



QUALITY PROVISIONS

• MAISON FARE •

FOR THE HOME CHEF

# MAISON FARE

QUALITY PROVISIONS  
FOR THE HOME CHEF



# TABLE OF CONTENTS

LOGO AND ICONOGRAPHY	3
COLOR PALETTE	8
FONT PALETTE	10
TONE OF VOICE	12
SUGGESTED USAGE	14

MAISON  
FARE

SECTION I

# LOGO AND ICONOGRAPHY





MAISON FARE  
LOGO AND ICONOGRAPHY

BRAND  
ELEMENTS

- 1. Horizontal Text Only
- 2. Stacked Text Only Left Aligned
- 3. Stacked Text Only Top Heavy
- 4. Wonky Text Only
- 5. Stacked Tagline
- 6. The Maison Hare

1

MAISON FARE

2

MAISON  
FARE

3

MAISON  
FARE

4

MAISON  
FARE

5

QUALITY PROVISIONS  
FOR THE HOME CHEF

6





  
**MAISON**  
**FARE**

QUALITY PROVISIONS  
  
• **MAISON FARE** •  
FOR THE HOME CHEF

  
**MAISON FARE**

**MAISON FARE**  
QUALITY PROVISIONS  
FOR THE HOME CHEF



**MAISON**  
**FARE**  
QUALITY PROVISIONS  
FOR THE HOME CHEF

MAISON FARE

LOGO AND ICONOGRAPHY

LOCKUPS

This slide shows several ways that the Logo Elements may be mixed and matched to create branding lockups for various purposes. These lockups may fit in square, rectangular, or circle constraints and do not represent an exhaustive set of options. As long as prebuilt elements are used and standard rules of balance and symmetry are adhered to, various elements may always be combined for creative use.



# MAISON FARE

QUALITY PROVISIONS  
FOR THE HOME CHEF

STACKED W/ TAGLINE

PLENTY OF ROOM

# MAISON FARE

QUALITY PROVISIONS  
FOR THE HOME CHEF

HORIZONTAL W/ TAGLINE

# MAISON FARE

HORIZONTAL ONLY

# MAISON FARE

STACKED ONLY



ICON ONLY

LIMITED SPACE

RESPONSIVE  
DESIGN

As needs change from web to print and packaging, there will be times when space and format constraints require the brand to utilize different elements of the logo to fit. This page is meant to guide the brand when needing to cut/remove elements based on context. Each iteration takes up less space the one above it.



MAISON FARE  
LOGO AND ICONOGRAPHY

ICONS

The icons displayed on this slide represent only a small portion of the possible combinations that would all be considered on-brand. The logo elements and brand colors are all able to be mixed and matched to create various icon lockups depending on use, season, size, and even potential short-term marketing needs (such as red/green for Xmas, etc.) as long as standard rules of scale and contrast are adhered to.



SECTION II

# COLOR PALETTE



COLOR PALETTE

PRIMARY  
BRAND  
COLORS

Maison Fare's primary brand colors were chosen for their bold yet organic nature. Careful thought was put into the balance of each color with the rest of the palette as well as each color's relationship to the others to maximize variation and contrast. When placing graphics over images, always choose a high contrast option for branding, allowing for better brand recognition.



<p><b>Brand Blue</b> PANTONE P 108-16 C HEX 003663 RGB 0 54 99 CMYK 100 70 15 44 LAB 19 -8 -35</p>	<p><b>Corn Blue</b> PANTONE P 106-15 C HEX 006FB2 RGB 0 111 178 CMYK 100 43 0 10 LAB 44 -9 -42</p>
	<p><b>Poppy Yellow</b> PANTONE P 7-7 C HEX FED741 RGB 254 215 65 CMYK 113 85 0 LAB 88 5 70</p>
<p><b>Maroon</b> PANTONE P 56-15 C HEX 8E2B2F RGB 142 43 47 CMYK 19 89 74 36 LAB 34 41 22</p>	<p><b>Gold</b> PANTONE P 16-6 C HEX AA8331 RGB 170 131 49 CMYK 34 34 100 5 LAB 58 10 44</p>
	<p><b>Crust</b> PANTONE P 26-15 C HEX 875200 RGB 135 82 0 CMYK 0 47 100 55 LAB 41 20 43</p>
<p><b>Flour</b> PANTONE P 3-9 C HEX F4ECDA RGB 244 236 218 CMYK 0 2 11 4 LAB 94 -2 9</p>	



SECTION III

# FONT PALETTE



These four fonts were chosen as a cohesive collection to cover all of Maison Fare's web and print needs. The H1 font should be used sparingly, as it is also the logo font and should never visually overpower branding. The choice of Avenir Next as the paragraph font was based on its readability, availability, and flexible options (weights, italics). Any brand font may be used in any brand color, as long as common design/usage rules are followed.

GAQIRE

H1 / LOGO / TITLES

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

!@£\$%&amp;()+,.,?

ALL CAPS

BASKERVILLE  
REGULAR

H2 / Callouts + Titles

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

!@£\$%&amp;()+,.,?

Mixed Case

LOWVETICA  
BOLD

H3 AND SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@£\$%&amp;()+,.,?

ALL CAPS

AVENIR NEXT  
ALL FONT FAMILIES

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

!@#%&amp;^\*()\_+

*abcdefghijklmn**opqrstuvwxyz**ABCDEFGHIJKLMN**OPQRSTUVWXYZ**1234567890**!@#%&^\*()\_+***abcdefghijklmn****opqrstuvwxyz****ABCDEFGHIJKLMN****OPQRSTUVWXYZ****1234567890****!@#%&^\*()\_+**Mixed Case  
and Styles



SECTION IV

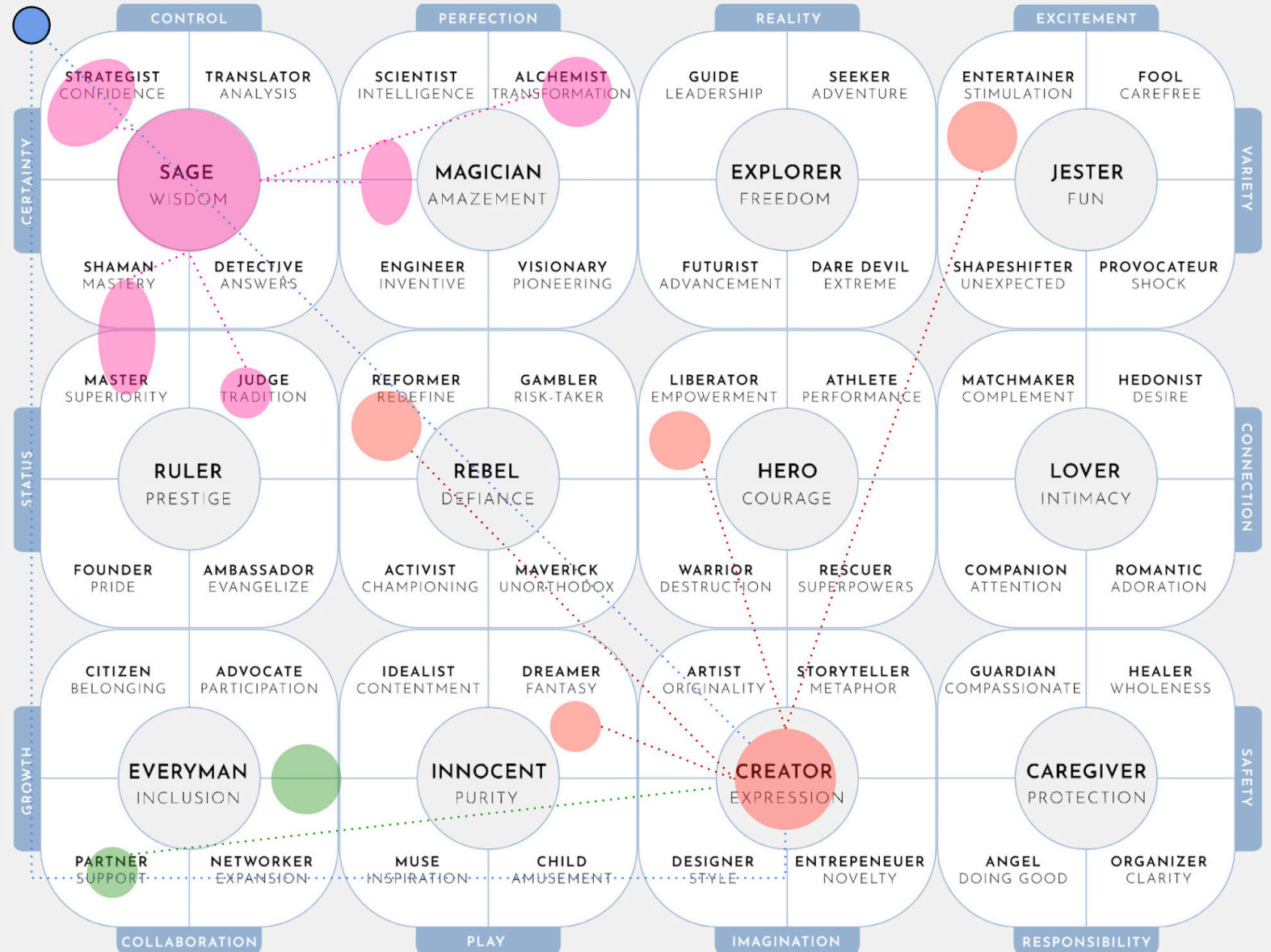
# TONE OF VOICE



**PRIMARY: SAGE    SECONDARY: CREATOR    SUPPORTING: EVERYMAN**

EMPOWERING, KNOWLEDGEABLE, INNOVATIVE, SUPPORTIVE, SOPHISTICATED

\* Internalize



ARCHETYPE HEAT MAP

Maison Fare speaks from a place of wisdom and understanding, combining the attributes of a Sage, the creative spirit of a Creator, and the reliability of an Everyman, to deliver an enriched and elevated baking experience to its audience. In unison, these facets of Maison Fare’s voice highlight its premium positioning, innovation, and connection with its audience, setting it apart in the e-commerce baking market.



SECTION V

# SUGGESTED USAGE

MAISON FARE



SUGGESTED USAGE

BRANDED PHOTOGRAPHY

When selecting or creating photos for social, web, print, or marketing purposes, Maison Fare should make effort to show people in action, in process, and actively participating in the baking process when possible. Secondary would be the act of eating, sharing, and enjoying finished baked items. As the brand doesn't sell baked items, simply showing breads, etc. would be the least effective option, excepting that it was submitted and tagged UGC.



SUGGESTED USAGE

ALTERNATE VISUAL STYLE

Maison Fare, if/when short of actual product or user images, may use illustrations in the style of 19th century Delft tiles to show or talk about features or products. Delft tiles are characterized by illustrations of people, places, or things in deep, rich, inky and sometimes watery blue colors on porcelain tiles, usually aged, cracked or weathered by time. All images on this page are AI-generated to demonstrate on-brand situations.



MAISON FARE

SUGGESTED USAGE

PRODUCT  
MOCKUPS

The mockups on this page are to illustrate how you might use the colors, fonts, and styles in this guide when designing printed materials. These mockups are not meant to be used as actual designs and are not printable files.

Branding design by Matt Chait  
for Banana Stand Inc.



# MAISON FARE

MAISON FARE