



Mr. **PAPI'S**

STYLE GUIDE

COMPILED BY CREATIVE CANARY

V1.240405

NOTICE

Welcome to Mr Papi's Style Guide. This document is essential for ensuring our brand elements, including logos, artworks, and other branding materials, are used appropriately. Our brand reflects our identity and values; thus, it's vital to adhere to the following guidelines to maintain its integrity.

Prior written consent is required for the use of any Mr Papi's branding elements. Unauthorised reproduction, alteration, or use of these elements is strictly forbidden and may lead to legal consequences. These guidelines are in place to ensure our brand is represented consistently and professionally across all mediums.

Should you wish to create new designs incorporating Mr Papi's branding, please submit these to our Head Office for approval. Include detailed information about the design and its intended use to facilitate the review process.

Submissions and requests for consent to use brand elements should be sent to info@bdeg.au. Our team will review your proposal and respond as promptly as possible.

By following these guidelines, you help ensure Mr Papi's brand is portrayed in a unified and professional manner. For any questions or further clarification, please contact our brand management team.

We appreciate your cooperation in upholding the quality and integrity of our brand.



Mr. **PAPI'S**



LOGOS: WORDMARK

Mr. PAPI'S

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FONT 1

MR PAPIS: MAIN

Blenny | Weight: Black | UPPERCASE

<https://fonts.adobe.com/fonts/blenny>

FONT 2

SUB/PRE HEADING

Bicyclette | Weight: Regular | UPPERCASE

<https://fonts.adobe.com/fonts/bicyclette>

Font 3

CALL-TO-ACTIONS

Retronic | Weight: Regular | Sentence Case

<https://elements.envato.com/retronic-vintage-script-UH5ZQLR>

Body 1

BODY COPY

Public Sans | Publications/Web

<https://fonts.google.com/specimen/Public+Sans>

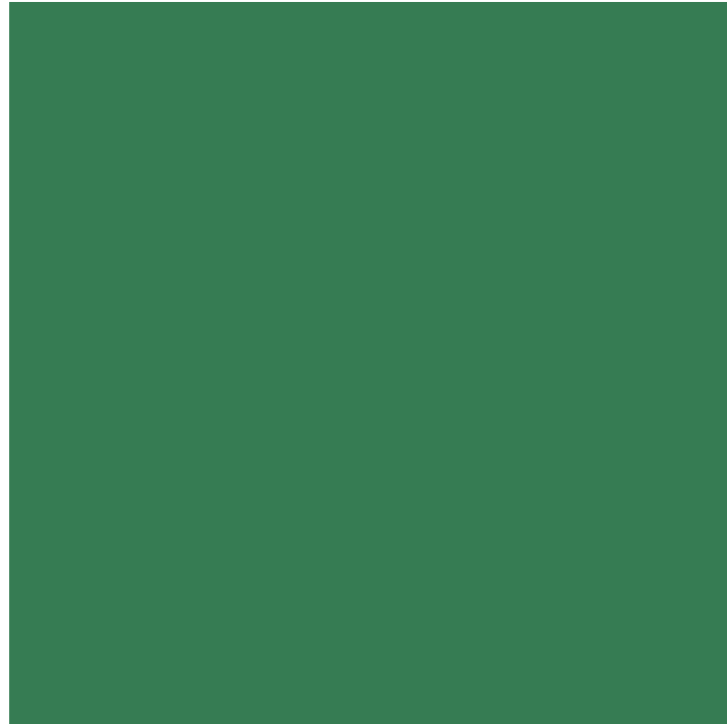
Body Alt

BODY ALT

Verdana | Alternate

When Public Sans is unavailable | Default font

COLOURS

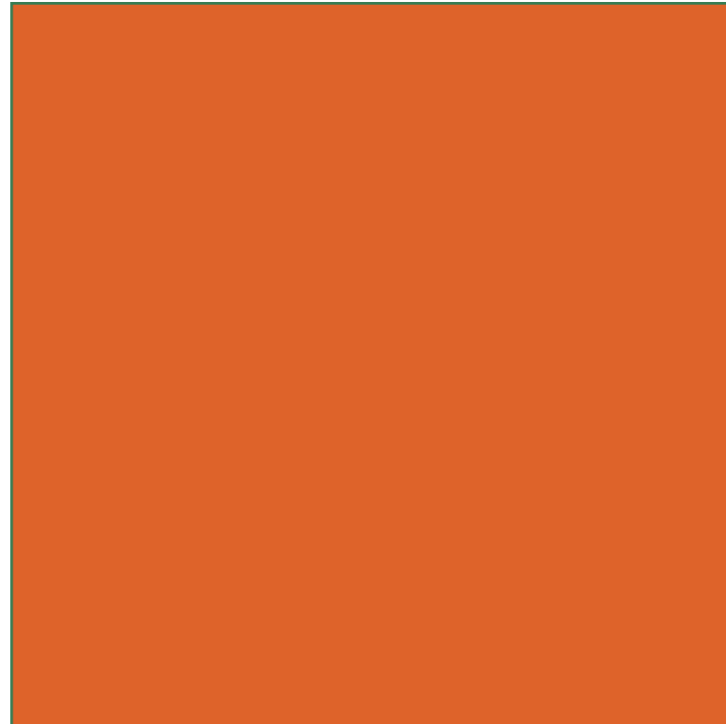


GREEN

C 80 R 54
M 30 G 124
Y 80 B 83
K 15 # 367c53



+ K 30

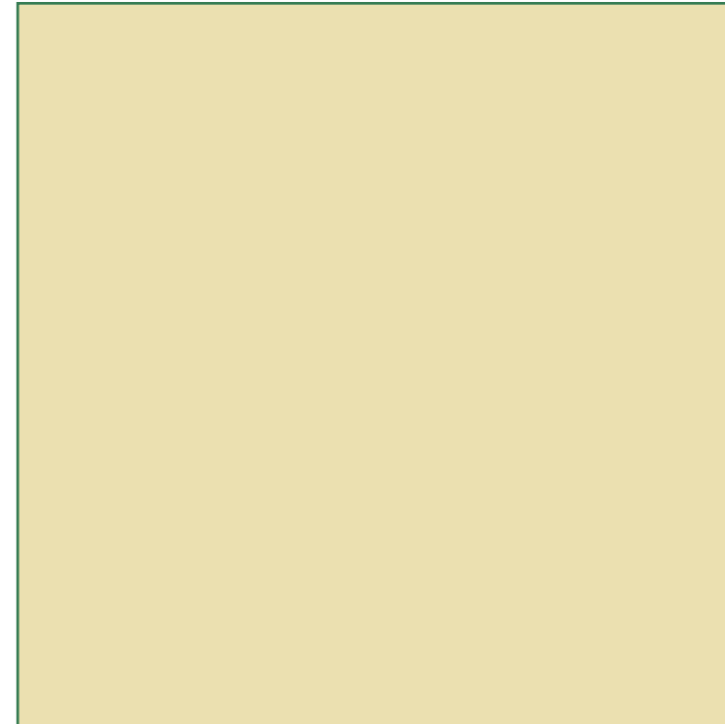


ORANGE

C 10 R 222
M 75 G 99
Y 98 B 42
K 0 # de632a



+ K 15

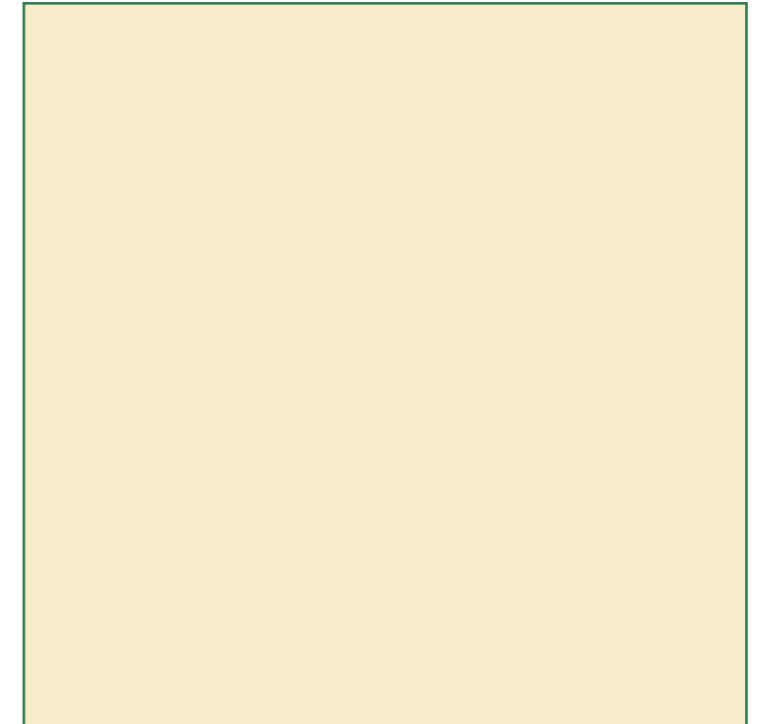


CREAM

C 8 R 235
M 8 G 224
Y 35 B 176
K 0 # ebe0b0



+ K 20



LIGHT CREAM

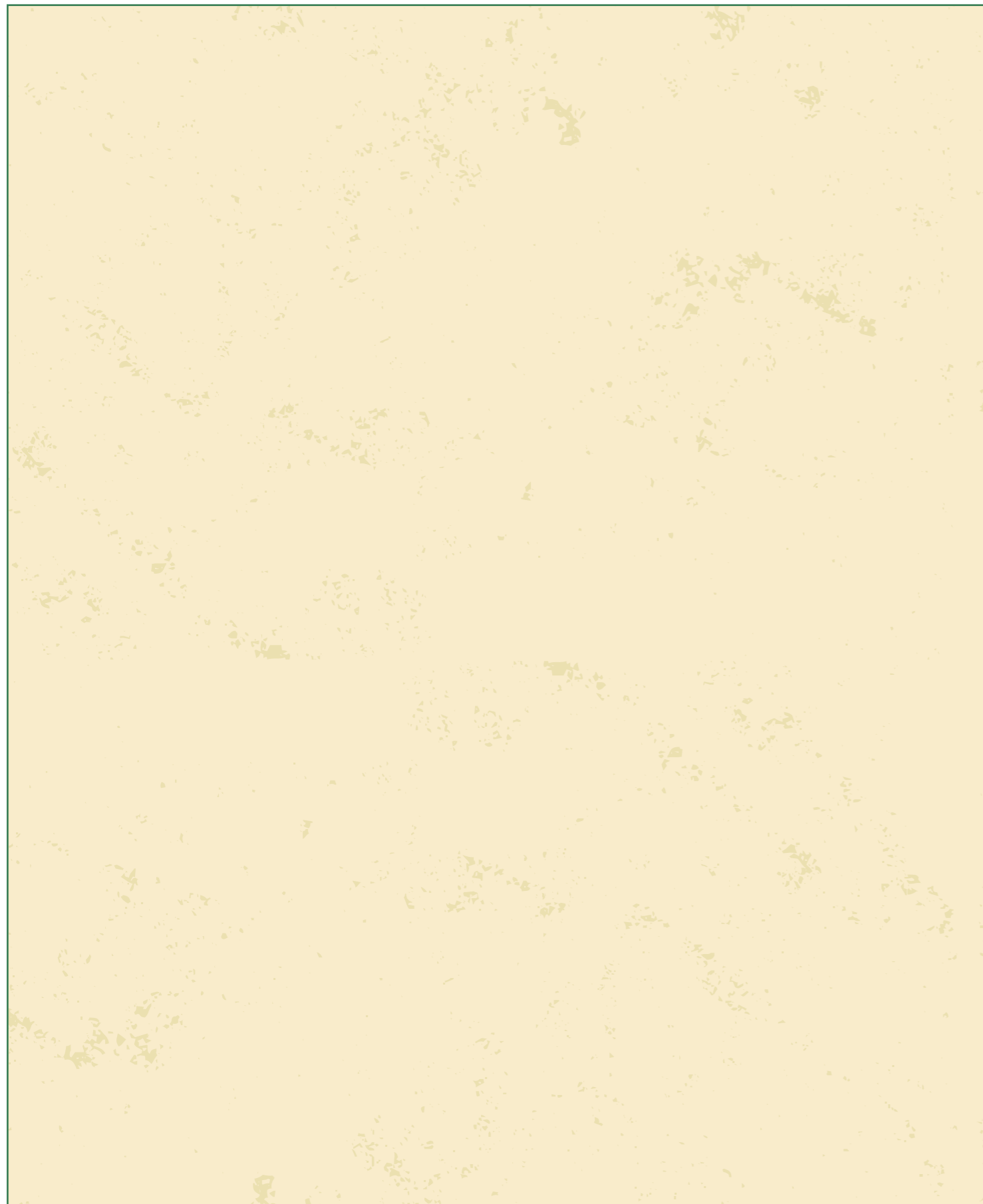
C 2 R 249
M 5 G 236
Y 22 B 203
K 0 # f9eccb



+ K 10

BACKGROUND DEVICE

NB: Grunge effect can be moved and manipulated to suit application.



UNIFORMS



CONTACT

Should you need particular files or have questions about using Mr Papi's branding, please reach out.

Creative Canary

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