



Brand Guidelines



Contents

About Andrews	04
Logo	10
Colours	18
Typography	26
Imagery	32
Expressions	40

About Andrews

Brand Mission & Values 05

Voice & Tone 06

*“If you identify with the label,
you’re more likely to like what’s
inside the bottle.”*

Graduate student research at UBC Okanagan
on how wine labels influence taste perception.



Brand Mission & Values

G.J. Andrews is a specialty food shop in the heart of Winnipeg, offering a curated selection of unique, hard-to-find products from around the world. From imported cheeses to small-batch condiments, it brings global flavours to local kitchens.

To provide customers with high-quality, unique food products from around the globe, paired with exceptional, knowledgeable service.

To become Winnipeg's go-to destination for rare, specialty foods. To be a place where customers discover the delicious and unexpected, not found in typical supermarkets.

- *Commitment* to quality and authenticity.
- *Prioritizing* food free from unnecessary chemicals and additives.
- *Celebrating* global culinary diversity.
- *Supporting* artisanal makers.
- *Delivering* a personalized and welcoming customer experience.

Voice & Tone

Andrew's voice is sophisticated yet approachable, blending elegance with warmth. Communications should feel thoughtful and carefully crafted, reflecting a deep respect for quality, craftsmanship, and the sensory pleasure of food.

The brand speaks with confidence and charm, never arrogance, and celebrates heritage and authenticity without feeling outdated. Every message should engage and enrich the audience, creating a sense of delight and trust while maintaining integrity and sincerity.

Classy but not pompous.

Vintage but not outdated.

Friendly but not improper.

Inspiring but not overwhelming.

Logo

Logo Rationale 05

Badge Logo- Sizing & Safe Space 06

Alternate Logo- Sizing & Safe Space 06

Logo Misuses 06



Logo Rationale

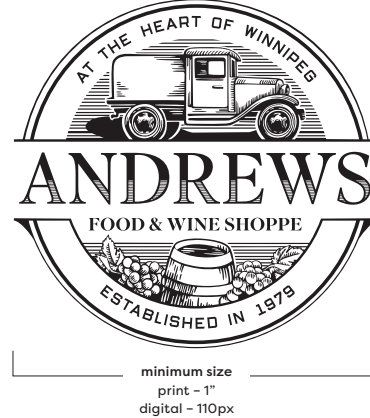
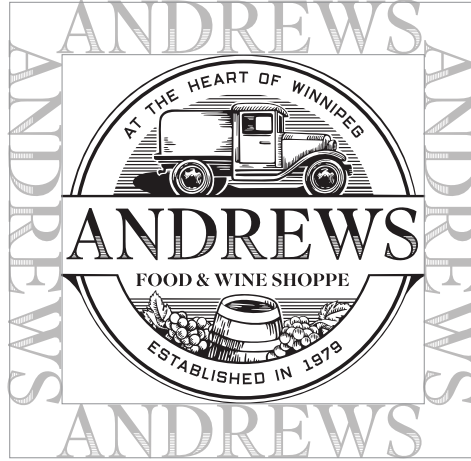
Andrews' new logo pays homage to its predecessor by retaining the badge-style form and incorporating nostalgic elements from the original mark, including the merchandise truck, barrel, and grapes.

These elements are rendered in a linocut-inspired style, reinforcing the brand's authentic, handcrafted character. Their composition is carefully arranged to maintain clear typographic hierarchy and ensure strong legibility of the Andrews name.



Badge Logo

To maintain logo legibility, always allow a minimum clear space equivalent to the height of the “ANDREWS” wordmark, and do not reduce the logo below the specified minimum sizes.

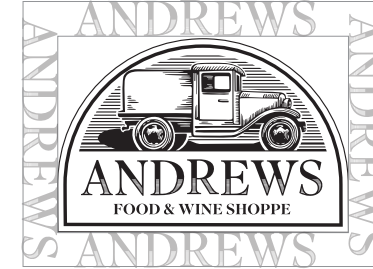


Alternate logos

For areas that require a shorter height, use the half badge or word mark as alternatives.

To ensure legibility for the half badge alternative, use ANDREWS as minimum padding and do not reduce the logo below the specified minimum sizes.

To ensure legibility for the wordmark alternative, use ANDREWS as minimum padding and do not reduce the logo below the specified minimum sizes.



Logo Misuses

Do not alter the logo or its alternative versions in any manner. Doing any of the following examples on the right compromises the integrity and recognition of the brand.



Do not omit the type element of the logo.



Do not create new variations of the logo.



Do not pair different variations of the logo.



Do not invert colour/ black logo to white, use the official reverse variation.



Do not apply a gradient to the logo.



Do not resize logo's element's, especially type.



Do not rotate the logo.



Do not crop the logo.



Do not flip the logo.



Do not place colour or black logo on image.



Do not squish the logo in any way.



Do not outline the logo.



Do not change the opacity of the logo.



Do not recreate the logo using different typeface.

Colours

Colour Sourcing 05

Colour Palettes 05

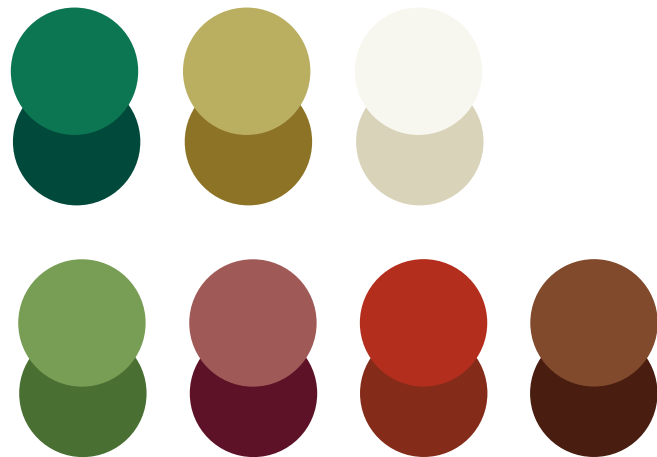
Accessible Colour Combinations 05

Illustration Colour Combinations



Colour Sourcing

Andrew's colour palette is inspired by organic and gourmet foods, including olives, basil, cheeses, wines, and spices. These natural references inform a rich yet grounded selection of colours that feel artisanal, considered, and authentic, reinforcing the brand's connection to quality ingredients and elevated food experiences.



Primary Palette

Andrew's Green is a refreshed iteration of the brand's original green, brightened and complemented by a darker, deeper Basil Green. It is further supported by two gold tones that introduce richness and warmth to the palette.

Together, these colours form the primary brand palette and should be used predominantly across brand applications to ensure strong recognition and visual consistency.

Chardonnay CMYK : 30 25 75 00 RGB : 187 175 98 HEX : #baaf62	
Dijon Gold CMYK : 40 45 100 18 RGB : 140 115 44 HEX : #98c732c	
Andrews Green CMYK : 88 30 79 18 RGB : 0 117 82 HEX : #007552	
Basil Green CMYK : 90 45 73 45 RGB : 0 74 61 HEX : #004a3d	

Secondary Palette

Supporting the rich green and gold hues are the colours shown on the right. These colours should not be used on their own to represent the Andrew's brand. Instead, they are intended for secondary use when an expanded palette is required, such as for charts, diagrams, or organisational materials, and to add depth and visual interest to Andrew's materials and assets.

Tan Rind CMYK : 15 10 30 0 RGB : 217 211 186 HEX : #d8d3b9	Creamy Brie CMYK : 02 02 06 00 RGB : 248 245 236 HEX : #f7f4ec
Bright Thyme CMYK : 60 20 85 4 RGB : 121 157 85 HEX : #789c56	Dill Pickle CMYK : 70 35 100 20 RGB : 77 112 52 HEX : #4d7034
Kalamata Pink CMYK : 30 70 60 15 RGB : 159 90 89 HEX : #9f5a59	Plum Wine CMYK : 40 95 67 53 RGB : 94 20 40 HEX : #5e1428
Tomato Paste CMYK : 20 93 100 10 RGB : 179 51 37 HEX : #b33325	Paprika CMYK : 30 90 100 33 RGB : 133 46 27 HEX : #852e1b
Spiced Cinnamon CMYK : 35 70 85 30 RGB : 129 76 45 HEX : #814c2d	Ground Coffee CMYK : 45 80 80 65 RGB : 74 32 20 HEX : #4a2014

Accessible Colour Combinations

To meet accessibility standards, the colour combinations shown on the right should be used for type and other important content to ensure clarity and legibility.

Generally, dark type on a light background offers the best readability and should be used for larger bodies of text, while light type on dark backgrounds is best reserved for headlines and smaller content.

Andrews Green on Creamy Brie	Andrews Green on Creamy Brie
Basil Green on Creamy Brie	Basil Green on Creamy Brie
Basil Green on Tan Rind	Basil Green on Tan Rind
Basil Green on Golden Olive	Basil Green on Golden Olive
Plum Wine on Creamy Brie	Plum Wine on Creamy Brie
Kalamata Pink on Creamy Brie	Kalamata Pink on Creamy Brie
Dill Pickle on Creamy Brie	Dill Pickle on Creamy Brie
Dijon Gold on White	Dijon Gold on White
Tomato Paste on White	Tomato Paste on White
Spiced Cinnamon on Creamy Brie	Spiced Cinnamon on Creamy Brie
Paprika on Creamy Brie	Paprika on Creamy Brie
Ground Coffee on Creamy Brie	Ground Coffee on Creamy Brie

Illustration Colour Combinations

The colour palette includes both darker and lighter counterparts, allowing illustrations to add texture and depth without becoming overwhelming.

Creamy Brie may be paired with any colour.

Pairings outside of these approved combinations are not recommended.



Typography

Typefaces 05

Typeface Alternatives 06

Hierarchy 05

Special Treatments 05



Typefaces

Superior Title is the primary typeface, a modern twist on classic serif styles. **Only** weights **Regular and Light** should be used from this family. Heavier weights should generally be avoided to maintain the integrity of the brand identity.

Filson Pro is the secondary typeface. **Only** weights **Regular and Bold** should be used from this family. Heavier weights should generally be avoided to maintain the integrity of the brand identity.

Superior Title

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Filson Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Superior Title

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Filson Pro Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Typeface Alternatives

When Superior Title and Filson Pro are unavailable, the fallback fonts are Times New Roman for headings and Arial for body copy.

Times New Roman Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Times New Roman Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Arial Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Hierarchy

Use the Superior Title typeface for prominent copy, such as titles, headings, and pull quotes.

For larger blocks of text, charts, data, or other important information, use the Filson Pro typeface.

Using colour to emphasize hierarchy is encouraged, particularly with the primary greens and golds.

Title

Superior Title light

Heading

Superior Title regular italics

Heading

Superior Title regular

Subheading

Filson Pro bold

Leading text

Superior Title regular

Body copy etc Uda nuscidit, que re
nimporibus architat et acesciatur? Accab il
magnitius si nonet ut omnihillam est,Quia
diorem exerspe pro dolupta ssequibus
provit, sequia at.

Filson Pro regular

“For quotes”

Superior Title regular italics

Special Treatments

To be written

Imagery

Illustrations	05
Patterns	06
Food Photography	06
Product Photography	06
Portrait Photography	06



Illustrations

These custom illustrations can be used either as repeating patterns (see beside) or individually as accents and textures.

Any outsourced illustrations should follow the same style, emulating linocut stamps and hatching.



Patterns

The patterns on the following page are derived from our custom illustrations, designed to add texture, depth, and visual interest while maintaining the brand's artisanal, handcrafted aesthetic.

They can be applied across backgrounds, packaging, and other touchpoints to reinforce brand recognition.



Food Photography

Imagery should feel authentic and artisanal, using warm, rich colours to highlight the quality and craftsmanship of the products. Visuals should emphasize the enjoyment and sensory appeal they offer, creating a sense of warmth, indulgence, and approachability that resonates with the audience.



Product Photography

Photography used to showcase products should be well-lit, warm, and feature yellow, brown, and deep red tones to reinforce the brand's rich, inviting aesthetic.

For more engaging and relatable imagery, including staff members presenting or interacting with the products is encouraged, helping to convey authenticity and a human connection.



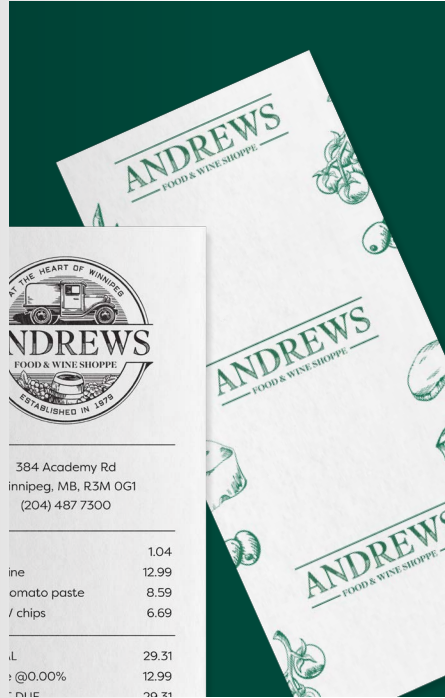
Portrait Photography

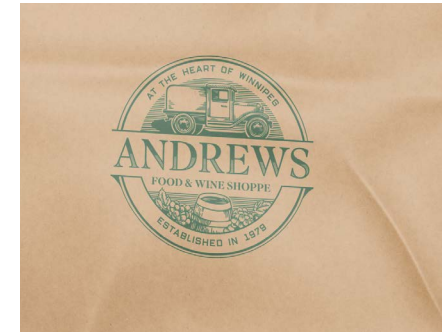
To showcase the enjoyment Andrew's products and services bring, photography should feel candid and natural, capturing people sharing food and dining together. Images should convey warmth, connection, and the simple pleasures of good food, reinforcing the brand's inviting and authentic character.



Expressions







*“Wine, good food,
family, & friends.
That’s what it’s all about”*

– Heather P



