

SOUR

ARTISANAL SOURDOUGH BAGELS

BRAND MANUAL 2024

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HOW TO USE THIS MANUAL 2024

This brand manual has been created to help SOUR, Artisanal Sourdough Bagels, stay on brand as it continues to grow and advertise, and market around the country. All of the core aspects and guidelines of this sourdough brand are within this manual and they are used to assist in create a complete identity design program.

This manual provides guidelines for clients, agencies, designers, and bakers to follow. It provides a comprehensive list of directions to save time and is required to keep a consistent brand image and message.

We thank you for complying to these rules when working with SOUR, Artisanal Sourdough Bagels. Never hesitate to reach out with any questions or concerns.



INTRODUCTION

SOUR is drawing inspiration from ancient Egypt, where bread was made with just flour, water, and salt. Our process involves cultivating a live culture from flour and water, resulting in a distinctively sour taste. We've innovated on this ancient method by creating bagels, incorporating honey as a special ingredient, a practice rooted in ancient traditions.

Our dedication to using natural, organic, and local ingredients pays homage to a time when these were the only choices available. Each bagel is handmade, showcasing our commitment to quality. This dedication is reflected in our handmade graphic style, which is playful, unique, and sets us apart. We are confident that our brand will be memorable for both its visual appeal and exceptional taste. Once customers experience our products, we're certain they'll become loyal fans.



BRAND MESSAGE

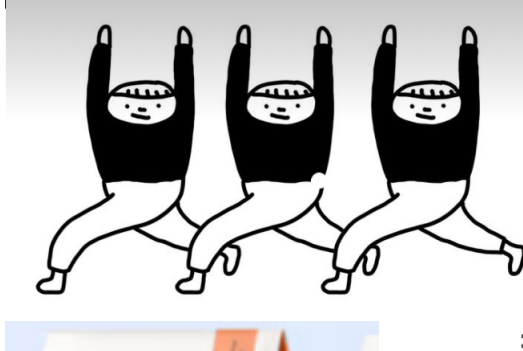
At SOUR, our brand message is to create an inclusive and welcoming community that values sustainability, organic ingredients, and luxurious yet handmade packaging. We invite everyone to experience the unique taste of our artisanal treats, crafted with passion and care from our home to yours. Our commitment to sourcing organic and local ingredients not only supports local farmers but also ensures that our products are of the highest quality and authenticity. By avoiding chemicals and additives, we prioritize the health and well-being of our customers, offering pure, nutrient-rich goods that energize and satisfy.

When you step into SOUR, you'll feel the warmth and happiness of our environment, where every detail is crafted with passion and dedication. Our elegant packaging draws you in, promising a taste experience like no other. With every bite, you'll discover the true meaning of handmade quality and the genuine passion behind our baking.

GENUINE

INCLUSIVE

HANDMADE



MOODBOARD



COMPETITORS



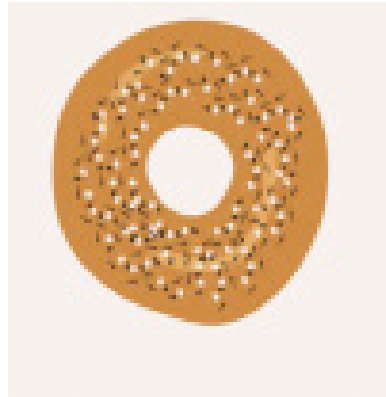
Schmagel's Bagels has been around since 1989 featuring fifteen varieties of baked Brooklyn style bagels and varieties of hand-crafted cream cheeses. They are located in Downtown St. Augustine and are get all walks of life and I escpially hear college kids rave about the bagels. They do a first come first serve.

They are not sourdough.



Juniper Market was open in 2014 and is more of a cafe and market place. However they sell sourdough and a local sourdough baker sells there baked goods there.

THE PROCESS



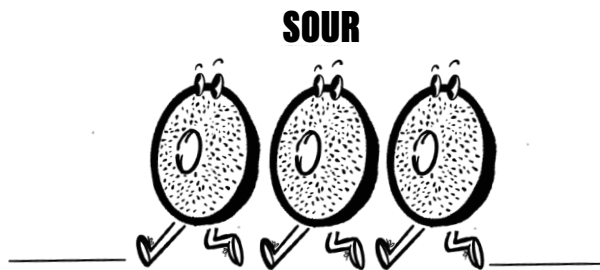


LOGOS & VARIATIONS

SOUR

ARTISANAL SOURDOUGH BAGELS

PRIMARY



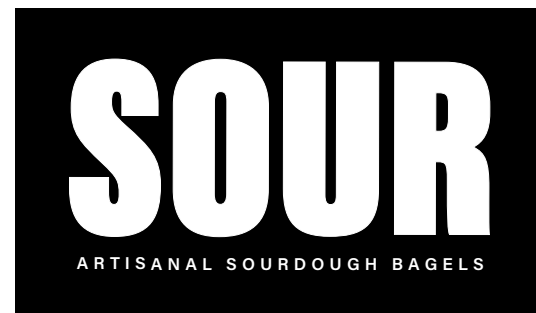
SOUR

ARTISANAL SOURDOUGH BAGELS

FULL COLOR

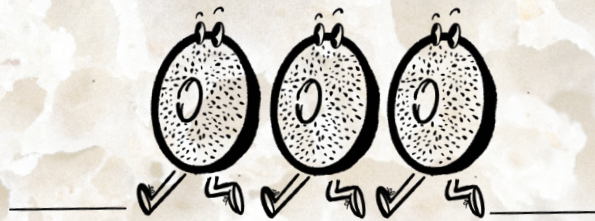


VARIATIONS



REVERSE

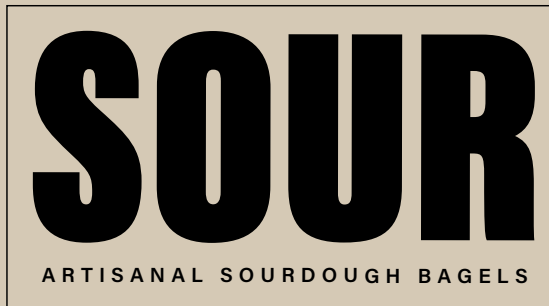
LOGO USAGE



SOUR

ARTISANAL SOURDOUGH BAGELS

To the left is the primary logo that will be placed on all packaging and used in all scenarios unless told otherwise, like below scenarios.

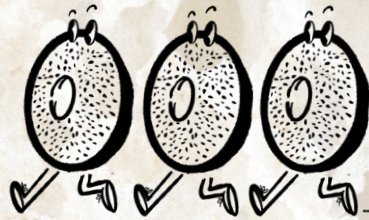


If the logo is placed above any body copy, use three times the thickness of the inside border before placing any text below. Ex: letterheads



SOUR

This logo would be used when we pair the logo smaller and you cannot see the sub-text (ex: on the back of the packaging with the handmade drawing). This is only allowed when paired with another icon.



LOGO MISUSAGE

1. Do not stretch the logo

SOUR
ARTISANAL SOURDOUGH BAGELS

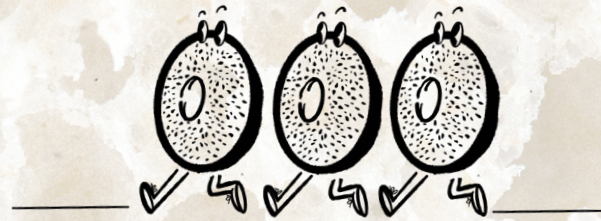
2. Do not squish the logo

SOUR
ARTISANAL SOURDOUGH BAGELS

3. Do not move tagline

SOUR
ARTISANAL SOURDOUGH BAGELS

3. Do not make any changes without asking



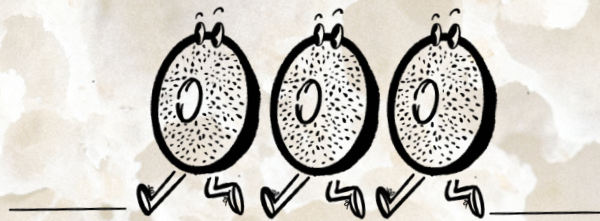
TYPEFACES

Acumin Variable Concept Condensed UltraBlack
LOGO
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Acumin Variable Concept SemiCondensed Black
HEADER
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Acumin Variable Concept Semibold
LABELS
ABCDEFGHIJKLMNOPQRSTUVWXYZ

TYPESTUDY



SOUR

ARTISANAL SOURDOUGH BAGELS

SOUR is presented in Acumin Variable Concept Condensed Ultrablack, a bold and eye-catching typeface.

The tagline “ARTISANAL SOURDOUGH BAGELS” is displayed in Acumin Variable Concept Semibold to complement the boldness of SOUR, which captures the attention of our consumers. The elongated, pointed, yet not overly harsh design, along with its condensed yet easily readable

format, fascinates the consumer and draws them in. It communicates the brand’s focus on sourness, simplicity, and clarity, which is further reinforced by the tagline, informing consumers about the brand’s core offering.

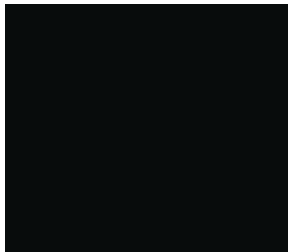
Acumin Variable Concept offers a wide range of styles, and SOUR utilizes three of these to create a cohesive and complementary visual identity.

Color Variation Usage and Misusage

SOUR opts for a minimal color palette, reflecting its commitment to simplicity and timelessness. This choice mirrors the brand's minimal use of ingredients. The boldness of our logo grabs attention, while the minimal color selection emphasizes that our bagels contain no additives or extras.

In our packaging, SOUR is printed in reverse on brown paper, making SOUR brown and the paper black. This maintains a neutral color palette while distinguishing us from typical black and white bakeries.

For letterheads, websites, and social media, always use one of the three primary colors and avoid using accent colors that are reserved for advertising flavors. These colors are carefully chosen and require approval before use.



CMYK:
0 0 0 0

RGB:
0 0 0

HEX:
000000



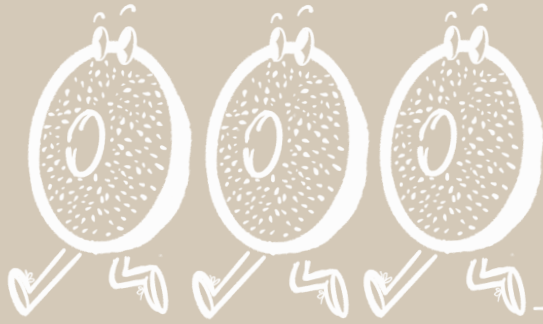
CMYK:
16 17 26 0

RGB:
213 201 185

HEX:
#d5c9b9



DESIGN ELEMENTS

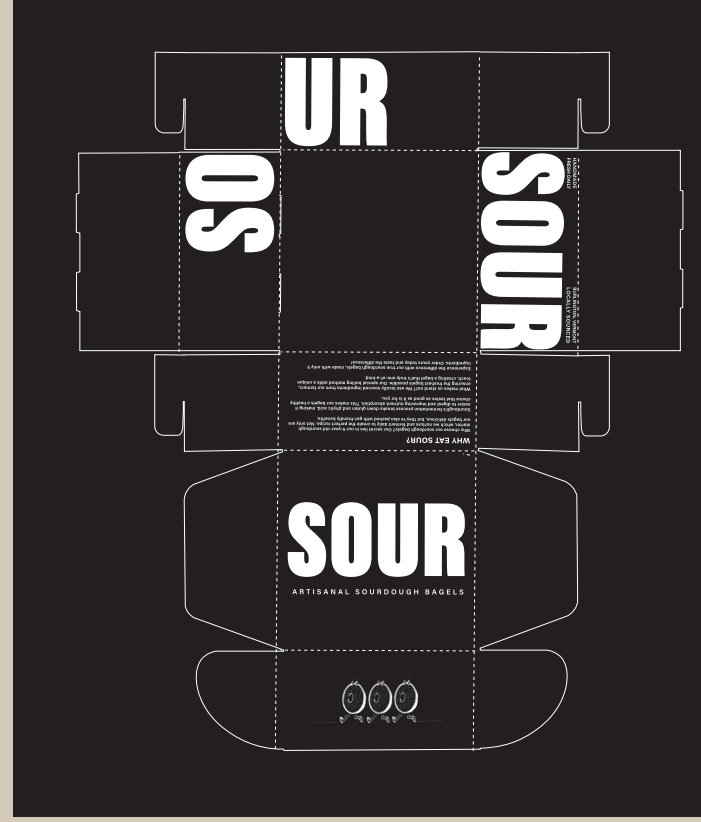
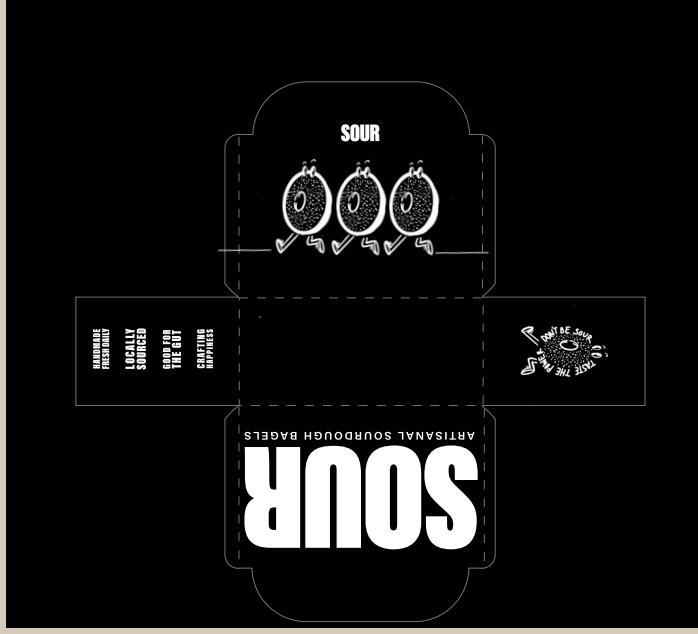
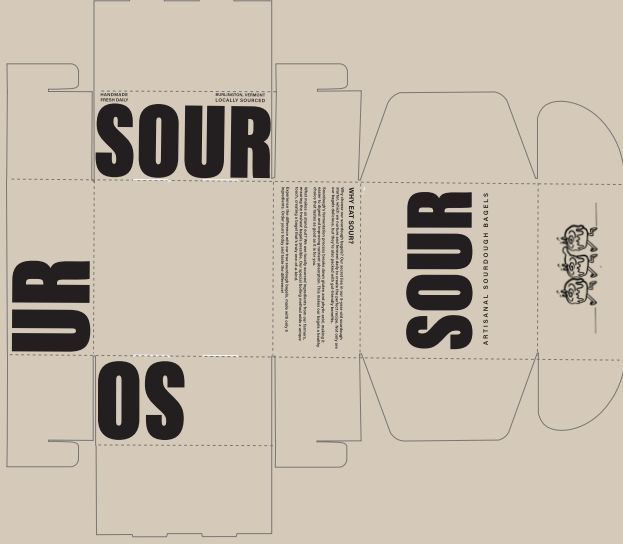


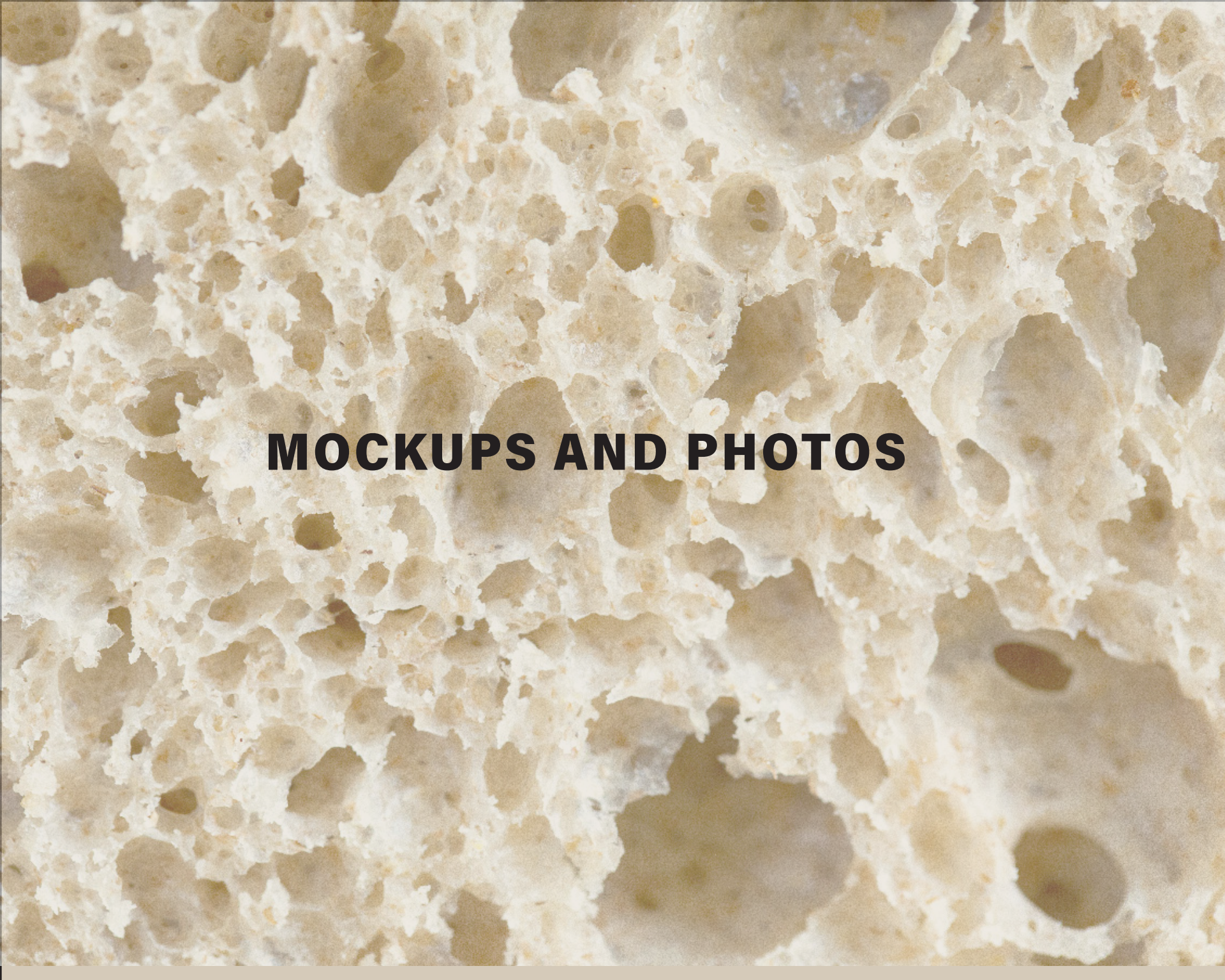
PACKAGE DESIGN USAGE AND MISUSAGE

When designing the single-serving bagel holder packaging, ensure consistency with the current base design. Center the SOUR logo on the front. The left side panel should feature a graphic of a single bagel with the slogan “Don’t be sour, taste the power.” The right side panel should align with our brand’s beliefs. The back of the box will display the brand’s icon of three bagels, with “SOUR” above it to reinforce our identity.

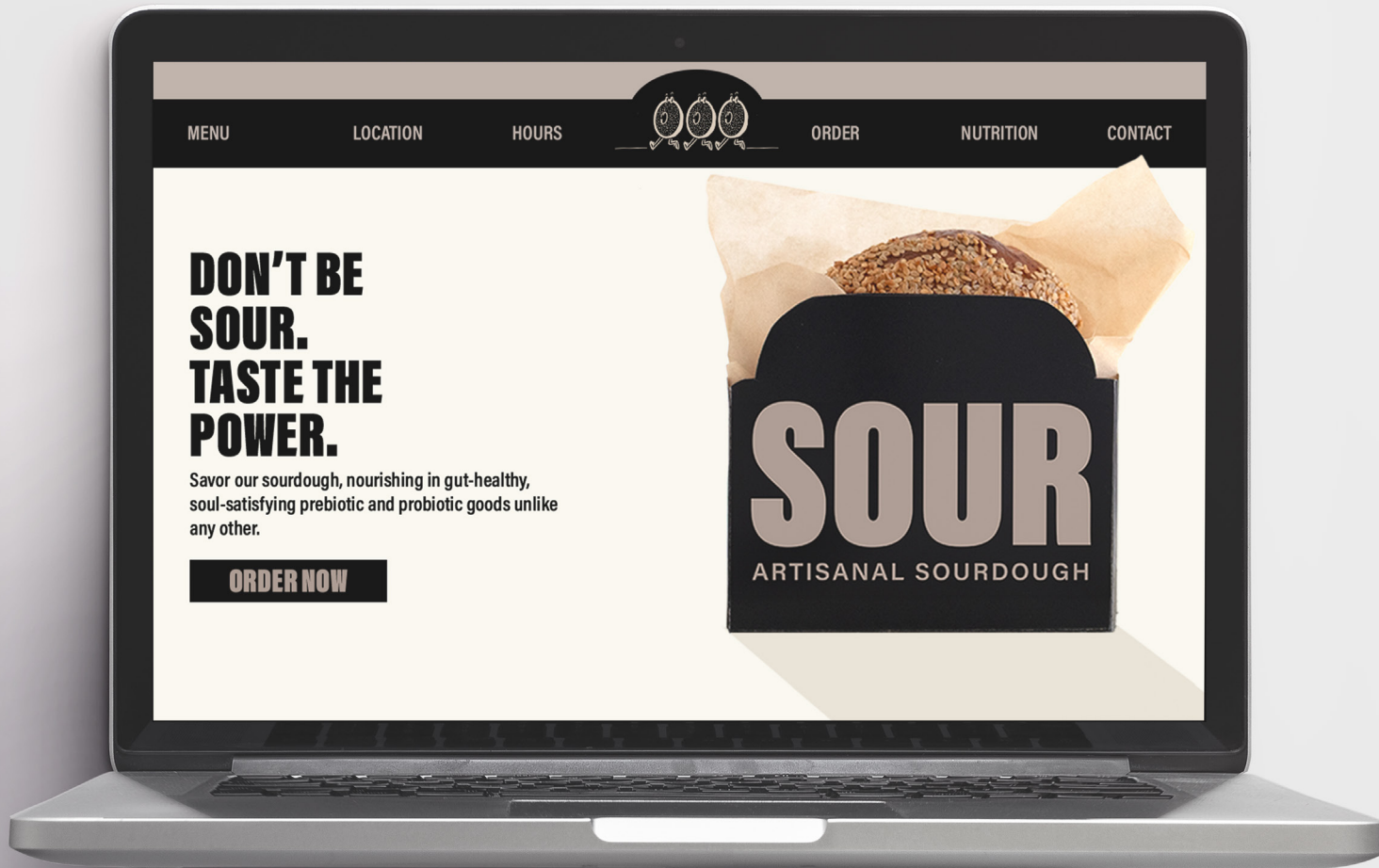
For the dozen box, the design remains consistent. The front panel features the three bagels, while the lid bears the text logo. The front of the box has an “UR” and the left side panel has a “SO,” forming “SOUR.” The back includes brand messaging, and the right side panel features “SOUR,” with the single bagel revealed upon opening.

Both single-serving boxes will be printed in black on brown paper, which will serve as our branding for the graphics and color palette. If you have any ideas, we are open-minded, but please ask before making changes.





MOCKUPS AND PHOTOS



MENU

LOCATION

HOURS



ORDER

NUTRITION

CONTACT

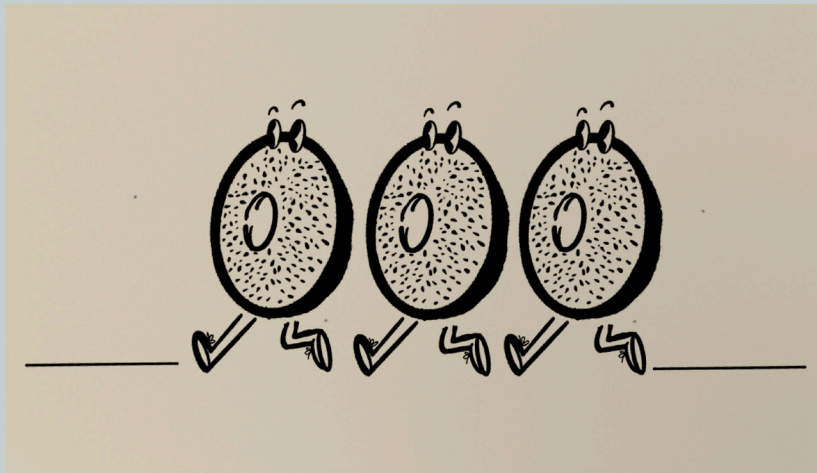
DON'T BE SOUR. TASTE THE POWER.

Savor our sourdough, nourishing in gut-healthy,
soul-satisfying prebiotic and probiotic goods unlike
any other.

ORDER NOW

SOUR

ARTISANAL SOURDOUGH



SOUR
ARTISANAL SOURDOUGH BAGELS

**DON'T BE SOUR,
TASTE THE POWER**

@HELLOSOUR / HELLOSOUR.COM
(732) 556 - 0995
INFO@HELLOSOUR.COM

ARTISANAL SOURDOUGH

377 2ND ST, BURLINGTON
VERMONT 05401



SOURDOUGH PREBIOTICS

Sourdough bread is unique because it contains probiotics. While most people are familiar with probiotics, many are unaware of prebiotics. SOUR specially crafts their sourdough bread with whole grain flours, making it an excellent source of prebiotics. Prebiotics are a type of fiber that nourishes beneficial gut bacteria, helping them thrive and support your health in various ways. By providing a food source for beneficial gut bacteria, prebiotics like those in sourdough can help maintain a healthy balance of gut flora. This can positively impact digestion, nutrient absorption, and overall gut health. Additionally, prebiotics can enhance the absorption of essential minerals such as calcium, magnesium, and iron, which are crucial for overall health. In summary, prebiotics are generally beneficial for health, and SOUR is here to guide you toward better health.

SPECIAL OF THE WEEK PROBIOTICS

We continue to emphasize the importance of probiotics, which work alongside prebiotics. Our weekly specials feature our fermented sourdough starter discard, allowing probiotics to develop over time. Each week, we handcraft something new for our customers, enriching it with probiotics. If you're unfamiliar, probiotics offer numerous benefits, including boosting your immune system, balancing gut bacteria, and improving skin health, among others. SOUR recognizes these benefits and aims to promote community health through food.



THE LINE





THE DOZEN



THE BAGEL CARRIER

THE BAGEL CARRIER CONT.



SPECIAL OF THE WEEK



HANDMADE
FRESH DAILY

BURLINGTON, VERMONT
LOCALLY SOURCED

SOUR

WHY EAT SOUR?

Why choose our sourdough bagels? Our secret lies in our 5-year-old sourdough starter, which we nurture and ferment daily to create the perfect recipe. Not only are our bagels delicious, but they're also packed with gut-friendly benefits.

Sourdough's fermentation process breaks down gluten and phytic acid, making it easier to digest and improving nutrient absorption. This makes our bagels a healthy choice that tastes as good as it is for you.

What makes us stand out? We use locally sourced ingredients from our farmers, ensuring the freshest bagels possible. Our special boiling method adds a unique touch, creating a bagel that's truly one-of-a-kind.

Experience the difference with our true sourdough bagels, made with only 5 ingredients. Order yours today and taste the difference!

SOUR

ARTISANAL SOURDOUGH



HANDMADE
FRESH DAILY

SOUR

QUESTIONS ?

THANK YOU

