



Brand Kit

NELLIE'S

9 Franklin Turnpike, Waldwick, NJ 07463

Logo 1 - Badge

The primary logo features the iconic Nellie's Place emblem that the community already knows and recognizes. The full-color version incorporates the complete primary brand palette to create a vibrant, highly recognizable mark that reflects the warmth, personality, and spirit of the brand.

USE CASES:

- Exterior and interior large signage applications including:
 - storefront signs, entry displays, wayfinding signage, window graphics, hanging signs, and branded wall installations.

Please note: Logo 1 should NOT be reproduced smaller than 6 inches in diameter for physical signage applications to preserve legibility. When necessary, the badge may be replicated in a single-color option as well.



Logo 2 - Wordmark

The secondary logo functions as the official Nellie's Place wordmark, providing a clean and recognizable typographic representation of the brand. Designed using the brand's signature Celtic-inspired typography, the wordmark reinforces the established visual identity while offering a simplified and highly versatile logo application across both print and digital platforms. Its refined structure allows for strong legibility and brand recognition while maintaining the warmth and character associated with Nellie's Place.

USE CASES:

- Versatile branding applications including:
 - Apparel graphics, merchandise, social media branding, menus, packaging, promotional materials, and digital marketing.

Please Note: Logo 2 should not be reproduced smaller than 2 inches wide in print applications to preserve legibility,

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Logo 3 - The Celtic Knot

The tertiary logo consists solely of the standalone Celtic knot emblem, serving as the most simplified expression of the Nellie's Place brand identity. Designed for maximum clarity, this mark is intended for smaller-format applications where intricate typography or additional brand elements may become difficult to reproduce clearly.

USE CASES:

- Flexible supporting brand mark for decorative and accent applications including:
 - apparel sleeves, embroidery, packaging details, social media icons, coasters, stickers, menus, and branded merchandise.

Should not be reproduced smaller than 1 inch wide in print applications.



Color Palette

PRIMARY COLORS

CELTIC GREEN
HEX #158F4C
R: 21, G: 143, B: 76
C: 85, M: 0, Y: 47, K: 44

CREAM WHITE
HEX #F3EFE5
R: 243, G: 239, B: 229
C: 0, M: 2, Y: 6, K: 5

HERITAGE ORANGE
HEX #158F4C
R: 201, G: 106, B: 52
C: 0, M: 47, Y: 74, K: 21

primary colors used throughout the brand to create a recognizable and consistent identity across apparel, logos, signage, packaging, and digital content.

SECONDARY COLORS

CHARCOAL SLATE
HEX #2B2B2B
R: 43, G: 43, B: 43
C: 0, M: 0, Y: 0, K: 83%

FOREST GREEN
HEX #143512
R: 20, G: 53, B: 18
C: 62, M: 0, Y: 66, K: 79

DEEP BORDEAUX
HEX #5C1616
R: 92, G: 22, B: 22
C: 0, M: 76, Y: 76, K: 64

secondary colors support the primary palette by adding depth, contrast, and flexibility for backgrounds, accents, seasonal designs, and premium branding applications.

Color Pairing Guidelines

The Nellie's Place color palette was designed to create a warm, welcoming, and recognizable brand presence while maintaining strong readability across print and digital applications. To preserve brand consistency and accessibility, the following color combinations are recommended for backgrounds, typography, logos, and graphic elements.

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NO

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ACCENT & SUPPORTING COLOR USAGE:

Secondary colors are intended to support and enhance the primary palette rather than overpower it.

Best Uses for Secondary Colors

- Background panels and overlays
- Accent typography
- Buttons and calls-to-action
- Seasonal campaigns
- Decorative graphics and borders
- Merchandise and promotional materials

THINGS TO REMEMBER:

- Prioritize high contrast between text and background colors.
- Use Cream White or Charcoal Slate as primary text colors whenever possible.
- Reserve Heritage Orange for highlights, calls-to-action, and emphasis rather than large body copy.
- Maintain sufficient whitespace around bold color applications to preserve clarity and balance.
- When reproducing logos in one color, use only approved brand colors from the official palette.

Typography

PRIMARY FONT:

Dalelands

Ideal for: headlines, logo lockups, and premium packaging

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
1234567890

SECONDARY FONT:

Open Sans

Ideal for: website copy, labels, and social graphics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
1234567890

Merch Mockups



Merch Mockups

Please Note: This variation offers a more cost-effective production option due to the single-color knockout logo application rather than a full-color print process. The simplified print method also improves long-term durability and wear resistance.



Merch Mockups MISC.

