



Spoony's Unique Eats

# BRAND GUIDELINES



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## ABOUT US

Chef Riley Griffin III is a culinary visionary and the driving force behind Spoony's Unique Eats, a San Diego-based food manufacturing company that has delighted customers since its founding in 2020. With a passion for creating quality food products, Riley combines his expertise in culinary artistry with a commitment to delivering unforgettable flavors.

Chef Riley's journey in the culinary arts began with comprehensive training in San Diego County, California. His strong foundation in food preparation, flavor development, and kitchen operations enabled him to excel as a chef and an entrepreneur.

At Spoony's Unique Eats, Chef Riley has blended his culinary expertise with innovative manufacturing techniques to bring gourmet-quality food products to a broader audience. His company is renowned for its inventive recipes, attention to detail, and commitment to sourcing high-quality ingredients.

Under his leadership, Spoony's Unique Eats has become synonymous with bold, unique flavors and culinary creativity. Chef Riley Griffin III continues to push boundaries in the food industry, combining artistry and innovation to create products that elevate everyday meals into extraordinary experiences. His dedication to quality and passion for flavor inspire every product bearing the Spoony's Unique Eats name.

## PRIMARY LOGO

As the visual cornerstone of your brand identity, creating a professional logo is essential. A well-designed logo not only increases brand recognition but also communicates to your target audience your values, mission, and level of dedication. It's the initial impression that prospective customers get of you and is very important in building credibility and trust. A well-designed logo establishes the tone for your entire business, making it essential to creating a powerful and memorable online presence that will eventually draw in and connect with your target market.



### Web Sizing

HEADER LOGO: 240PX BY 100PX  
FOOTER LOGO: 500PX BY 500PX

## SECONDARY LOGOS



## LOGO COLOR VARIATIONS



## DO'S & DON'TS

To maintain the integrity and effectiveness of the "Spoony's" logo, here are some key ways it should not be used.



**Do Not Stretch or Distort the Logo.** Altering the logo's proportions by stretching it horizontally or vertically will disrupt its balanced design and make it look unprofessional. Always maintain the original aspect ratio.



**Do Not Change the Colors.** The logo's color palette is an essential part of its brand identity. Changing the colors, even slightly, can weaken brand recognition. Use only the approved color variations (such as monochrome if permitted) as intended.

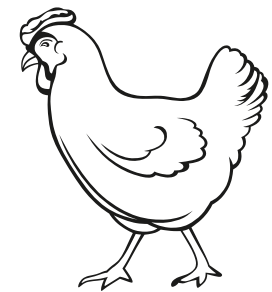
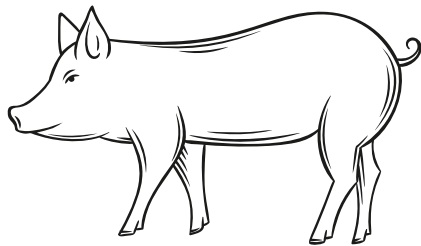
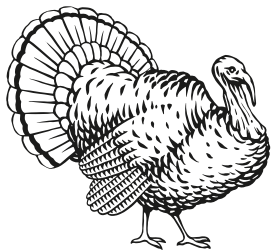
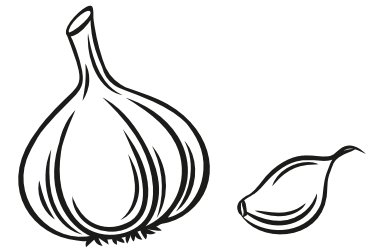
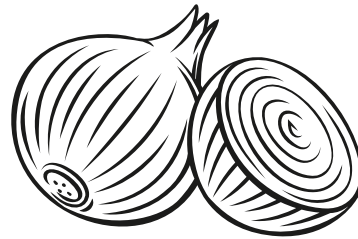
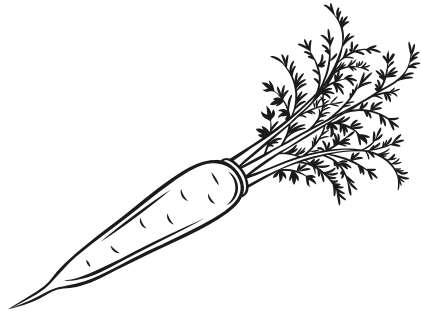


**Do Not Rotate or Tilt the Logo.** The logo should remain upright and centered. Tilting or rotating it disrupts its stability and professionalism and can make it look unaligned or awkward in different formats.



**Do Not Add Drop Shadows or Effects.** Adding shadows, glows, or other effects can detract from the logo's clean, flat design and make it appear cluttered. It's best to keep the logo simple and straightforward.

# ICONS



## PRIMARY PALETTE

The primary brand colors refer to the primary and consistent colors utilized in all publications, signage, graphics, and other materials.

Being essential to the visual identity of the brand, primary brand colors are rarely altered.



HEX #CC9C4A

CMYK 0, 24, 64, 20

PANTONE 7407 C

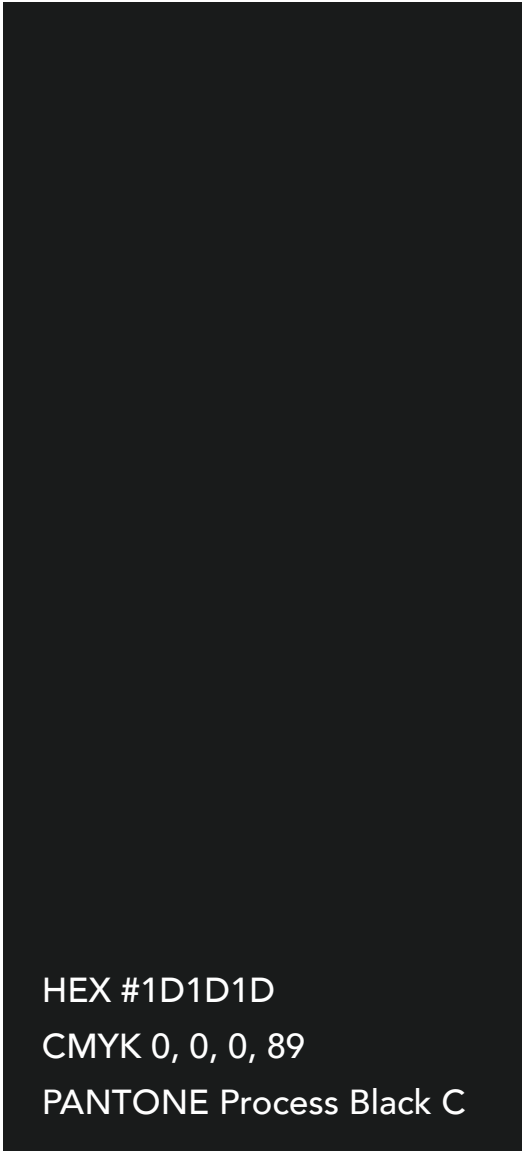
## SECONDARY PALETTE + COLOR APPLICATION

### Print

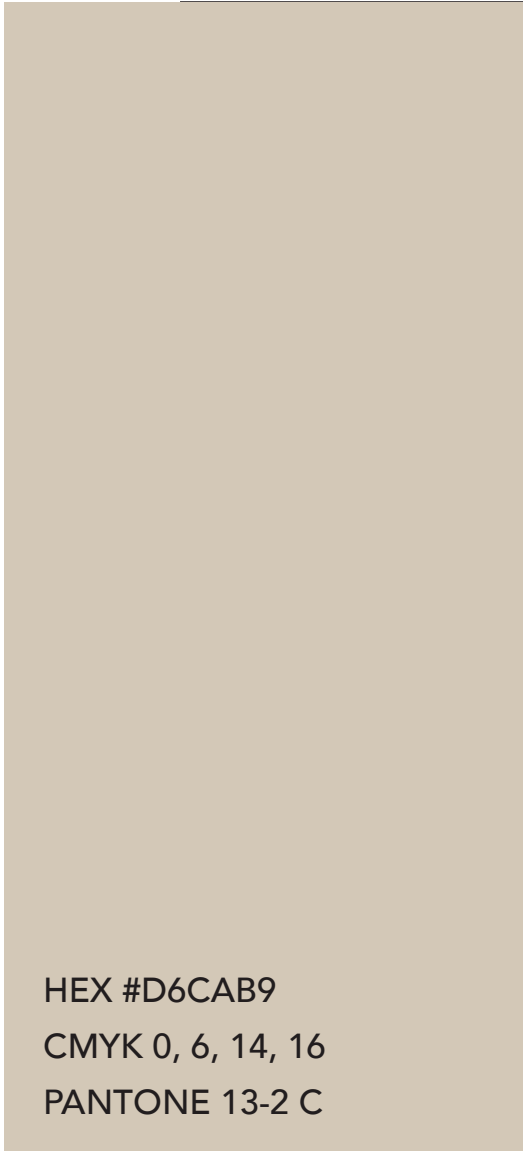
CMYK colors work best when printing. It is advised to use the Pantone Matching System (PMS) spot colors when printing in large quantities with few colors.

### Web

It is advised to use RGB or HEX color values when using them on the web. However, keep in mind that different computers and devices may display colors differently due to uneven monitor color calibration.



HEX #1D1D1D  
CMYK 0, 0, 0, 89  
PANTONE Process Black C



HEX #D6CAB9  
CMYK 0, 6, 14, 16  
PANTONE 13-2 C

## TYPOGRAPHY

### Primary

The font **Rundeck Smooth** is used for the logo.

### Rundeck Smooth

**Spoony's**

### Secondary

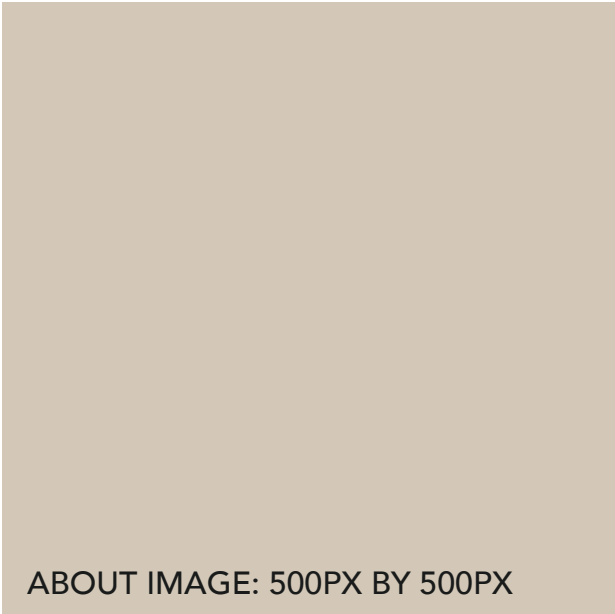
**Gill Sans** below can be utilized in slogans, taglines, websites, extra information, and so on.

### Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

12345678910

# IMAGERY + SIZING



# BRAND IDENTITY



# PACKAGING



# Contact

[SPOONYSUNIQUEATS.COM](http://SPOONYSUNIQUEATS.COM)

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