

# Kalbi Time Marinade **Brand Style Guide**

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2023  
Identity Guidelines

**KALBI TIME  
MARINADE**  
갈비타임 양념장

# INTRODUCTION

The Kalbi Time Marinade brand system and its associated application standards were purposefully crafted to enhance the brand's image in the marketplace.

This brand usage guide serves as a valuable resource to ensure the proper and consistent use of our identity and image.

It's essential to note that an inconsistent representation of the Kalbi Time Marinade identity can have a detrimental impact on our brand's integrity in the perception of our audience.

Maintaining consistency is key to upholding the brand's reputation and recognition.

## How to use this document.

These guidelines are designed to provide clear direction while allowing for some flexibility and interpretation.

Recognizing the impracticality of accounting for every possible identity application, the guidelines focus on the most commonly practiced usages, leaving space for creativity.

Maintaining high standards of quality is imperative in all our communications.

Properly adhering to our identity guidelines is not just about consistency; it's also about ensuring the quality of our communication.

This, in turn, will have a positive impact on how Kalbi Time Marinade is perceived as a brand.

Kalbi Time Marinade  
Brand Style Guide.  
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10.31.2023  
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# BRAND OVERVIEW

**Mission:** Our mission at Kalbi Time Marinade is rooted in the belief that exceptional food can be a bridge to culture and community.

We're committed to sharing the richness of Korean culinary heritage, one delicious bite at a time.

**Brand Purpose:** Kalbi Time Marinade – Elevating Culinary Experiences, celebrating Korean Culture. At Kalbi Time Marinade, our brand purpose goes beyond creating a remarkable marinade.

Our mission is to enrich the lives of our customers by elevating their culinary experiences and celebrating the vibrant culture of Korea.

**Promise:** Our brand promise at Kalbi Time Marinade is simple but profound: we pledge to elevate your culinary experience. When you choose our marinade, you're not just buying a product, you're embarking on a flavorful journey that transforms ordinary meals into extraordinary culinary moments.

**Values:** At Kalbi Time, our values are the guiding principles that infuse life into our brand and products.

- **Authenticity:** We celebrate the authentic Korean cuisine, crafting our marinade with time-honored ingredients and traditional techniques. We honor the flavors that have been cherished for generations.
- **Quality:** Quality is the heart of Kalbi Time Marinade. We believe in offering a premium product that elevates your culinary creations. Every bottle reflects our commitment to excellence.

- **Cultural Appreciation:** Our passion for Korean Culture goes beyond food. We're dedicated to sharing the art, music, customs, and traditions that make Korea unique. We invite you to join us on this cultural journey.
- **Sustainability:** We're committed to sustainable practices that ensure our impact on the environment is minimal. We aim to protect the planet for future generations.
- **Community:** Kalbi Time Marinade isn't just a product, it's a community. We cherish our customers, supporters, and all who join us in celebrating the beauty of Korean culture.

Thank you for being a part of the Kalbi Time Marinade family. Our values share our brand and drive us to offer you an exceptional culinary experience.

# BRAND ORIGIN STORY

Our story begins in the heart of Korea, where centuries-old culinary traditions meet the flavors of today.

Kalbi Time Marinade isn't just a product, it's a celebration of our Korean heritage, and we're excited to share our origin story with you.

- Rooted in tradition: Our marinade pays homage to the authentic ingredients and techniques that define Korean cuisine. From soy sauce's depth to sesame oil's aroma; every element is a nod to our culinary heritage.

- Family recipes passed down. The inspiration for Kalbi Time comes from our family's kitchen, where generations have shared their love for Korean food. Our marinade is a blend of treasured family recipes and a passion for exceptional taste.

- A cultural journey. Beyond the kitchen, we're committed to showcasing Korea's rich culture.

We're thrilled to explore Korea's art, music, customs, and more. It's about sharing the soul of Korea with the world.

- Join Our Culinary Adventure. To thank you for your support, we're offering 10% off your first purchase with code KOREANHERITAGE10. Together, let's honor our heritage and celebrate Korea's culinary excellence.

Stay connected with us as we continue our journey into the heart of Korea.  
#KoreanHeritage #KalbiTimeMarinade  
#FlavorfulStory

# VISUAL MARK

Our primary visual mark, often referred to as the “logo,” is the most recognizable symbol of the Kalbi Time Marinade brand.

Consistent and accurate usage of this mark is crucial to maintaining brand identity and recognition.

Shown in Black, Full Colors and White.

**KALBI TIME  
MARINADE**

**KALBI TIME  
MARINADE**

**KALBI TIME  
MARINADE**

**KALBI TIME  
MARINADE**

## ADDITIONAL VISUAL MARKS

In addition to our primary visual mark, Kalbi Time Marinade may use additional visual marks to complement our brand identity and to serve specific purposes.

These marks are designed to maintain visual consistency and enhance our brand's presence.

Shown in Black, Full Colors and White.

**KALBI TIME  
MARINADE**  
갈비타임 양념장

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**KALBI TIME  
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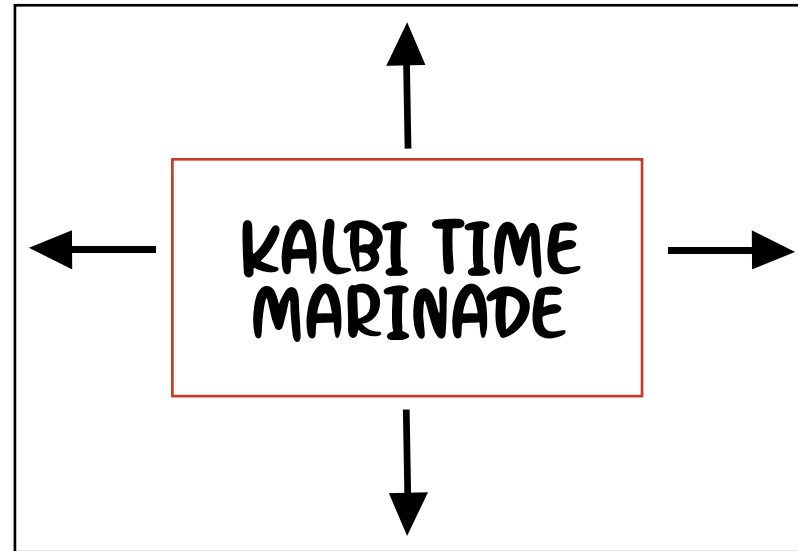
**KALBI TIME  
MARINADE**  
갈비타임 양념장

# USAGE

Indeed, when considerable effort goes into creating a logo that accurately embodies your organization or brand, it's imperative to give it the space it deserves. Without this room to breathe, all the hard work invested in the logo can be in vain.

This underscores the importance of including specifications for the logo's minimum size and the necessary space around the logo symbol or wordmark, often referred to as the "exclusion zone."

This space is vital to preserving the visual impact and integrity of the logo, ensuring it remains recognizable and effective in various applications.



Required 2x clear space is indicated by orange lines. A minimum area of space must always surround the mark/logotype lockups. This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

LOGO MINIMUMS:  
Print size: .041 inches

Digital size: .26 pixels



COLOR/TYPE CHANGES  
Don't use other colors or fonts.



LOGO ADJUSTMENTS  
Don't stretch or distort logo.



LOGO PLACEMENT  
Don't place logo on busy backgrounds. This includes placing dark logo versions onto a dark background.

# TYPOGRAPHY: PRINT & WEB

Typography plays a crucial role in distinguishing your brand, engaging your audience, and promoting understanding, and the typefaces selected prioritize readability and versatility to suit various communication needs.

It's important to maintain consistency in typeface usage to reinforce your brand's identity across both print and web platforms.

The Typeface to create this brand is:  
Spinach Regular.

## Open Sans

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Semi Bold	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</b>
<b>Bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</b>
<b><i>Bold Italic</i></b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i></b>
<b>Extra Bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</b>
<b><i>Black Italic</i></b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i></b>

## Futura

Condensed Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<b>Condensed ExtraBold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</b>
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
<i>Medium Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
<b>Bold</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</b>
<i>Medium</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789</i>
PT Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
PT Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789



# PROMOTIONS

Style 1.  
Ad sample in  
English.  
1/2 page print



**Celebrate Korean Culture with Kalbi Time Marinade!**

Kalbi Time is about incredible flavors, and passionate about sharing the rich tapestry of Korean culture. Experience Kalbi Time Marinade and you're immersing yourself in a journey through Korea's vibrant culinary traditions.

Every bottle of Kalbi Time marinade is infused with an authentic blend of premium ingredients that capture the essence of Korean cuisine. Every drop of Kalbi Time marinade is a taste of Korea's culinary heritage with savory soy sauce, ginger, and aromatic sesame oil.

**Special Offer:**  
Get a tasty 10% Off your first purchase! To kick off our celebration, we're offering an exclusive discount. When you checkout simply enter code **KOREANFLAVORS10** and take advantage of 10% off your first order.

**KALBI TIME MARINADE**  
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Style 2.  
Ad sample.  
in Korean.  
Instagram



**galbi taim yangnyeomjang-eulo hangug munhwaleul ginyeom-haeboseyo!**

kalbi taim-eun suddeum-magi-eul chugghaemyeok hangug munhwaleul jangjuk-eun taeonhwalhaedung singu-eul haengsaleul jangjuk-eul jangjuk-eul haengsaleul. kalbi taim-eun suddeum-magi-eul chugghaemyeok hangug munhwaleul jangjuk-eun taeonhwalhaedung singu-eul haengsaleul jangjuk-eul jangjuk-eul haengsaleul.

kalbi taim yangnyeomjang-eulo hangug munhwaleul jangjuk-eun taeonhwalhaedung singu-eul haengsaleul jangjuk-eul jangjuk-eul haengsaleul. kalbi taim-eun suddeum-magi-eul chugghaemyeok hangug munhwaleul jangjuk-eun taeonhwalhaedung singu-eul haengsaleul jangjuk-eul jangjuk-eul haengsaleul.

**KALBI TIME MARINADE**  
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**teugbyeol menyu:**  
cheos gumaesi mas-issneun 10% hal-in-eul bad-eu-seyo! chugha haengsaleul sijaghagi wihae dogjeom hal-in-eul jegonghago isseubnida.  
gyeolje si KOREANFLAVORIS10 kodeuleul iblyeoghasimyeon cheos jumun si 10% hal-in hyetaeg-eul bad-eusil su isseubnida



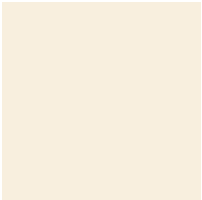
# COLORS

This guide provides unambiguous instructions on the proper and improper usage of our logo.

Its purpose is to guarantee that our brand consistently presents a unified and easily recognizable image in the market, regardless of the various situations in which it may be employed.

It's worth noting that few factors are as critical to the swift identification of a brand as color, which is why it is of utmost importance to use our brand colors correctly.

Maintaining color consistency is key to reinforcing our brand's visual identity and ensuring its instant recognition.



C2 M4 Y13 K0  
L 95 A 0 B 9  
R248 G239 B222  
#f8efde



C16 M91 Y100 K6  
L 46 A 54 B 43  
R196 G59 B39  
#c43b27



C27 M100 Y100 K28  
L 32 A 48 B 31  
R145 G26 B29  
#911ald



C81 M19 Y100 K5  
L 54 A -43 B 31  
R47 G146 B69  
#2f9245



C94 M75 Y36 K23  
L 28 A -3 B -25  
R34 G68 B103  
#224467

# MOOD BOARD DEVELOPMENT

The development of a mood board is a valuable step in creating the Kalbi Time Marinade brand.

It serves as a visual tool to guide and define the color exploration process, helping to set the tone and direction for the brand's visual identity. A mood board can capture the desired aesthetics, emotions, and themes that the brand aims to convey, making it an essential part of the brand development process.



# MERCHANDISE

Kalbi Time Marinade's brand is a symbol of quality, reliability, and professionalism. When applying our brand to merchandise, it's essential to maintain consistency and uphold the brand's integrity. This ensures that our image remains strong and recognizable, no matter where our logo or branding elements are displayed.

- Logo Usage
- Merchandise Selection
- Color-Consistency
- Typography
- Size and Placement
- Quality Control
- Distribution and Purpose

By adhering to these guidelines, you contribute to the maintenance of a strong and cohesive brand image for Kalbi Time Marinade across all merchandise. Our brand represents quality and trust, and it should be presented with the utmost care and attention to detail.

Casual shirt - color



Casual shirt - color



Casual shirt - white





# RESOURCES

Photography, illustrations, and other supporting visual elements play a crucial role in shaping the image our brand conveys, and when they work together harmoniously, they create a compelling overall expression.

In the case of our brand photography, the desired mood is trust. This means that the imagery should aim to evoke feelings of reliability, dependability, and credibility. To achieve this, the photography should feature people and our products in a manner that presents them in the best possible light.

This approach will help maintain a consistent brand appearance and include a range of visuals, from closeup shots to posed and casual settings, ensuring versatility in our visual communication.



# KEYWORDS

Cultural Appreciation – Korean culture  
Community  
Family recipe  
Korean traditions  
Flavorful heritage  
Customers  
Gourmet perfection  
Share culture  
BBQ Meat Sauce Marinade or basting sauce  
Authenticity  
Quality

Sustainability  
Elevating culinary experiences  
Celebrating Korean Culture  
Flavorful Journey  
Culinary moments  
Local product, Pacific Northwest  
Chopsticks  
BBQ Cooking  
Family style cooking

# FINAL NOTES

In conclusion, a brand style guide plays a pivotal role in maintaining consistency across all brand touchpoints, ultimately leading to the development of strong brand recognition and customer trust.

It serves as a comprehensive catalog of the key elements that constitute our brand's visual identity.

If you've taken the time to read through these guidelines, please accept our sincere appreciation. Your commitment to these details and to maintaining quality aligns with our core values.

We acknowledge that applying these principles demands time and effort, but we believe that the stories we convey through all our Kalbi Time Marinade communications will be significantly enhanced as a result.

If you have any questions or need further information, please don't hesitate to reach out to us. We're here to assist you.

## **Kalbi Time Marinade Team**

**Donna Miller**

Owner

[donna@kalbitimemarinade.com](mailto:donna@kalbitimemarinade.com)

## **Kalbi Time Marinade Customer Support**

[info@kalbitimemarinade.com](mailto:info@kalbitimemarinade.com)

Website:

[kalbitimemarinade.com](http://kalbitimemarinade.com)

(coming soon)

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