

BRAND IDENTITY & GUIDELINES — PEBBLE INC.

GUIDING STATEMENT

“Small, accumulated efforts create an evolution that can be cherished and loved timelessly—even with humble beginnings as small as a pebble, it can one day lead to the moon.”

BRAND KEYWORDS:

Rise

A constant rise to a higher standard—as sure as the slow process of proofing dough

Discipline

A consistent commitment to small improvements with precision and attention to detail

High-Quality

A refined end product through a labor of love that's reflected in every element from food to service

SECONDARY KEYWORDS:

Optimistic - The belief that even things as small as a pebble have the ability to achieve monumental tasks

Ambition - A desire and determination for success despite all odds—reaching for the moon

Simplicity - A quick and casual dining experience

Precision - Well executed—even in the smallest details

Comfort - Comforting Flavors

Timeless - Dishes with a timeless flavor

DESIGN KEYWORDS

Minimal & Intentional

A minimal style with an intentionality to convey emotion and meaning through simple elegant design elements. This design system implements precise discipline to create a high-quality end product in which each detail is carefully considered.





PEBBLE WORDMARK

The concept for the wordmark applies a minimalist, timeless design with elements of playful intentionality applied. Custom lettering was used to ensure the logo would have a unique, recognizable appearance, with uncommon design elements such as sharp corners and rounded shapes.

The logo uses italics that create an upward and forward movement to the design that also allows it to be used at an 18° angle to further this which directly connects to the brand concept of a constant steady rise.

The pebble wordmark functions as the primary logo for Pebble Inc. and is the basis for all other logo variants. This logo is to be used for most design applications, particularly formal documents or other settings where a more graphic logo may not be appropriate.



LOGO VARIANTS

The Pebble logo design system allows for a wide range of variants to be used. this allows the logo design to function well in a variety of different contexts with consistency and precision. Each variant uses the wordmark either modified or as is to keep each logo variation recognizable and cohesive.

More graphic versions of the logo include the pebble to the moon motif with minimalistic illustration and graphic arrows. These versions create more energy and interest, while also providing more context for the brand. These are ideal for contexts where a more graphic logo may be appropriate such as signage or apparel design.



KNOCKOUT LOGOS

Knockout logos are essential for use on black and white or other single color applications. They can also be useful when a bold logo is necessary for use over images or other complex backgrounds.

BRAND TYPEFACE

Utile Family

PRINT TYPOGRAPHY:

This section outlines the basic type styles for Pebble print documents. A wide range of type sizes and styles should be used to create contrast and hierarchy within documents. Typefaces from the Utile font family should always be used outside of limited exceptions.

The type styles below should be used for most standard sized print documents, but other sizes and styles within the Utile family may be used if it suits the context, for example, the sizes outlined would likely not be suitable for large documents like posters or billboards.

Large Display text

Utile Display Medium 28pt/30pt

HEADER 6

Utile Black 9pt/12pt, All Caps, 90 Tracking

Body

Utile Medium 9pt/12pt

COLOR PALETTE

Full Brand Colors

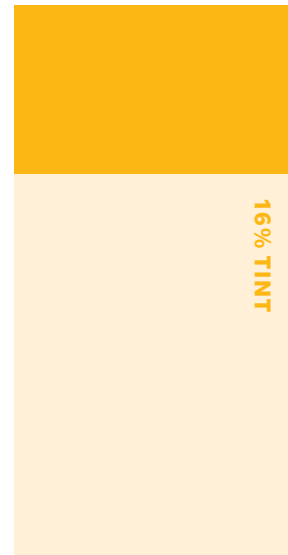
COSMIC BLUE



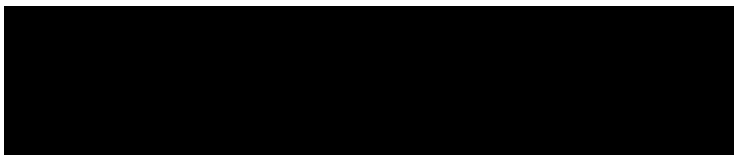
SURF BLUE



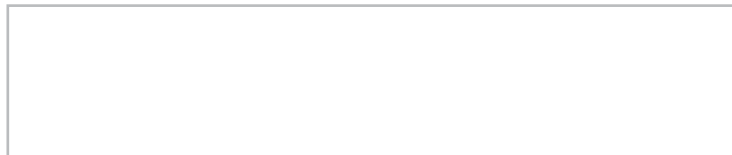
MOON YELLOW



JUST BLACK



JUST WHITE



COLOR PALETTE

Color Palette in Use

