

Maintain the Integrity of the Second Helpings Identity

The Second Helpings identity is a valuable asset. It's valuable not just because of the time and expense spent in its development, but because using it appropriately creates a look and feeling that are unique to Second Helpings. This style guide gives you the basic tools to apply the identity in various applications, colors and styles. Adhering to these standards is important in building and maintaining the identity for our core audiences and in differentiating Second Helpings from other organizations.

The Second Helpings Identity

The Second Helpings identity consists of four elements: the typeface, the graphic, the positioning line and the colors.

The identity is constructed from a typeface called Helvetica Compressed. The insertion of the graphic makes it distinctive. For that reason, never try to construct the identity on your own, but rather use the version supplied to you by Second Helpings. To maintain the uniqueness of the identity, don't use Helvetica Compressed as the text, headline, or on any other application where the Second Helpings identity appears.

The positioning line is an integral part of the identity. It must appear as provided to maintain the balance and size relationship with the typeface and graphic. Never re-typeset the positioning line.

Preferred version.



Only when the logo appears less than 1-inch wide may the positioning line be removed.

Modified version.



Colors

One-color Applications

Can appear in black when printed on white or light-color background. Can also appear in white when reversed out of black or dark background.



Two-color or Four-color Applications

The typeface and positioning line should always be reproduced in black. Only the chef's hat and jacket of the graphic should appear in one of the approved colors below.

Color Palette

The following is a suggested color palette that provides several different combinations of colors to use in materials produced for Second Helpings. Adhering to this palette helps reinforce the brand identity of the organization. Any variation must be pre-approved. Reproducing the identity with special processes such as embossing, foil stamping, or varnishing must have prior approval of the Marketing Department.

Pantone color palette.



For four-color process, these colors should be matched as closely as possible using the following values:

CMYK

■ PMS 171	C: 0	M: 68	Y: 71	K: 0
■ PMS 200	C: 0	M: 100	Y: 63	K: 20
■ PMS 261	C: 47	M: 87	Y: 0	K: 44
■ PMS 377	C: 39	M: 0	Y: 100	K: 40
■ PMS 382	C: 15	M: 0	Y: 100	K: 15
■ PMS 118	C: 0	M: 18	Y: 100	K: 27
■ PMS 462	C: 50	M: 55	Y: 79	K: 45
■ PMS 877	<i>may not be substituted.</i>			

RGB

■ PMS 171	R: 100	G: 32.6	B: 19.6
■ PMS 200	R: 77	G: 7.9	B: 15.2
■ PMS 261	R: 27	G: 10.1	B: 26.3
■ PMS 377	R: 36.7	G: 49	B: 5.1
■ PMS 382	R: 72.3	G: 79	B: 2.8
■ PMS 118	R: 72.2	G: 46.3	B: 0
■ PMS 462	R: 27.6	G: 19.2	B: 11.3
■ PMS 877	<i>may not be substituted.</i>		

Two-color identity examples.



Typefaces

The Second Helpings identity is designed to work best in conjunction with certain type styles. When setting headlines, subheads or body text, choose one of the approved typefaces:

Helvetica Neue Light Condensed
Helvetica Neue Medium Condensed
Helvetica Neue Bold Condensed
Helvetica Neue Black Condensed
Helvetica Neue Condensed Oblique

Minion Condensed
Minion Condensed Italic
Minion Bold Condensed
Minion Bold Condensed Italic

When typing a letter, memo or envelope use:

Sabon
Sabon Italic
Sabon Bold
Sabon Bold Italic

Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Medium
Helvetica Neue Medium Italic

Spacing

The Second Helpings identity must have sufficient space around it in order to read properly. The minimum amount of clear-space on all four sides of the identity should be equal to the height of the capital “H” in the word “Helpings.” (See below.) No other words, symbols, colors or graphic elements can intrude within this clear-space area.



Questions

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