



Brand Guidelines

AUGUST 2019 / V1.5

Core Assets

Our core brand assets are the bones of our visual language that help bring our personality to life. This section will give you the tools and tips you need to create all things IGA.

Logos



Farm Seal



Color Palette

IGA Kraft

IGA Red

IGA Grey

IGA Charcoal

IGA White

Typography

Signalist
SHOWCARD
KNOCKOUT
Apercu

Graphic Devices & Glyphs





OUR LOGO CORRECT USE

Our logo holds a lot of equity and value as a symbol of our network of proud independents.

There are a few basic rules to help you apply it powerfully.

Tip #1 – Always use the red logo. The red logo should always be used where print process allows. Limited print logos are for extreme cases only where print restrictions apply.

Limited print logos require permission. Contact IGA for more information.

Primary Logo



Clear Space

Other elements shouldn't be placed any closer to our logo than the width of the 'I'.

On Charcoal



On IGA Red



On Kraft





OUR LOGOS INCORRECT USE

Our logo is incredibly important to our brand, so we need to use it correctly and consistently.

Here are some examples to avoid:



✗ Don't use off-brand colors.



✗ Don't place the logo on off-brand background colors.



✗ Don't place the logo on busy imagery.



✗ Don't put the logo within tight-bounding boxes.



✗ Don't place images inside the logo.



✗ Don't stretch or compress the logo.



✗ Don't add effects to the logo.



✗ Don't crop the logo.



✗ Don't invert the logo on colors other than the IGA Red.



CORE BRAND COLOR PALETTE

There are four colors in the IGA core color palette: red, charcoal, grey and white.

Tip #1 - Use CMYK for print.
In print, use the 4-color CMYK formula for each color.

Tip #2 - Use RGB for digital.
For digital applications, use the RGB formula for the Hex value.

IGA Red

PMS 485
C: 0
M: 93
Y: 95
K: 0

R: 228
G: 41
B: 27

IGA Charcoal

C: 0
M: 0
Y: 0
K: 90

R: 48
G: 48
B: 47

IGA Grey

C: 0
M: 0
Y: 0
K: 10

R: 241
G: 241
B: 241

IGA White:

C: 0
M: 0
Y: 0
K: 0

R: 255
G: 255
B: 255

IGA Kraft

PMS 7501
C: 16
M: 19
Y: 41
K: 0

R: 216
G: 198
B: 157

COLOR PALETTE

OVERVIEW

There are a range of palettes that make up our Visual Identity. We have core and secondary colors for our brand, as well as colors for campaigns and Value offerings. Here's an overview of our color palettes to help you find the right color for the right job!

Core Palette

The core brand palette are the colors primarily used across our applications.



Value Palette

Value colors are bold with maximum shelf standout, specifically chosen to help shopper recognition within our stores.



TYPOGRAPHY

CORE TYPEFACES

Display Type

Our display typefaces are all inspired by sign writing. Collectively, they serve as a metaphor for the different people and voices that make up our network. They're a key part of creating personality for the brand.

Text Type

When we need to go into more detail, we rely on the simplicity and versatility of the typeface Apercu (in regular or bold versions).

It's a text typeface, so it should be used for body copy only (i.e. when writing a letter or posting about an available position) and not headlines.

Signalist

Use in title and sentence case.

House Showcard

Place on a 13" slant and use 70% word spacing.

Knockout No. 67

Only use in ALL CAPS.
Apply 20 tracking.

Apercu

Use for body copy.

*Signalist is
Passionate!*

**HOUSE SHOWCARD
IS WARM & FRIENDLY.**

**KNOCKOUT IS
STRAIGHTFORWARD.**

Apercu Bold & Apercu Regular are helpful for when you need to say a little more.

TYPOGRAPHY

COMBINING TYPEFACES

Layering fonts correctly is important for maintaining hierarchy, making sure the most important parts of the message are being highlighted.

Tip #1 – Keep it simple.

Use no more than two fonts together.

Tip #2 – Highlight keywords.

Consider tone and length of phrase, using display typefaces and glyphs to highlight the most important parts of the message. Use Signalist or Showcard for hero words.

Tip #3 – Combinations

Knockout goes well when layered with Signalist. Use House Showcard on its own in different point sizes or with Apercu for supporting copy. Signalist and Knockout can be used with Apercu as supporting copy.

<p>Knockout No. 67 Used as the supporting display typeface</p> <p>The intro text uses an eyelash-style glyph</p> <p>Signalist Paired with an arrow glyph that supports the message</p> <p>Used on a 4° rotation to give it more energy</p>		<p>Knockout No. 67 Used as the supporting display typeface</p> <p>Signalist Used in two sizes to highlight "Fresh"</p> <p>Knockout No. 67 Used inside a ribbon</p> <p>Type shaped using 20% Horizontal Rise and Flag effect in Adobe Illustrator</p>	
<p>House Showcard Used in two different point sizes</p> <p>The main heading uses eyelash-style glyphs</p>		<p>House Showcard Used for the main heading and with an underline</p> <p>Apercu Used to give more detail</p>	<p>To get more juice from a lemon, always roll it and apply good pressure before cutting and squeezing it.</p>



TYPOGRAPHY

SPECIAL USES

A Font for Pricing

Value is vitally important to our customers, so we want our prices to stand out from other in-store messaging while still feeling part of the greater brand. To do that, we use a different weight of 'Knockout' (called Knockout No. 70) for prices on tickets and other signage.

A Font for Store Signage

The clear legibility of Knockout No. 49 makes it perfect for our stores primary name lockup to go on all signage and promotional items. This weight is well-balanced against the heavy slanted letterforms inside the IGA logo.

Knockout No. 70
Use only in ALL CAPS.

**WE STOCK
THE CHEESES**
Others Can't.

**HEADLINE TEXT
FOR OUTDOOR
ADVERTISING**

Knockout No. 70
Use only in ALL CAPS.

\$2⁴⁹
EA

**KNOCKOUT
NO. 70 IS BOLD
AND CLEAR.**

Knockout No. 49
Use only in ALL CAPS.

 **PIER ST**

**KNOCKOUT NO. 49
IS USED FOR STORE
NAME LOCKUPS.**

TYPOGRAPHY SPECIFICATIONS

To ensure consistency across our brand applications, we've detailed some technical font specs that should be used as a starting point for typesetting.

Signalist

Tracking: 10 (Ensure letters always join.)
Leading: 70% of point size (e.g. 18 pt type has 12.6 leading)
Minimum Type Size: 18 pt
Case: Only use in sentence case.

Apercu

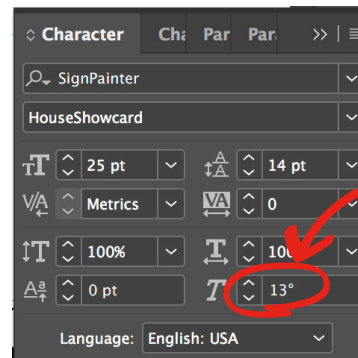
Tracking: 0
Leading: 120% of point size (e.g. 10 pt type has 12 leading)
Minimum Type Size: 8 pt
Case: Only use in sentence case.

KNOCKOUT NO. 67

Tracking: 20
Leading: 70% of point size (e.g. 18 pt type has 12.6 leading)
Minimum Type Size: 18 pt
Case: Only use in ALL CAPS.

HOUSE SHOWCARD

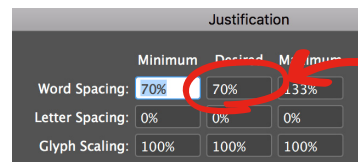
Tracking: 10
Leading: 80% - 90% of point size
Minimum Type Size: 18 pt
Case: Only use in ALL CAPS.
Slant: Requires 13° slant whenever used
Word Spacing: Desired is 70%.



Here's how to apply our slant to 'House Showcard':

In Adobe InDesign, open the character palette and change the Skew value to 13°.

In Adobe Illustrator, go to the 'Object' drop-down menu, select 'Transform', click on 'Shear' and then change the Skew value to 13°.



Here's how to apply our word spacing to 'House Showcard':

Special Use Only

KNOCKOUT NO. 70

Tracking: 20
Leading: 80% of point size (e.g. 10 pt type has 8 pt leading)
Minimum Type Size: 18 pt
Case: Only use in ALL CAPS.
Special Use: Only use this weight for pricing and outdoor advertising for legibility.

KNOCKOUT NO. 49

Tracking: 20
Case: Only use in ALL CAPS.
Special Use: Only use this weight for store name lockups.



TYPOGRAPHY

FONT LICENSING

Everyone who uses the fonts must purchase the fonts and appropriate license.

Signalist

<https://www.myfonts.com/fonts/mika-melvas/signalist>

Apercu Bold & Apercu Regular

<https://www.colophon-foundry.org/typefaces/apercu/>

KNOCKOUT NO. 67

KNOCKOUT NO. 70

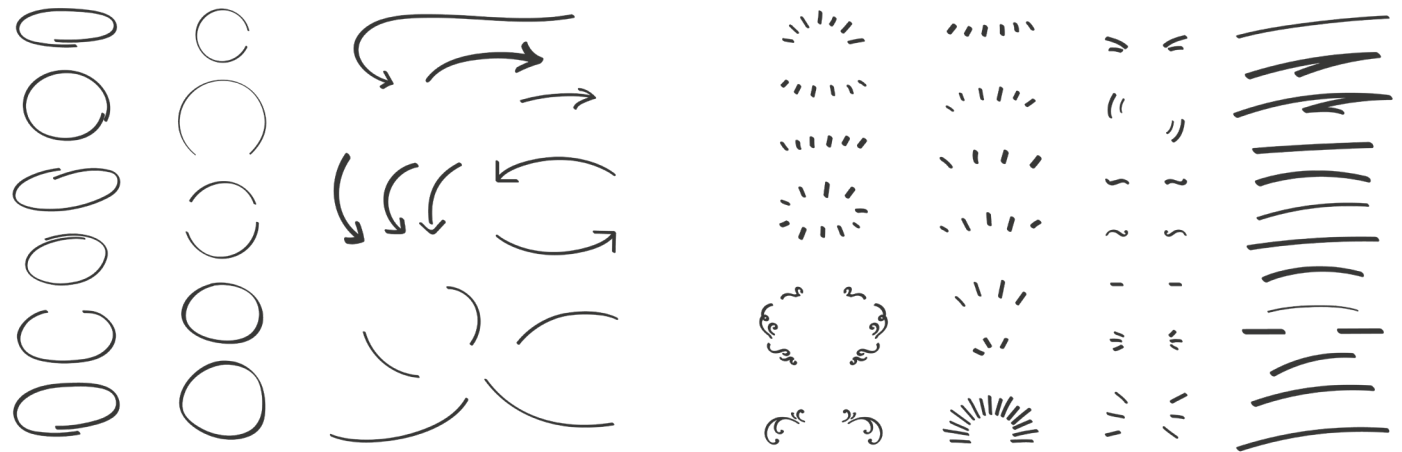
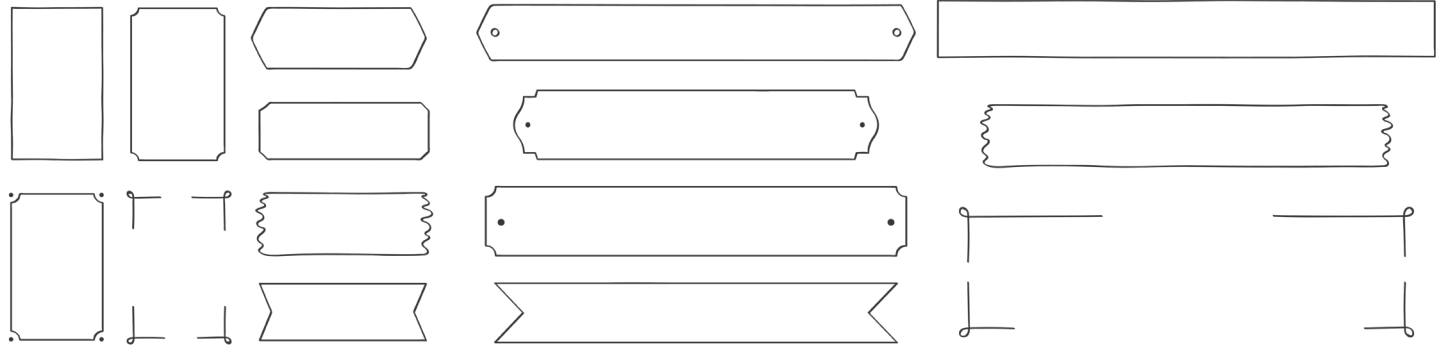
KNOCKOUT NO. 49

<https://www.typography.com/fonts/knockout>

HOUSE SHOWCARD

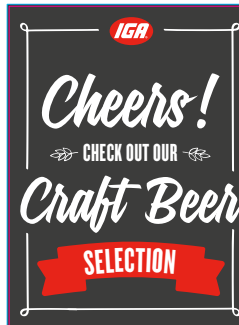
<https://houseind.com/hi/signpainter#>

APPROVED VECTOR GLYPHS





CREATIVE ELEMENTS EXAMPLES





CONTACTS

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Thank you.