

ERENN



Brand Guidelines

A large, elegant graphic in a dark red color. It features a thick, flowing line that loops and swirls around the word 'Contents', which is written in a large, elegant, cursive script. The graphic is positioned above a thin horizontal line.

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Strategy

THE WORLD IS CRAVING

Change

WE FEEL A RESPONSIBILITY TO ACT

Crenn is a collection of experiences that seek to challenge societal norms and disrupt the culinary industry with a planet-first mindset. With values grounded in sustainability and humanity, we feed curiosity with ideas that inspire change—for the good of people and the planet.

VISION

What we want to achieve—our reason for existing



MISSION

How we plan to achieve our vision



SERVE AS A *Catalyst* TO CONNECT PEOPLE AND IDEAS
IN WAYS THAT IMPROVE THE *Planet* AND PEOPLE'S LIVES

POSITION

What we bring to the world



Moments that
A SPARK · A CONNECTION · AN EXPERIENCE · AN EMOTION
Transform
ENGAGE · IMPACT · IMPROVE

CORE VALUES

Our core values guide our words and actions—they are central to who we are and how we seek to transform the world.

SUSTAINABILITY

Planet first. We are leaders of environmental change in the food industry—serving meatless dishes, striving toward zero waste, and ridding our spaces of plastics.

HUMANITY

Be kind. From the people we hire to the way guests feel when they walk in the door, a sense of warmth and humanity is felt in every interaction.

EQUITY

Disrupt the industry. Still not present in the industry, equity is at our core. Whether we're uplifting women leaders or hiring workers based on skill, equity is a battle worth fighting.

INCLUSIVITY

Everyone is welcome. We want people to feel at home, welcome, and respected. It's not about helping people fit in, it's about celebrating what makes everyone so different.

ARTISTRY

Beauty in every detail. Everything we create—from our dishes to dining spaces—is crafted with an eye for artistry and excellence.

Service

Sone of Voice

PASSIONATE · REFINED · WELCOMING · CURIOUS

Our tone words bring our voice to life across various touchpoints of Crenn. They do not all need to be present in every piece of copy, and can be turned up and down depending on context and channel.

Use them as a guide to speak to who we are.

BE *Passionate*

Our passion is always evident.
We curate every experience to boldly embody our values.

Do:

Walk the walk: When possible, refer to real examples of how Crenn is living out its mission. Reel readers in with language that's evocative of our values.

Don't:

Be overly philosophical or impose a certain action or way of thinking.

Examples:

- Get a taste of our vision for sustainable gastronomy (and the world).
- The Crenn way: Zero waste. Zero plastic. Planet first.



BE *Refined*

We have an understated elegance that cuts through the crowd.
We're by no means soft.

Do:

Less is more.
Cut the fluff and leave room for imagination.

Don't:

Use a cold, haughty tone or write in staccato.

Examples:

- Let's eat and be moved.
- We feed our passion with purpose.



BE *Welcoming*

Every interaction starts with an invitation. We're not here to force action—but we want you to be part of the conversation.

Do:

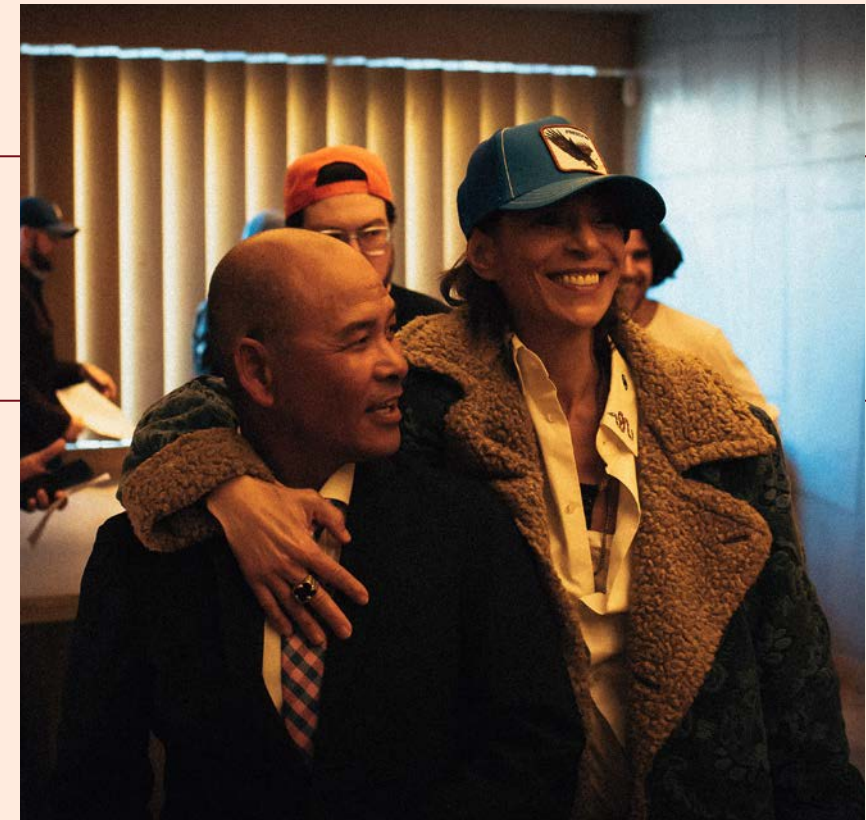
Write like the host of a dinner party that everyone is invited to.

Don't:

Be spiritual and woo-woo, or above-it.

Examples:

- Together we can create a kinder, more eco-conscious world.
- Come as you are, leave with something new.



BE

Curious

Transformation requires curiosity first. We have an open heart and an open mind that forever wonders what's next.

Do:

Encourage openness with an inviting, inquisitive tone.

Don't:

Prod or pass judgment.

Examples:

- What moves you?
- Take part in transformation—in your own way.



Design

THE SYSTEM

The following elements make up the Crenn brand toolkit.

The hallmark of the visual expression is the juxtaposition of delicate, luxurious script lettering paired with angular, sharp serifs.

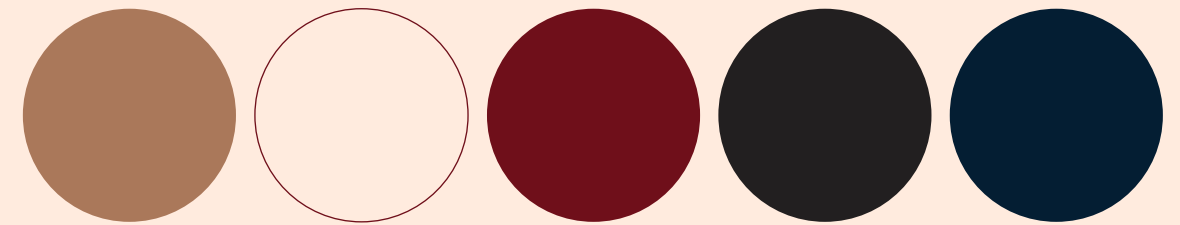
Pairing these unique typographic features with a disruptive yet elegant color palette allows the brand to be both approachable and thought-provoking.

Photography and illustration bring the core values of humanity and sustainability to life with intriguing depictions of the experiences, passions, and people of Crenn.

LOGO



COLOR PALETTE



TYPOGRAPHY

Desirable Calligraphy
abcdefghijklmnopqrstuvwxyz

Roslindale

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Libre Franklin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PHOTOGRAPHY



ILLUSTRATION



LOGO

The Crenn logo acts as a memorable symbol across all communications.

It explores the theme of disruption at the inflection point of soft script and rigid serif. It invites people into the brand with an understated elegance that in itself tells a story.

The prominent 'C' is iconic and poetic—introducing Crenn as an approachable luxury brand. The loud serif brings a necessary edge to the design.

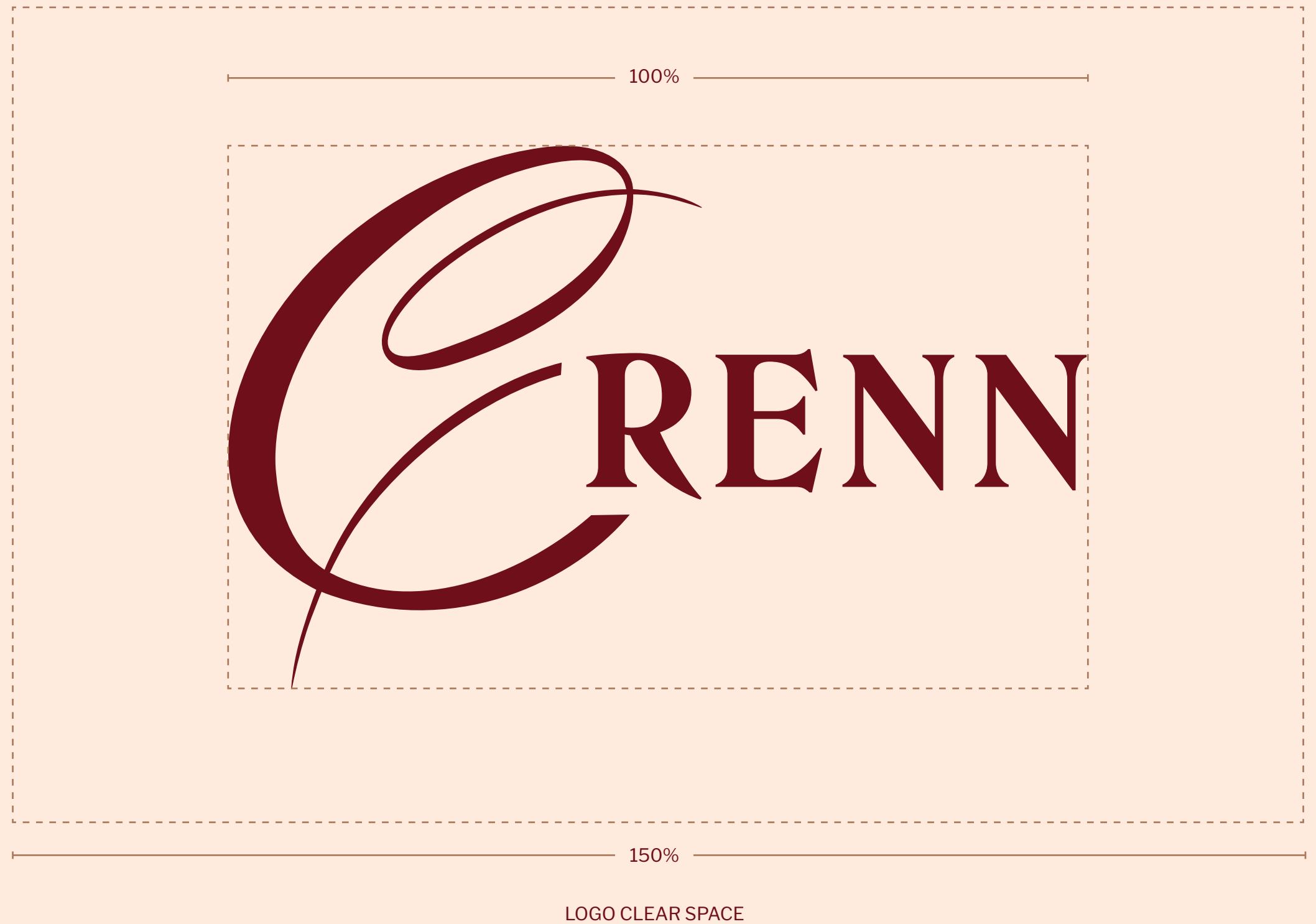
Refer to the following pages for guidance on clear space, color usage, and logo misuses.



CLEAR SPACE

When paired with other graphical elements, the logo should always be surrounded by an empty, uncluttered area called “clear space.”

This space around the logo should be at least 150% of the width of the logo.



STACKED LOGO

The primary horizontal logo should be used in most cases. Use the stacked logo in instances where the primary logo is too small in context and becomes illegible. It is best suited for environmental use cases and signage.

When using the stacked logo with other graphic elements, make sure to give it room to breathe. The clear space should be at least 150% of the width of the logo.

Always use the logo files provided in the logo pack. Do not recreate.



MONOGRAM

The 'C' monogram is the shorthand representation of our logo, created to strengthen brand recall in Crenn communications.

The monogram should be used in small-scale contexts or applications that cannot fit the entire logo, such as social media icons.

Do not use the monogram logo in addition to any other logo—it should stand alone.



LOGO CLEAR SPACE

SUB-BRANDS

As Crenn embarks on new business endeavors, a sub-brand logo should be used to set them apart.

In typography, we define the cap height as the height of a typeface's uppercase letters, measured from the baseline to the top of flat-topped glyphs.

When creating new logos for Crenn sub-brands, the venture name should be half the cap height of the Crenn logo typography.

Use sub-brand logos across relevant collateral to speak to their respective audiences.



SOCIAL ICONS

Use the Crenn 'C' monogram for social media icons in either Burgundy or Porcelain. When the logo is set in Porcelain, the background color must be Burgundy, or vice versa.



LOGO
SOCIAL ICON



SQUARE
SOCIAL ICON



ROUNDED SQUARE
SOCIAL ICON



CIRCULAR
SOCIAL ICON



MINIMUM WIDTH
OF 32px



MINIMUM WIDTH
OF 32px



MINIMUM WIDTH
OF 32px



MINIMUM WIDTH
OF 32px

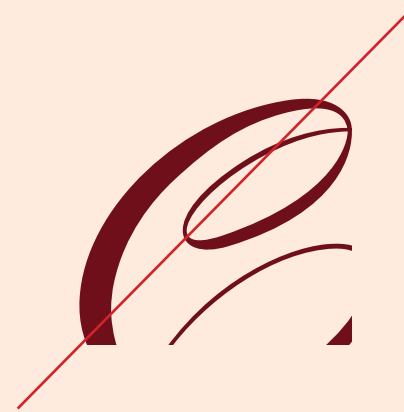
MISUSE

The logo must remain consistent throughout all communications. It must never be redrawn, adjusted, or modified in any way.

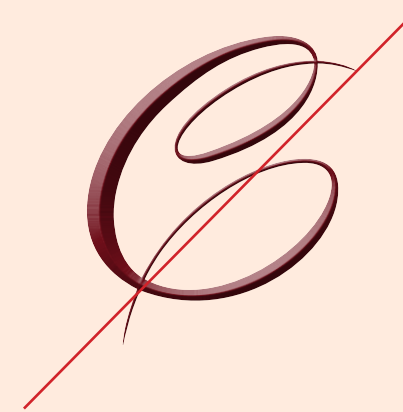
Please use the provided artwork for any logo application.



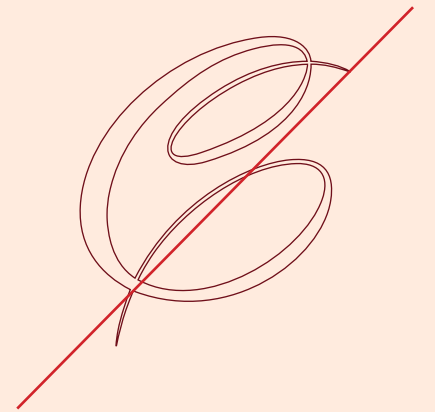
DO NOT—
DISTORT, SKEW, OR
STRETCH THE LOGO



DO NOT—
CROP THE LOGO



DO NOT—
ADD SPECIAL EFFECTS



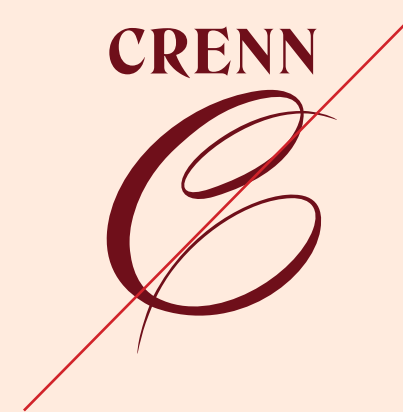
DO NOT—
APPLY OUTLINES



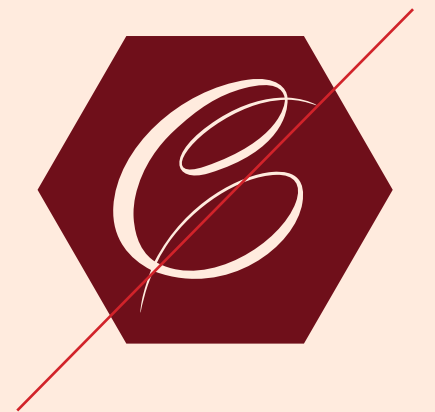
DO NOT—
ADD GRADATIONS



DO NOT—
FILL ELEMENTS WITH
MULTIPLE COLORS



DO NOT—
CHANGE ORIENTATION
OF LOCKUPS



DO NOT—
CONTAIN IN A SHAPE



DO NOT—
CHANGE THE TRANSPARENCY
OF THE LOGO



DO NOT—
USE DROP SHADOWS



DO NOT—
USE THE BRAND FONT 'C' IN LIEU
OF THE CRENN MONOGRAM 'C'



DO NOT—
ROTATE ANY PART
OF THE LOGO

COLOR PALETTE

Crenn's passion to drive bold change in the culinary industry inspired our color palette of Porcelain, Burgundy, Indigo, Gold, and Onyx.

Porcelain and **Burgundy** are our core brand colors. They are primarily used as font and background colors.

Gold is an accent color, used to give the creative a luxurious finish.

Indigo and **Onyx** are only used in cases of low legibility to add contrast and depth.

Note: The PMS value for Porcelain is the nearest recommendation due to the limitations of the Pantone Color Matching System. However, in the case of printing, it is preferred to opt for off-white paper that is similar in color to Porcelain instead of printing a color flood on white paper.



PORCELAIN

#FFEBDE C0 M8 Y10 K0
R255 G235 B222 PMS 9240C

BURGUNDY

#6F0F1A C0 M100 Y85 K50
R111 G15 B26 PMS 7621C

INDIGO

#041E33 C95 M45 Y0 K80
R4 G30 B51 PMS 540C

GOLD

#AA785A C25 M50 Y65 K5
R170 G120 B90 PMS 7515C

ONYX

#221F20 C70 M70 Y70 K80
R34 G31 B32 PMS BLACK C

COLOR USE

The Crenn brand palette is primarily composed of Porcelain and Burgundy, with the secondary colors of Gold, Onyx, and Indigo as accent colors.

Porcelain constitutes most background and typography when used on top of photographs and illustrations.

Burgundy is the primary color used in typography and illustration. It can also be used as a background color.

Gold should only be used for large typography and headlines, never as a full color bleed background.

Indigo is primarily used in photo treatments but can also be a typography color when Burgundy cannot be used.

Onyx should only be used in rare instances with a photo treatment that calls for higher contrast or legibility.



PORCELAIN



BURGUNDY



GOLD



INDIGO



ONYX

COLOR ACCESSIBILITY

It's important to consider accessibility in designs to ensure that people with visual impairments or color vision deficiencies can interact with brand materials in the same way as non-visually impaired people.

When selecting background or font colors, please refer to the following color combinations to comply with accessibility.

'Headlines' are defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger. 'Text' is defined as any copy with smaller point sizes or thinner weights.

APPROVED HEADLINE COLOR COMBINATIONS



HEADLINES AAA



HEADLINES AAA



HEADLINES AA



HEADLINES AA



HEADLINES AA

APPROVED TEXT COLOR COMBINATIONS



TEXT AAA



TEXT AAA



TEXT AAA



TEXT AAA

RESTRICTED COLOR COMBINATIONS



HEADLINES AA
TEXT FAIL



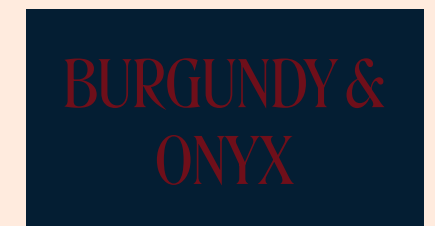
HEADLINES FAIL
TEXT FAIL



HEADLINES FAIL
TEXT FAIL



HEADLINES AA
TEXT FAIL



HEADLINES FAIL
TEXT FAIL

LOGO COLOR USE

To maintain brand consistency and recognition across platforms, the Crenn logo should only be set in Burgundy, Porcelain, or Gold.

Follow these rules when pairing colors:

Porcelain backgrounds

Use Burgundy or Gold

Burgundy backgrounds

Use Porcelain or Gold

Indigo background

Use Gold

When available, print the Gold Crenn logo in gold foil for any printed materials.

APPROVED LOGO AND BACKGROUND COMBINATIONS



BURGUNDY ON PORCELAIN



PORCELAIN ON BURGUNDY



GOLD ON PORCELAIN



GOLD ON BURGUNDY



GOLD ON INDIGO

RESTRICTED LOGO AND BACKGROUND COMBINATIONS



INDIGO ON PORCELAIN



ONYX ON PORCELAIN



INDIGO ON BURGUNDY



ONYX ON BURGUNDY



PORCELAIN ON INDIGO



BURGUNDY ON INDIGO



BURGUNDY ON ONYX

SUB-BRAND COLOR USE

Crenn sub-brand logos should only be set in the following approved color combinations.

Follow these rules when pairing colors:

Porcelain backgrounds

Use Burgundy as the primary color and Gold as the secondary color

Burgundy backgrounds

Use Porcelain as the primary color and Gold as the secondary color

Indigo background

Use Porcelain as the primary color and Gold as the secondary color

APPROVED SUB-BRAND LOGO COLOR COMBINATIONS



BURGUNDY AND GOLD
ON PORCELAIN



PORCELAIN AND GOLD
ON BURGUNDY



PORCELAIN AND GOLD
ON INDIGO

RESTRICTED SUB-BRAND LOGO COLOR COMBINATIONS



INDIGO AND GOLD
ON PORCELAIN



INDIGO AND GOLD
ON BURGUNDY



BURGUNDY AND GOLD
ON INDIGO



BURGUNDY AND GOLD
ON ONYX



PORCELAIN AND GOLD
ON ONYX

TYPE SYSTEM

To maintain a sense of passion and dynamism throughout the design system, Desirable Calligraphy and Roslindale are typically paired together using an exaggerated typographic hierarchy. This allows us to lead with singular, bold statements that draw viewers in immediately.

Use the following as a guide when organizing headlines, body copy, and eyebrow copy on a page.



32pt HEADLINES AND SUBHEADS

16pt Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed rhoncus commodo quam, id scelerisque sem consectetur at. Curabitur et eros placerat, posuere turpis at, volutpat enim. Aenean laoreet nulla sit amet leo sodales, at egestas nisl ornare. Donec luctus nisi vel nulla egestas, ac rutrum urna interdum.

DISPLAY TYPEFACE

Desirable Calligraphy is a display typeface notable for its classic style and touch of elegance. Unique, refined calligraphic features provide an understated sense of luxury—allowing for large, bold statements to feel welcoming and approachable while still remaining highly legible. This typeface is used throughout our brand to highlight key words.

Desirable Calligraphy is available for purchase and download from [MyFonts here](#).

Desirable Calligraphy

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz 1 2 3
*4 5 6 7 8 9 0 ? ! @ # \$ % & * () , . ; ' /*

HEADLINES, SUBHEADS

Roslindale is a serif typeface that is both refined and strong, and brings a bold sense of character and flair to our brand voice. The font's sharpness allows for a reading experience that is both disruptive and nuanced.

Roslindale is used to support our script font, Desirable Calligraphy, in headline and display settings.

Roslindale Display Condensed Regular is the preferred weight that should be used across all applications.

Roslindale Display is available for purchase and download from DJR [here](#).

ROSLINDALE DISPLAY
CONDENSED REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890!@#\$%^&*()

BODY COPY, EYEBROWS

Libre Franklin is our eyebrow and body copy font. It is a highly legible typeface with a timeless architecture which—when paired with Roslindale and Desirable Calligraphy—brings great graphic tension to the type system. The preferred weights are Regular and Bold.

Libre Franklin is available for free download from Google Fonts [here](#).

Libre Franklin Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@#\$%^&*()

SUBSTITUTE FONTS

When designing communications in environments where custom fonts are not accessible (e.g., Google Slides) please refer to the following guidance to select an appropriate substitute.

Because Desirable Calligraphy is so unique and iconic to Crenn, we would not recommend a system font substitute for it.

If there is a need for live text headlines in emails, it is our recommendation to use the system font substitute for Roslindale, Times New Roman, as the substitute font for Desirable Calligraphy.

BRAND FONT
DESIRABLE CALLIGRAPHY

Revolutions

GOOGLE FONT
BALLET

Revolutions

BRAND FONT
ROSLINDALE CONDENSED

WE SPARK REVOLUTIONS
THROUGH CULINARY
ART AND EARTH-CONSCIOUS
ACTIVISM.

GOOGLE FONT
INSTRUMENT SERIF

WE SPARK REVOLUTIONS
THROUGH CULINARY
ART AND EARTH-CONSCIOUS
ACTIVISM.

SYSTEM FONT
TIMES NEW ROMAN

WE SPARK REVOLUTIONS
THROUGH CULINARY
ART AND EARTH-
CONSCIOUS ACTIVISM.

BRAND FONT
LIBRE FRANKLIN

Crenn is a collection of experiences that seek to challenge societal norms and disrupt the culinary industry with a planet-first mindset.

GOOGLE FONT
LIBRE FRANKLIN

Crenn is a collection of experiences that seek to challenge societal norms and disrupt the culinary industry with a planet-first mindset.

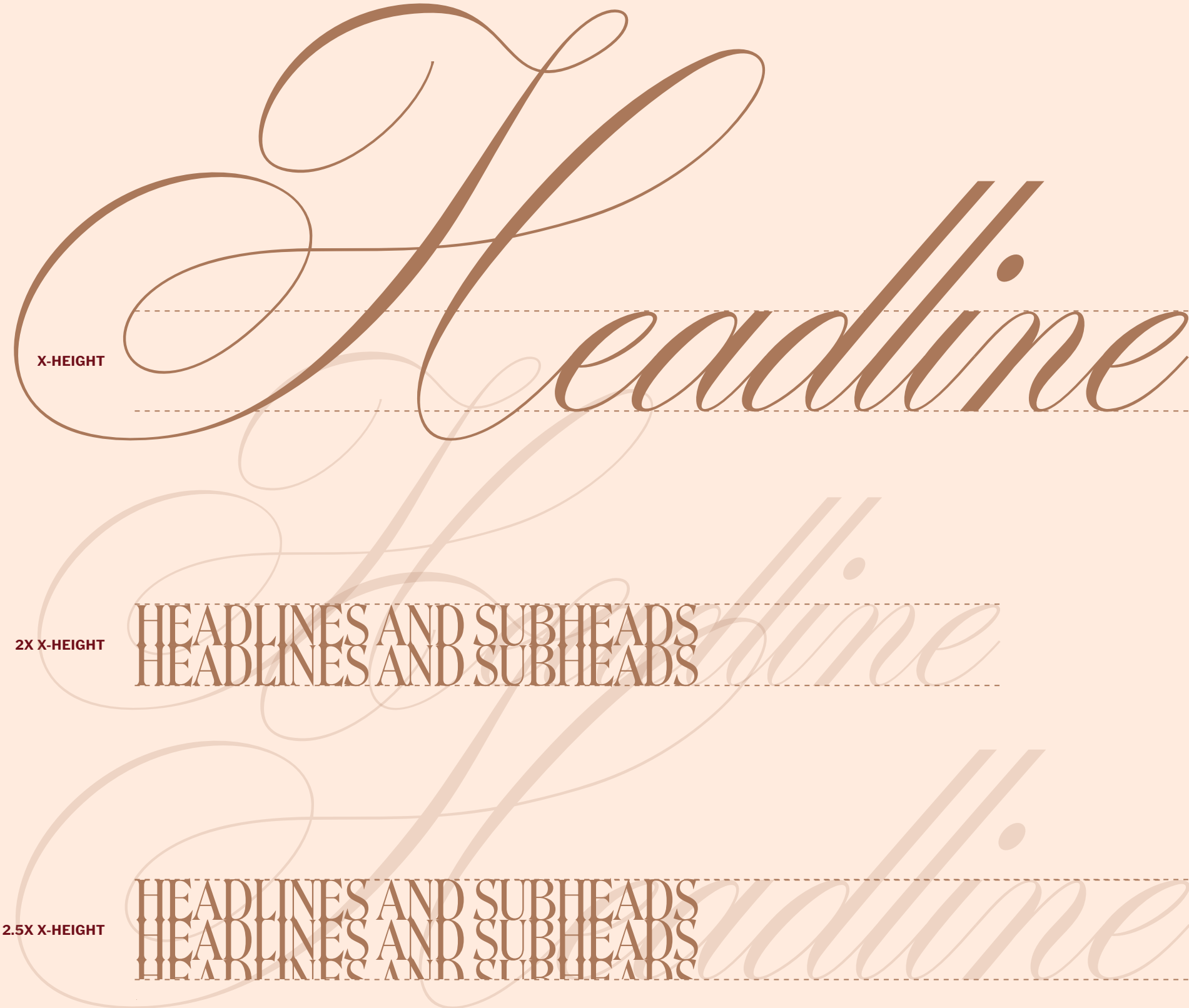
SYSTEM FONT
FRANKLIN GOTHIC

Crenn is a collection of experiences that seek to challenge societal norms and disrupt the culinary industry with a planet-first mindset.

TYPOGRAPHIC HIERARCHY

In typography, we define the x-height as the distance between the baseline and the mean line of lowercase letters in a typeface.

Given that the needs for typography will change depending on the context, a general rule of thumb for determining the scale relationship between headlines and subheads is that the x-height of the headline can be anywhere from 2-2.5x the height of the subhead.



CASE

Title case is the term for capitalizing the first letter of each word. We use title case for all Desirable Calligraphy headlines.

All caps is the term for capitalizing every letter. We use all caps for all Roslindale headlines and subheads, as well as Libre Franklin eyebrows.

Tracking is the consistent spacing between individual letterforms. Libre Franklin eyebrows should have a tracking anywhere between 50-100 depending on use.

Sentence case is the term for capitalizing the first letter of every sentence. We use sentence case for all body copy.



ALL CAPS EYEBROW

TITLE CASE

ALL CAPS HEADLINES AND SUBHEADS

SENTENCE CASE Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed rhoncus commodo quam, id scelerisque sem consectetur at. Curabitur et eros placerat, posuere turpis at, volutpat enim. Aenean laoreet nulla sit amet leo sodales, at egestas nisl ornare. Donec luctus nisi vel nulla egestas, ac rutrum urna interdum.

LEADING

Leading is the vertical space between multiple lines of type. Refer to the Goldilocks approach on the right to determine the correct leading by sight.

In general, all type should use positive leading, meaning the leading should be greater than the point size to ensure ease of reading.

Note: These values are starting points and do not need to be used everywhere. Use discretion when translating to programs like PowerPoint and Google Slides.

HEADLINE, TOO TIGHT
32/30

LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUR
ADIPISCING ELIT.

HEADLINE, JUST RIGHT
32/34

LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUR
ADIPISCING ELIT.

HEADLINE, TOO LOOSE
32/38

LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUR
ADIPISCING ELIT.

BODY COPY, TOO TIGHT
16/16

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Sed rhoncus commodo quam,
id scelerisque sem consectetur
at. Curabitur et eros placerat,
posuere turpis at, volutpat enim.

BODY COPY, JUST RIGHT
16/22

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Sed rhoncus commodo quam,
id scelerisque sem consectetur
at. Curabitur et eros placerat,
posuere turpis at, volutpat enim.

BODY COPY, TOO LOOSE
16/28

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Sed rhoncus commodo quam,
id scelerisque sem consectetur
at. Curabitur et eros placerat,
posuere turpis at, volutpat enim.

ALIGNMENT

There are three options for alignment when typesetting copy for Crenn.

Headlines can be centered or take a bespoke orientation depending on application and composition.

If the headline is centered, the body copy can either be in one centered column below, or left-aligned in two columns below.

Whenever the headline is left-aligned, all body copy that follows must also be left-aligned.

Sub-headlines can be centered, or tracked out to the width of the rules.

Desirable Calligraphy should always be optically centered, not default centered.



Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed rhoncus commodo quam, id scelerisque sem consectetur at. Curabitur et eros placerat, posuere turpis at, volutpat enim. Aenean laoreet nulla sit amet leo sodales, at egestas nisl ornare. Donec luctus nisi vel nulla egestas, ac rutrum urna interdum.



Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed rhoncus commodo quam, id scelerisque sem consectetur at. Curabitur et eros placerat, posuere turpis at, volutpat enim. Aenean laoreet nulla sit amet leo sodales, at egestas nisl ornare. Donec luctus nisi vel nulla egestas, ac rutrum urna interdum.



Body copy lorem ipsum dolor sit amet, consectetur adipiscing elit. In vehicula faucibus ipsum vel tristique. Curabitur sollicitudin congue odio ac euismod. Phasellus pellentesque fringilla tortor suscipit eleifend. Nulla egestas sed tortor eu pellentesque.

RULES

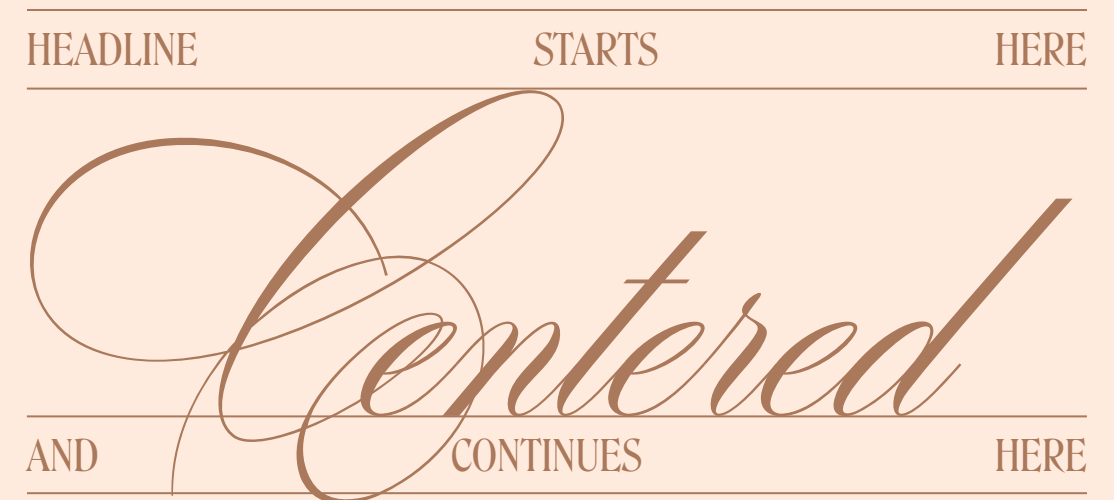
Horizontal rules can add visual interest to typographic moments. Here are two ways these rules may be used within the Crenn brand system.

Rules may only be used with Desirable Calligraphy, never with Roslindale or Libre Franklin alone.

Rules may be used as a baseline for Desirable Calligraphy to sit on, or as a container for Desirable Calligraphy to sit within. When typesetting a headline, Roslindale Condensed is recommended and can be used above, with, or without additional rules.

Rules should always be the same color as the typography they are paired with.

Rules should not scale proportionally with the typography, and should always maintain a weight of 0.75.



MARGINS

Rules may either extend to the margins of the page or stay centered underneath the headline to provide an underline for the typography to rest on.

When the rule does not extend to the margins, the typography should be optically centered and the rule cropped to support the typography.

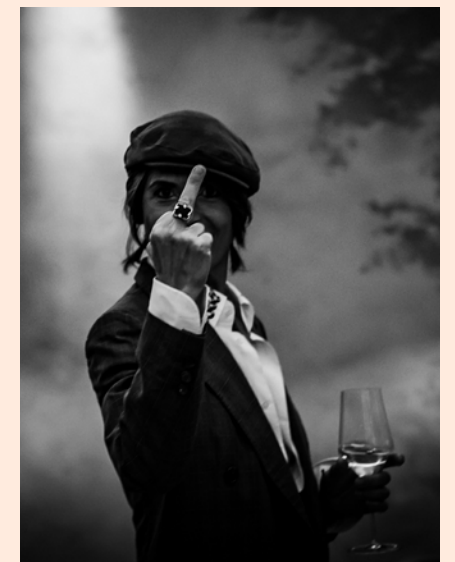


PHOTOGRAPHY

Crenn photography offers a glimpse into the wonder and energy of each Crenn experience. A celebration of humanity and the natural world, each composition should be dynamic, awe-inspiring, and capture our vision with artistry.

To maintain a sense of drama and complement our color palette, subjects should be set against dark backgrounds, not light.

Prioritize photography over illustration when selecting evocative imagery. Photos depict the people of Crenn taking real action—we want to show our commitment as much as possible.



ILLUSTRATION

While photography plays a prominent role in communicating Crenn core values, illustrative imagery should be used to captivate viewers and add a degree of refined elegance. A complement to photography, these unique illustrations also help differentiate Crenn from its luxury competitors.

Visuals used for illustrative purposes can be either abstract or representational, but they must allude to the core values of sustainability and humanity.

Abstract illustrations should not obviously depict a real-world object, scene, or scenario. They should be used to evoke an emotion or feeling, with room left for interpretation. Abstract illustrations may be used as a background for larger blocks of copy.

Representational imagery should be used where the subject is relevant, such as using grapes when speaking about wine. Although more literal in their compositions, this imagery should still be thought-provoking.

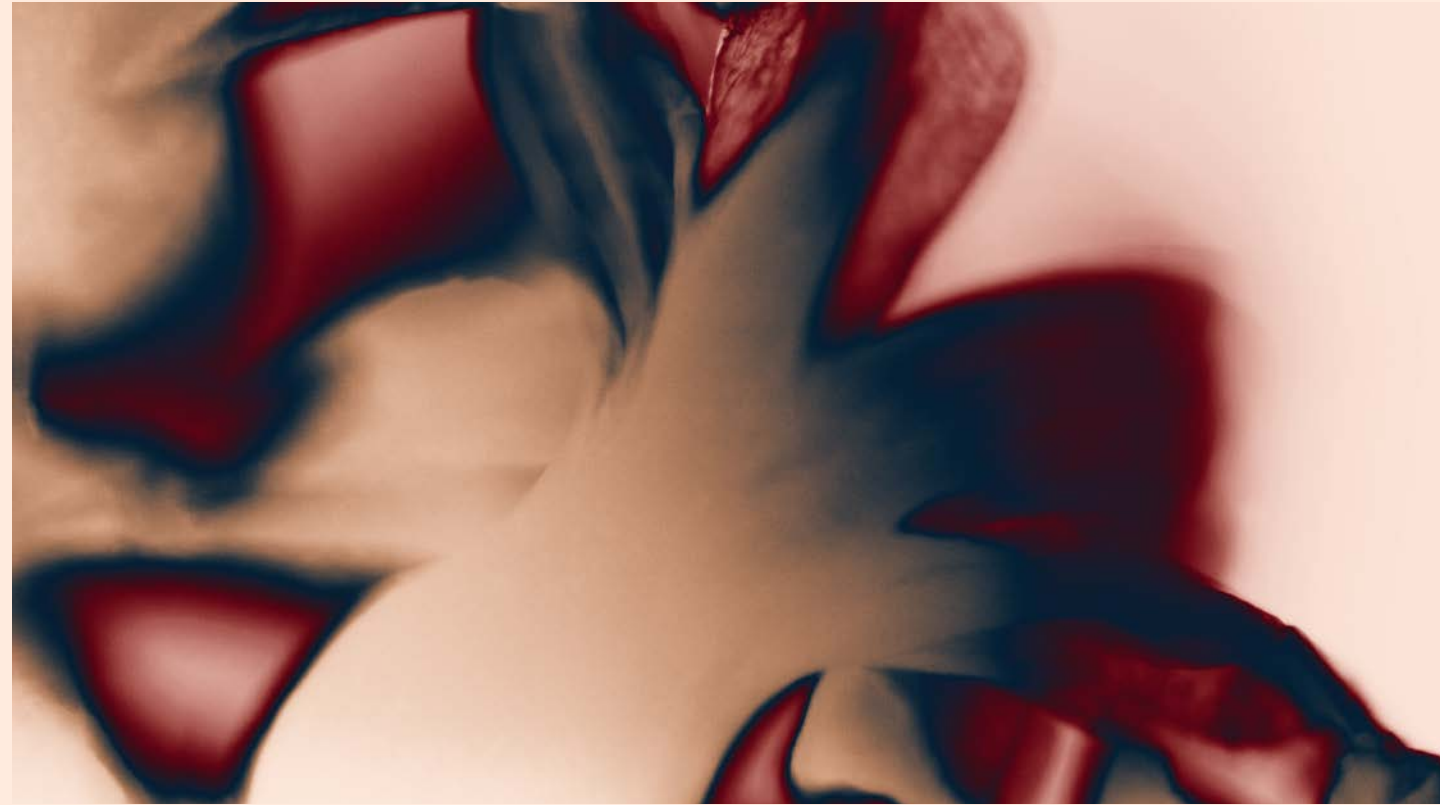


IMAGE SELECTION GUIDANCE

There are three main pillars by which to evaluate photography for use in illustrations: subject matter, theme, and style.

Subjects



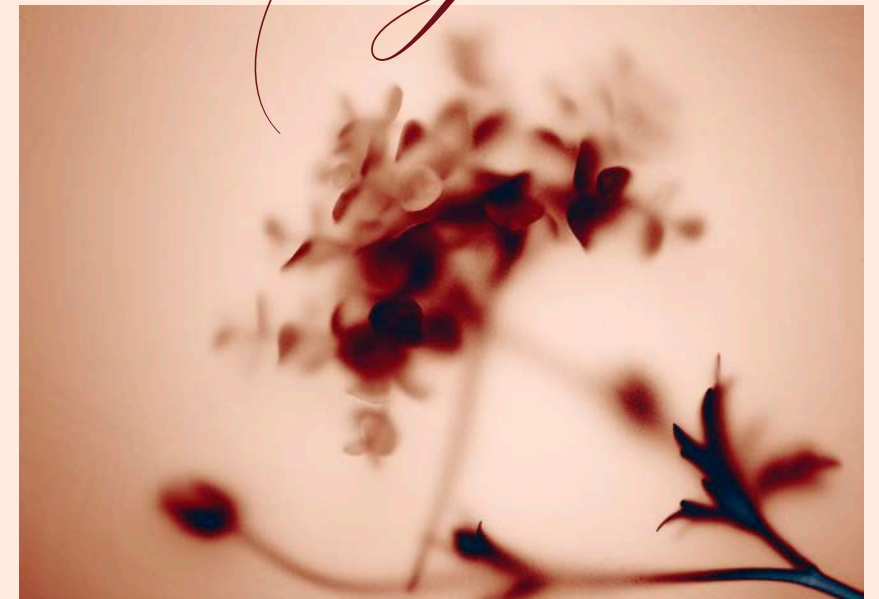
When selecting images for illustrations, keep the core values of sustainability and humanity top of mind. Although abstract, final illustrations should reflect the natural world and—when relevant to content—people.

Themes



Our mission to inspire change isn't easy—it's not meant to be. But we are committed to cause disruption that leaves a mark on the world. While selected photography should be dynamic, and eye-catching to reflect our passion, there should also be a sense of understated elegance present.

Style



Images should be abstract enough to evoke a feeling, but representational enough to convey an intentional message. Images should have a mix of hard and soft edges, with more than 25% in perfect focus. They should have strong depth of field and enough contrast between darks and lights to effectively adopt the gradient color palette.

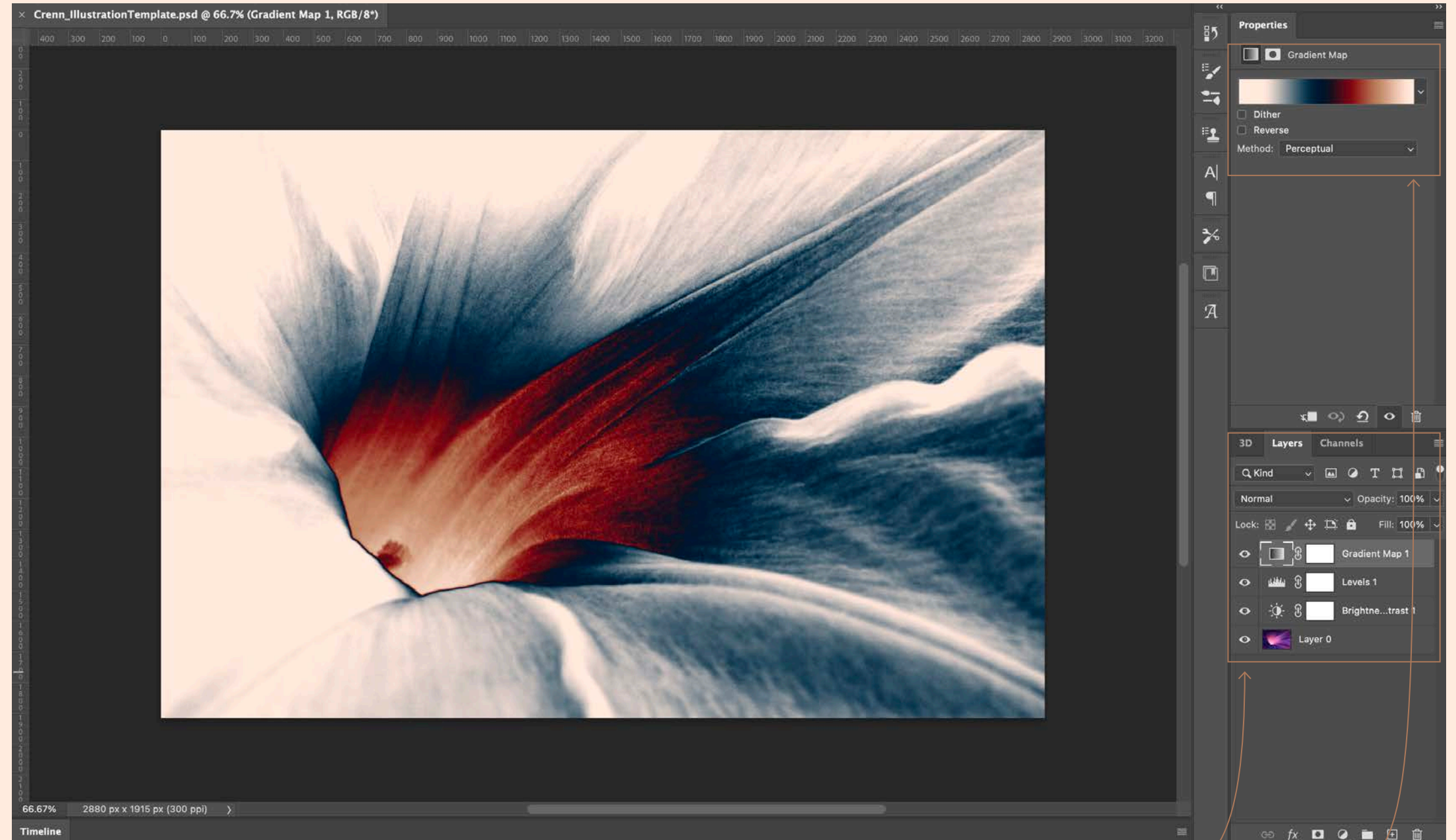
CREATING ILLUSTRATIONS

To create illustrations in the Crenn style, use the provided Photoshop file.

In this file, there are three existing adjustment layers: a gradient map, levels for adjusting key tones, and brightness/contrast.

To convert your image, drag it into the Photoshop file and make sure that your layer is on the bottom, with the three adjustment layers above it.

The adjustment layers may be altered as needed based on image composition.



Photoshop template for creating illustrations

Layers panel to drop image

Gradient Map

Applications

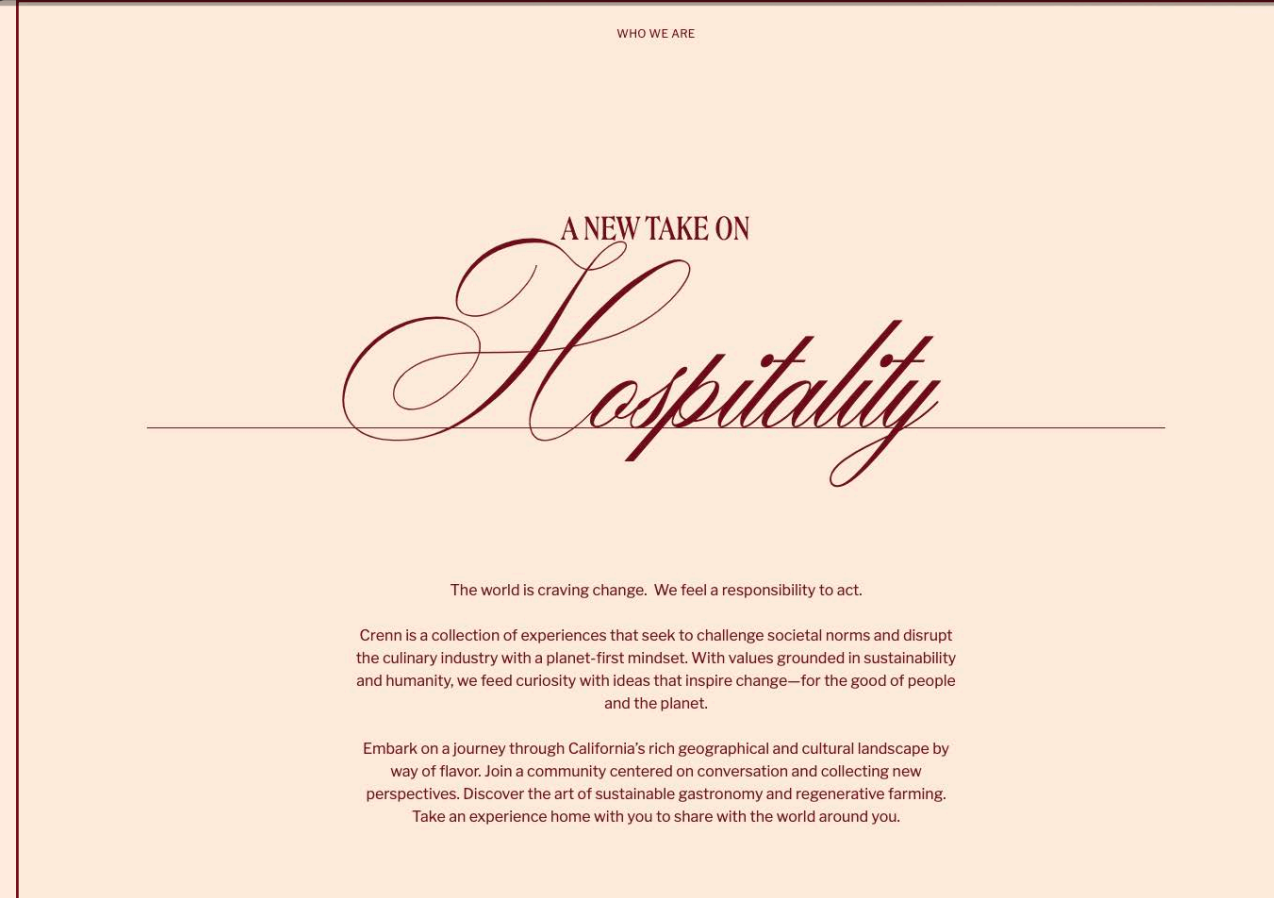
WEBSITE GUIDANCE

For many, the website will be their first interaction with Crenn. It should always lead with the Crenn ethos and capture attention with a bold statement.

Think of the website as an invitation into Crenn’s mission. The experience should be fluid, inspiring, and welcoming to keep people scrolling.

Visually, determine a healthy balance between photography and illustration—with the goal of setting Crenn apart from competitors. Illustration should complement photography.

Remember to highlight important or impactful words in headlines using Desirable Calligraphy.



PRESENTATION GUIDANCE

Crenn presentation slides are created on Microsoft PowerPoint. All design guidelines apply—and we recommend using as much clear space as possible for logos and graphics to ensure easy, digestible reading.

Ensure all slide content is legible and accessible. Refer to page 26 for color accessibility rules. Refer to page 32 for substitute font recommendations.

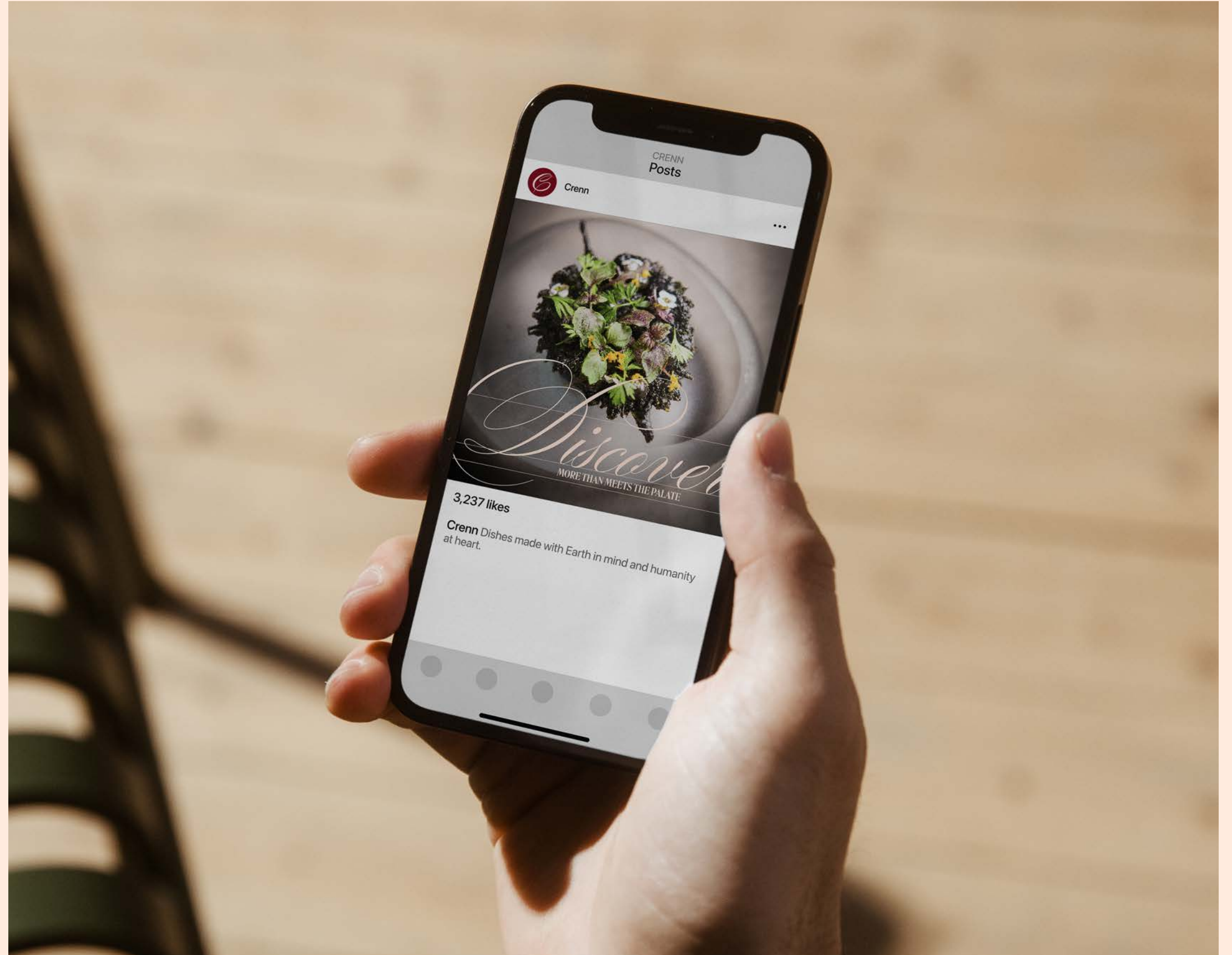


SOCIAL MEDIA GUIDANCE

The social media icon for Instagram uses the custom 'C' monogram in Porcelain set on a Burgundy background.

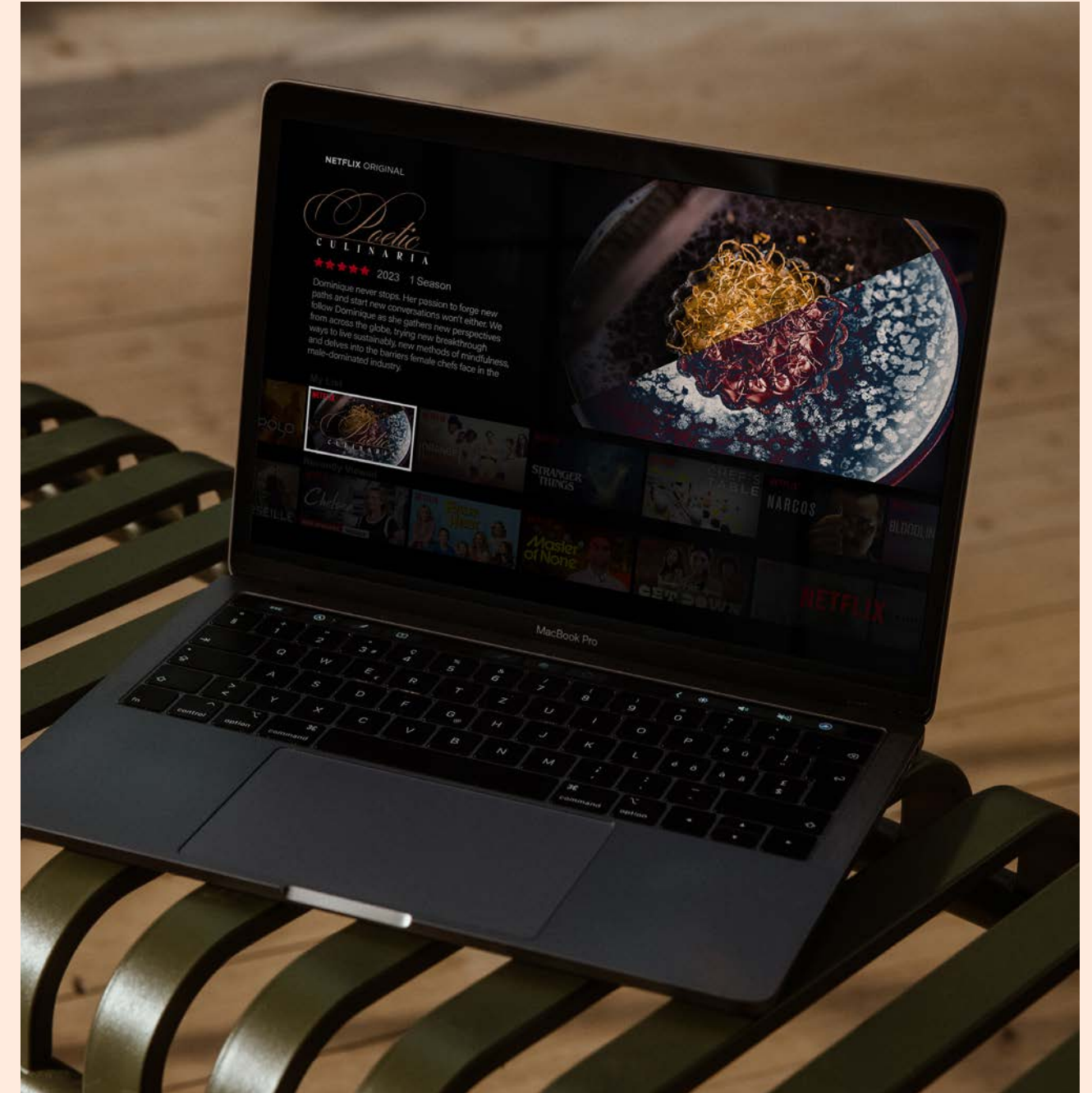
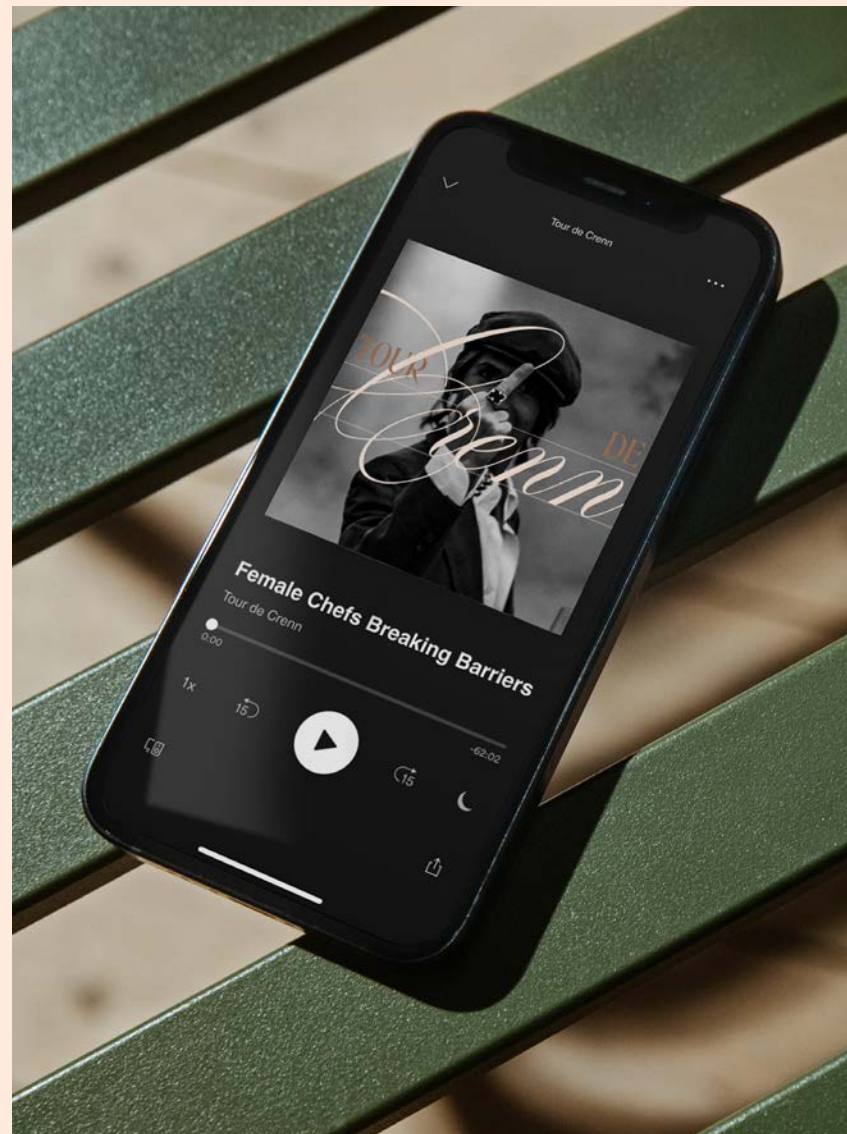
Instagram posts can feature either photography or illustrations. Include copy on the post only if it is necessary, always in provided fonts. If including copy on imagery, be sure to keep headline copy concise and to-the-point.

Captions should be compelling and quick. They should lead with the most important information, use the Crenn tone, and encourage action.



EDITORIAL GUIDANCE

As the Crenn brand embarks on new media endeavors, it will be crucial to maintain consistency (visually and tonally) across all new collateral.



STATIONERY GUIDANCE

Crenn stationery should always be welcoming and enticing. It should be an experience in itself—incorporating all of our brand elements.

When possible, use gold foil on printed materials in lieu of digital gold ink.



COLLATERAL GUIDANCE

Collateral items are a great way to tell the Crenn story in new and interesting ways. People should want to take items home as keepsakes, to come back to that memory. Each design element should serve a purpose, and tell a story.



PACKAGING GUIDANCE

All Crenn products should be representative of our core values and offer a taste of refined elegance. These items will be shared in homes—there should be a real sense of humanity and warmth infused with each design choice.

When creating packaging, there are two routes for visual language.

Packaging may either be loud and disruptive, leveraging more textural illustrations and playful typographic layouts, or can take a more restrained and understated approach with delicate typography and a more muted color palette.





INQUIRIES

For questions or more information, please contact:
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RESOURCES

Getty Images