



BRAND GUIDELINES

May, 2022

LOGO AND USAGE

The Fat Daddio's® logo is our most recognizable asset.

Position, size, proportions and color should remain consistent across the brand. The logo should always be shown either in red or white variations. If this is not possible, black can be used. It should never be altered, rotated, modified or accessorized. Outdated versions of the logo should not be used. Utilize white space appropriately to allow the logo to “breathe”. Ensure the logo is not too small and always legible.

Use of the “winged” logo is acceptable, specifically where a header is appropriate for the design application.



BUILT BAKERY TOUGH



ANODIZED ALUMINUM



BRAND VALUES, TONE AND VOICE

Quality
Consistency
Dependability
Expertise
Results

Trusted
Creative
Genuine
Professional
Informative

ROLLED RIM
STRAIGHT SIDES
ANODIZED ALUMINUM
BUILT BAKERY TOUGH
PROSERIES
BAKEWARE

FONTS AND USAGE

These fonts should be used in all communications to project a consistent visual identity.

This includes e-commerce visuals, advertising, promotional materials, packaging, digital assets, web design, social media and video production.

Any alternate typography used should be tasteful and complimentary to these fonts.

FUTURA BOLD

FUTURA HEAVY

Futura

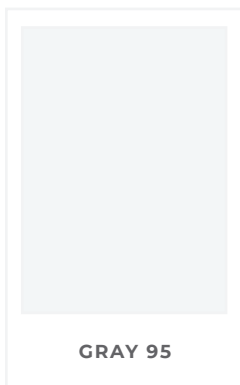
**MONTSERRAT
BOLD**

**MONTSERRAT
SEMIBOLD**

Montserrat
Regular



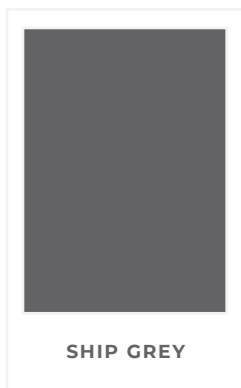
RGB 209 | 32 | 47
CMYK 0 | 100 | 88 | 15
HEX #D1202F



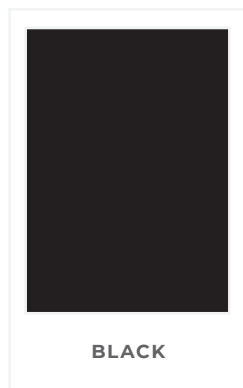
RGB 242 | 242 | 242
CMYK 0 | 0 | 0 | 5
HEX #F2F2F2



RGB 8 | 107 | 158
CMYK 95 | 31 | 0 | 45
HEX #086B9E



RGB 65 | 64 | 66
CMYK 0 | 0 | 0 | 75
HEX #414042



RGB 0 | 0 | 0
CMYK 0 | 0 | 0 | 100
HEX #000000

COLOR PALETTE

These colors paired together create the visual appeal and instant recognition of our brand.

SOCIAL MEDIA

User-generated content guides our social media strategy. This promotes awareness, co-creation, and organic and dynamic reach.

Authenticity and quality are vital to build influence, trust and brand loyalty.

- Capture what makes Fat Daddio's® different from the rest.
- Captivate potential baking enthusiasts, bakery owners and retail distributors.
- Consistently maintain and engage a community while remaining true to the brand. Remember evergreen content.
- Connect with people.
- Consider other social media accounts that make an impression.
- Cultivate creativity and curate content.
- Commit to the time and effort.
- Communicate with meaning and purpose.



BRAND RECOGNITION

is impeded by inconsistency.

CLARITY & CONSISTENCY

are the key to maintaining a brand.





AD CAMPAIGN

Conversion

- Targeting: Brand and Industry Keywords
- Competitive bids to increase sales
- Emphasis on conversion metrics (sales, ACOS, ROAS...)

Broad & Exact Keywords

- Generic
- Branded
- Seasonal
- Other Brands

Breakdown

- \$67/day spend
- \$0.71/approx. avg keyword bid



COMPANY
BIO

PRINTED MEDIA

Printed media should be consistent with digital media using the appropriate color model for the intended application, print or web.

The use of space, style, design, fluidity and content should not compromise the brand integrity, but add to it.

Use of any Fat Daddio's® Marks must be approved before digital or print publication.

FAT DADDIO'S® MARKS

Marks include, but are not limited to:

1. The Fat Daddio's® name
 2. Fat Daddio's® Logo
 3. The term "ProSeries Bakeware"
- These should never be used as your own.

Always capitalize the "F" and "D" in "Fat Daddio's®". "Fat Daddio's®" should always have an apostrophe and the "s" should never be neglected.

Misleading variations included but not limited to Fat Daddio, Fat Daddies, Fat Daddys, and Fat Daddy's should NEVER be used.

Fat Daddio's® reserves the right to grant or deny any permission regarding use of brand assets at its sole discretion in violation of these Brand Guidelines and for any reason.



PROSERIES

B A K E W A R E

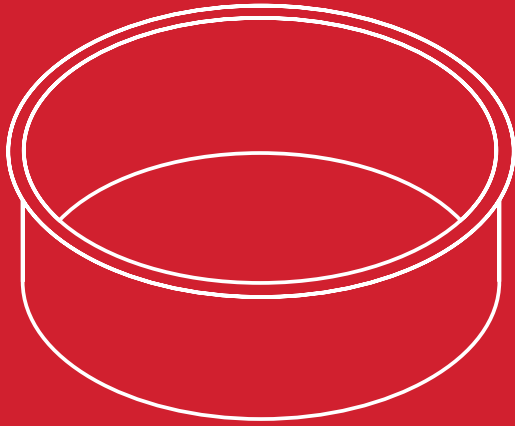


ILLUSTRATION & PHOTOGRAPHY

Illustrations should be used where possible to promote the Global nature of the Fat Daddio's® brand. This enhances brand recognition and increases communication beyond written language. No more than five illustrations should be shown at a time.

Featured main images used for Fat Daddio's® products must be provided by a Fat Daddio's® representative. No other images may be used to maintain a cohesive brand presence.

Permission to display alternate or lifestyle images not provided by a Fat Daddio's® representative can be obtained by the Fat Daddio's® Marketing Department. The product should be fully visible and remain uncropped. Simplicity and composition is vital to the image. No other brands should be featured prominently. Also, see Fat Daddio's® E-Commerce Standards.

