



Spudbar offers healthy, beautiful tasting food that is quick, convenient and value for money. All our food is nutritious and filling, with no high sugar or high fat foods. Spudbar is dedicated to providing healthy, tasty meals that "feeds well".

Spudbar aims to introduce more people to the brand and the beautiful, healthy and great tasting meals that we provide. This customer growth will come from lunch and dinner trade, as well as corporate and event catering.

Spudbar is dedicated to offering a great tasting, fast and value for money healthy alternative in the fast food environment. Spudbar's competitors are those brands that offer fast and value for money meals, with a health angle. These are both chain and stand alone stores and may include:

- Healthy Habits
- Grill'd
- Sumo Salad
- Nando's

Spudbar's brand is fun and quirky, whilst being healthy, caring and representing value.

Fun 🧿	We're not too serious about ourselves Fun customer involvement in the make your own meal concept The theatre of the Spudbar customer experience in store
Quirky	Everything slightly left of centre Store fit out Product names Images/wording on website Nothing is too polished
Healthy & hearty	Core offering is spuds and vegetables Meals are substantial, tasty and filling Get daily serve of veggies in one fast food option Spuds are dry baked, no oil, light products where possible Healthy for the environment (reduce, reuse, recycle)
Caring •	Care for the community Regulars feel at home Part of local environment Reduce, reuse, recycle Cares for staff and franchisees
Value •	Value for money Filling aspects of a hearty meal Feed the family
Creative •	Build your own spud concept Evolving menu Customer feedback and interactions Use of different media Memorable and creative marketing messages Continually challenge ourselves to achieve this

Our primary target market is 18-35 year olds, who make up about 80% of our current customers, and the majority of our employees. We want our communication with this market to be relevant, edgy and memorable, something that they may mention to their friends and to help encourage them to trial our product. This group tends to be health conscious, with many vegetarians. Most transactions within this target are for spuds rather than salads.

Our secondary market is potential franchisees. The franchisees that are drawn to Spudbar typically know us from being a customer, and consequently the majority of enquiries are drawn from the 25-35 year old market. Unfortunately there are also significant capital constraints for purchasing a franchise in this market and we therefore need to raise awareness of the benefits and opportunities of Spudbar to a wider market that appreciates a healthy concept, with strong loyalty and a simple operation.

HOT & HEALTHY BAKED POTATOES

Spudbar is a unique concept for many consumers – and while this is one of our brand strengths, it also poses some challenges in communicating our product offering.

Our positioning line helps to give context to our product and to inform consumers about the food we serve. It supports the brand in helping consumers to understand what Spudbar is – using the commonly understood concept of baked potatoes. The addition of the words "hot & healthy" and our contemporary visual approach also help to inform consumers that Spudbar is a modern take on the traditional idea of a baked potato.

The use of this descriptive positioning line enables us to be less literal and more creative with our visual brand elements, as we don't always need to use product photos to communicate what we serve.



02.1 **Spudbar Brandmark**



The Spudbar Brandmark has been designed to reflect our brand personality – fun, bold and down-to-earth.

The shape has been developed around the concept of potato prints, with the ink – much like Spudbar's toppings – spilling over the edge.

The typography employs a rounded, lowercase font which communicates a youthful sense of friendliness.

Spudbar's tagline – Feeds Well – is an integral part of the brand and has been incorporated into the brandmark accordingly.



Primary Logo

To be used wherever possible



O Primary Logo - Small

To be used wherever the size of the logo drops below 33mm wide – rendering the "Feeds Well" tagline illegible



Secondary Logo

To be used on coloured backgrounds or in a black and white context



Secondary Logo - Small

To be used on coloured backgrounds or in a black and white context, wherever the size of the logo drops below 33mm wide – rendering the "Feeds Well" tagline illegible MINIMUM WIDTH = 33MM



Logo (with Tagline)

Minimum size = 33mm wide

Note: In circumstances where the logo is to be viewed from a distance, this minimum size may not allow for legibility of the "Feeds Well" tagline. Where this tagline is not reasonably legible, the version of the logo without the tagline should be used.

MINIMUM WIDTH = 22MM



Logo - Small (without tagline)

Minimum size = 22mm wide

To be used wherever the size of the logo drops below 33mm wide – rendering the "Feeds Well" tagline illegible

Colour placement



Light Background = Primary Logo (orange)



Black Background = Primary Logo (orange)



Orange Background = Secondary Logo (black)



Coloured Background = Secondary Logo (black)

Positioning in relation to text & graphic elements

The Spudbar logo is designed to be flexible – and this also applies to its placement. The following examples show the brandmark working underneath text, to the left of text and to the right of text.

Note the use of a simple keyline to define the space between the logo and the text.

The logo can also work on its own, with or without surrounding text or graphic elements.







02.5 **Brandmark Misuse**

It is imperative that the logo be used correctly in order to maintain brand consistency.

The following should always be avoided:



Do not reverse logo in white



 Do not scale logo disproportionately



 Do not scale one element of the logo independently (eg enlarging the tagline only)



 Do not add graphic elements to the logo (eg additional "splatters")



 Do not use elements of the logo independently - the text and spud should always appear together



Do not outline the logo



Do not rotate the logo or any one element of the logo independently (eg rotating the spud, but not the text). The logo may only be rotated if it is sitting on a sticky note and the entire sticky note is rotated.



x Do not alter the typefaces within the logo



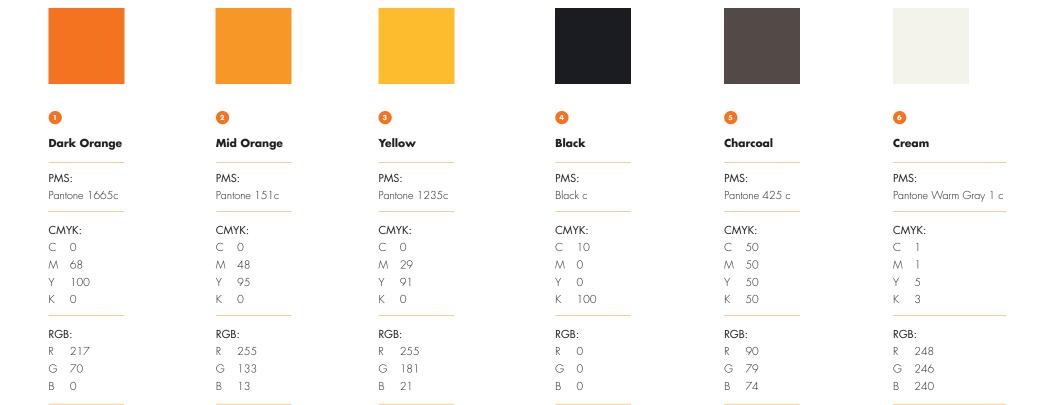
Do not alter the colour of elements within the logo



Do not change the colour of the logo to anything other than the approved colour schemes



Colours



Weighting of colours

03.1

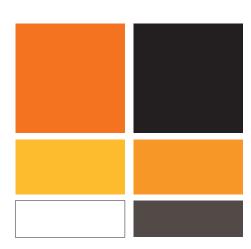
Colour Usage

Spudbar's colour palette is dominated by orange, yellow, white and black.

The brand is moving towards a brighter use of colour in many of its external communications, while a strong use of black is also retained.

The following diagram indicates the weighting of colours to be used within branding and communications.

Please also see working examples of the colour palette on page xx.



SECTION 4: TYPO- SGRAPHY

HOT & HEALTHY BAKED POTATOES

Fat free, with over 30 tasty and nutritious toppings



An important part of building a strong and distinctive visual language is the consistent and correct use of typefaces.

04.1

Heading Typeface

Spudbar has its own unique and distinctive heading typeface, which has been specifically designed to reflect our brand's personality and hands-on approach.

The Spudbar font should be used for headings on all external facing communications as a way to communicate the brand message. It is important to note, however, that this is a heading typeface and should be used sparingly to ensure it achieves maximum impact. Overuse will undermine the effectiveness of this font.

Spudbar - Heading Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@\$&%()++:

Futura to be used on all external facing communications.

Futura has been specifically selected as the Spudbar "content typeface" – to be used in all circumstances except headings. It has been chosen for its rounded letterforms – which communicate a sense of fun and approachability. It also provides versatility in that it works well in both a consumer facing and a corporate context.

Futura Bold - Sub-Heading Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()-=+{}:

Futura Light - Primary Body Copy Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()-=+{}:

Futura Book - Secondary Body Copy Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()-=+{}: Where Futura is unavailable the substitute font to be used is Arial – the closest match which is available across all operating systems.

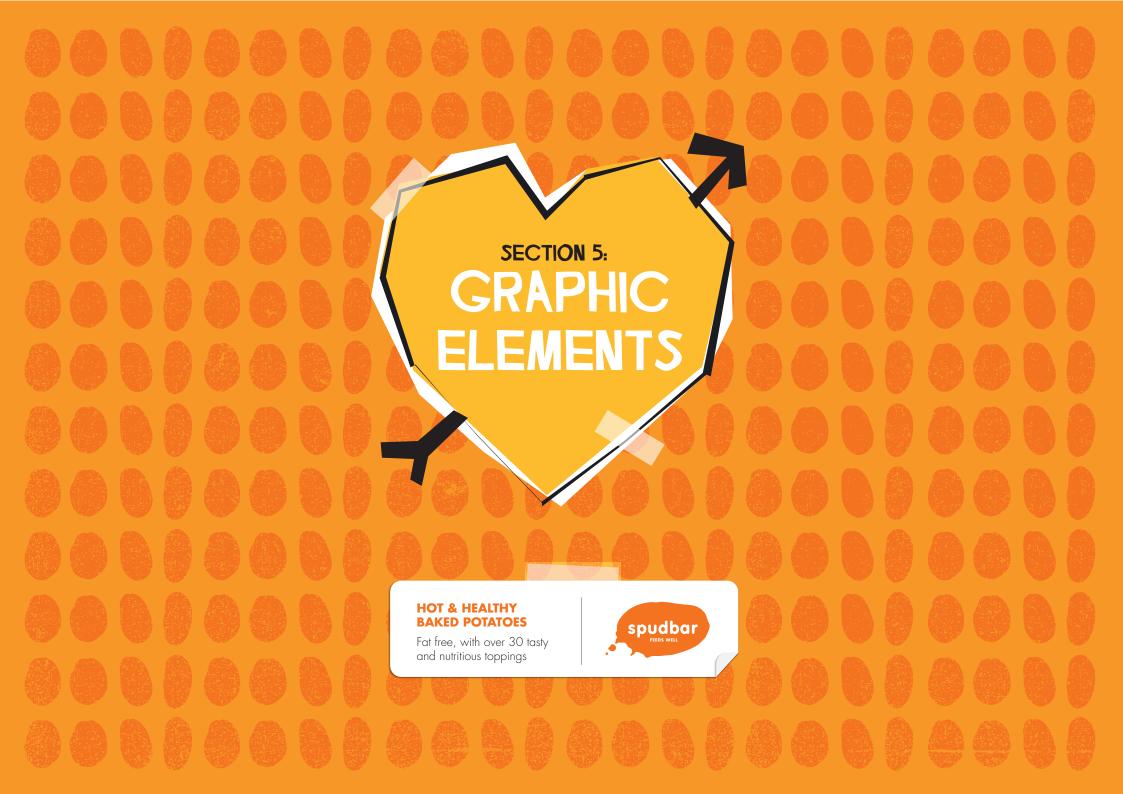
Arial can be used for internal documents and for online applications only – but all other external facing communications should use Futura for consistency.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()-=+{}:

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#\$%^&*()-=+{}:

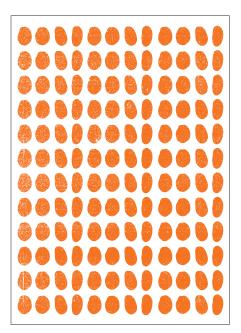


Background patterns

Backgrounds

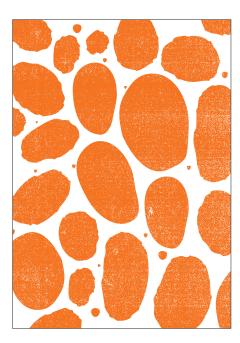
05.1

The Spudbar branding utilises a suite of backgrounds which add depth and texture to the overall look and feel. These backgounds also add variety to our materials – helping each piece of communication to look individual, whilst still being part of the overall brand.



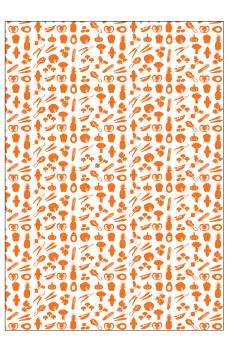
Small Spud Background

This background is made up of numerous small potato prints



Big Spud Background

This background is made up of larger, more random potato prints



3 Top it Off Background

This background is made up of small illustrations of Spudbar's toppings



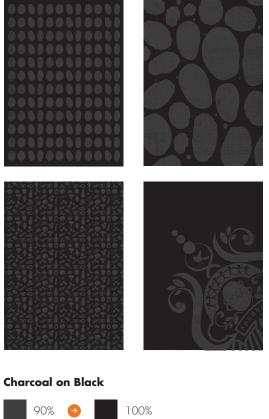
Crest Background

This background utilises a cropped version of the Spudbar crest.

05.1 **Backgrounds** (continued)

Background colours

The Spudbar backgrounds can be used in a range of tonal colour combinations to add further variety, depth and versatility to our communications. The colours for backgrounds are always used in a tonal way to avoid excessive contrast – ensuring that background patterns do not overpower the design.







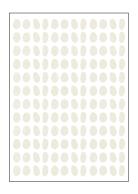




05.1 **Backgrounds** (continued)

Background colours

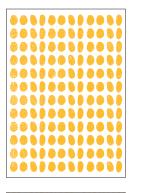
(continued)

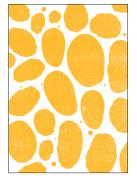














Cream on White





100%

Yellow on White







05.2 **Spudbar Crest**

The Spudbar crest incorporates a number of our brand values – from the sense of community in the figures to the history of the potato through the vine.

The crest is an important feature in the Spudbar instore environment, helping to create patterns and tonal depth within the graphics.

In other marketing materials the crest forms part of a background element (see pg x). It is usually used in a cropped and rotated form, so that only sections of the crest are visible at one time.

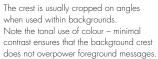








Use of crest in backgrounds





Feature shapes make up an important part of the Spudbar look and feel. They act as a device for headings while also adding personality and visual depth to our branding. The shapes are drawn in a way which reflects the 'cut out' style of the Spudbar heading typeface. Some shapes are more generic (eg Speech Box), while others are more specific to the message at hand (eg Drink Bottle).







The feature shapes consist of a solid colour shape, with a black outline which sits over the top and is created using the "Roughen" effect in Illustrator.



05.3 **Feature Shapes** (continued)

The feature shapes can be used in a variety of colour combinations and on different backgrounds. When used over a background colour the feature shapes introduce an additional offset white layer which helps the shape to stand out.

Different colours in the typography help to create a hierarchy of messages – although no more than two text colours should be used at once to avoid clutter.



Birdie

This dove shape comes from the Spudbar Crest



Leaf

This leaf comes from the Spudbar Crest and symbolises a commitment to sustainability



Heart

The heart shape reflects Spudbar's passion for potatoes.



Speech Box

A generic shape which can be used for a variety of messages.



A generic shape which can be used for a variety of messages.



Spud

This shape represents a potato and can be used for a variety of messages.



Drink Bottle

This shape can be used for messages which relate to drinks.



Tree

The tree shape symbolises a commitment to sustainability and good health.



Llama

The llama shape represents the spud's South American origins.



n Arrow

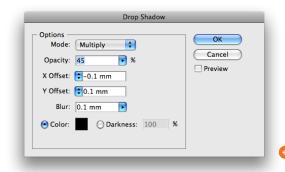
A generic shape which can be used for a variety of messages.

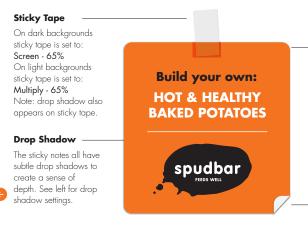
05.4 **Sticky Notes**

The sticky note graphic is another device within the Spudbar suite of communications. It allows for type and logos, and is often used as a device for the logo, tagline and call to action.

Sticky notes are cleaner and more formal in their design – helping to offset the more playful feature shapes. They provide a solid and clear area for important brand messages.







Rounded Corners

All sticky notes have rounded corners – which creates a sense of friendliness and links to the roundness of the Spudbar logo

Folded Corner

The bottom right-hand corner is always folded up to create another sense of dimension. Note: drop shadow also appears on folded corner.

05.4 **Sticky Notes** (continued)

Colours and formats

Sticky notes can work in a variety of different colours and sizes. The examples below illustrate how these devices can work in horizontal of vertical formats – depending on the application. Sizes can be modified to suit the message and space available.

spudbar



Fat free, with over 30 tasty and nutritious toppings







HOT & HEALTHY BAKED POTATOES









Website addresses

The Spudbar Australian and New Zealand website addresses are treated the same way across all communications for brand consistency.

Both addresses appear in uppercase Futura Bold within a horizontal sticky note.

The preferred colour combination is white text over a yellow sticky note (see example 1). If this colour combination is impractical then secondary colour combinations may be used (see examples 2 & 3).

SPUDBAR.COM.AU • SPUDBAR.CO.NZ

Preferred colour combination

White text with yellow sticky note.

SPUDBAR.COM.AU • SPUDBAR.CO.NZ

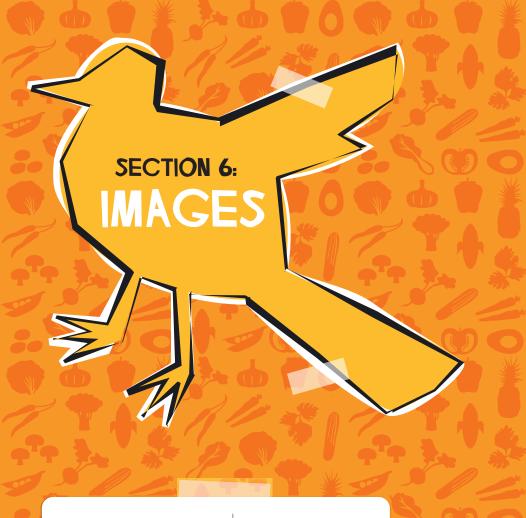
Secondary colour combination

White text with orange sticky note.

SPUDBAR.COM.AU • SPUDBAR.CO.NZ

Secondary colour combination

Orange text with cream sticky note.



HOT & HEALTHY BAKED POTATOES

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Images help us to communicate the Spudbar product offering, and their treatment integrates with the overall brand look and feel.

Images within Sticky Notes

Images are often cropped and presented within Sticky Notes. This helps to link the images to the other graphic elements in the style and adds another layer of depth to layouts.

The benefit of the sticky note mask is also that images placed over coloured backgrounds can still stand out with a clear white border.

Sticky Note styles apply



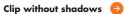
When masking images within sticky notes the same styles apply as per graphic sticky notes, including rounded corners, drop shadows, folded tags and sticky tape. Refer to page xx for details.





Clipped Images

Images can also be clipped and utilised as floating elements within layouts. This adds to the 'cut and paste' aesthetic within the Spudbar branding and also helps when using images over patterned backgrounds.





Ensure all images are clipped neatly without shadows.



