



**NKD BRAND  
GUIDELINES**  
2021

## **OUR STORY**

## WHAT IS NKD?

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... the feeling you get when sitting in front of a warm fire on a cold night.

... the feeling you get when diving in a pool on a warm summer day.

... the feeling you get when you smell a scent that brings you back to your childhood.

... the feeling you get when you take a fresh breath of air on a cool crisp day.

... the feeling you get when you see a brilliant rainbow after a fresh rain

... the feeling you get when you hear a song that makes you want to get up and dance!



**IT'S A FEELING**

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**SIMPLY PUT, YOU KNOW IT  
WHEN YOU FEEL IT.**

**A HEIGHTENED EXPERIENCE  
IS WHAT NKD IS ALL ABOUT.**

NKD provides the bridge between the foods you love and the senses you want to awaken. A visceral, goose-bump reaction that NKD can convey through our marketing, service, and quality of food. These feelings should be uncomplicated and in their truest form - pure joy, genuine happiness, absolute freedom, complete satisfaction.

# OUR ETHOS

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When it comes to life, we are devout in our belief that the earth has provided us with all of the nutrition our bodies need. From chemicals to preservatives, we believe the food we eat is far from what our bodies deserve. Simply stated, we believe there is no substitute for the real thing, especially when it comes to your senses.



## WE CELEBRATE SIMPLICITY

We want to enhance, rather than distract from, the way things taste naturally. When our customers partake in our food, they should know that we create food that aims to let the richness, complexity, and beauty of our ingredients shine on their own.

We believe in bringing food back to the way it should taste through simple recipes and authentic cooking styles. For us, fewer ingredients means better flavor, just as less smog means fresher air, less oil means cleaner water, and less garbage means more fertile soil. We want our customers to come on a journey with us, an awakening of their senses in every facet of their lives.

## tone of voice

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### WE ARE A PEOPLE-FIRST BRAND

NKD Pizza is a people-first brand that radiates warmth, friendliness, empathy, and encouragement. We look to engage your senses by appealing to your heart through the use of little surprises, delicate touches, and engaging stories that will make you laugh, smile, and remind you what extraordinary gifts our senses provide us with.

# MATERIALS

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The materials that we love all translate back to the origins of the ingredients that goes into making our pizza.

From the wooden crate of freshly harvested tomatoes to the twig of basil and oregano.

We want to preserve the shapes, texture and colors of these materials in our physical outputs.



**THE LOGO**





**nkd**   
**pizza**™

**nkd**   
**pizza**™

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LOGO USAGE RULES



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**pizza**™



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**pizza**™



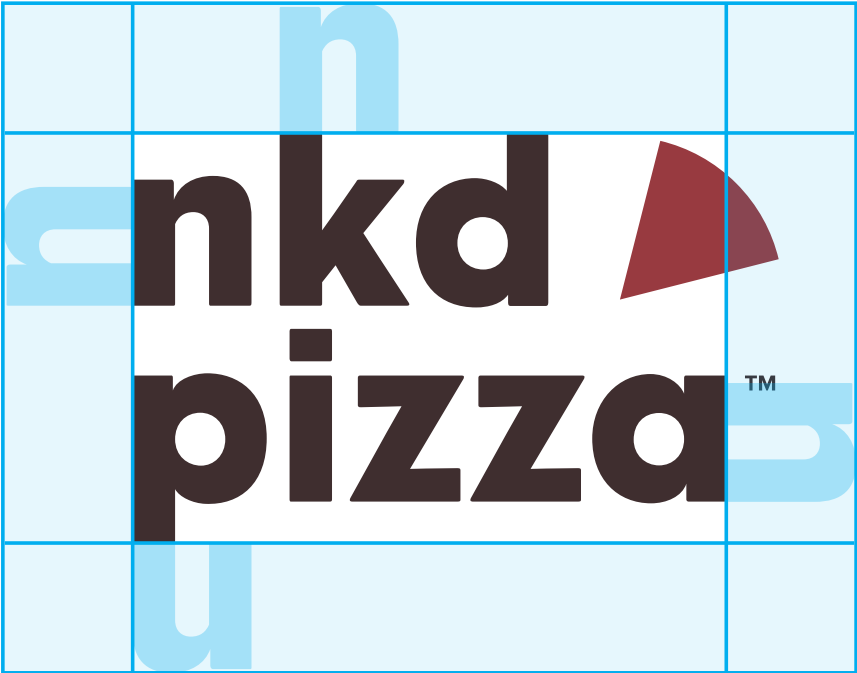
**nkd**   
**pizza**™



**nkd**   
**pizza**™

**LOGO SAFE AREA**

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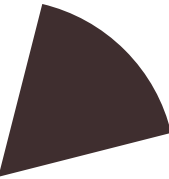
## **OUR COLOURS**

# COLOUR PALETTE

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The refreshed color palette has been highly inspired by the core ingredients of our pizza to give it a more 'earthy' tone.

It brings a fresh breath to the brand and widens the appeal to a larger audience segment.



#403233

## PANTONE

PANTONE Black 5 U



## CMYK

0 20 10 90



## RGB

64 50 51



#6f935b

## PANTONE

PANTONE 576 U



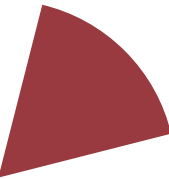
## CMYK

60 25 78 7



## RGB

111 147 91



#983a41

## PANTONE

PANTONE 704 U



## CMYK

30 87 70 20



## RGB

152 58 65



#f5ede1

## PANTONE

PANTONE 7499 U



## CMYK

3 5 10 0



## RGB

245 237 225



# **TYPOGRAPHY**

# FONTS

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## Hierarchy:

Good typographic structure helps with the flow of reading, so we can get our message across easily.

A a

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## USAGE

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### Titles:

Proxima nova EXTRABOLD (kerning 100)

AA

PERMANENT MARKER

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### Main text:

Proxima nova REGULAR

### Taglines & special titles:

Permanent marker

Handwritten

IT'S A FEELING!



# **IMAGERY**

# PHOTOGRAPHY

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Pizza lovers have great stories — how could they not? They taste amazing flavours, go on great adventures and form lasting friendships. Fortunately for us, cameras are there to capture some of these experiences as they occur and the resulting happiness-inspired images are able to visually draw viewers into the world of pizza.



## Do:

- Use candid, authentic imagery.
- Showcase pizza lovers' diversity in age, gender and race.
- Use imagery that makes NKD Pizza look fun and interesting.



## Avoid:

- Staged photos and forced smiles.
- Photos without a clear focal point.
- Cliché stock photography.

## Best practices:

All photos and videos should have proper, signed releases. When capturing images at a crowded event, make it known that any and all attendees may be photographed or recorded and used in NKD Pizza promotions and publications. Honour the request of anyone who asks not to be photographed or recorded.

## Acceptable photos fall into two categories:



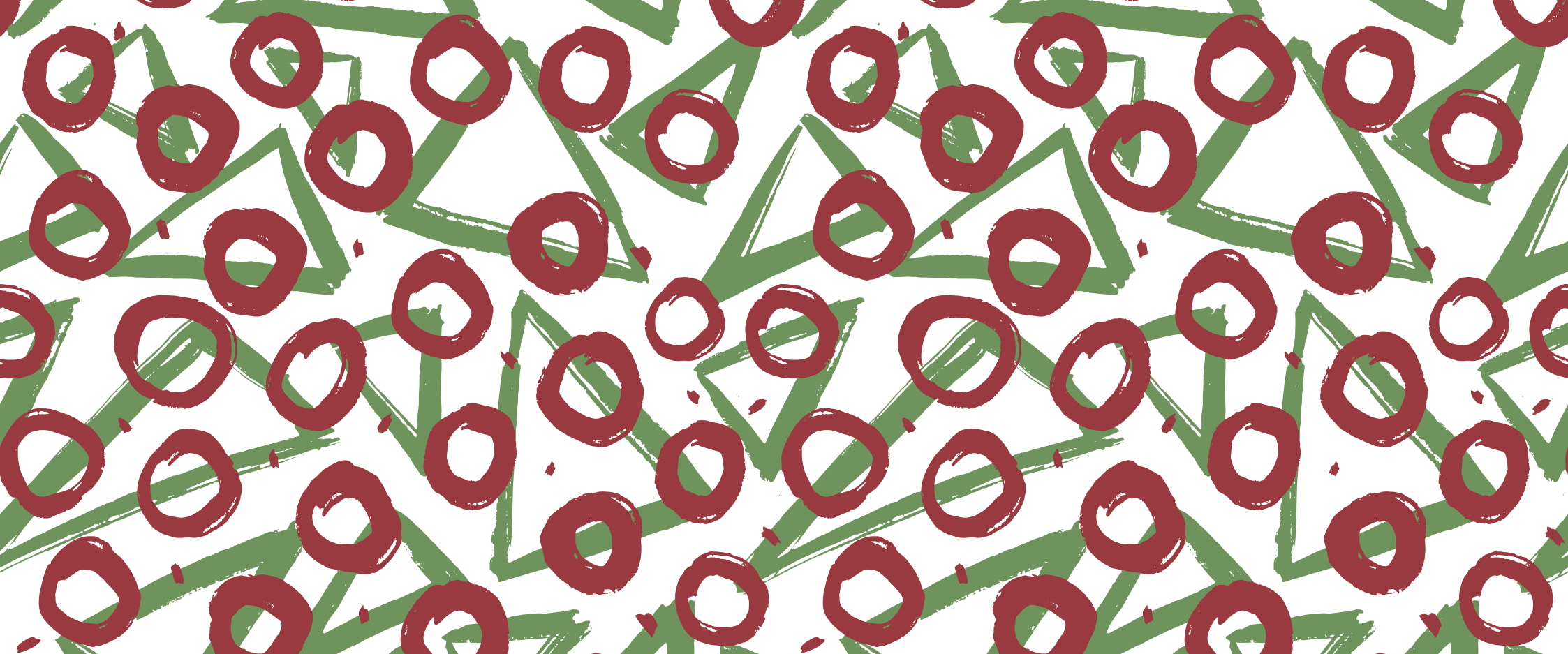
### LIVING:

Photos that capture a candid, memorable moment.



### DOING:

Photos of pizza lovers, physically engaging with the world.



The NKD Pattern is constructed as a seamless background or standalone key visual.

In application with digital and traditional collateral, the pattern can be used as a background element and/or a stand-alone key visual.

Within high-street store interiors the pattern is to be applied preferably hand-painted on the walls using a stencil cutout technique.

This asset is available in vector format and can be used as a pattern with Adobe CS software (or similar design software).

Additionally, a set of distinct complementary icons is available for use in digital and traditional media and marketing collateral (please see the full collection on next page).



# ICONS

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1. Tomato Speech Bubbles: 2 variants



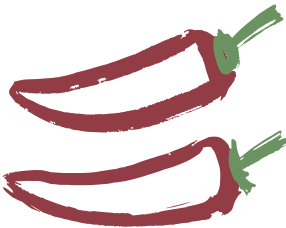
2. Basil Leaf: single, 2 variants



3. Basil Leafs Bunch: 2 variants



4. Mushrooms: 2 variants



5. Chillies: 2 variants



6. Pizza Slice: 2 variants



7. Hearts: 2 variants



8. Drinks



9. Deserts: Ice Cream, Cookies, Cakes - 8 variants

# BADGES

NKD Badges are another set of distinct key visuals to be used in application with packaging, social media and marketing collateral. Developed on the basis of our iconography, featuring distinct brand statements and taglines, allowing versatile digital and material application (stickers, pins, badges vs. web buttons, banners, coupons etc.).



# STICKERS



**INTERIORS**





# INTERIOR

FLAVOURFUL, AND PACKED WITH  
**RAW GOODNESS**

FEELING



from the field S35 | M45 | L55

- superbiotic  
artichoke, garlic, mixed bell peppers, spinach,  
mushrooms, onion, cilantro
- greenhouse  
mushrooms, onion, cherry tomatoes, black olives  
mixed bell pepper
- mediterranean  
artichoke, sun-dried tomatoes, onion, feta,  
black olives



PIZZA YOU'LL LOVE THAT LOVES YOU BACK



# INTERIOR



## **PACKAGING**

# PACKAGING

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# PACKAGING

Items like food delivery boxes are often overlooked by many businesses but we see it as an opportunity to show our personality and surprise our customers.

For any piece of packaging, we want to consider the full 360 degree experience. Details like a fun quote meeting you when you open the box or applied on top as a sticker is a great way to be memorable and encourage customers to share their experience online.



## PANTONE

PANTONE 576 U



## PANTONE

PANTONE Black 5 U



# PACKAGING

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Using custom designs for smaller items like our dip sauces shows that we care about the details and highlights our love for quality.



## **SWAG & UNIFORMS**

# UNIFORMS

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Our staff is friendly and approachable so we want our uniforms to hit a nice balance between professional and casual.

The clean logo on the front shows our brand without being too prominent and the key visuals applied bring in personality.





# **SOCIAL MEDIA**

# SOCIAL MEDIA



## Do:

- Use interesting imagery that meets NKD Pizza photography guidelines.
- Simple, easy-to-read images are best.
- Keep your message short and sweet, with straightforward copy that gets to the point quickly.
- Design your ad using NKD Pizza-approved colours, design conventions and available key visual assets.
- Online advertising is great for awareness and visibility, and we want to present a uniform look and feel across our ads for maximum impact.



## Don't:

- Use complex or intricate imagery that takes more than a moment to read.
- Avoid cliché stock imagery — it recedes and is off-brand.
- Use commercial phrases like “Free Pizza” or “Freebies”.
- Deviate from approved brand standards.
- Try to attract attention with too much animation. A strong image, clean design and simple compelling language should be enough.

# SOCIAL MEDIA

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NKD Pizza maintains an active presence in many social media channels, including Facebook, Instagram, and Twitter and considers these sites important to connecting with today's consumers. Our social media guidelines are very simple and straightforward. They boil down to these overarching policies.

- Protect information.
- Tag us and use #itsafeeling.
- Be transparent.
- Follow the law.
- Respect and humility in all communications.
- Be nice, have fun and connect.
- Be conscious when mixing your business and personal lives.
- We do not tolerate nor promote sexually explicit material violence and offensive or illegal content.
- Be aware that what you say is permanent, when in doubt do not post.

Honour our differences: Live the values.

NKD Pizza will not tolerate discrimination (including age, sex, race, colour, creed religion, ethnicity, sexual orientation, gender identity, national origin, citizenship, disability, or marital status or any other legally recognized protected basis).





**nkd**   
**pizza**™