



April 2020

Brand Guidelines

Challenger Breadware

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Challenger Breadware Brand Overview

Brand Vision

The Challenger Bread Pan offers bakers a trusted and reliable way to bake better bread with every bake. Challenger Breadware offers its revolutionary bread pan, along with other products – as well as generously shared baker’s content – to its worldwide audience.

“Let’s bake the world a better place.” — Jim Challenger

Core Brand Attributes & Associations

**By Bakers, For Bakers
Community / Family
Herloom
Solid / Reliable
Health**

Brand Voice

**Friendly
Authentic
Humble
Generous
Willing to Learn
Happy to Share
Knows what bakers need**

Logo

Logo Overview

The Challenger Breadware logo is comprised of an illustrated wheat stalk and the company name in all capital letters.

The primary lockup (mark + type) embodies two core brand associations: Baking (wheat stalk / wheat as primary ingredient) and Solidity (bold, rational all cap type / signature cast iron product, a bold and solid object).



Logo: Primary Lockup



Full Color

The full color logo should be the primary lock up used on most marketing and communications materials. It is comprised of the wheat stalk symbol in Wheat and the type lock up in Mallard.

For single color use, the logo may be used in the following single colors: White, Flour, Iron or Mallard. The wheat stalk and type lock up should be the same color.



White



Flour



Iron



Mallard

Logomark



Wheat



White on Mallard



White on Stone



Iron

Wheat Stalk

The wheat stalk is generally used in the context of the Primary Lockup. Occasionally, the wheat stalk logomark can be used independently, or paired with display type.

If being used independently, the following colors can be applied to the wheat stalk: Wheat, White, Flour, Black, or Mallard. Acceptable backgrounds for the white logomark are Mallard, Iron, and Stone.

On the product, the logomark is blind embossed (no color).

Logomark: Combined with Display Type



Usage Example:

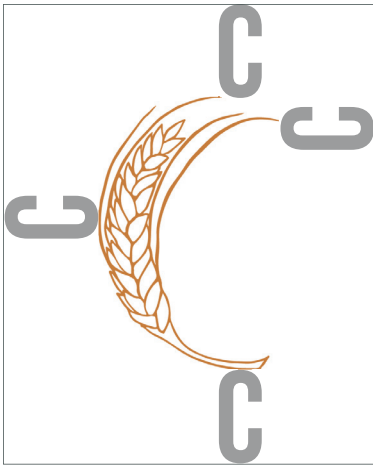
Wheat Stalk with Bebas Neue

The wheat stalk is used as white only on peel coupled with white Bebas Neue Bold.

Logo: Spacing



Ensure that there is adequate spacing between the brand logo and surrounding elements. The padding around each logo should be equivalent to a single "C".



Logo: Usage to Avoid



Saturation / Transparency
Do not change the logo saturation.



Distortion
Do not distort the logo proportionally.



Color
Do not change the logo color.



Background Image
Do not place logo on a backgrounds that is too busy or has insufficient contrast.



Background Color
With the full color logo, do not use background colors other than white or flour for.

Logo: Usage Examples



Primary Logo in White on Iron background
Usage Example: Email footer



Logomark embroidered
Usage Example: On apron



Logomark
Usage Example: Debossed on product



Primary lockup in full-color
Usage Example: Website masthead

Typography

Typography: Overview

The typographic program for Challenger Breadware combines the warmth of humanist typefaces, with the rational and bold lines of a statement sans serif. This combinations creates a balance between hard and soft. We can think of this as the juxtaposition of the object (black cast iron) and the outcome (warm bread).

The visual structure of the brand type bridges the softer qualities of baker's ingredients and the feel of bread, with the heft and strength of the product: The Challenger Bread Pan.

Note: the Challenger Breadware logotype is Engschrift 1452. This font is not used elsewhere within the brand expression. Bebas Neue has a similar proportion and weight to Engschrift, but in broader usage (beyond the logo) is a better brand fit.

Typography: Brand Fonts

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890**

Sirba Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Sirba Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Bebas Neue Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Cronos Pro Semibold

.....

Typography: Brand Fonts —*cont'd*

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Cronos Pro Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ
1234567890

Acumin Pro Condensed

Typography: Usage

Made by bakers for bakers.

Sirba Bold
Headlines
Tracking: 0
Leading*: 1.2 (120%)

Sentence case; not Title Case.

Made by bakers for bakers. Otatiur as sa non pro blac bor aborpossus nim ratem estor aliquiandi ipsum faci abore rem re prem fuga. Agnimus vit lacea volupt

Sirba Regular
Paragraph Text
Tracking: 0
Leading: Variable; example is 1.3

**MADE BY BAKERS
FOR BAKERS**

Bebas Neue Bold
Headlines
Tracking: 40
Leading: Set Solid; example is 66/66

Always in uppercase.

The Challenger Bread Pan

Cronos Pro Semibold
Subheadlines
Tracking: 0
Leading: n/a; single line only

Title Case.

** Leading values expressed here are not tied to a single program or platform; they are typographic values. ie. a point size / leading combination of 10/12 is expressed as a leading value of 1.2 or 120%.*

Typography: Usage —*cont'd*

Made by bakers for bakers. Erae vitia voluptat que plit ut oluptas andenda sequos sequias excescit, volut et aut magnis exerum resam. Et as sitem faccae esciis aut ommolessit latibus moluptati doleni doluptureici aciatio nseidit volorem exeri accusam.

Cronos Pro Regular

Paragraph Text

Tracking: 0

Leading: Variable;

1.3 used on website paragraph text

FOR YOUR BAKING JOURNEY

Acumin Condensed Regular

Eyebrows & Links

Tracking: 60

Leading: n/a; single line only

Always in uppercase.

Typography: Ideal Pairings

BAKE WITH US

Calling all bakers! Beginner? Hello. Seasoned?
Why yes. Obsessed? We're with you.

Headline
Bebas Neue

Paragraph
Sirba Regular

FOR YOUR BAKING JOURNEY

Made by Challenger

Eyebrow
Acumin Condensed Regular

Headline
Sirba Bold

The Perfect Amount of Steam

Made by bakers for bakers, the Challenger forms a tight seal between the cover and the base, trapping the perfect amount of steam you need for bread with crackling crust, rich colors, open scores, and full volume—each and every time.

Headline
Sirba Bold

Paragraph
Cronos Pro Regular

Typography: Usage & Pairing Examples

OUR PLACE FOR LEARNING

THE HOW OF BAKING

Here's where we share what we know. Things we've tried – many that worked, and some that haven't. Our hope is to become a resource for bakers around the world. Beginner, Seasoned, Obsessed. Yeast. Sourdough. And more, with all of you. We're starting by offering our [Ingredient Directory](#) and [Glossary](#).


As we grow, *The How of Baking* will grow too. We'll add Basics to learn, Processes to master. It will become a place for us to share, to gather, and to contribute our collective knowledge and experiences along the way in our baking journey.

Type Used

Eyebrow: Acumin Variable Concept Condensed Light

Headline: Bebas Neue Bold

Paragraph: Sirba Regular



The Challenger Bread Pan

\$295.00

Type Used

Product Name: Cronos Pro Semibold

Price: Cronos Pro Semibold



BAKE YOUR BEST BREAD EVER

Type Used

Headline: Bebas Neue Bold

SHARING WHAT WE KNOW

We're building our community resource for baking techniques and process – learn with us!

THE HOW OF BAKING —————>

Type Used

Headline: Bebas Neue Bold

Body: Cronos Pro Semibold

Link: Acumin Variable Concept Condensed Light

Color

Color Overview

The approach to color for the Challenger Breadware brand considers baking ingredients (grains), the source for baking ingredients (land), bread (end result), and the signature product (the cast iron bread pan).

The color usage within the brand can be described as sincere, optimistic, and balanced.

In our initial color exploration, we sampled colors from photographs of bread baked by Jim Challenger. The range and diversity of colors present in bread was surprising, and a good indication that we would not need to go outside of the brand's primary subject matter – baking – to develop the color palette.

Color: Primary Palette



Mallard
RGB 39 53 53
CMYK 78 60 62 57
HEX #273535
PMS 5535 U



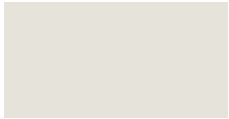
Wheat
RGB 186 142 91
CMYK 26 43 72 4
HEX #ba8e5d
PMS 7510 U



Terracotta
RGB 206 120 88
CMYK 16 61 69 2
HEX #ce7858



Iron
RGB 42 39 34
CMYK 67 64 69 70
HEX #2a2722



Stone
RGB 229 228 219
CMYK 9 7 12 0
HEX #e5e4db
PMS Warm Gray IU



Flour
RGB 251 247 238
CMYK 1 1 6 0
HEX #f9f7ee

Notes

Mallard and Wheat are the Challenger Breadware brand's signature colors. Primary light background colors are Flour and Stone. Light Wheat and Marigold are also used on occasion.

Black is not used within the brand, instead Iron is used as the darkest or 'blackest' value. Iron shares a direct connection with the Challenger Bread Pan — made of cast iron.

Pairing a stronger color value with one of the brand's neutral hues works well.

Master files for color palettes available on Google Drive.

Color: Supplemental Palette



Slate
RGB 92 109 118
CMYK 67 49 43 14
HEX #5c6d76



Sage
RGB 126 135 127
CMYK 53 38 47 7
HEX #7e877f



Rust
RGB 179 100 63
CMYK 24 67 82 10
HEX #b3643f



Marigold
RGB 228 173 91
CMYK 10 34 74 0
HEX #e4ac5c

Notes

Lighter tints of both primary and supplemental colors are also used as background colors.



Light Mallard
RGB 65 85 86
CMYK 74 53 55 32
HEX #415556



Light Wheat
RGB 210 180 145
CMYK 18 28 45 0
HEX #d2b491

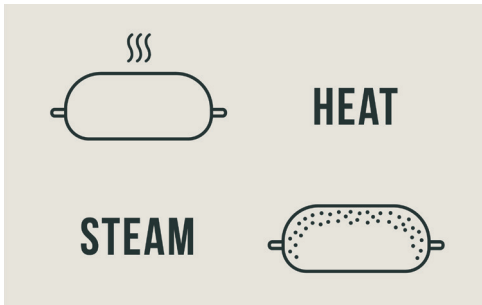


Light Terracotta
RGB 217 150 119
CMYK 14 46 53 0
HEX #d89679

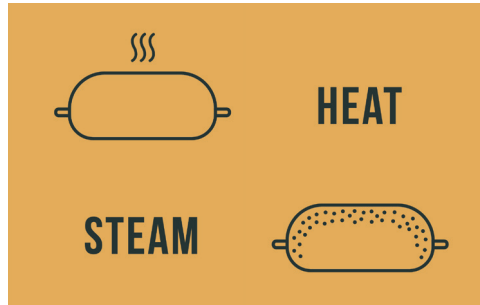


Light Slate
RGB 124 142 151
CMYK 55 37 34 2
HEX #7d8d96

Color: Approved Combinations

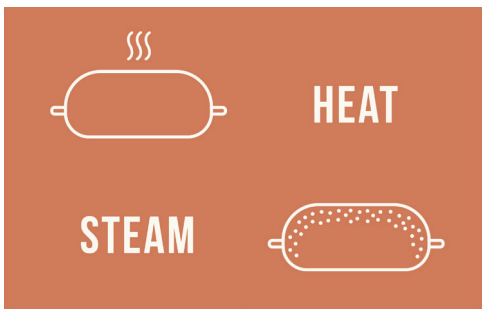


Mallard + Stone

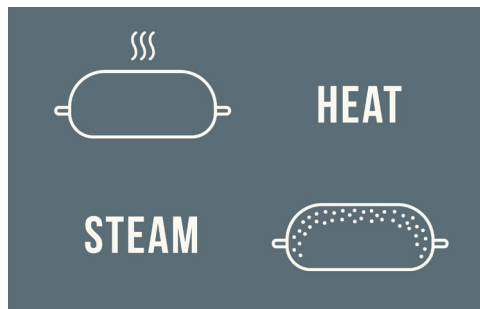


Mallard + Marigold

Text & Linework: Mallard
Alternate background color
with Mallard type:
Wheat

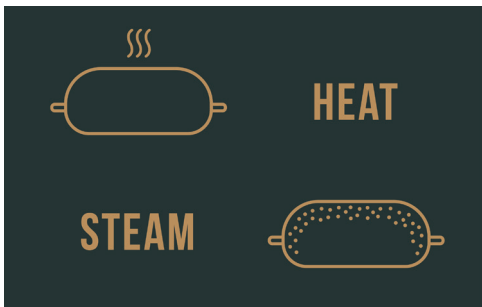


Flour + Terracotta

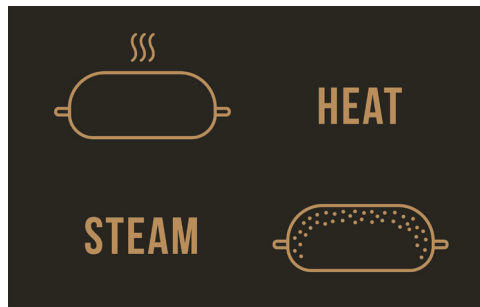


Flour + Slate

Text & Linework: Flour
Alternate background color
with Flour type:
Mallard
Wheat
Slate
Iron
Rust



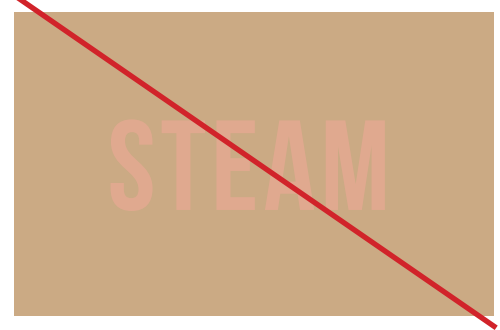
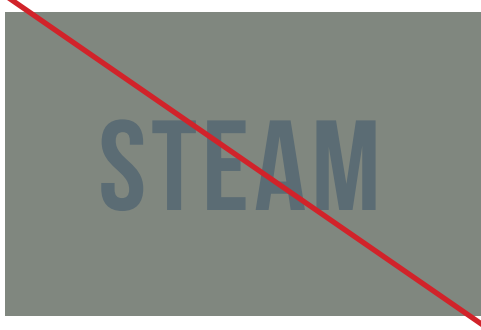
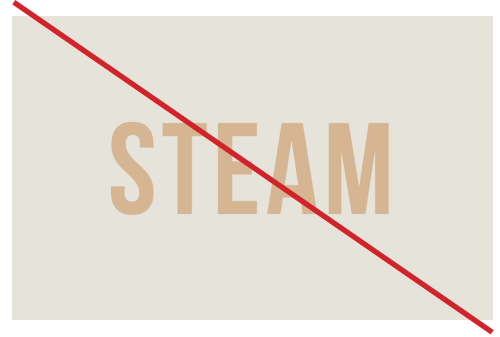
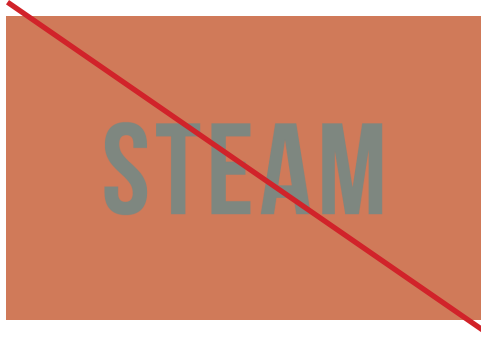
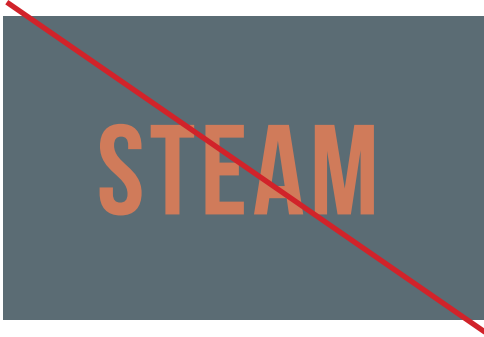
Wheat + Mallard



Wheat + Iron

Text & Linework: Wheat
Alternate background color
with Wheat type:
Stone
Flour

Color: Usage to Avoid



Two Strong Non-Primary Hues

Avoid combining two strong or saturated hues that are not signature brand colors (Mallard and Wheat).

Similar Saturation

Avoid adjacencies of colors with similar values. Use color combinations that have sufficient contrast between each color for better readability.

Light / Low Contrast

Avoid low contrast combinations for best readability and accessibility purposes.

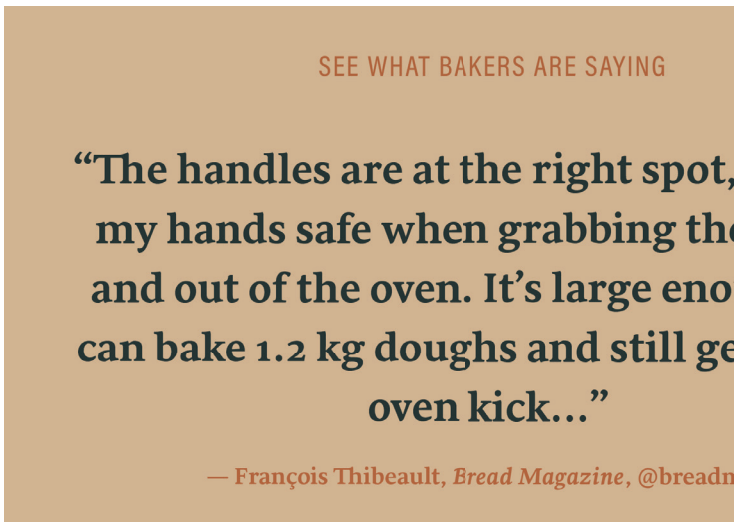
Color: Usage Examples



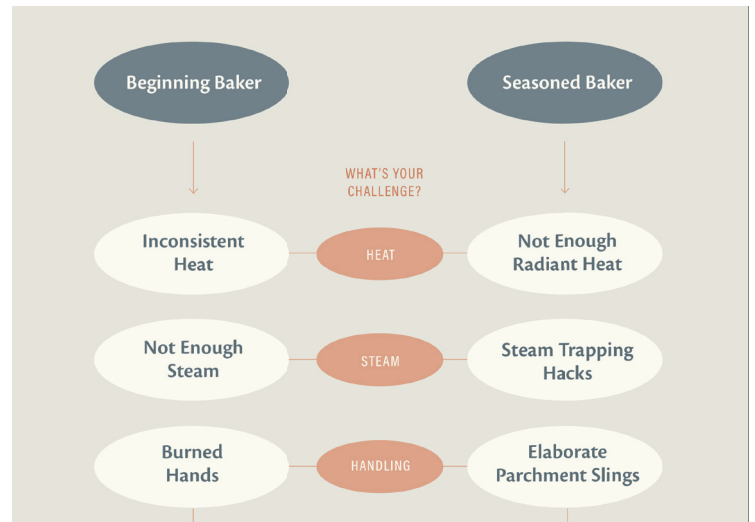
Colors Used
Terracotta
Flour



Colors Used
Marigold
Mallard



Colors Used
Wheat
Light Wheat
Mallard



Colors Used
Stone
Flour
Terracotta
Slate

Photography

Photography Overview

Photography for the Challenger Breadware brand is grouped into five categories:

Brand

Product

Founder

Bread

Benchscapes / Counterscapes

Note: Press

The Media Kit (available for download on the website) contains images from three categories: Brand, Product, Founder. Any images provided to press should contain Challenger products, with the exception of founder photography. Benchscapes / Counterscapes and Bread are not typically considered for press.

Photography: Categories



Brand

This category combines the other photo categories into single images that comprise various brand attributes and elements.



Product

In baking context and silhouetted on white. Challenger-Made products, Challenger-Stocked products and affiliate products are shot in-house.



Founder

Jim Challenger, the face – and baker! – of the brand.



Bread

Beautiful bread! Feature appealing loaves of bread that represent bakes that can be achieved in the Challenger.



Benchscapes & Counterscapes

Appealing compositions of bread and related foods: small bites, jams, spreads, cheese, butter – plus related kitchen accessories (board, knife) to showcase the pleasing outcomes of bread baking.

Photography: Usage to Avoid



Readability

Do not place text over a busy background. Pairing this image with an adjacent text banner (solid background with display type) is a good alternative.



Primary Visual

Do not place text over an essential image area. If there is more image to work with, consider moving the type to a less essential part of the image. If not, separate the headline or display type from the image.

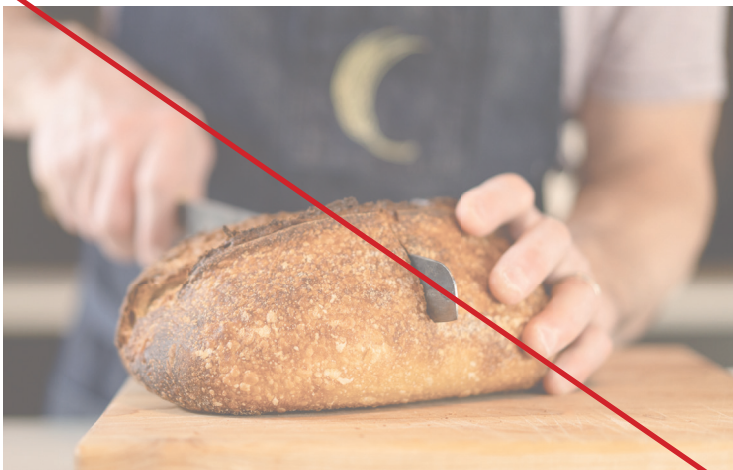


Image Modification

Do not modify images in a way that obscures the subject matter of an image; use brightness and overlay adjustments sparingly, ie subtly lightening or darkening an area of a photo to increase readability for a text overlay.



Cropping

Be careful when cropping images; crops should be intentional. White space works well to give space to various visual elements. Bakers love to look at images of beautiful bread; giving these image room to breath can extend the time the audience spends looking.

Photography: Usage Examples



Darkened Image with Text Overlay

Usage Example: Hero image



Product Image Crops

Usage Example: Shop module / product pages on website



Image with solid color background

Usage Example: Hero

Solid Wheat background with product silhouette



Infographic with product image

Usage Example: Infographic with product silhouette

Featured in marketing email

Brand Expression Examples

Brand Expression Overview

On the following pages you'll find examples of the Challenger Breadware brand implemented across various design case studies.

Examples Shown:

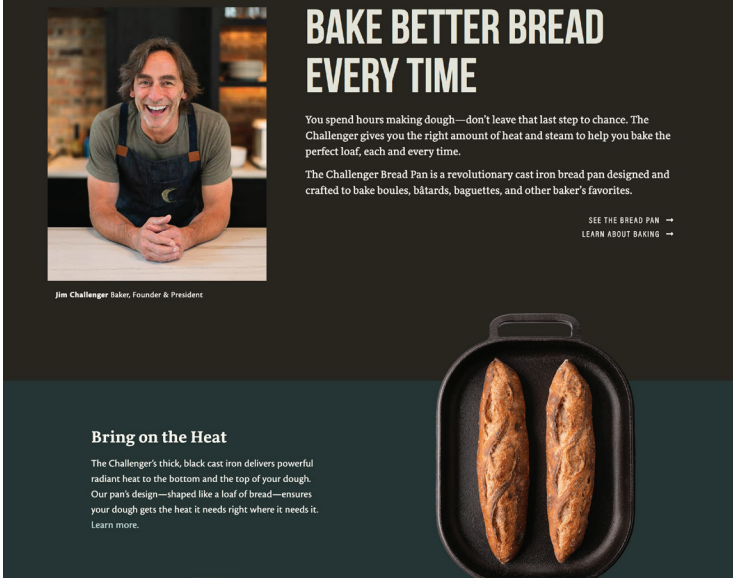
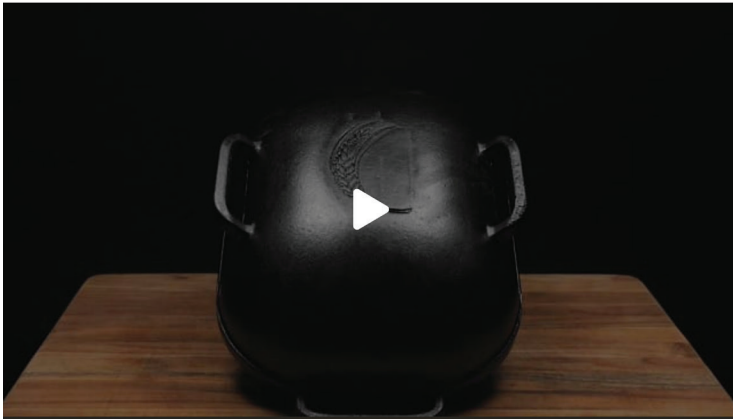
UI Design / Website

UI Design / Email Guidelines (separate document)

Visual Design / Peel

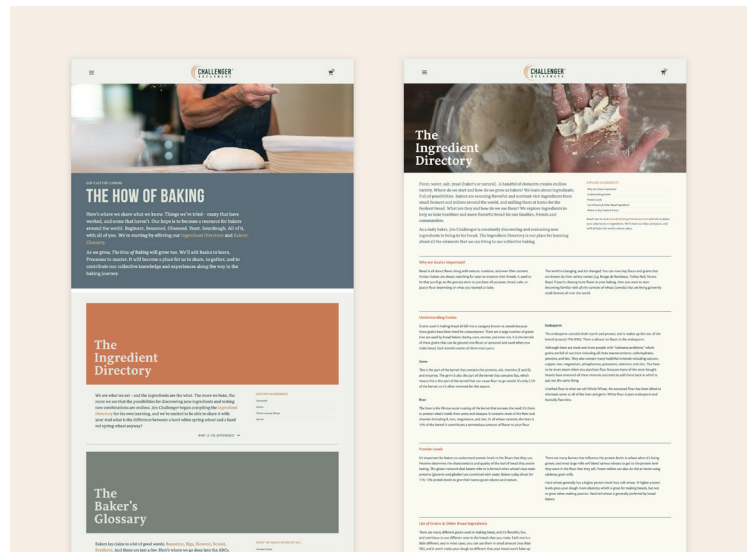
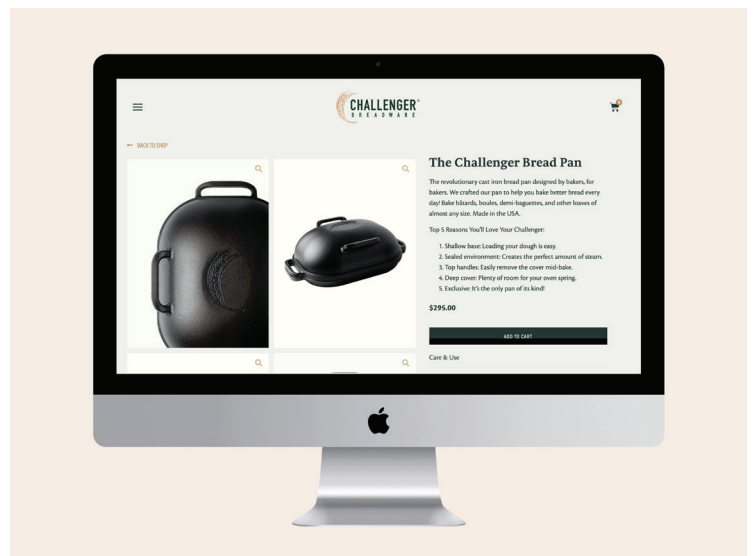
Visual Design / Packaging

UI Design: Website, desktop

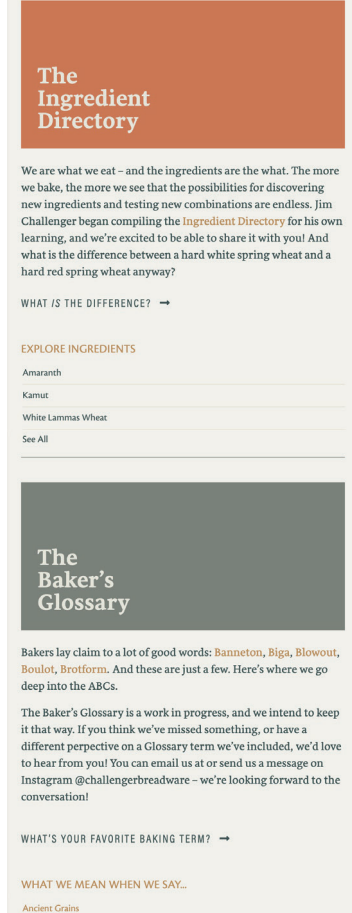
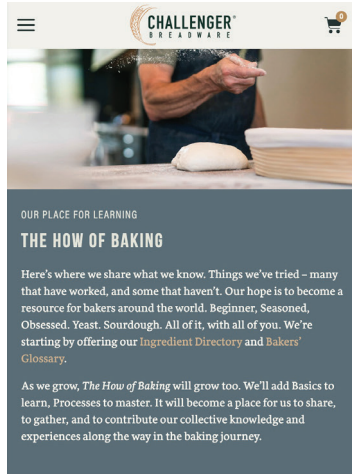
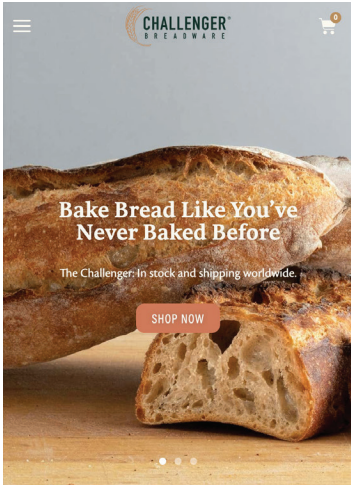


Notes

The Challenger Breadware website showcases a robust digital ecosystem of all brand elements. Website guidelines have not been commissioned at this time; please reference the website for on-brand visual design and UI indications and usage examples.

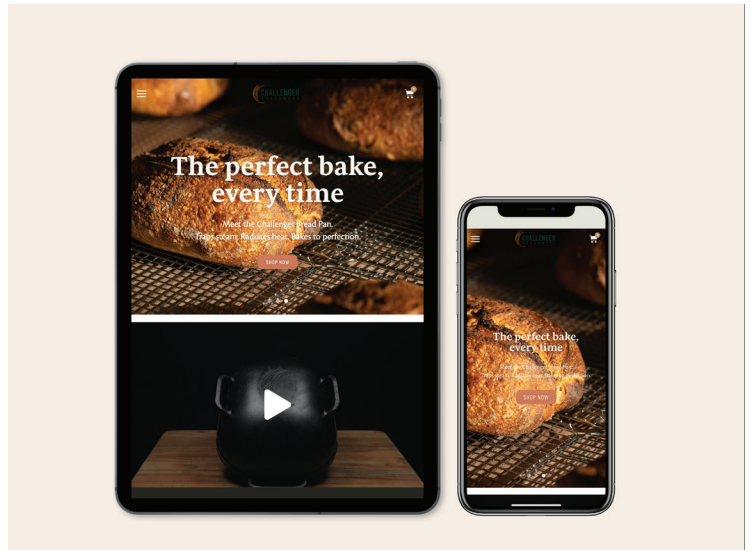
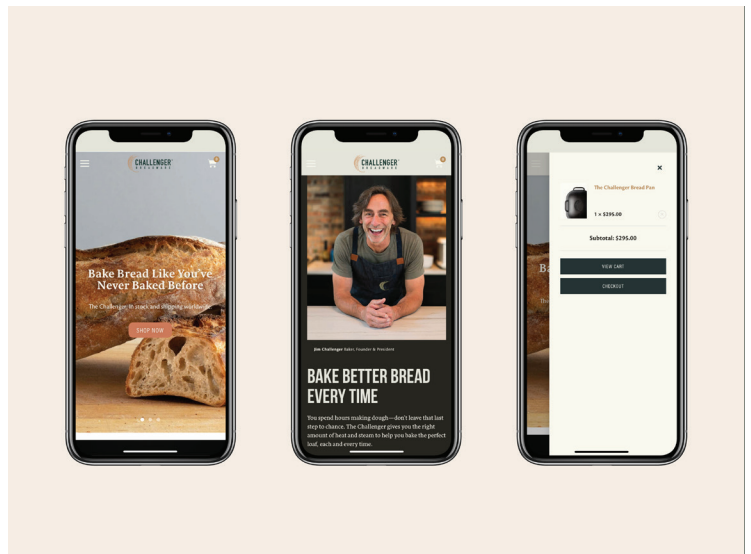


UI Design: Website, mobile

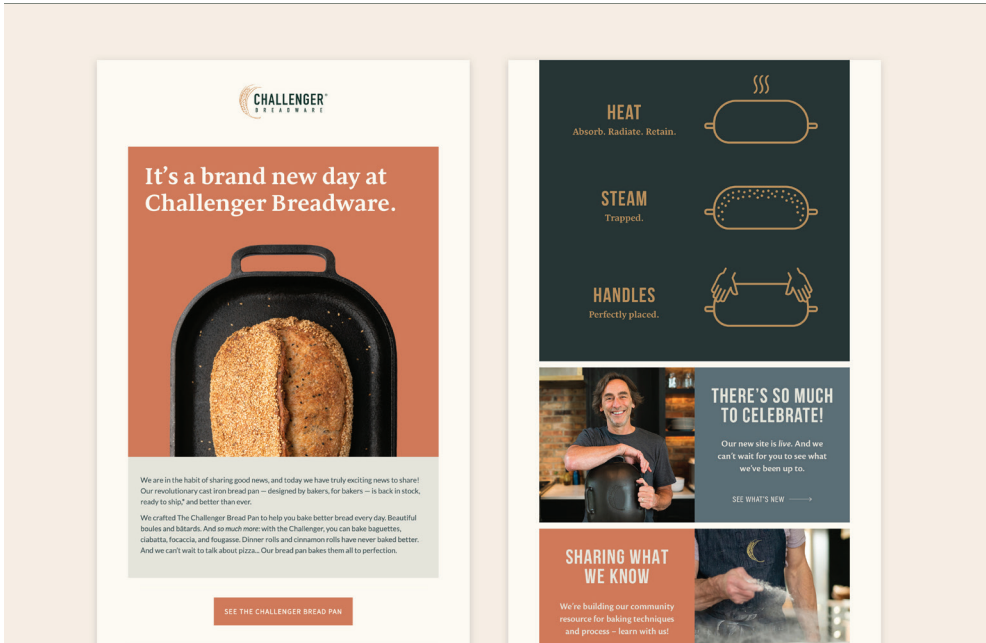


Notes

The Challenger Breadware website and marketing emails are responsive: designed and optimized for mobile devices and tablets.



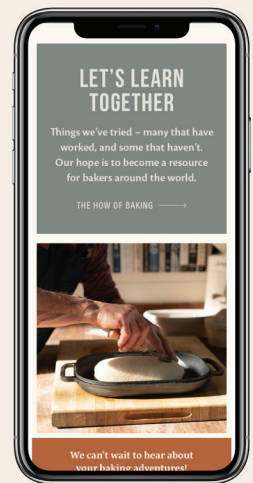
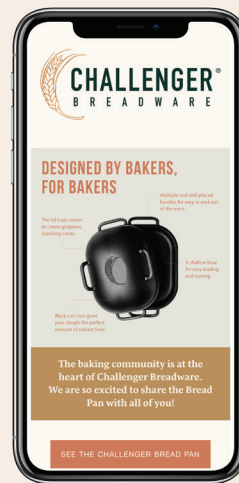
UI Design: Marketing Emails



Notes

For in depth UI guidelines for marketing emails, see Graphic Asset System & Templates, and Design Guidelines for Emails.

Files available on Google Drive.



Visual Design: Print Example, Peel



Notes

The Challenger Breadware Peel is included in Bread Pan shipping boxes. The Peel offers both utility and inspiration. Bakers may use this extra-thick card stock as a peel when transferring their dough. The Peel entry from The Baker's Glossary is printed on the front; a personalized note from Jim Challenger is printed on the back.

Refer to Logo section for logomark color and logomark pairing details.

Master Files on Google Drive.



highest quality manufacturers to offer you the very best breadware. The Challenger delivers the right combination of heat and steam to produce the perfect loaf, every time.

Just like each loaf of bread you bake, each Challenger Bread Pan is unique—handcrafted in Wisconsin and hand seasoned in Indiana. With simple care, your heirloom quality pan will last a lifetime. We hope you'll pass it along to future generations.

Find insider tips for using your Challenger—as well as Recipes and Care & Use instructions—at challengerbreadware.com.

We trust that you'll bake the best bread of your life in the Challenger! We look forward to hearing about your baking adventures. Please share your experiences and photos with us @challengerbreadware and the global baker community by tagging your social media posts with #challengerbreadpan.

Use this Peel to easily move your baguettes and rolls from your couche to the shallow base of your Challenger.

Let's bake the world a better place!
— Jim Challenger

Jim's tips for baking great bread:

- 1 Love each step of the process and pour your love into each and every loaf.
- 2 Remember patience, persistence, perseverance, and practice.
- 3 Enjoy eating each and every loaf.
- 4 Share your loaves of bread with others.



Visual Design: Packaging Example, Shipping Box



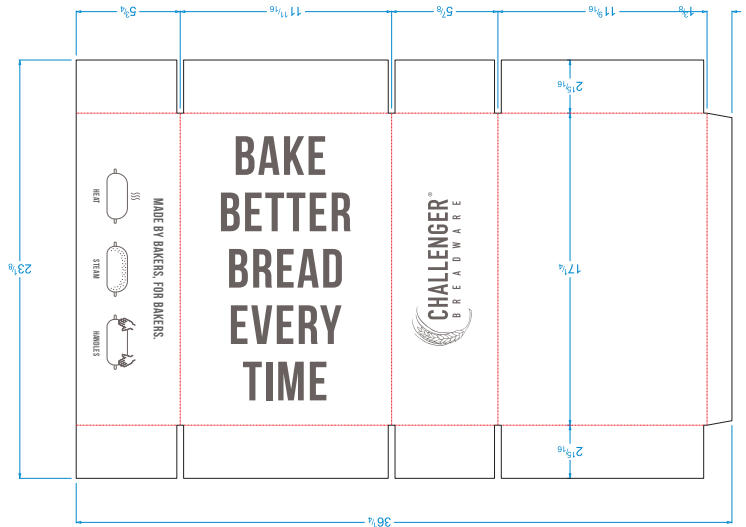
Notes

Mock-up only: we don't have final images of the Challenger Breadware Shipping box. The graphics seen here do match the graphics for the actual box, however the proportion differs.

Brand language in large top on top of box:
BAKE BETTER BREAD EVERY TIME

Heat Steam Handles Icons / Benefit language printed on side of box. Challenger logo printed on opposite side.

Printed one color on craft cardboard.
Master files available on Google Drive.



**BAKE BETTER
BREAD EVERY DAY
&
ENJOY BUILDING
THE CHALLENGER
BREADWARE BRAND**

TYPE
Bebas Neue
Tracking: 40
Leading: Set Solid 75/75