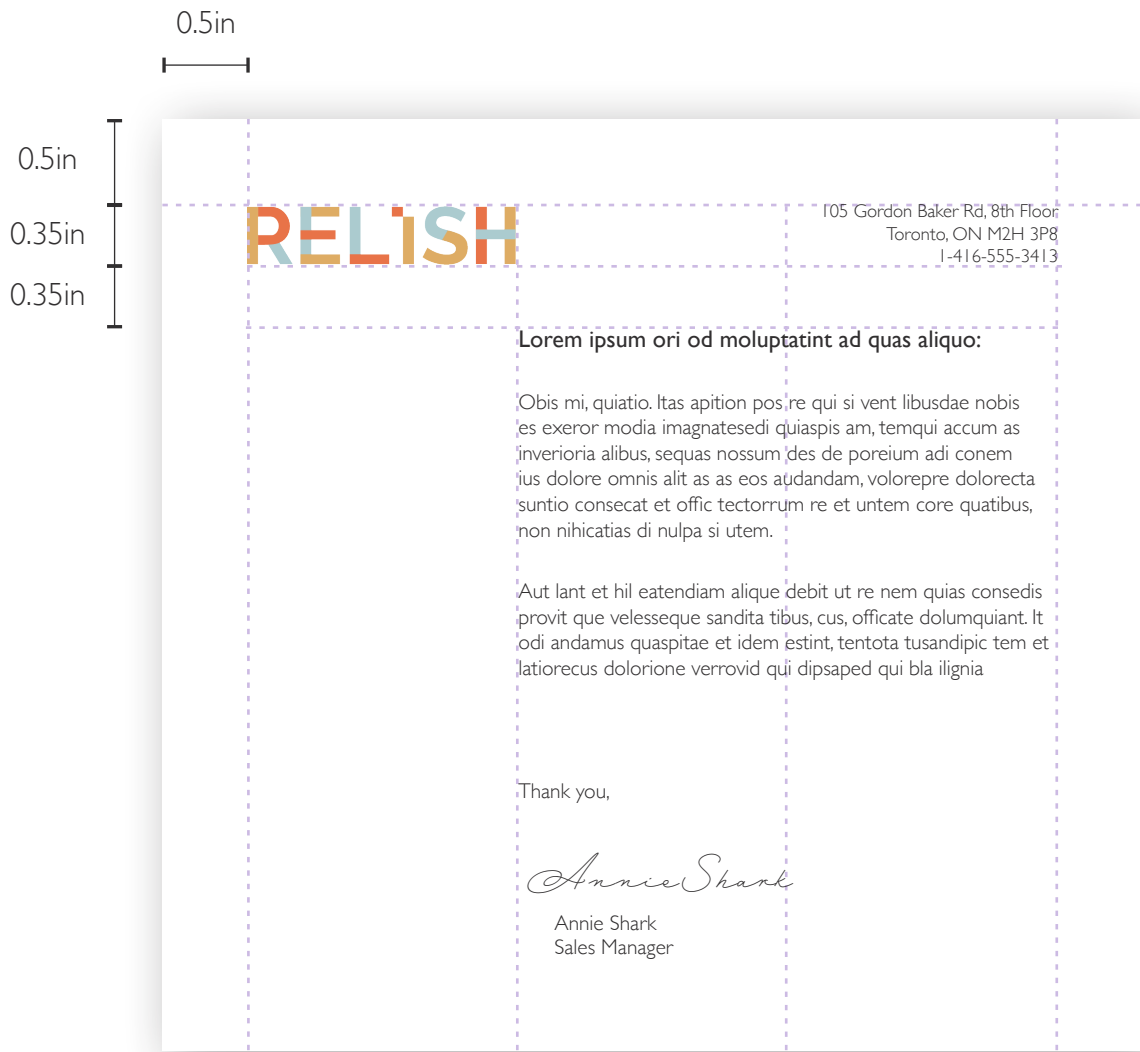
Our logo is then followed by a matching 0.35in space below it, that separates it from the rest of the document.

All other text must be placed so that it covers the middle and right columns of the grid.

Our Contact information is set at the top right corner, to fit into the right column of the grid.

This layout is intended for all standard documents like contracts, memos, and regular correspondence.

Letter Head



SOCIAL MEDIA

For consistency purposes, our Instagram grid is based on the following pattern:

- One horizontal image covering 3 squares.
- Three vertical images covering 2 squares each.

This pattern follows the concept of building blocks, as well as the overall 3-column and 3-row grid for our visual voice.

*\* Refer to our “RELISH Instagram Strategy” document for further details.*

Instagram Grid

