

QUICK START GUIDE FOR LOGO, COLOR USAGE + TYPOGRAPHY STANDARDS



QUICK START GUIDE

SUDSIES BLACK LABEL' VISUAL IDENTITY BEGINS WITH THE ESSENTIALS: CONFIDENT TYPOGRAPHY, FRESH COLOR, AND A LOGO THAT FEELS BRIGHT, POLISHED, AND INSTANTLY RECOGNIZABLE. TOGETHER, THESE ELEMENTS CREATE THE FOUNDATION FOR THE SUNNY DISPOSITION BLACK LABEL BRINGS TO EVERY GUEST EXPERIENCE, EXPRESSING OPTIMISM, CLARITY, HOSPITALITY, AND CARE AT A GLANCE. THIS SYSTEM HELPS EVERY BLACK LABEL TOUCHPOINT FEEL CONSISTENT, UPLIFTING, AND UNMISTAKABLY OUR OWN.

LOGO USAGE

Sudsies[®]
BLACK LABEL

Sudsies[®]
BLACK LABEL

The Sudsies Black Label logo carries the familiarity, confidence, and sunny spirit of the brand in a single mark. Its strength depends on disciplined, consistent use. Always use approved versions, maintain generous clear space, and never stretch, recolor, rotate, or otherwise alter the logo. When used correctly, it reinforces the polished and recognizable presence that sets Black Label apart.

COLOR PALETTES

PRIMARY



SUDSIES BLACK

HEX: #323233
RGB: 240/1/20
CMYK: 0/57/ 81/7
Pantone Black 6 U



GOLD SPOT

HEX: #EDC616
RGB: 237/198/22
CMYK: 0/17/91/7
Pantone 13-0751 U

SECONDARY



TIMBERWOLF

HEX: #d3d4d6
RGB: 255/255/255
CMYK: 0/0/0/0
Pantone Cool Gray 1 U



100% WHITE

HEX: #FFFFFF
RGB: 255/255/255
CMYK: 0/0/0/0

TERTIARY



ECO GREEN

HEX: #41ad49
RGB: 65/173/3
CMYK: 75/0/100/0
Pantone: 7739 U

COLOR USAGE

Color plays a central role in how Sudsies Black Label is seen and remembered. Our palette expresses the brand's sunny, polished, and welcoming character while creating consistency across every touchpoint. Use the approved colors as specified to maintain a clear, recognizable, and distinctly Sudsies presence in every medium.

Within the Black Label color system, the tertiary green brings a measured sense of renewal, balance, and forward movement. It is best used where the brand wants to signal Ecofriendly values, positive resolution, or a secondary point of emphasis. Applied with restraint, it adds depth to the palette while preserving the bright, polished character of Black Label.



TYPEFACE & TYPOGRAPHY

Sudsies[®]
BLACK LABEL

Aa

Open Sans Light

Open Sans Regular

Open Sans Semibold

Open Sans Semibold italic

Open Sans Bold

Open Sans Extrabold

Aa
Aa

Playfair Display Regular

Playfair Display Italic

Playfair Display bold

VAG Rounded Bold

VAG Rounded Black