Salem's

BRAND STANDARDS

ocreations® LLC

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BRAND
STANDARDS

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PILLARS OF
SUCCESS

FRESH.

Provide fresh **food,** fresh **look,** & fresh **attitude.**

QUALITY.

Focus on quality **products** & **service**.

COMMUNITY.

Provide for and **give back** to our **diverse** community where **everyone is equal.**

OUR
MISSION

INSPIRED BY
ABDULLAH SALEM
FOUNDER

To provide
fresh food &
a fresh experience
while serving the
community
with a focus on
family & quality.

BRAND
PERSONALITY

We are perfectionists who care about **quality** & **freshness.** We believe in serving & **giving back to our community.**

In our eyes **everyone is equal** & food brings everyone **together.**

"At Salem's, our customers are our family."
~ Abdullah Salem, owner

BRAND **FAMILY**



SALEM'S **CORPORATION** LOGO



MAIN LOGO



SALEM'S **MARKET** LOGO



SALEM'S **GRILL** LOGO



SALEM'S **BUTCHER** LOGO



SALEM'S **"S"** ICON



SALEM'S **GRILL** ICON
(USED IN CONJUNCTION WITH SALEM'S GRILL LOGO)

CORPORATION LOGO

Salem's
HALAL FOOD GROUP

VISION

To provide and deliver the highest quality and freshest products & services to families, communities, and organizations across the world.

TARGET

We will provide quality products & services to consumers, businesses, organizations, government institutions, and communities worldwide.

LOGO

Salem's MARKET

VISION

To provide a family atmosphere with the highest quality foods that unites all people & puts food on all tables.

TARGET

We will provide locally sourced & imported foods to customers and families of all income levels.

SUB-BRANDS

Artisan Bakery *by Salem's*

Butcher Shop *by Salem's*

Gourmet Deli *by Salem's*

Custom Catering *by Salem's*

LOGO

Salem's
GRILL

VISION

To provide the purest, farm fresh foods of the highest quality, sourced from loyal farmers of 25+ years.

TARGET

We will provide fresh, organic meals to customers and families of all income levels.



ICON
(USED IN CONJUNCTION WITH SALEM'S GRILL LOGO)

LOGO

Salem's
BUTCHER

VISION

To provide and deliver the highest quality, farm fresh, locally sourced halal meats from farms to tables in every community.

TARGET

We will provide highest quality, farm fresh, locally sourced halal meats to consumers, businesses, organizations, and communities.

VISUAL
MOOD BOARD





FRESH.











QUALITY.





COMMUNITY.







COLOR **PALETTE**

PRIMARY COLORS

PANTONE 485 C
C/M/Y/K: 6/98/100/1
R/G/B: 225/37/27
HEXCODE: E1251B

BLACK
C/M/Y/K: 75/68/67/90
R/G/B: 0/0/0
HEXCODE: 000000

SECONDARY COLORS

PANTONE 377 C
C/M/Y/K: 58/22/100/4
R/G/B: 120/153/4
HEXCODE: 789904

PANTONE 130 C
C/M/Y/K: 2/38/100/0
R/G/B: 245/168/0
HEXCODE: F5A800

LIGHT GREY
C/M/Y/K: 27/22/22/0
R/G/B: 186/186/186
HEXCODE: BABABA

WHITE
C/M/Y/K: 0/0/0/0
R/G/B: 255/255/255
HEXCODE: FFFFFF

BRAND
FONTS

Salem's

SALEM'S SCRIPT

The Salem's logo features a custom handwritten script font that captures the fresh and welcoming atmosphere that Salem's has to offer.

PRIMARY FONT:

BRANDON GROTESQUE

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890.,!?/

DOWNLOAD FONT **Font requires Adobe account.*

THIN
THIN ITALIC

LIGHT
LIGHT ITALIC

REGULAR
REGULAR ITALIC

MEDIUM
MEDIUM ITALIC

BOLD
BOLD ITALIC

BLACK
BLACK ITALIC

BRAND
PATTERNS

LEAF PATTERN











GRILL PATTERN





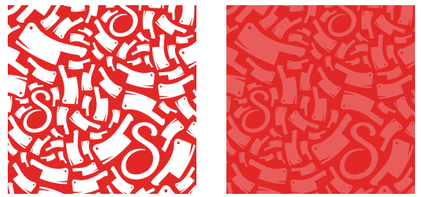


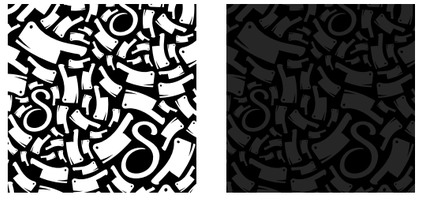




BUTCHER PATTERN











BRAND
GUIDELINES

LOGO USE ON BACKGROUNDS

When using a **white or black** background, **colored** logos should be used. When using a **colored** background, **1-color**, white logos should be used. All of the logos in the Salem's family include 1-color, white logos.



CLEAR SPACE

When using any of the Salem's logos, it is important to keep a safety zone around the logo so no other elements interfere with the type. The clear space is determined by the height of the "**M**" in the **Salem's Market** logo. No text, graphics, etc. should bleed into this space.





ICONS

Included in the brand family are individual "S" icons. The **"S Flame"** icon should be used with the **Salem's Grill** brand, while the regular "S" icon should be used sparingly with the main, Salem's Market, and Salem's Halal Food Group logos.



"S FLAME" ICON



"S" ICON

LOGO USAGE
DOs

- **DO** USE LOGOS CORRECTLY ON WHITE, BLACK, AND COLORED BACKGROUNDS.
  (See previous page for correct guidelines)

- **DO** KEEP THE LOGO COLORS AS THEY ARE SHOWN IN THIS GUIDE.

- **DO** USE THE ADEQUATE CLEAR SPACE/ SAFETY ZONE AROUND THE LOGOS.
  (See previous page for correct guidelines)

LOGO USAGE
DON'Ts



✖ **DON'T** STRETCH/DISTORT THE LOGOS VERTICALLY OR HORIZONTALLY



✖ **DON'T** CHANGE THE COLOR OF THE LOGOS



✖ **DON'T** ROTATE THE LOGOS AT AN ANGLE



✖ **DON'T** MANIPULATE THE LOGOS OR TYPE IN THE LOGOS



✖ **DON'T** CHANGE THE TYPEFACES OF THE LOGOS



✖ **DON'T** USE THE **COLORED** LOGOS ON A COLORED BACKGROUND



✖ **DON'T** PUT A STROKE OR OUTLINE AROUND THE LOGOS

OUR BRANDS
IN ACTION



OUR BRANDS **IN ACTION**







Salem's

FRESH. QUALITY. COMMUNITY.

ocreations® LLC