

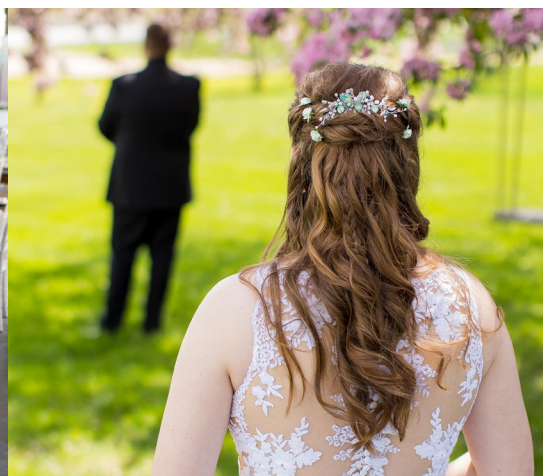


A'BrīTin

BRAND STANDARDS



The most important day of your life is ours too.



A'BrīTin

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ABOUT OUR BRANDS

► 3 brands. 1 mission: To create unforgettable corporate, wedding and private event experiences for you and your guests.

We are blessed to be the most trusted, award-winning, family-owned catering professionals serving Minnesota and beyond. After thousands of successful events, our stellar reviews and long-time customer relationships speak for themselves.

Whether a laid-back, rustic barbecue buffet or an elegant and luxurious plated dinner, we cook on-site so your cuisine is freshly chef-prepared. Life's special events deserve this level of detail and attention. And don't miss our mobile bar experience that stylishly elevates any event. ►



Apples 2 Apples offers an elevated, modern farm to table catering concept using ingredients fresh from local farms across MN and WI. Flavorful, sustainable, organic, colorful, beautifully presented and always delicious! An excellent choice for guests with allergies, food sensitivities or vegetarian/vegan requirements.



Minnesota's Favorite Catering Company – Rustic, laid-back cuisine: Pig Roasts, BBQ buffets and chef-created comfort food for weddings, graduations, corporate parties, celebrations of life, birthdays, club gatherings and family reunions! Thousands of satisfied clients have relied on This Little Piggy to be their trusted catering partner...because we are legendary!



We go anywhere in MN & beyond! We are a completely mobile bar service and provide all the equipment and libations needed for the ultimate bar experience. Our bartenders are the world's best, and they always get the party going! Ask about our stunning bar trailer options too, from rustic to glam and luxe!

THE A'BRI TIN WAY

► *The 10 I's and We's*

1. I am A'BriTin

I own my position on the team.

2. I am accountable for my continuous development

A better me is a better A'BriTin.

3. I have integrity

It's what I do when no one is watching.

4. I keep everyone informed

I communicate so there's no surprises

5. I make responsible decisions

I think like an owner.

6. We expect to be the best in our industry

We hire top talent and help them reach their full potential.

7. We deliver for our clients

Every day. Every event.

8. We believe in balanced lives

We cherish family, community, and life-work balance.

9. We create a positive, safe work environment

We recognize, reward, and celebrate the good stuff.

10. We promote fun and laughter on a daily basis

Work hard. Play harder.

Living the A'BriTin Way

This means:

- ▶ Being excellent communicators
- ▶ Valuing each others work and time
- ▶ Transparency and accountability
- ▶ The highest quality, cleanliness, and safety standards
- ▶ Listening to each other and our clients (both internal & external)
- ▶ Behaving and acting differently in accordance with the A'BriTin way

A woman in a white wedding dress with a deep V-neckline is holding a large bouquet of white and pink roses. She is smiling and looking down at the bouquet. The background is a wooden wall. The entire image is overlaid with a semi-transparent purple filter. There are decorative white and pink curved lines in the corners. The text "Connections" is written in a large, white, cursive font, and "are made over meals." is written in a smaller, white, sans-serif font below it.

Connections
are made over meals.

- Typography is the work of typesetters (also known as compositors), typographers, graphic designers, art directors, manga artists, comic book artists, graffiti artists, and, now, anyone who arranges words, letters, numbers, and symbols for publication, display, or distribution, for clerical workers and newsletter writers to anyone self-publishing materials. Until the Digital Age, typography was a specialized occupation. •

Gill Sans

AaBbCcDdEeFfGgHhIijjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz1234567890

Light

Regular

Semibold

Bold

Light Italic

Regular Italic

Semibold Italic

Bold Italic

COLOR SCHEME

A'BRITIN DARK PURPLE

PANTONE

PMS 274C

CMYK

100 100 34 35

RGB

32 23 81

HEX

#201751

A'BRITIN LIGHT PURPLE

PANTONE

PMS 268C

CMYK

81 100 11 2

RGB

89 44 130

HEX

#592C82



- Color schemes are used to create style and appeal. Colors that create an aesthetic feeling when used together will commonly accompany each other in color schemes. A basic color scheme will use two colors that look appealing together. more advanced color schemes involve several related colors in “Analogous” combination, for example, text with such colors as red, yellow, and orange. ►



LOGO USAGE

Yes!

A'BriTin

A'BriTin

A'BriTin

A'BriTin

A'BriTin

A'BriTin

STANDARD

On a white background, our logotype may be used in A'BriTin Dark Purple, A'BriTin Light Purple, or Black.

REVERSED

Our white logotype may be used on a solid background of A'BriTin Dark Purple, A'BriTin Light Purple, and Black.

No!

A'Britin

**NON-BRAND
COLOR**



**GRADIENT
BACKGROUND**

A'Britin

DISTORTED



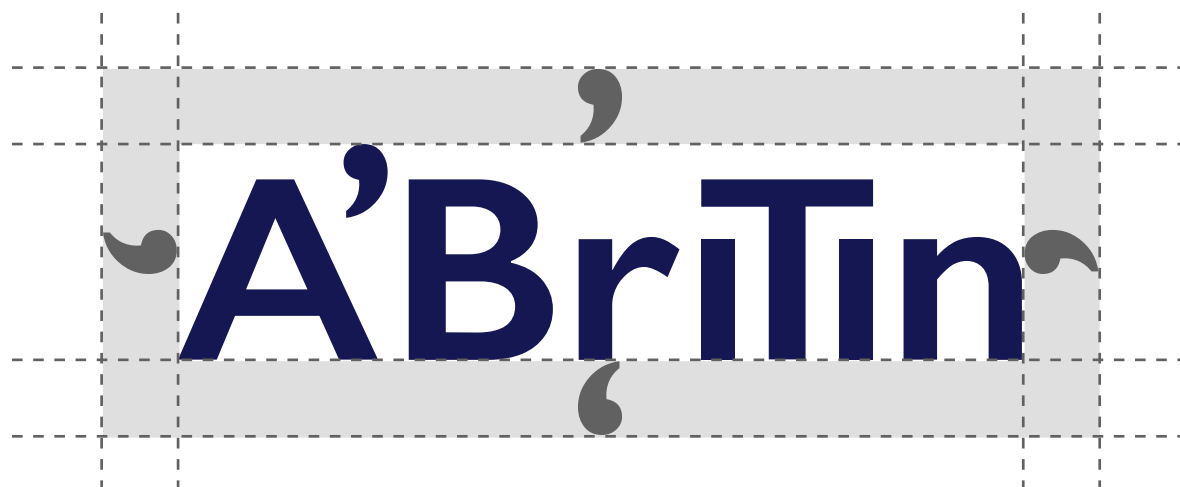
POOR CONTRAST

ABritin

NO APOSTROPHE

A'Britin

**IMPROPER
CAPITALIZATION**



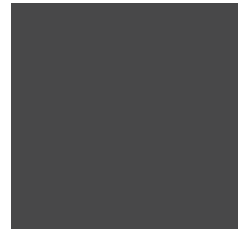
Let it breathe!

To avoid our logotype from looking crammed into its space, there must be at least enough space around every side equivalent to a proportionately sized apostrophe.



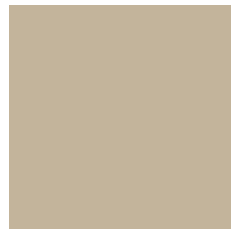
HEADER - BOINK LET

Body Copy – Avenir Light



Header - Lemon Tuesday

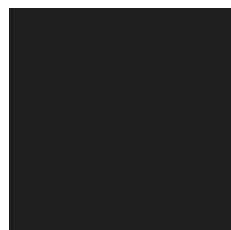
Body Copy – Baskerville



Header - Shellia

HEADER - TURNPIKE

Body Copy – Avenir Light



**REAL, MODERN
CATERING
PREPARED BY
CHEFS ON-SITE.**





A'Brīn



A'BrīTin

www.abritincatering.com
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