RIND

KEEP IT REAL. EAT THE PEEL.®
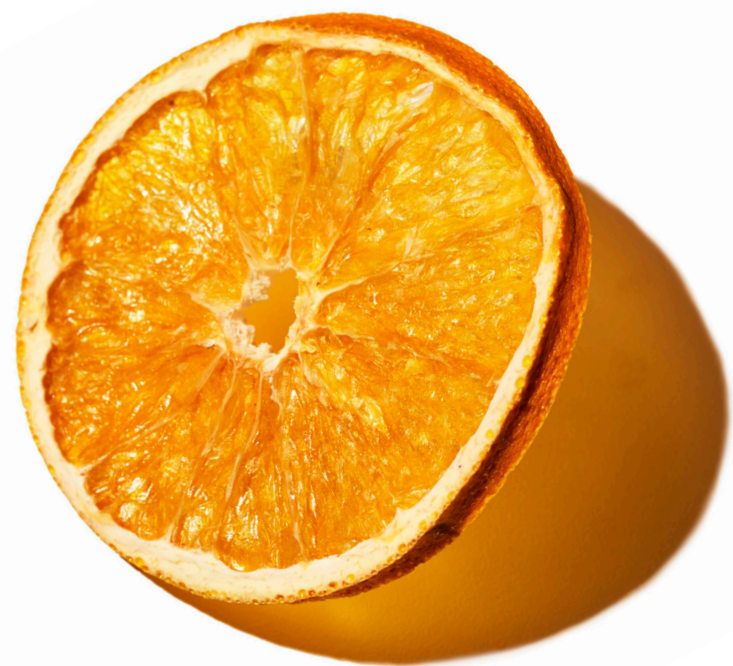
Brand Guide & Standards

Recommended Uses of Logo, Color & Typography

Updated August 2021

PREPARED BY

Pulp+Wire
BRAND ALCHEMISTS®

Introduction

The purpose of this Brand/Style Guide is to create uniformity in the visual image of the RIND® Brand and to ensure that the visual design elements are applied correctly in every application and will be identified in the market.

Logo Usage & Colors

PRIMARY BRAND LOGO

SLICE LOGO*

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BRAND LOGO COLOR

PRINTING
PMS 151
CMYK 0 54 100 0
WEB/SCREENS
RGB 255 130 0
HEX FF8200

LOGO WITH TAGLINE**

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***SLICE LOGO IS PREFERRED LOGO FOR ALL WEB & DIGITAL PARTNERS.**

****Logo with Tagline should be used in instances where the Slice Logo cannot be used.**

SECONDARY BRAND LOGO (MUST BE PRE-APPROVED BEFORE USAGE)

REVERSE LOGO

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CURVED BAND LOGO
(BAND SHOULD ALWAYS BE WHITE)

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LOGO WITHOUT TAGLINE
(ONLY USE AT SMALL SIZES WHEN TAGLINE ISN'T LEGIBILE)

RIND

When logo is printed in B&W, use 100% black or white logo (on dark background) to ensure contrast.

LOGO | LOVE IS RIND

HORIZONTAL LOGO

STACKED LOGO

RIND's initiative logo, Love is RIND®, may be used in teal, orange or white across print, web or digital.

USE ME ON:

Print

Collateral

Web

Digital

Merch

COLOR PALETTE

PMS 151
CMYK 0 54 100 0
RGB 255 130 0
HEX FF8200

P 124-8 C
CMYK 100 0 41 0
RGB 0 155 152
HEX 009B98

WHITE
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF

SECONDARY ICONS

LOGOTYPE | SECONDARY BRAND COLORS FOR WEB & DIGITAL*

WHITE ON TEAL

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TEAL ON TEAL

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ORANGE ON ORANGE

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PINK ON PINK

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PINK ON YELLOW

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GREEN ON GREEN

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The RIND® Brand is colorful. Part of our brand story is using the RIND® logo in an array of colors. It may only be used with these permitted colors.

*USAGE OF THESE COLORS MUST BE PRE-APPROVED BY RIND TEAM

DIGITAL & WEB COLORS

HEX #00b9bc	HEX #79d4da	HEX #d4eded	HEX #ff6549	HEX #fde4dc	HEX #ff8136	HEX #ffeacb	HEX #ffecac	HEX #e0f3cf	HEX #5eae39

COLORS | PRIMARY BRAND COLORS

PRINTING
PMS 151
CMYK 0 54 100 0
WEB/SCREENS
RGB 255 130 0
HEX FF8200

PRINTING
P 151-8 C
CMYK 71 0 100 0
WEB/SCREENS
RGB 76 165 72
HEX 4CA548

PRINTING
CMYK 67 60 58 43
WEB/SCREENS
RGB 69 69 69
HEX 454545

PRINTING
P 124-6 C
CMYK 74 0 31 0
WEB/SCREENS
RGB 52 176 173
HEX 34B0AD
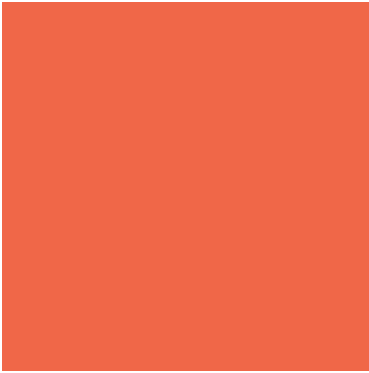
PRINTING
P 45-6 C
CMYK 0 75 76 0
WEB/SCREENS
RGB 220 98 67
HEX DC6243
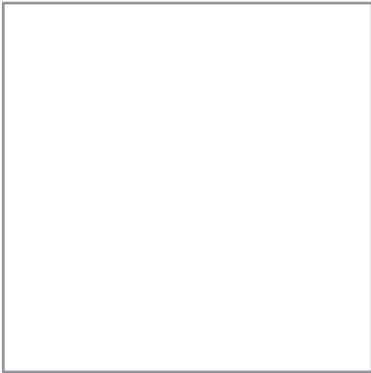
PRINTING
WHITE
CMYK 0 0 0 0
WEB/SCREENS
RGB 255 255 255
HEX FFFFFF

The RIND® color palette pairs saturated colors with lighter colors and gradients.

USE ME ON:
Print
Collateral
Packaging
Digital
Web
Social

GRADIENT PAIRINGS (USED ON WEB & DIGITAL ONLY)

HEX
#fde4dc

HEX
#e0f3cf

HEX
#ffb3a3

HEX
#fde4dc

HEX
#e0f3cf

HEX
#ffeacb

HEX
#ffecac

HEX
#ffeacb

HEX
#e0f3cf
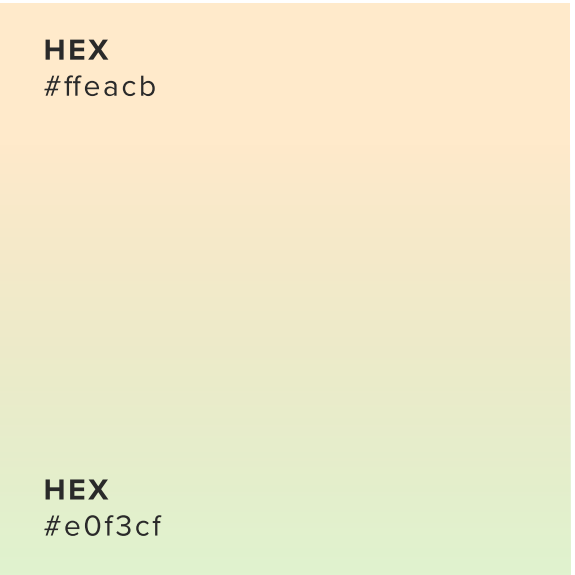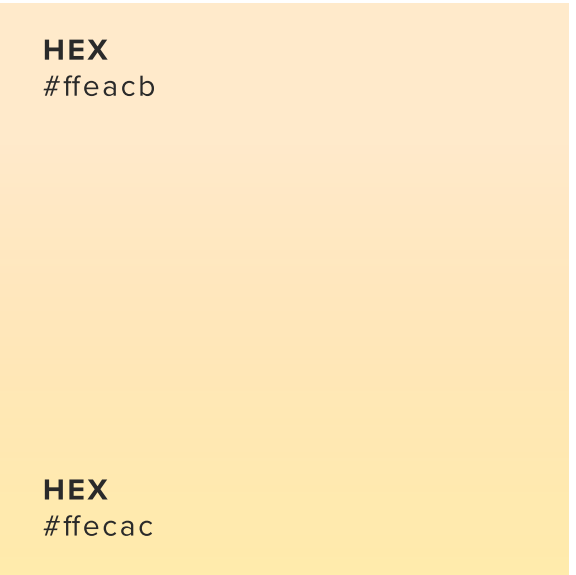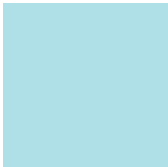
COLORS | PACKAGING SKU COLORS | CHEWY & CRISPS

COCO-MELON CHEWY
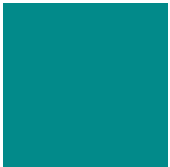
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P 121-3 C
CMYK 30 0 9 0
RGB 183 220 223
HEX B7DCDF

P 124-8 C
CMYK 100 0 41 0
RGB 0 155 152
HEX 009B98
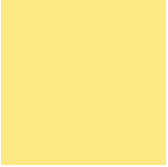
P 125-8 C
CMYK 100 0 41 24
RGB 0 128 127
HEX 00807F

P 45-6 C
CMYK 0 75 76 0
RGB 220 98 67
HEX DC6243

ORCHARD CHEWY

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PMS 148 CP
CMYK 0 17 47 0
RGB 238 198 131
HEX EEC683

P 30-8 C
CMYK 0 69 100 0
RGB 221 110 45
HEX DD6E2D

P 41-8 C
CMYK 0 82 91 19
RGB 180 68 36
HEX B44424

P 151-8 C
CMYK 71 0 100 0
RGB 76 165 72
HEX 4CA548

STRAW-PEARY CHEWY

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PMS 7415 CP
CMYK 1 27 24 0
RGB 231 183 162
HEX E7B7A2

P 48-8 C
CMYK 0 99 91 0
RGB 214 46 47
HEX D62E2F

P 49-8 C
CMYK 0 99 91 22
RGB 174 36 36
HEX AE2424

P 133-7 C
CMYK 0 75 76 0
RGB 220 98 67
HEX DC6243

TROPICAL CHEWY

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P 4-5 C
CMYK 0 5 59 0
RGB 254 234 133
HEX FEEA85

P 14-8 C
CMYK 0 36 100 0
RGB 251 173 24
HEX FBAD18

P 15-16 C
CMYK 0 36 100 37
RGB 170 121 43
HEX AA792B

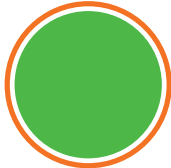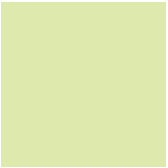**P 124-6 C**
CMYK 74 0 31 0
RGB 52 176 173
HEX 34B0AD

TANGY KIWI CHEWY
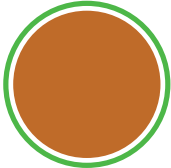
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P 160-4 C
CMYK 14 0 41 0
RGB 222 234 173
HEX DEEAAD

P 152-8 C
CMYK 71 0 100 25
RGB 56 147 68
HEX 389344

P 153-8 C
CMYK 71 0 100 49
RGB 35 112 56
HEX 237038

PMS 723 CP
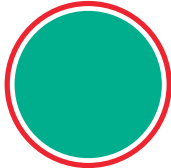CMYK 6 60 98 20
RGB 179 105 36
HEX B36924

COCONUT CRISPS

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WHITE
CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFF

P 124-8 C
CMYK 100 0 41 0
RGB 0 155 152
HEX 009B98

P 36-16 C
CMYK 0 75 98 60
RGB 114 57 35
HEX 723923

PMS 7517 CP
CMYK 11 78 100 50
RGB 133 67 30
HEX 85431E

Each RIND® Chewy & Crisps SKU has a monochromatic color scheme paired with a contrasting color.

USE ME ON:

Print

Collateral

Packaging

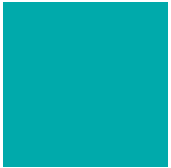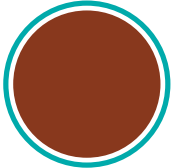# COLORS | PACKAGING SKU COLORS | CHIPS

KIWI CHIPS

GRADIENT

CMYK 35 0 99 0	**CMYK** 5 0 60 0	**CMYK** 32 100 47 17
RGB 178 210 54	**RGB** 246 240 134	**RGB** 153 28 82
HEX B2D236	**HEX** F6F086	**HEX** 991C52

CMYK 6 85 0 0
RGB 224 76 155
HEX E04C9B

APPLE CHIPS

GRADIENT

CMYK 0 43 64 0
RGB 249 162 104
HEX FDA268

CMYK 0 10 46 0
RGB 255 226 154
HEX FFE29A

CMYK 91 44 64 33
RGB 0 88 81
HEX 005851

CMYK 77 6 38 0
RGB 0 174 171
HEX 00AEAB

ORANGE CHIPS

GRADIENT

CMYK 0 36 100 0
RGB 251 173 24
HEX FBAD18

CMYK 0 12 72 0
RGB 255 220 101
HEX FFDC65

CMYK 100 81 8 1
RGB 16 75 149
HEX 104B95

CMYK 84 25 0 0
RGB 0 149 213
HEX 0095D5

Each RIND® Chips SKU has a rich jewel-tone gradient paired with a contrasting fruit skin color/texture.

USE ME ON:

Print
Collateral
Packaging

Typography

TYPOGRAPHY

Header Example
Use Italic for Emphasis

ALVARETA BLACK (mixed case)

ALVARETA BOLD ITALIC (mixed case)

SUBHEADER EXAMPLE

MONTSERRAT BOLD (uppercase)

Body copy example. **Emphasis example.** Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wvisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in

MONTSERRAT MEDIUM + BOLD (mixed case)

CHEWY & CRISPS PACKAGING TYPOGRAPHY

SKU NAME

SQUADA ONE (uppercase)

STATEMENT OF IDENTITY

GOTHAM NARROW BOLD (uppercase)

SKU Hero Ingredient

GOTHAM NARROW BOLD (mixed case)

CHIPS PACKAGING TYPOGRAPHY

sku name

GOTHAM BOLD (lowercase)

descriptor

GOTHAM MEDIUM (lowercase)

statement of identity

SUPRIA SANS CONDENSED LIGHT (lowercase)

PREPARED BY
Pulp+Wire
BRAND ALCHEMISTS®

Packaging

PACKAGING

CHEWY & CRISPS

PRODUCT BENEFITS

PROMINENT LOGO IN WHITE OR COLOR THAT RELATES TO SKU/FLAVOR

"CHEWY" LABEL

SKU NAME + INGREDIENTS

RIND
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CHEWY
STRAW-PEARY
SKIN-ON DRIED FRUIT
Sweet Strawberry
Bosc Pear
Red Apple
120 CALORIES · 4g FIBER · 0g ADDED SUGARS
NON GMO Project VERIFIED
NET WT. 3 OZ (85g)

RIND
KEEP IT REAL. EAT THE PEEL.®
COCO-MELON
SKIN-ON DRIED FRUIT
Crispy Coconut
Sweet Watermelon
Good source of POTASSIUM
170 CALORIES · 5g FIBER · 0g ADDED SUGARS
NON GMO Project VERIFIED
NET WT. 2.75 OZ (77g)

RIND
KEEP IT REAL. EAT THE PEEL.®
COCONUT CRISPS
SKIN-ON DRIED FRUIT
Unsweetened Coconut
4g FIBER · 0g ADDED SUGARS · KETO FRIENDLY
NON GMO Project VERIFIED
NET WT. 3.5 OZ (99g)

RIND
KEEP IT REAL. EAT THE PEEL.®
CHEWY
TANGY KIWI
SKIN-ON DRIED FRUIT
Tart & Tangy Kiwi
Good source of POTASSIUM & VITAMIN C
100 CALORIES · 4g FIBER · 0g ADDED SUGARS
NON GMO Project VERIFIED
NET WT. 3 OZ (85g)

RIND
KEEP IT REAL. EAT THE PEEL.®
CHEWY
ORCHARD
SKIN-ON DRIED FRUIT
Sweet Persimmon
Tangy Peach
Red Apple
120 CALORIES · 5g FIBER · 0g ADDED SUGARS
NON GMO Project VERIFIED
NET WT. 3 OZ (85g)

RIND
KEEP IT REAL. EAT THE PEEL.®
CHEWY
TROPICAL
SKIN-ON DRIED FRUIT
Bittersweet Orange
Organic Pineapple
Tangy Kiwi
High in VITAMIN C
110 CALORIES · 6g FIBER · 0g ADDED SUGARS
NON GMO Project VERIFIED
NET WT. 3 OZ (85g)

CHIPS

PROMINENT LOGO MASKED OUT WITH FRUIT TEXTURE

SKU NAME + INGREDIENTS

PRODUCT BENEFITS

RIND
KEEP IT REAL. EAT THE PEEL.®
orange chips
crispy craveable thin-cut fruit
IMMUNE SUPPORT 290% DV Vit. C
5g dietary fiber · 0g added sugars
NON GMO Project VERIFIED
vegan · GF gluten free
NET WT. 3 OZ (85g)

RIND
KEEP IT REAL. EAT THE PEEL.®
apple chips
crispy craveable thin-cut fruit
SKIN-ON SUPERFRUIT 100 calories
0g total fat · 0g added sugars
NON GMO Project VERIFIED
vegan · GF gluten free
NET WT. 3 OZ (85g)

RIND
KEEP IT REAL. EAT THE PEEL.®
kiwi chips
crispy craveable thin-cut fruit
IMMUNE SUPPORT 190% DV Vit. C
3g dietary fiber · 0g added sugars
NON GMO Project VERIFIED
vegan · GF gluten free
NET WT. 3 OZ (85g)

Photography Styles

Keep the bag, and image, well lit so it feels bright and colorful.

Keep logo, and preferably the flavor name, in focus and legible.

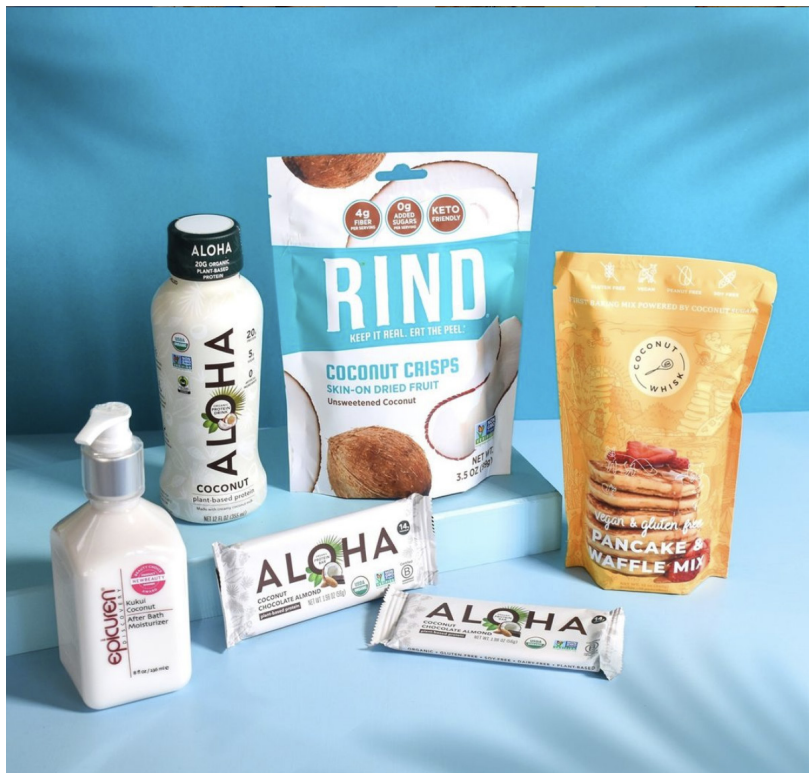Opt for colorful backgrounds, props, and environments to play up the bright colors of RIND® packaging.

Keep the bag free of glare and wrinkles. If you have to open the pack for an image, go with a clean cut versus a jagged tear.

When shooting for a giveaway, ensure every brand has equal real estate in the photo. No cut off bags, other products covering the logo, etc.

Although every piece of fruit is unique, use the best-looking pieces. Look for whole orange slices, green kiwis, full apple circles, curly coconut crisps, etc.

Use bold and punchy shadows when possible.

Thank you.

For additional questions, contact:
Gabby at gabriella@rindsnacks.com

RIND®