



Brand Style Guide

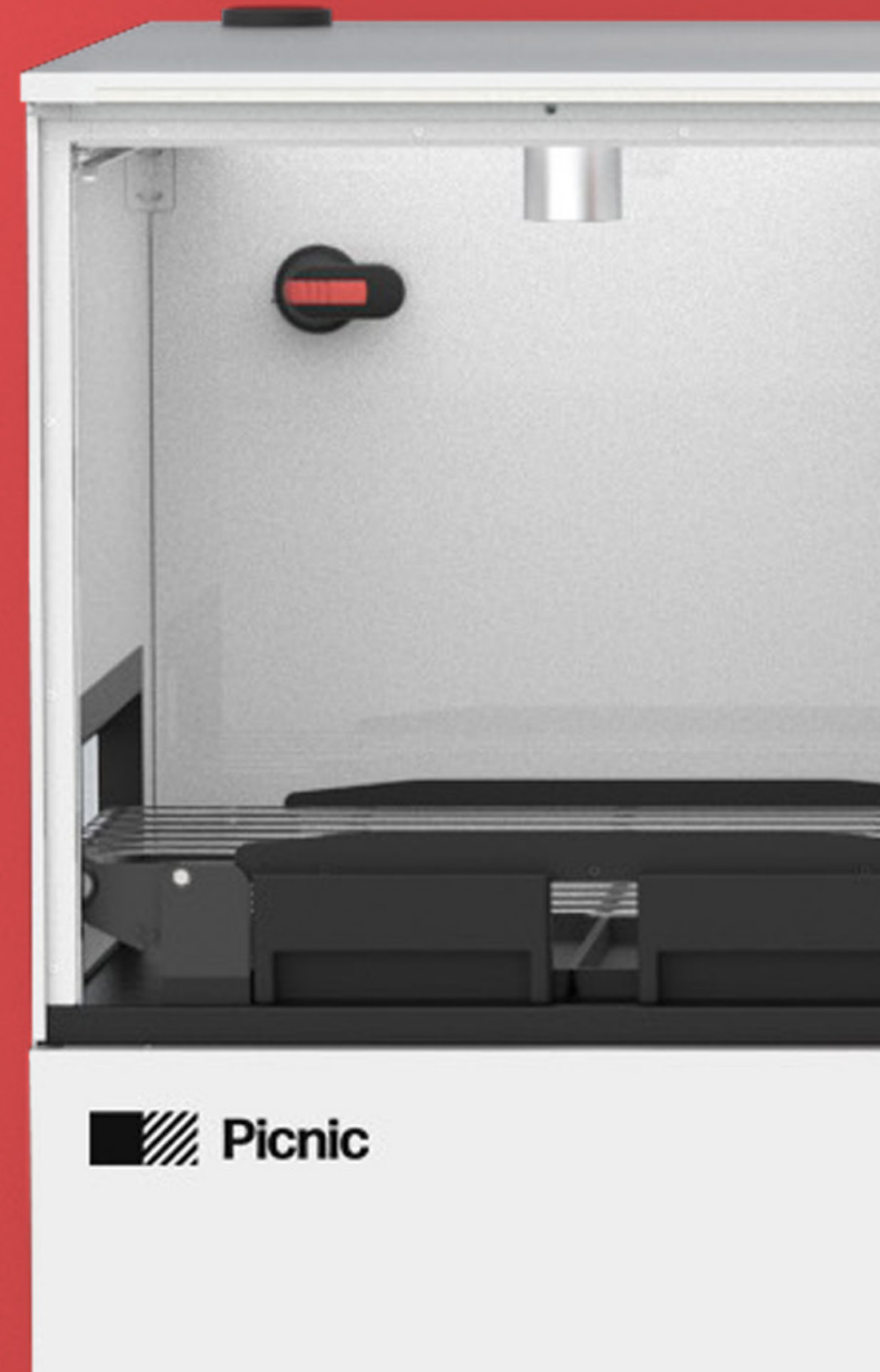
October 2021

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Picnic is the essential back-of-house makeline that is transforming the future of food preparation through robotic automation and human innovation.

The Picnic Pizza Station saves kitchens time, money, and labor while delivering the perfect pizza every time. Its modular food prep system fits any kitchen and recipe, allowing people to elevate the customer experience.



- 1.1 *Mission + Vision*
- 1.2 *Brand Promise*
- 1.3 *Brand Personality*
- 1.4 *Brand Voice*
- 1.5 *Brand Look*
- 1.6 *Positioning Statement*
- 1.7 *Positioning Proof Points*
- 1.8 *Tagline*
- 1.9 *Messaging*
- 1.10 *Grammar Consistency Guides*

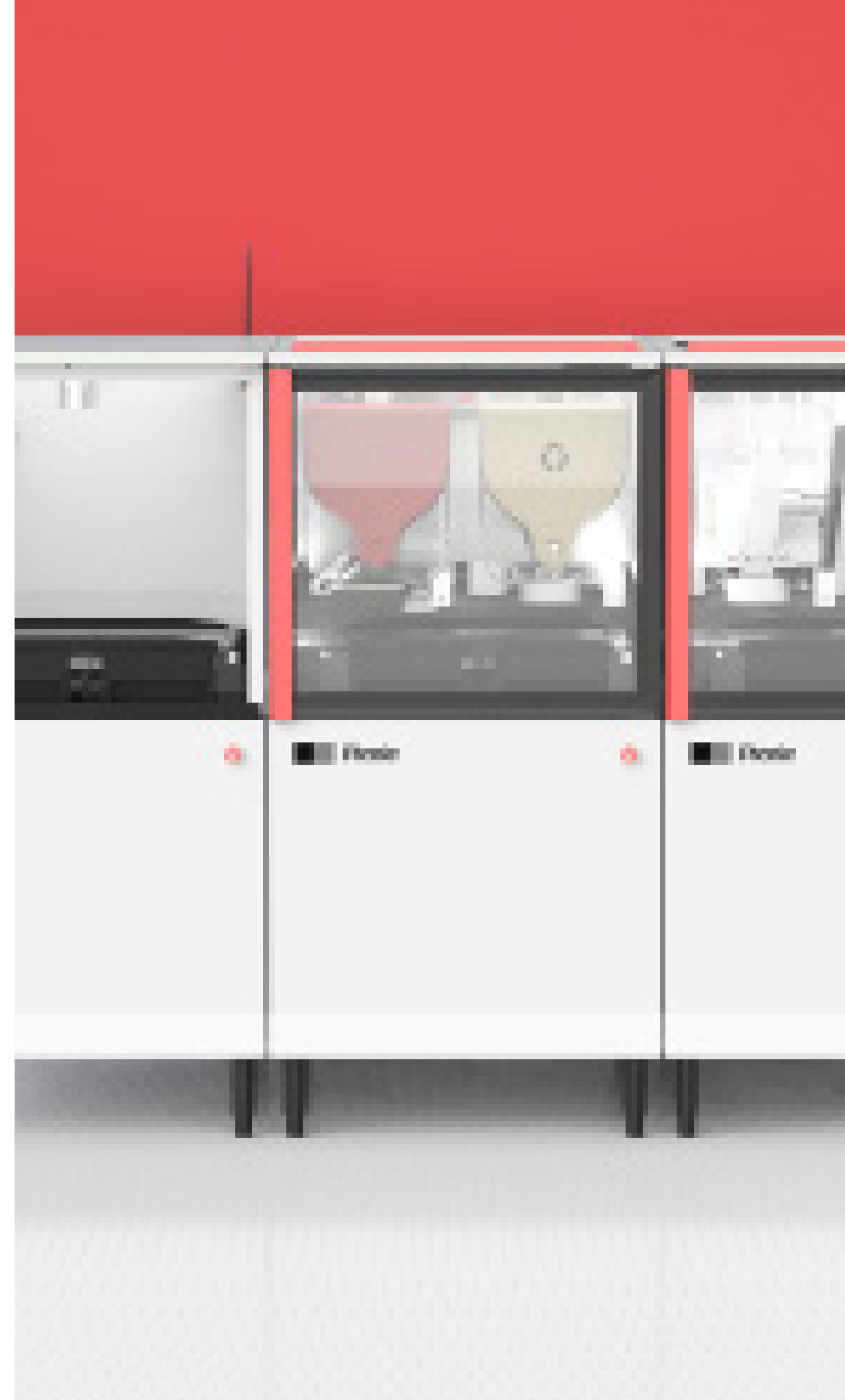
01

- OUR MISSION

Transforming the makeline, so humans
can elevate the customer experience.

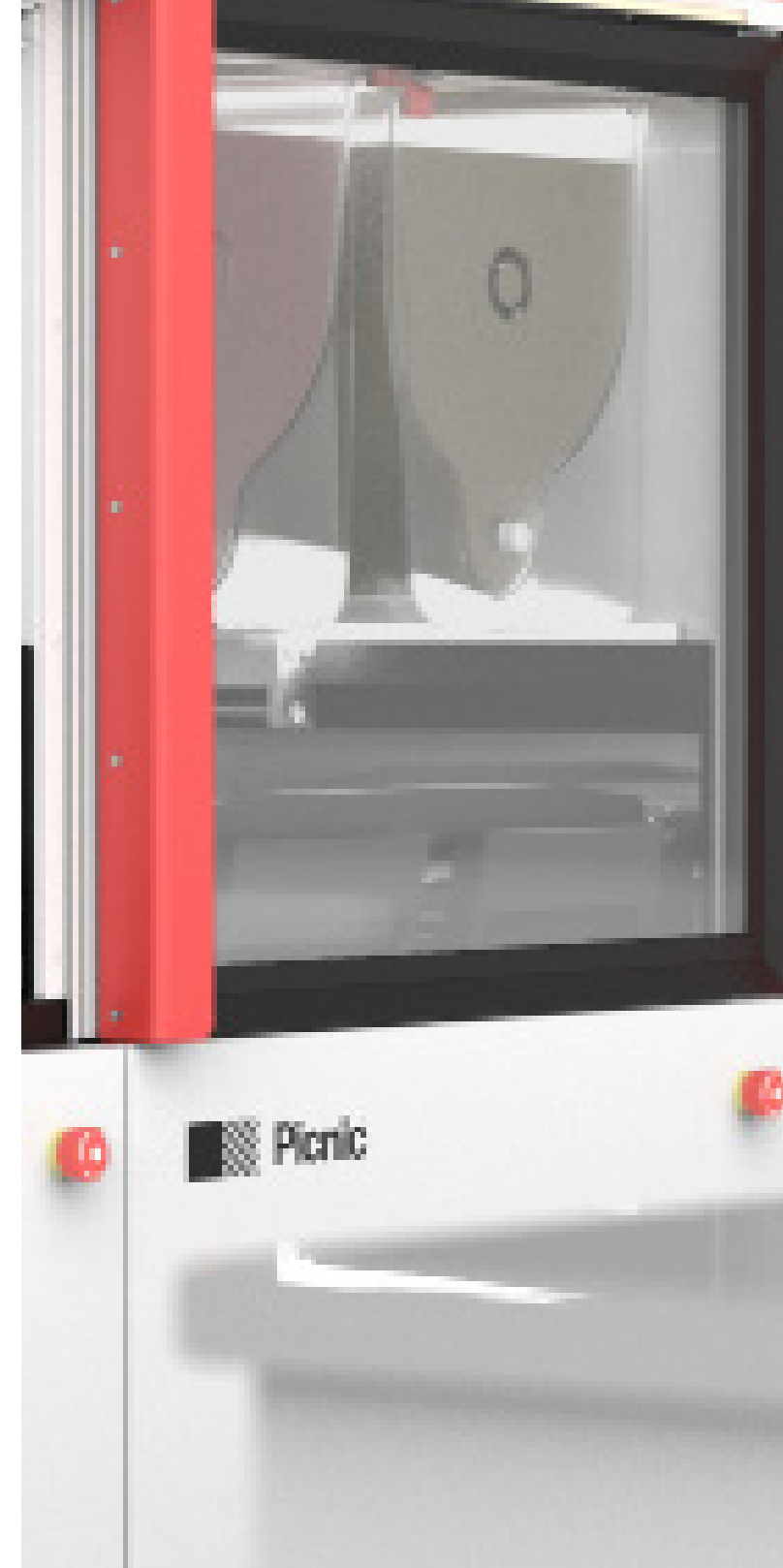
- OUR VISION

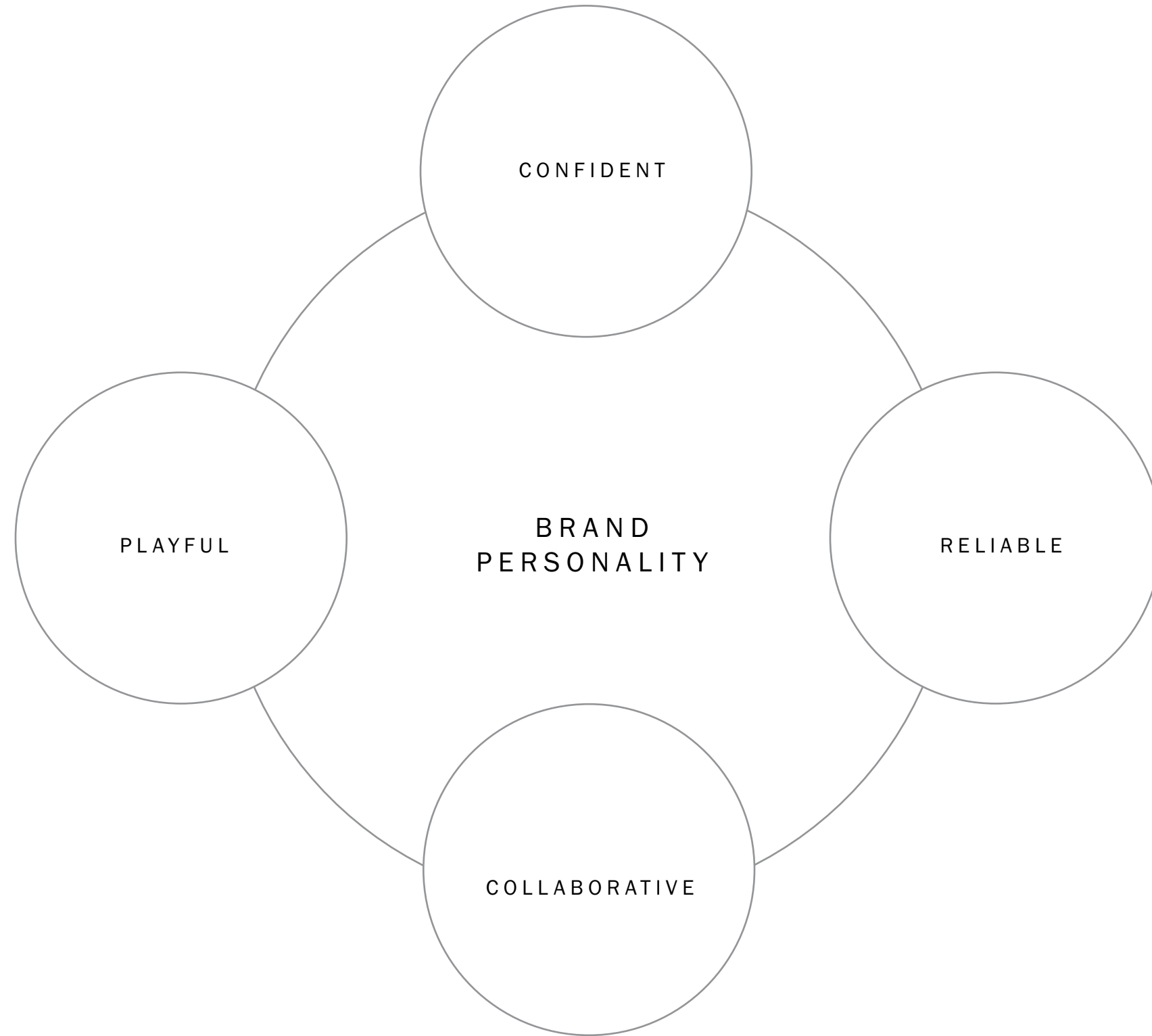
Picnic is transforming the future of food preparation through robotic automation and human innovation.

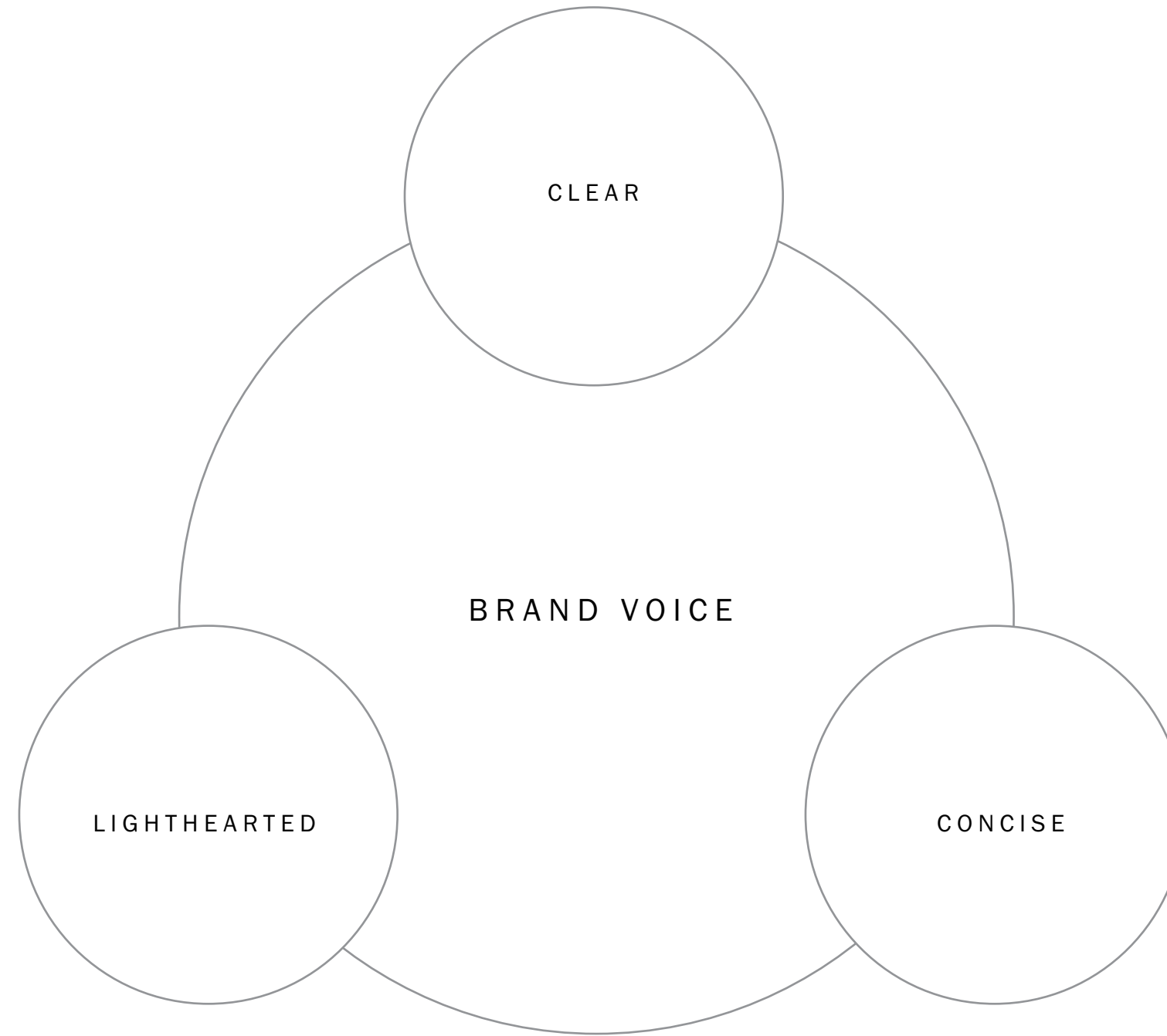


- BRAND PROMISE

We help kitchens thrive through thoughtful innovation and reliable automation.







- BRAND VOICE

We speak with clarity

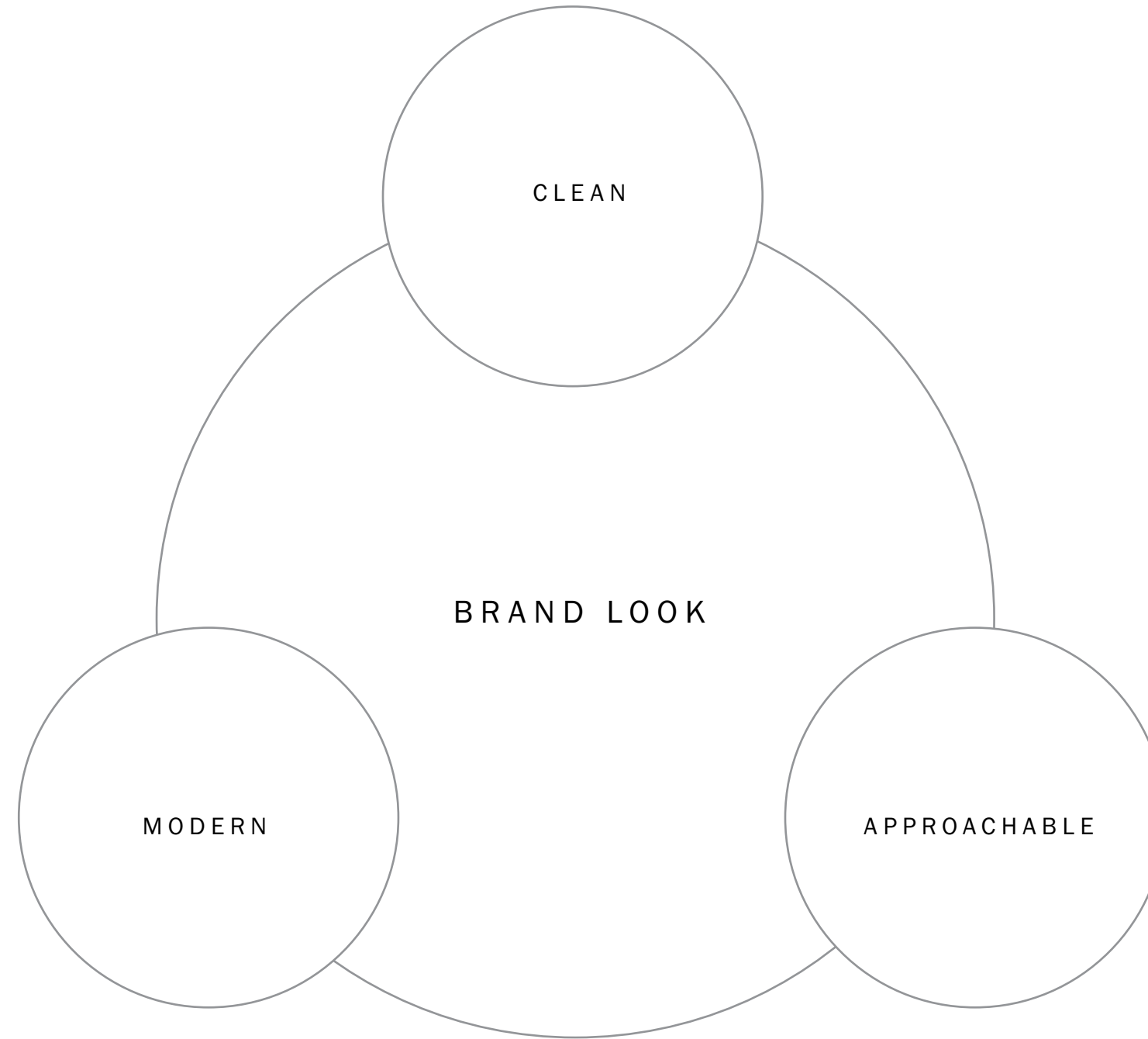
We understand that the market is full of bold promises and a preoccupation with how great machines are. We need to be clear on how we make customers successful.

We are concise

We understand that prospective customers and investors are limited on time and resources: We need to be clear and concise to avoid confusion and not add to our client's stress.

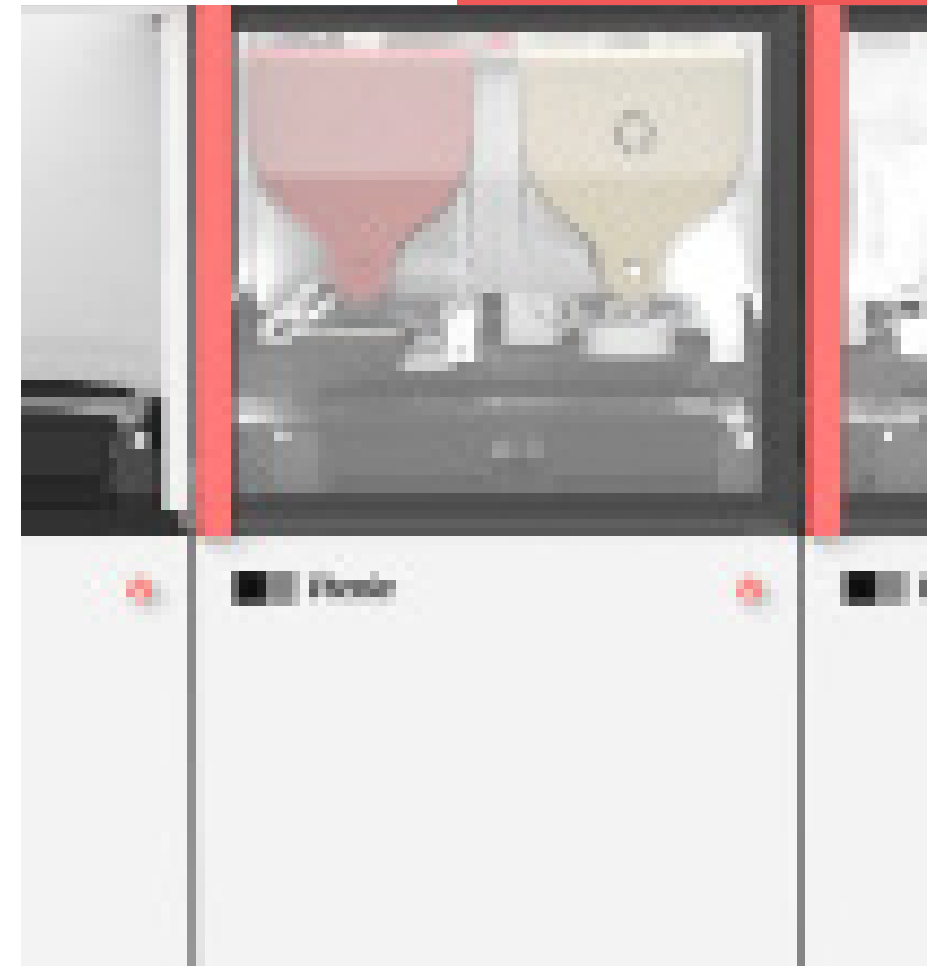
We are lighthearted

We understand that we are not speaking to engineers, but rather business owners. We need to speak with an intelligent but playful wit that says, "we understand you." We are both a tech startup and a human brand.



- POSITIONING STATEMENT

The Picnic automated pizza station saves kitchens time, money, and labor while delivering the perfect pizza every time.



- POSITIONING PROOF POINTS

Simple

Flexible

Reliable

Reduces Waste

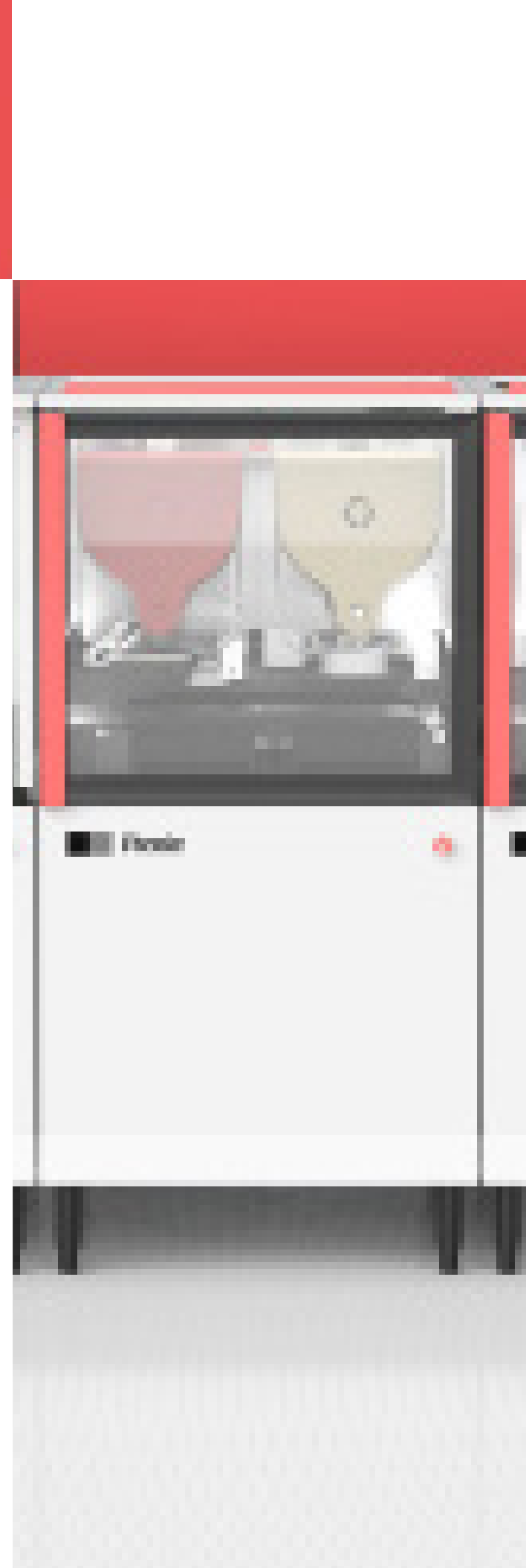
Saves Money

Transparent



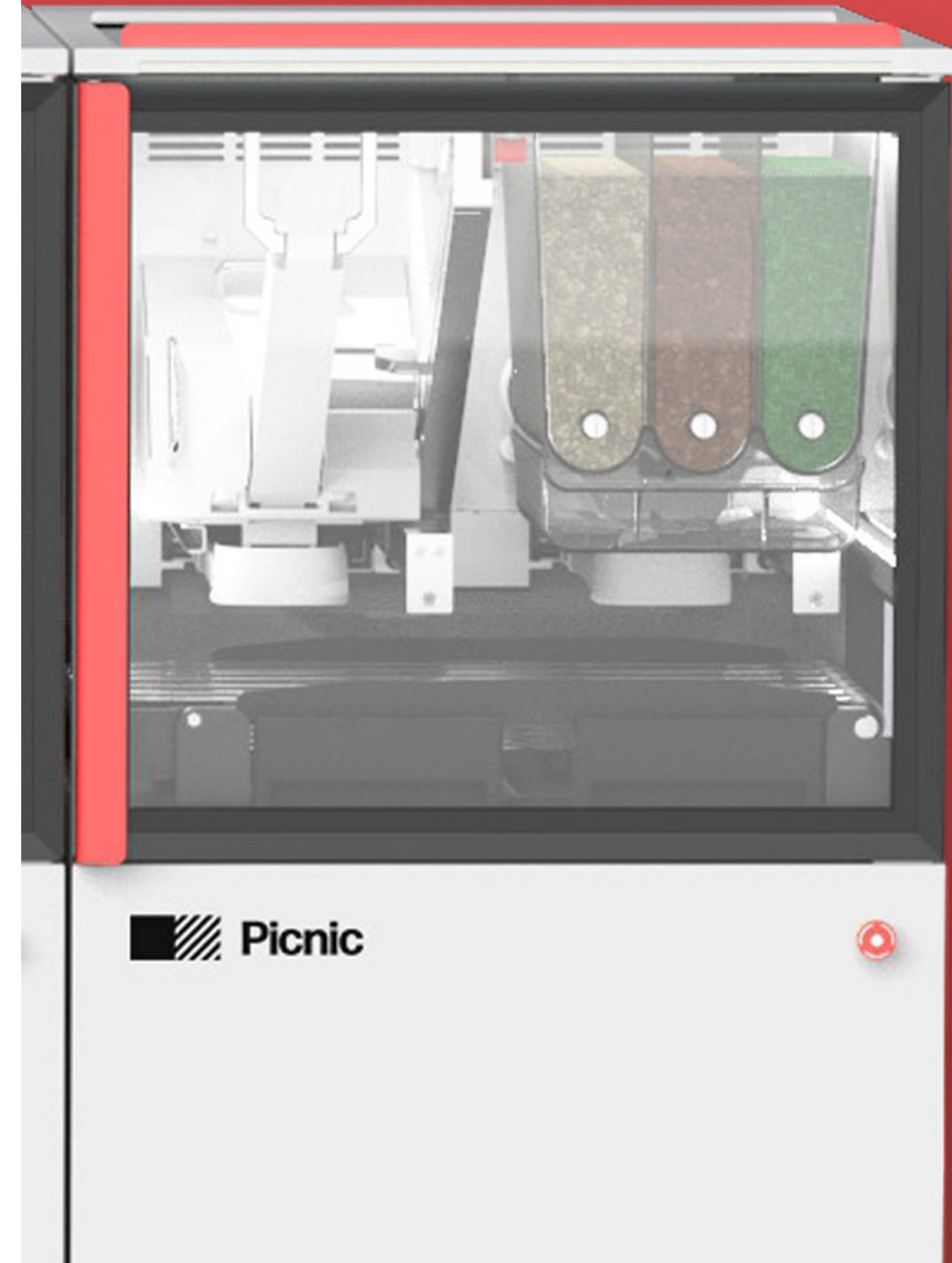
- TAGLINE

Pizza Made Easy



- MESSAGING

The Picnic Pizza Station is the essential back-of-house makeline. The modular food prep system fits your kitchen and uses your unique recipe, delivering your perfect pizza every time.



- SENTENCES

A. Sentences should be complete sentences (i.e. all sentences should begin with a subject, have a verb in the middle, and an object at the end.)

- EXAMPLE OF WHAT TO DO:

“The client read the new revisions.”

- EXAMPLE OF WHAT NOT TO DO:

“Picnic examples of left-centered layouts.”

Reasoning: This isn’t a complete sentence.

- SENTENCES

B. Many sentences in the Picnic guidelines have an "understood you" as their subject:

"Always ensure the logo usage provides the highest contrast possible for legibility purposes."

Sentences like these are correct.

- SENTENCES

C. This isn't always necessary, but whenever possible, write sentences using the active voice and not the passive voice.

- ACTIVE VOICE EXAMPLE (DO):

“Picnic is the essential back-of-house makeline that is transforming the future of food preparation.”

- PASSIVE VOICE EXAMPLE (TRY NOT TO DO):

“The essential back-of-house makeline is being transformed by Picnic.”

- SENTENCES

D. For the purposes of these guidelines, try to use the second-person singular. Try not to write sentences using the third-person plural.

While this isn't wrong grammatically, it's also inconsistent with the voice being used, which is the second-person singular.

- EXAMPLE OF WHAT TO DO:

“When writing Studio Black brand guidelines, always address someone in the second-person singular.”

- EXAMPLE OF WHAT NOT TO DO:

“When applying a logo, we always seek the highest contrast possible.”

- PUNCTUATION

It is always better to aim for consistency of punctuation.

But since there are different common “styles” for punctuating sentences in English, it is important to distinguish which “style” to use.

When it comes to punctuation, always use the Chicago Manual of Style, rather than the AP style.

This is particularly important when it comes to using commas.

When writing lists using the Chicago Manual of Style in mind, make sure that the final “and” in the list includes a comma right before it.

- EXAMPLE OF WHAT TO DO:

“Anna loved the changes to the voice, tone, and design of the new website.”

- Use the comma before the "and" that ends any list.

- EXAMPLE OF WHAT NOT TO DO:

“Anna loved the changes to the voice, tone and design of the new website.”

- CAPITALIZATION

In order to avoid any confusion by the reader, it is better to apply capitalization consistently in manuals and/or guidelines.

When writing the Picnic guidelines (and when writing guidelines in general), keep in mind these rules for capitalizing words.

- GUIDES

- A. Capitalize all personal names and last names.
- B. Capitalize the names of typefaces and fonts.
- C. Capitalize all formal product names, if the company capitalizes them on their website or source materials.
- D. Capitalize the first word of every headline.
- E. Capitalize all colors: “White,” “Black,” “Purple”, etc.
- F. Don’t capitalize any informal product names.
- G. Don’t capitalize any words that follow after the first word in a headline, unless those words are names, product names, typefaces and fonts, or colors.
- H. Don’t capitalize any further names.

- 2.1 *The Logo*
- 2.2 *Logo Anatomy*
- 2.3 *Logo Clear Space*
- 2.4 *Logo Lockup*
- 2.5 *Logo Lockup - Centered*
- 2.6 *Logo Lockup - Centered Examples*
- 2.7 *Logo Lockup - Left Centered*
- 2.8 *Logo Lockup - Left Centered Examples*
- 2.9 *Logo Lockup - Bottom Right*
- 2.10 *Logo Lockup - Bottom Right Examples*
- 2.11 *Logo Lockup - Top Left*
- 2.12 *Logo Lockup - Top Left Examples*
- 2.13 *Logo Contrast*
- 2.14 *Minimum Size*
- 2.15 *Incorrect Usage*

02

2.1 The Logo

The Picnic logo has been refined in alignment with our core brand principles of simplicity and boldness.

The logo can stand alone and also be a part of the robust design system applied in the Brand Guidelines.



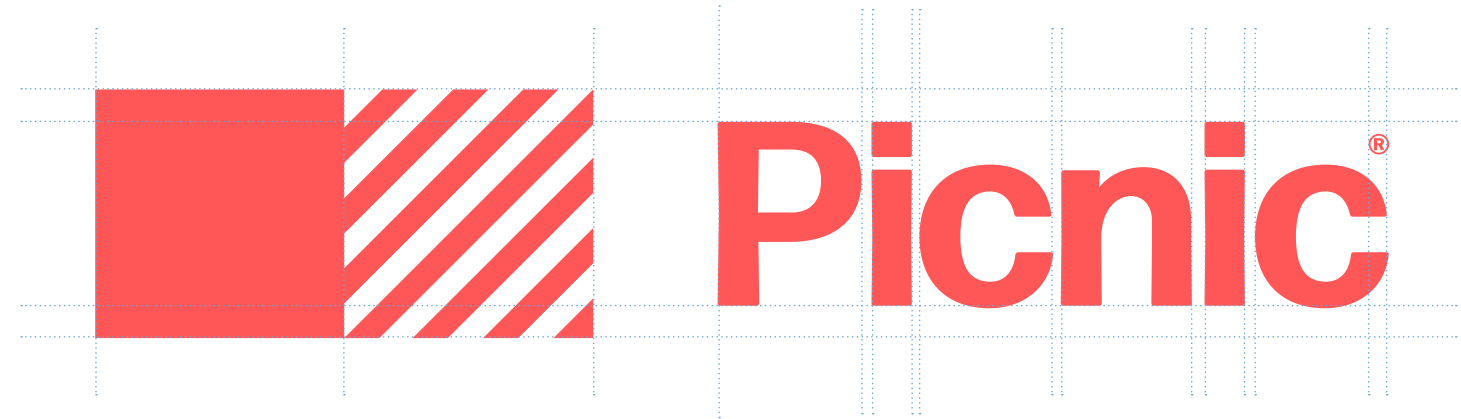
Ideally, the Picnic logo should be used horizontally. However, if the space demands it, vertical applications are permitted as well.



Picnic[®]

2.2 Logo Anatomy

The logo's anatomy is the spacing between the letterforms.



2.3 Logo Clear Space

The height of the claim tile is defined by the height of the logo with its clear space of one logo square to each side of it.

This enables the clear space to be centered in the claim tile, which makes it look balanced and well-positioned.

Any Picnic logo lockup should follow the established clear space rule.



2.4 Logo Lockup

The Picnic default logo lockup should be used as much as possible in all applications for brand awareness purposes.

The use of the signet is only permitted when there is not enough space available for the full logo. It is only meant to be used in special cases.

Default Logo



Vertical Logo



Shortened Logo (Signet)



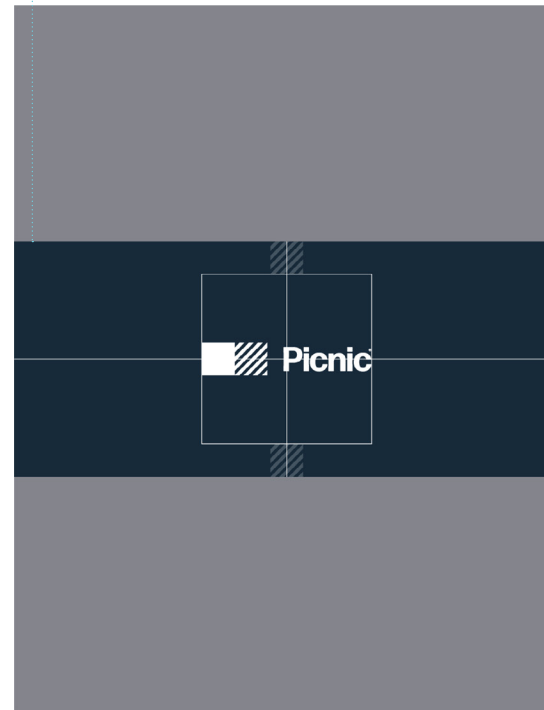
2.5 Logo Lockups Centered

The Picnic logo can also be visually centered in the layout within one third of the canvas. This should be used in special cases like decks or digital ads to maintain consistency.

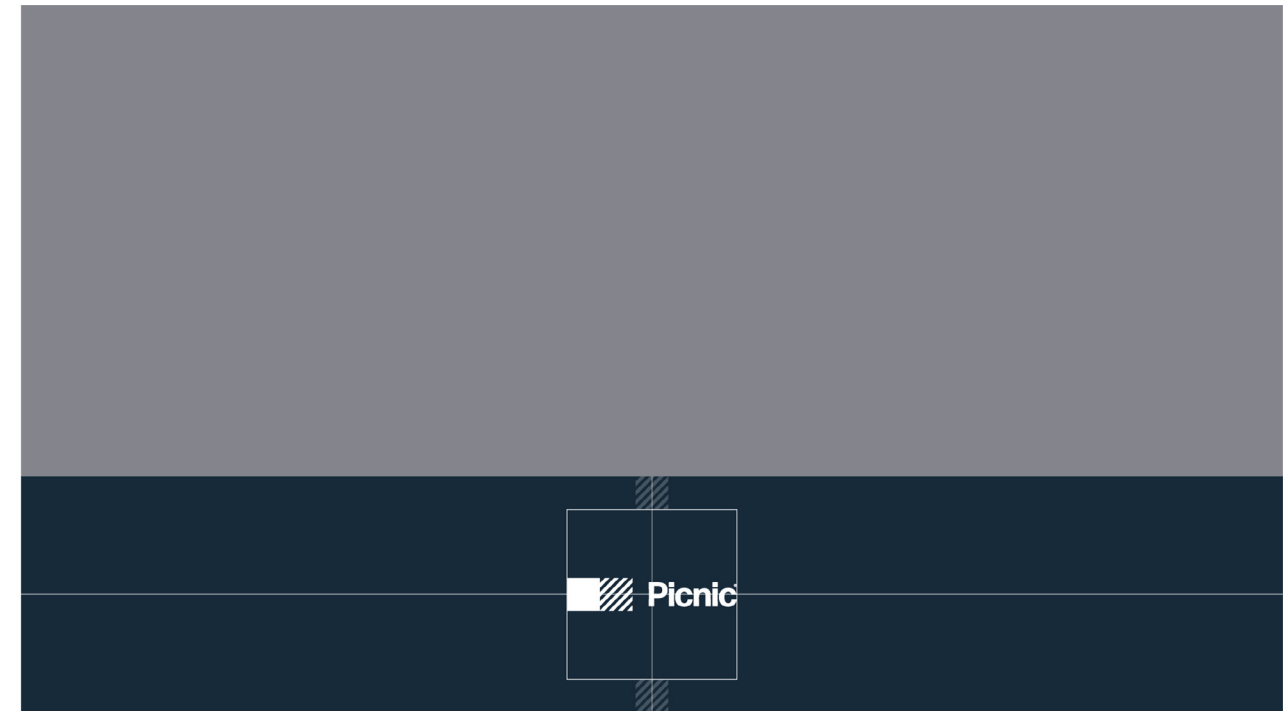
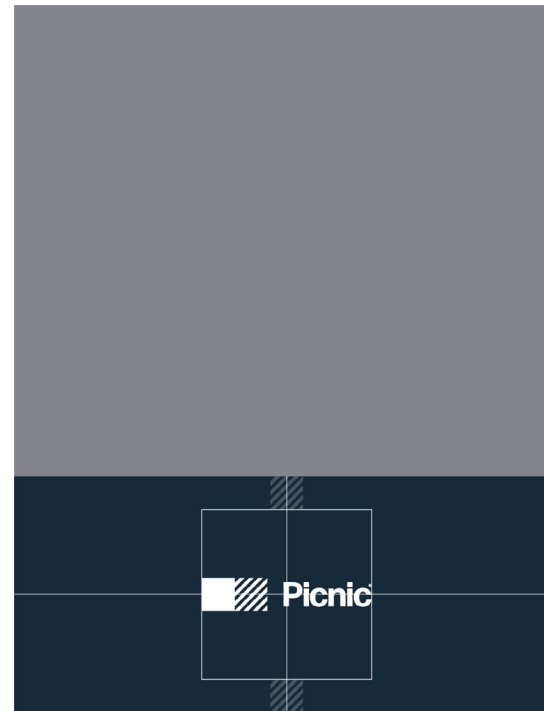
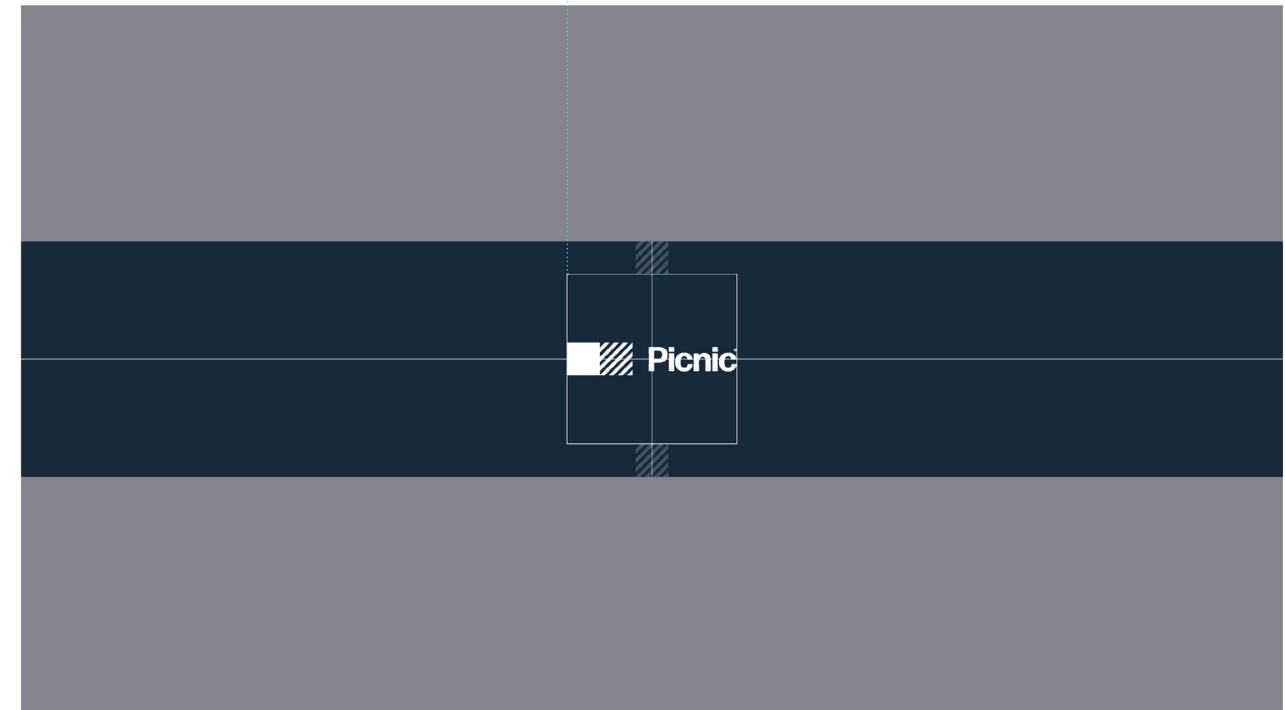
Lockup Notes:

- + The Picnic Logo should be centered within the bounding box.
- + The bounding box should be centered in the middle or bottom third section of the canvas.
- + Logo size should adjust to the canvas size and bounding box.
- + Strong contrast is key for the logo. Either Persimmon or White is preferable.

1/3 Divider



Bounding box



**2.6 Logo Lockups
Centered Examples**



2.7 Logo Lockups Left-Centered

The Picnic logo can also be visually left-centered in the layout within one third of the canvas. This should be used in special cases like decks or digital ads.

Lockup Notes:

- + The Picnic Logo should be centered within the bounding box.
- + The bounding box should be left-centered in the middle or bottom third section of the canvas.
- + Logo size should adjust to the canvas size and bounding box.
- + Strong contrast is key for the logo, Persimmon or White is preferable.



2.8 Logo Lockups
Left Centered Examples

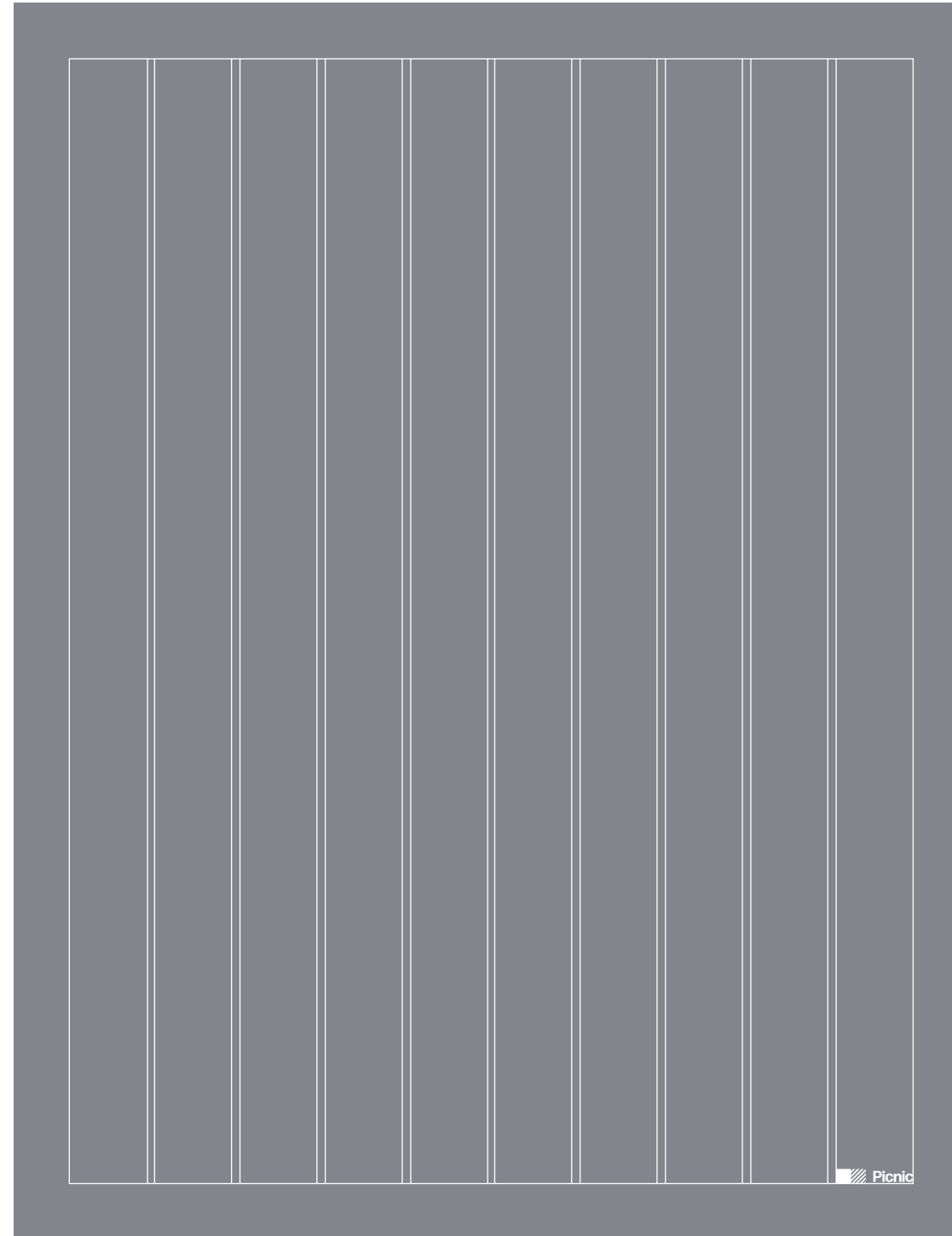
Pre-Install Checklist

2.9 Logo Lockups Bottom Right

The Picnic signet can also be aligned to the bottom right, using a 10-column grid as a guide. This should be used only in special cases like digital ads or print to provide brand awareness.

Lockup Notes:

- + On the first page of any document, the default logo should be used for introduction purposes. internal pages can use the signet.
- + On sales tools, the default logo lockup is permitted for brand awareness purposes.
- + Strong contrast is key for the signet. Persimmon, White or Black is preferable.
- + Default logo size should adjust to 1 column.
- + Signet size should adjust to half of the column.





Your recipe, our technology.



Our intuitive system makes training and operating a breeze.



Your recipe. Your brand.
Made easier with Picnic.

The Picnic Pizza Station saves time, money, and labor by streamlining pizza prep without compromising quality.

The Picnic Pizza Station is the essential back-of-house makeline. The modular food prep system fits your kitchen and uses your unique recipe, delivering your perfect pizza every time.

Requiring only one operator, the system can produce up to 100 pizzas per hour which saves labor costs and increases yield through decreased food waste. The modular assembly line can be customized to your requirements. Combining sauce, cheese, pepperoni, and granular topping modules into your preferred configuration complements your existing kitchen operations. Further streamline production by connecting the station directly with your oven.

Picnic software solutions integrate with your existing POS system and include an intuitive touch screen interface for ordering pizza and a dashboard to track ingredients and predict inventory needs.



Precision metering

Easy assembly



Dishwasher-safe parts

POS integration

Advantages of the Picnic Pizza Station

Reduced labor costs: One operator can make up to 100 pizzas per hour.

Reduced food waste: Apply precise amounts of toppings with less than 2% food waste.

Consistent product: Use your recipe to create uniform, consistent pizzas every time.

Increased hygiene: Contactless assembly system, minimal operator ingredient handling.

INSTALLATION

- Small footprint. No special hook-ups
- Typical install is 86" W X 56" H X 40" D
- Easy to install with limited build-out
- Modular, configurable design

MATERIALS

- Commercial-grade; built for food service
- Easy to clean. Dishwasher-safe
- Intuitive assembly and disassembly

EFFECTIVE

- Free delivery. Free installation
- Free on-site maintenance checks
- Robotics-as-a-service subscription model
- Monitored 24/7 for maximum uptime

EASY TO USE

- Touch-screen interface
- Integrates into existing POS
- Quick to learn and no-hassle operation
- Customized software to meet your needs

QUALITY

- Temperature-controlled assembly line
- Fresh sliced pepperoni; never pre-cut
- Use your recipes with consistent results

CONVENIENT

- Well-lit and accessible from top and front
- Reduce food waste
- Integrates into existing make lines
- Monitor ingredient usage and yield

Picnic Quick Facts

FOUNDED

December 2016

SOCIAL

linkedin.com/company/PicnicNews
twitter.com/PicnicNews
instagram.com/PicnicNews
facebook.com/PicnicGroup

LOCATION

Seattle, Washington

DEPLOYMENT CASE STUDIES

T-Mobile Park
Las Vegas Convention Center

WEBSITE

www.hellopicnic.com

MANAGEMENT

Clayton Wood, CEO
Tim Talda, VP Engineering
Lamont Glendinning, VP Sales
Scott Erickson, SVP Marketing
Haritha Vadaddi, Dir Customer Success

CONTACT

info@hellopicnic.com

KEY MARKETS

- Restaurants
- Managed food services
- Hospitality
- Ghost kitchens
- Mobile venues
- Convenience and Grocery
- Stadiums and Convention

MEDIA CONTACT

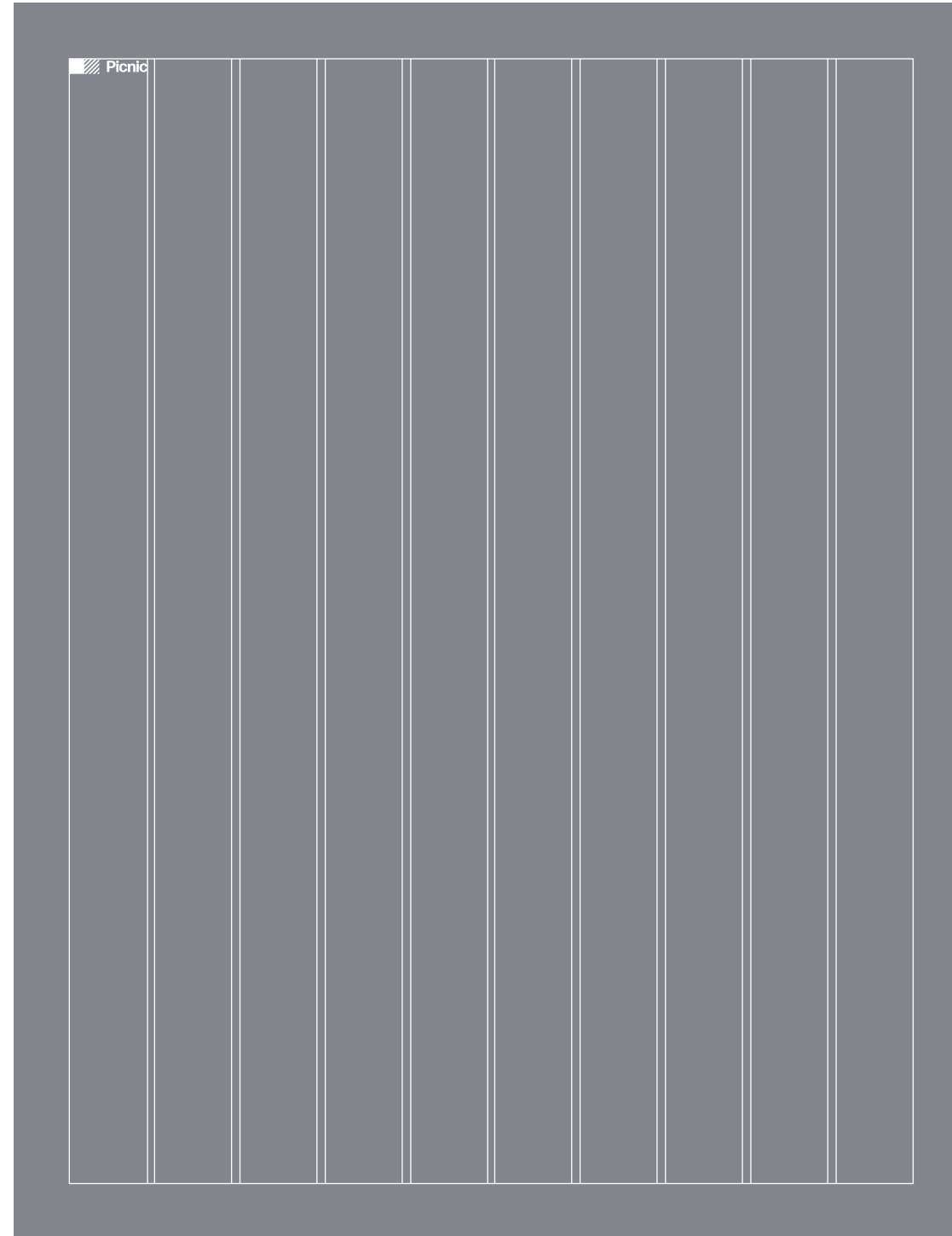
picnic@fearey.com

2.11 Logo Lockups - Top Left

The Picnic signet can also be aligned to the top left, using a 10-column grid as a guide. This should be used only in special cases like digital ads or print.

Lockup Notes:

- + On the first page of any document, the default logo should be used for introduction purposes. internal pages can use the signet.
- + On sales tools, the default logo lockup is permitted for brand awareness purposes.
- + Strong contrast is key for the signet. Persimmon, White or Black is preferable.
- + Default logo size should adjust to 1 column.
- + Signet size should adjust to half of the column.





Welcome to Picnic!

Dear customer,

We're looking forward to installing your Picnic Pizza Station. Installation will include machine placement, set-up, calibration with your ingredients, and training for your employees.

First, some formalities. This document details everything we need you to do to prepare your site for installation. These requirements include specific environmental and utilities guidance, access path clearance, and minimum operating space.

You must confirm your ability to conform to each of these requirements before we can ship the unit to your site. If your site does not meet the agreed-to requirements and more than one visit is necessary to complete proper installation, each return visit will be billable.

Review these requirements, initial and date the form on page 3, then return it to us no later than seven days before your scheduled installation date. When we get your completed form, we'll contact you to confirm installation details.

You've made a smart investment in your business. Thank you! We're happy to make the Picnic Pizza Station part of your success.

If you have any questions, contact support@helopicnic.com.

2.13 Logo Contrast

Always ensure the logo usage provides the highest contrast possible for legibility purposes.

If the logo is used on dark backgrounds, ensure the most highest-possible contrast is achieved.



2.14 Minimum Size

When scaling the logo for smaller use-cases, refer to the percentage values provided for brand consistency.

Minimum size:
Print: width=25mm
Digital: height=18px

Print	
A-Formats	Logo width
A6	25 mm
A5	35 mm
A4	35 mm
A3	55 mm
A2	80 mm
A1	120 mm

25mm



50mm



75mm



100mm



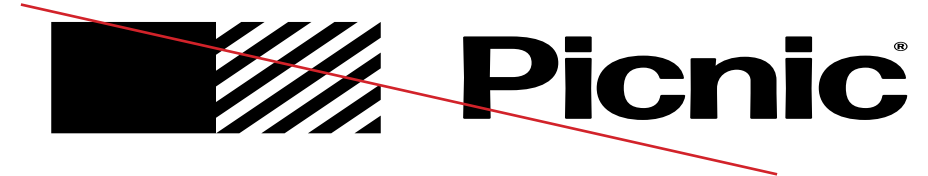
2.15 Incorrect Usage

Consistent usage will help keep the brand trust strong.

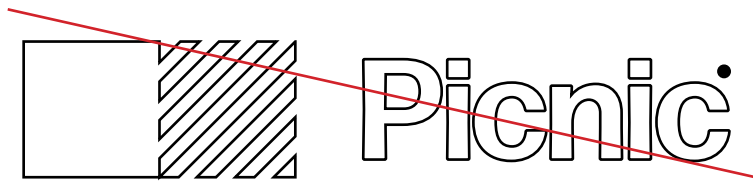
Here are several examples of what not to do with the wordmark.



Do not have logo in any other color other than Persimmon, Black, or White



Do not stretch logo



Do not outline the logo



Do not compress the logo



Do not modify or add graphic elements to the logo



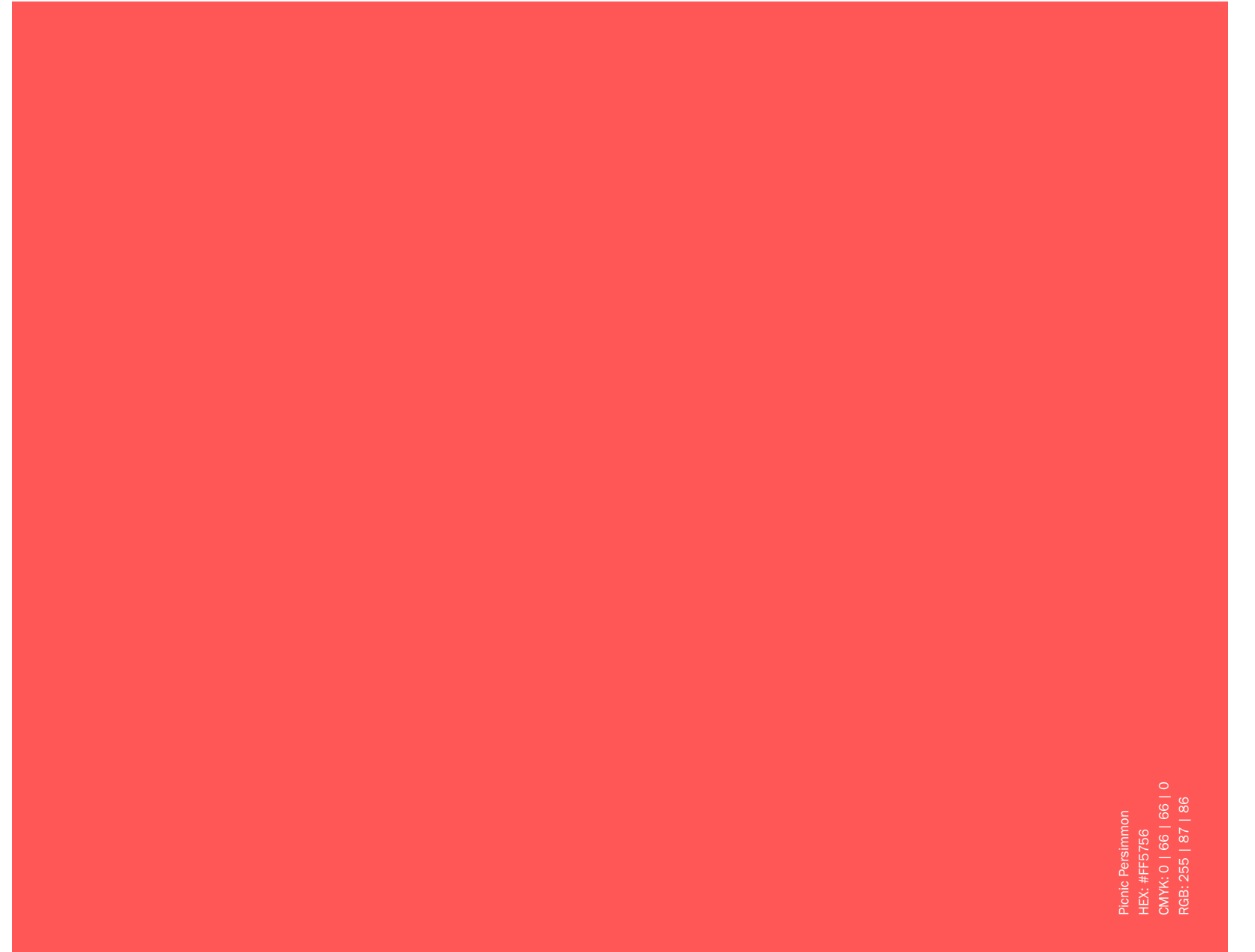
Do not put logo over busy photographic backgrounds. The goal is to complement the logo with the highest contrast.

- 3.1 Color Palette - Brand Color
- 3.2 Color Palette - Specialty Colors
- 3.3 Color Palette - Neutral Colors
- 3.4 Color Pairing - Marketing & Internal Usage
- 3.5 Color Pairing - Hardware & Labeling
- 3.6 Color Pairing - UI
- 3.7 Color Master Sheet
- 3.8 Pantone Master Sheet
- 3.9 Typography - Header
- 3.10 Typography - Body
- 3.11 Typography - Alternate
- 3.12 Typography In Use

03

3.1 Brand Color

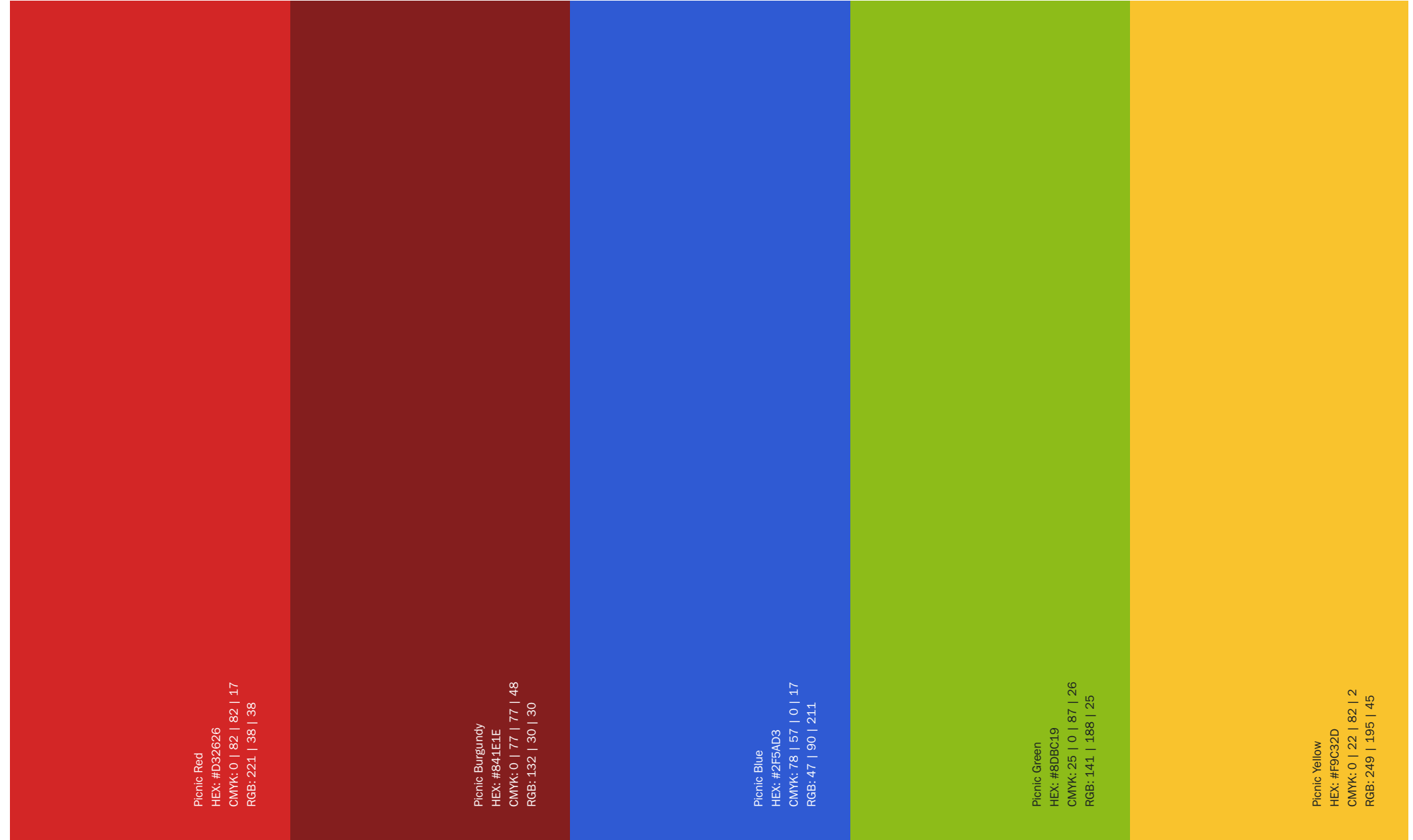
The Picnic name-brand color is Persimmon. It's the quickest way to say Picnic without spelling it.



Picnic Persimmon
HEX: #FF5756
CMYK: 0 | 66 | 66 | 0
RGB: 255 | 87 | 86

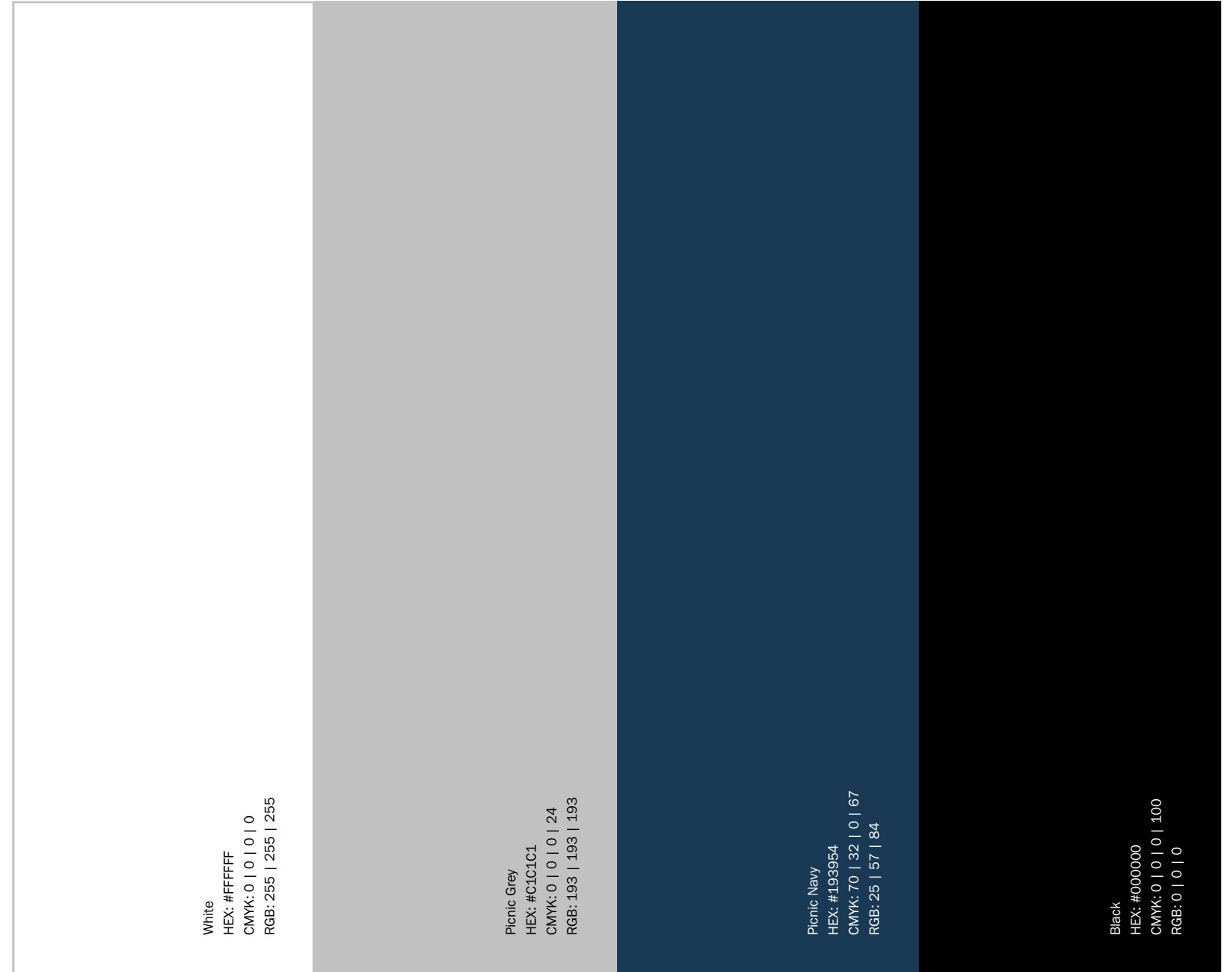
3.2 Specialty Colors

The specialty colors provide a more human element in contrast to a tech-heavy and robotic look and feel. Specialty colors are brighter providing balance to the brand.



3.3 Neutral Colors

Rather than overwhelming the audience with bright colors, different shades of neutral colors are utilized sparingly for contrast purposes.



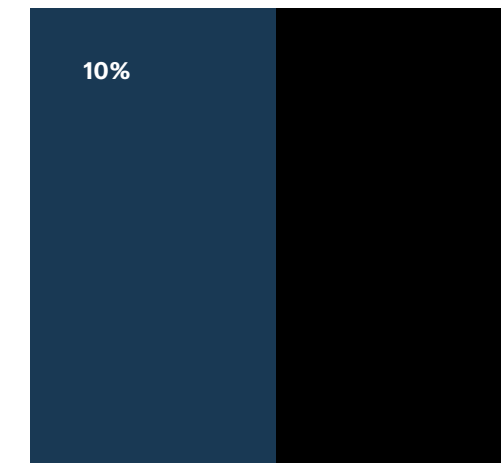
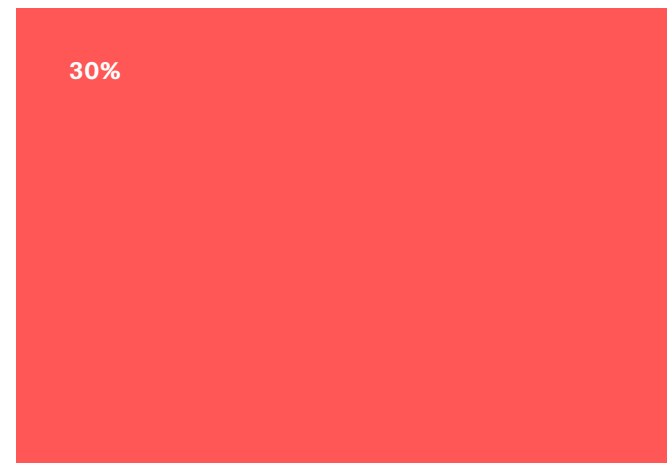
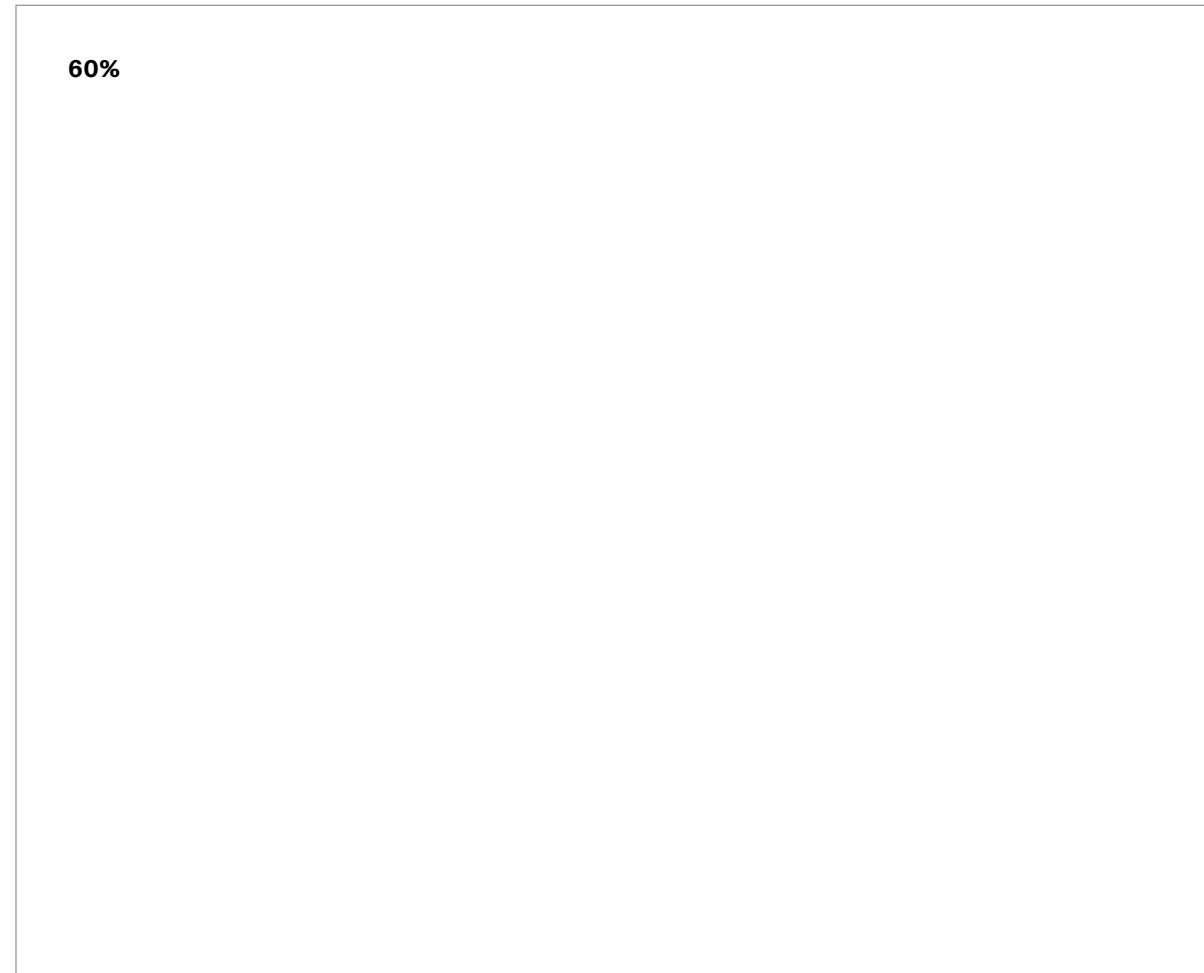
3.4 Color Pairing - Marketing & Internal Usage

For any marketing or internal related applications, the color palette is composed of White, Persimmon, Navy and Black. Specialty colors can be used sparingly in specific applications, such as social media, as a way of distinguishing messaging.

Ensure the hierarchy is the following:

- 60% - White
- 30% - Persimmon
- 10% - Navy/Black

Doing so provides better brand recognition and awareness in key brand applications and communication channels.



Usage Notes:

In order to correctly utilize the palette, apply the following rules:

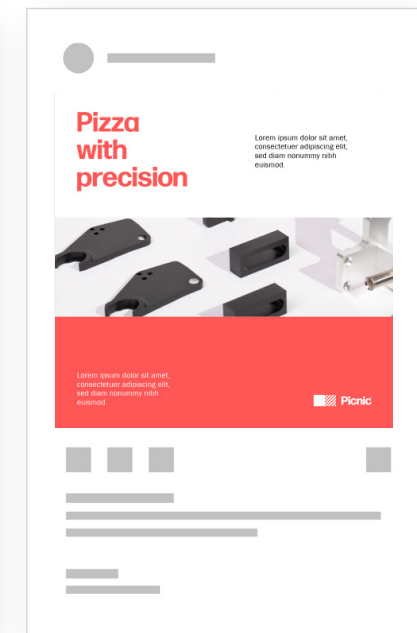
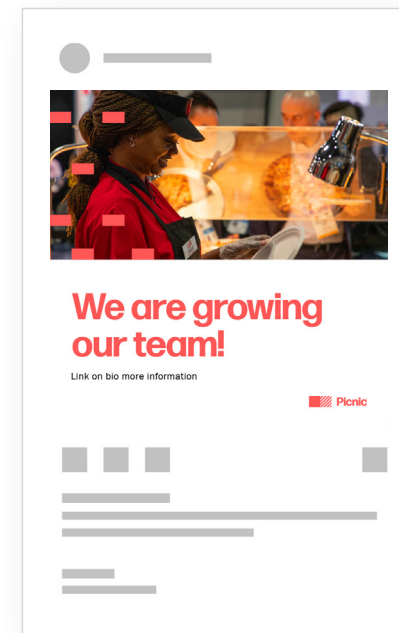
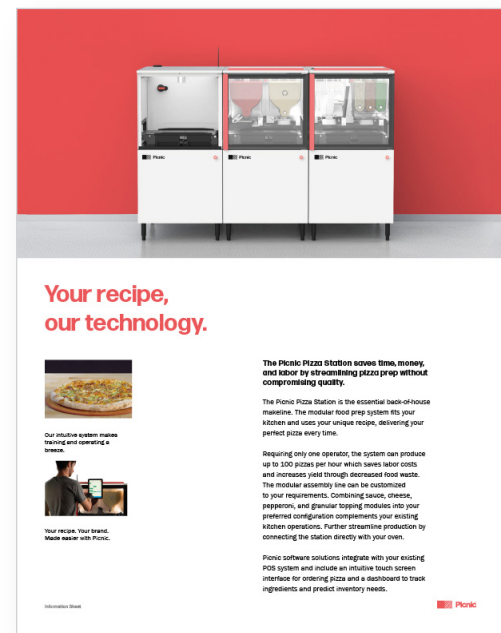
A. Ensure Persimmon is only paired with White on marketing applications.

B. Persimmon is the brand color and should be used in communication channels where the brand is the focal point or needs to be introduced. Examples include hand-off sheets, internal documents, website messaging, or ads.

C. Floods of Persimmon are only permitted as secondary elements in background colors on renders to add a human element.

D. If specialty colors are used, they should be used as accent colors only. They should never serve as a background for Persimmon.

E. Navy can be a replacement to Black in large-scale applications to avoid unbalanced hierarchy.

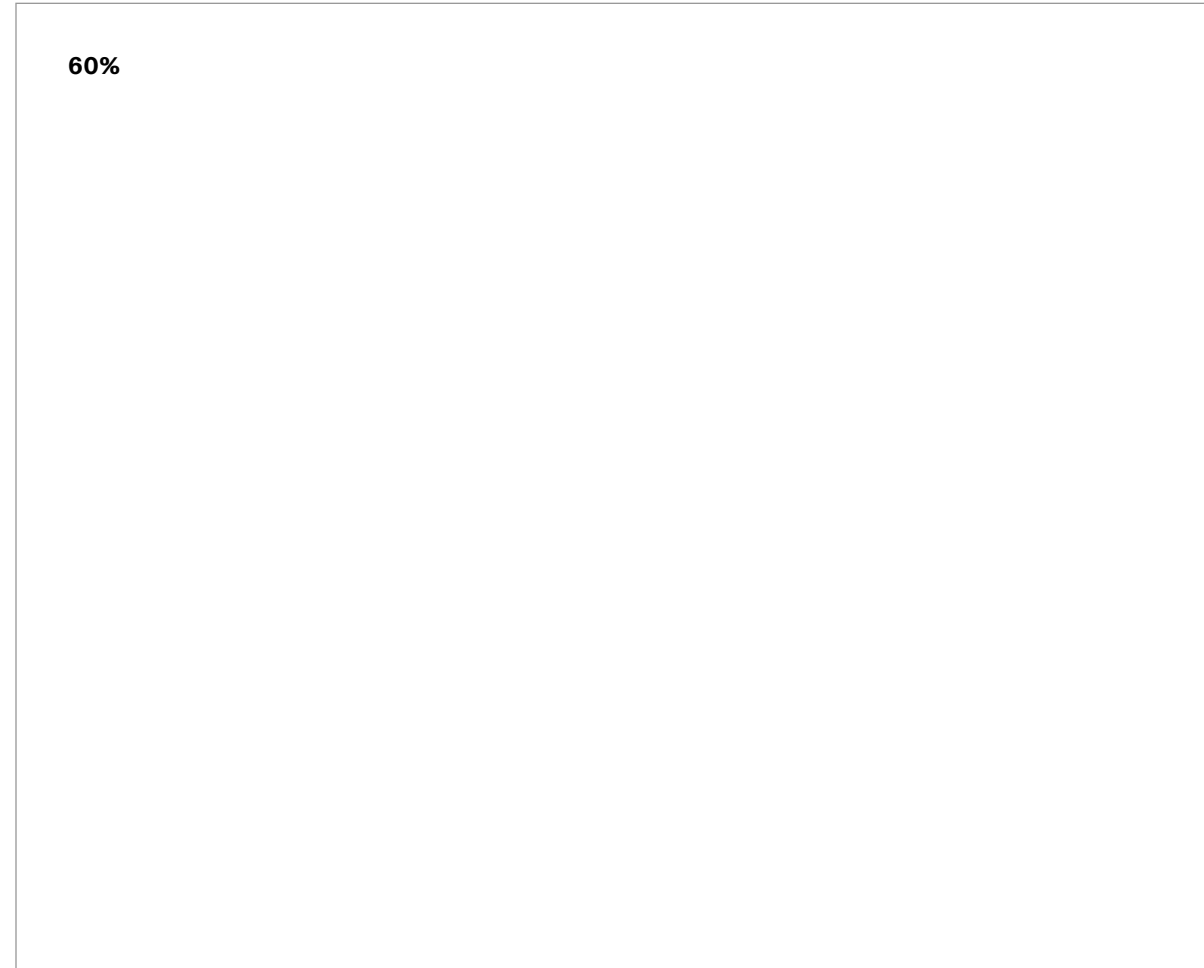


3.5 Color Pairing - Hardware & Labeling

For special cases, like hardware or labeling related applications, the color palette is composed of White, Black and the specialty colors. Using the specialty colors helps to provide grouping and recognition of the different hardware modules.

Ensure the hierarchy is the following:

- 60% - White
- 30% - Specialty
- 10% - Black



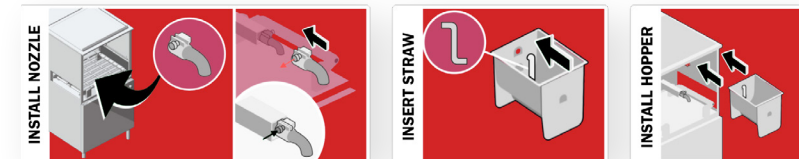
Usage Notes:

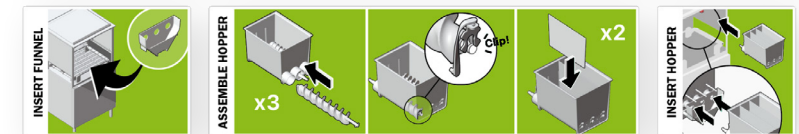
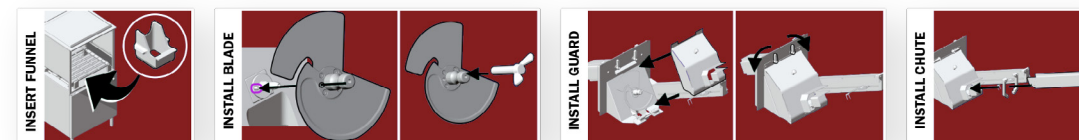
In order to correctly utilize the palette, apply the following rules:

A. On hardware applications, contrast and legibility should be the main goal. Always ensure White is used as a background for Black text.

B. Ensure the correct color is applied on each label.

C. When new specialty colors are introduced, ensure they follow the same saturation and value as Persimmon.



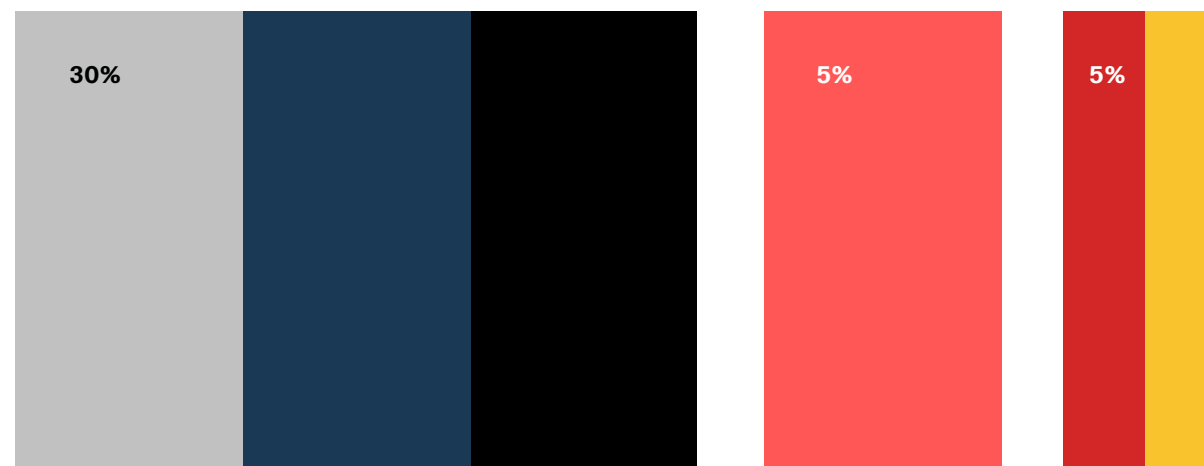
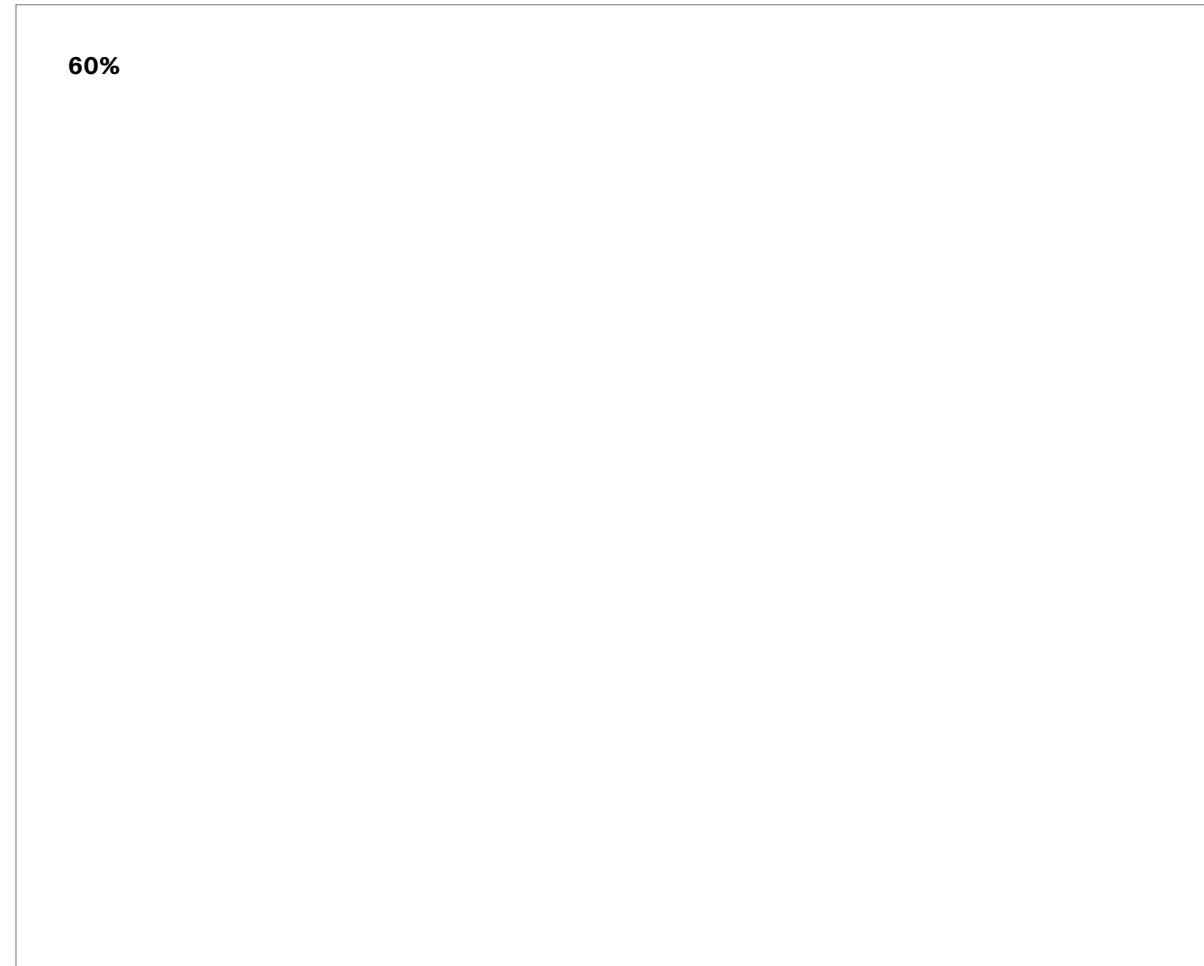



3.6 Color Pairing - UI

The digital UI color palette is composed of White, Persimmon, and the neutral colors. Using this color pairing helps to provide an easy flow, accesibility, and understanding through the different screens, avoiding visual overload.

Ensure the hierarchy is the following:

- 60% - White
- 30% - Neutrals
- 5% - Persimmon
- 5% - Picnic Red/Picnic Yellow



Usage Notes:

In order to correctly utilize the palette, apply the following rules:

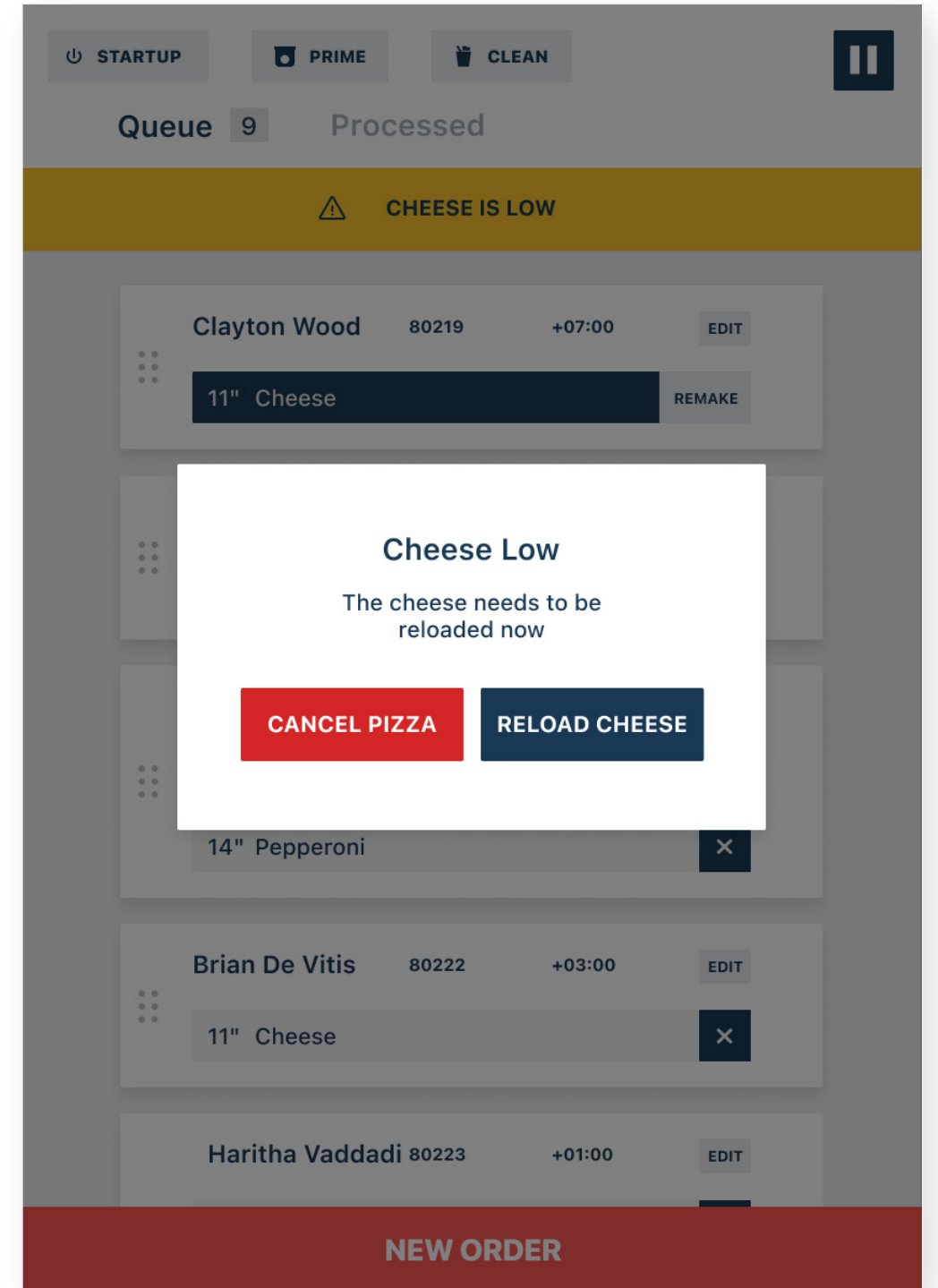
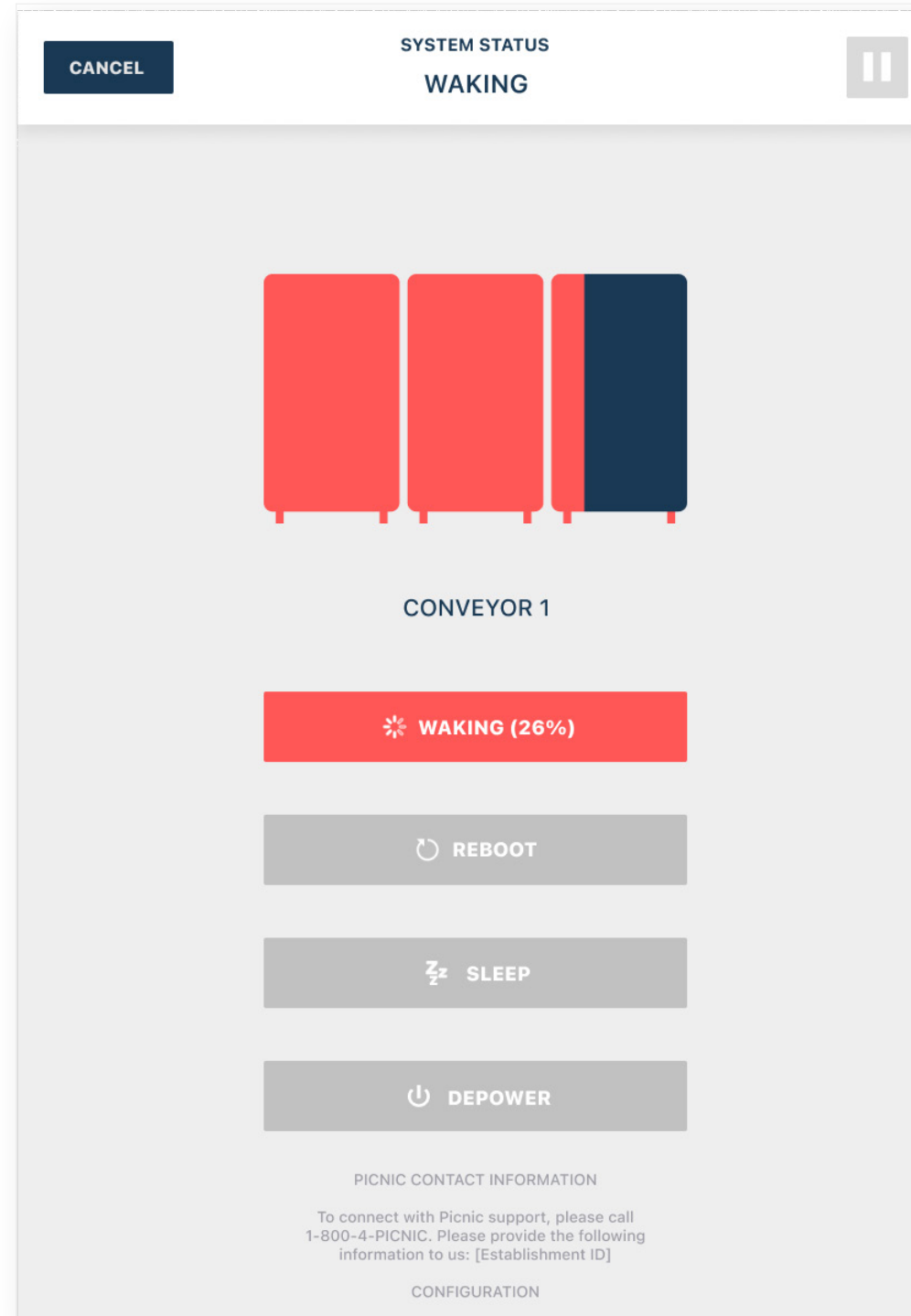
A. Persimmon should never be used in a predominant manner or as a background color.

B. Persimmon should only be used in processes that initiate and finalize a pizza.

C. Avoid any usage of Persimmon in negative connotations. For those instances, use the Picnic Red from the palette.

D. For specific alerts, use the following specialty colors:

Picnic Yellow: Warnings
Picnic Red: Alerts/Error States



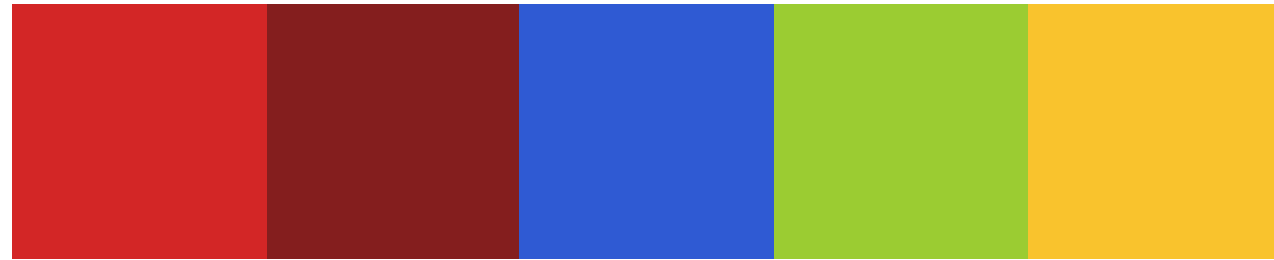
3.7 Master Color Sheet

Brand Color



Picnic Persimmon
HEX: #FF5756
CMYK: 0 | 66 | 66 | 0
RGB: 255 | 87 | 86

Specialty Colors



Picnic Red HEX: #D32626 CMYK: 0 82 82 17 RGB: 221 38 38	Picnic Burgundy HEX: #841E1E CMYK: 0 77 77 48 RGB: 132 30 30	Picnic Blue HEX: #2F5AD3 CMYK: 78 57 0 17 RGB: 47 90 211	Picnic Green HEX: #9BCC32 CMYK: 25 0 87 26 RGB: 141 188 25	Picnic Yellow HEX: #F9C32D CMYK: 0 22 82 2 RGB: 249 195 45
---	--	--	--	--

Neutral Colors



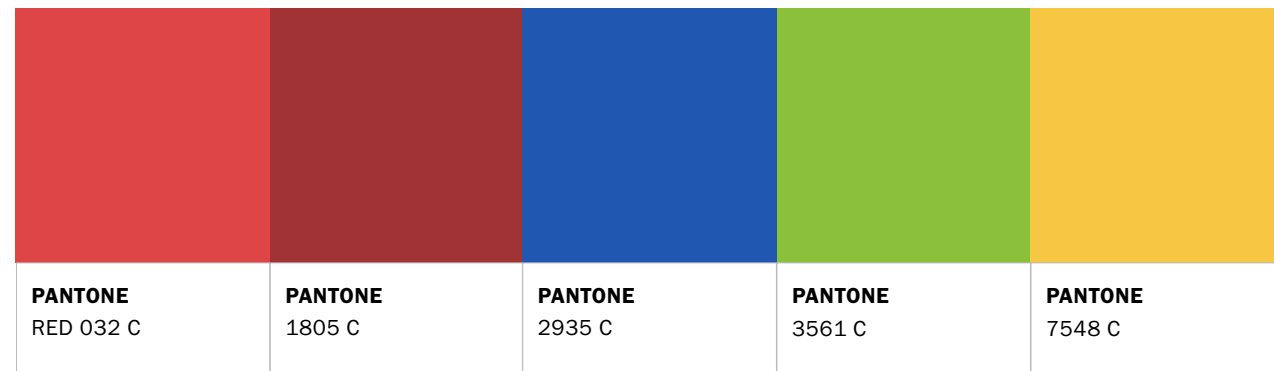
White HEX: #FFFFFF CMYK: 0 0 0 0 RGB: 255 255 255	Picnic Grey HEX: #C1C1C1 CMYK: 0 0 0 24 RGB: 193 193 193	Picnic Navy HEX: #193954 CMYK: 70 32 0 67 RGB: 25 57 84	Black HEX: #000000 CMYK: 0 0 0 100 RGB: 0 0 0
---	--	---	---

3.8 Pantone Color Sheet

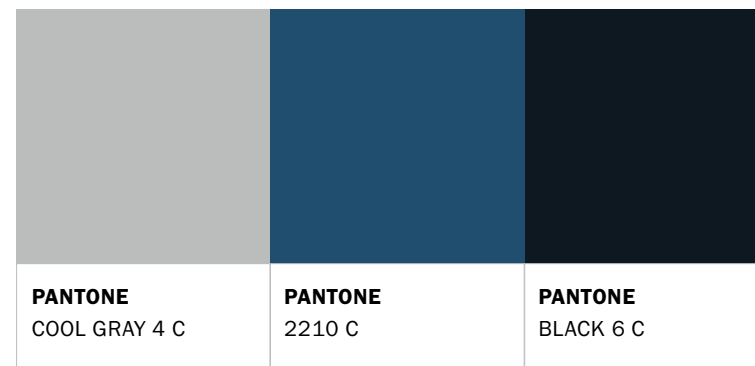
Brand Color



Specialty Colors



Neutral Colors



3.9 Header Typeface

The Picnic header brand font is Forma DJR Display Bold. Forma DJR is a grotesque with an added geometric touch.

Use this font in print and on the web. Headers should always be Bold.

Using Forma DJR type family in design should always be consistent for the sake of brand symmetry.

Forma DJR Display

We use our header typeface
in one singular weight: Bold.
This ensures the most contrast
possible.

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

3.10 Body Typeface

Picnic body brand font is Franklin Gothic URW.

Use this typeface in print and on the web for body copy and anything text-related that's secondary to Forma DJR Display.

This ensures clear hierarchy and contrast is always present.

Franklin Gothic

Franklin Gothic URW is used
in eight different weights with
Book being the default option.

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()_+*

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&()_+*

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+

3.11 Alternate

For MS Office applications like Word, PowerPoint, or other internal uses, utilize Arial as a substitute for the brand typefaces.

Arial Bold is used as a substitute to Forma DJR Displa Bold. Arial Regular is used as a substitute for Franklin Gothic URW.

Arial

Arial is used in eight different weights with Regular being used for body copy and Bold for Headers.

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

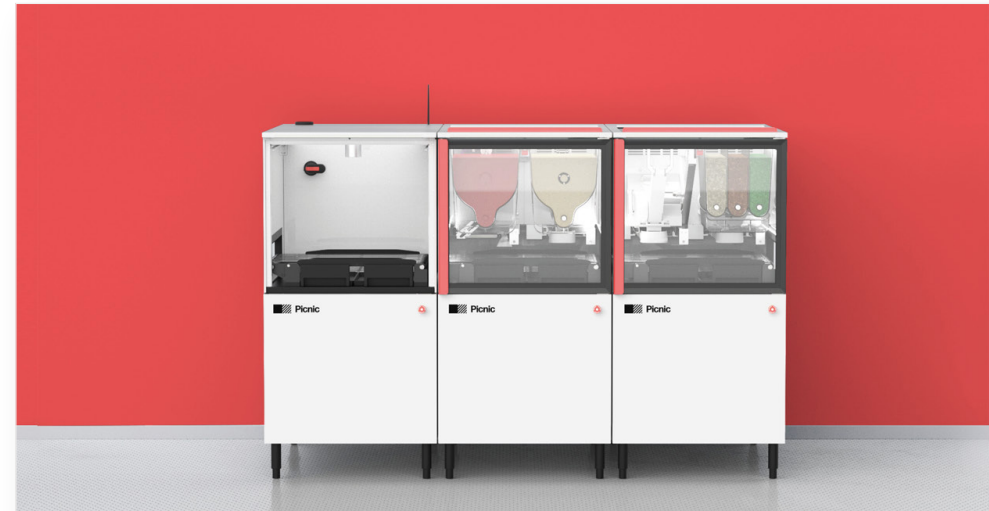
1234567890!@#\$%^&()_+*

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+



Your recipe, our technology.



Our intuitive system makes training and operating a breeze.



Your recipe. Your brand. Made easier with Picnic.

Information Sheet



The Picnic Pizza Station saves time, money, and labor by streamlining pizza prep without compromising quality.

The Picnic Pizza Station is the essential back-of-house makeline. The modular food prep system fits your kitchen and uses your unique recipe, delivering your perfect pizza every time.

Requiring only one operator, the system can produce up to 100 pizzas per hour which saves labor costs and increases yield through decreased food waste. The modular assembly line can be customized to your requirements. Combining sauce, cheese, pepperoni, and granular topping modules into your preferred configuration complements your existing kitchen operations. Further streamline production by connecting the station directly with your oven.

Picnic software solutions integrate with your existing POS system and include an intuitive touch screen interface for ordering pizza and a dashboard to track ingredients and predict inventory needs.



Precision metering

Easy assembly



Dishwasher-safe parts

POS integration

INSTALLATION

- Small footprint. No special hook-ups
- Typical install is 86" W X 56" H X 40" D
- Easy to install with limited build-out
- Modular, configurable design

MATERIALS

- Commercial-grade; built for food service
- Easy to clean. Dishwasher-safe
- Intuitive assembly and disassembly

EFFECTIVE

- Free delivery. Free installation
- Free on-site maintenance checks
- Robotics-as-a-service subscription model
- Monitored 24/7 for maximum uptime

Picnic Quick Facts

FOUNDED

December 2016

SOCIAL

linkedin.com/company/PicnicNews
twitter.com/PicnicNews
instagram.com/PicnicNews
facebook.com/PicnicGroup

LOCATION

Seattle, Washington

Information Sheet

Advantages of the Picnic Pizza Station

Reduced labor costs: One operator can make up to 100 pizzas per hour.

Reduced food waste: Apply precise amounts of toppings with less than 2% food waste.

Consistent product: Use your recipe to create uniform, consistent pizzas every time.

Increased hygiene: Contactless assembly system, minimal operator ingredient handling.

EASY TO USE

- Touch-screen interface
- Integrates into existing POS
- Quick to learn and no-hassle operation
- Customized software to meet your needs

QUALITY

- Temperature-controlled assembly line
- Fresh sliced pepperoni; never pre-cut
- Use your recipes with consistent results

CONVENIENT

- Well-lit and accessible from top and front
- Reduce food waste
- Integrates into existing make lines
- Monitor ingredient usage and yield

DEPLOYMENT CASE STUDIES

T-Mobile Park
Las Vegas Convention Center

WEBSITE

www.hellopicnic.com

MANAGEMENT

Clayton Wood, CEO
Tim Talda, VP Engineering
Lamont Glendinning, VP Sales
Scott Erickson, SVP Marketing
Haritha Vadaddi, Dir Customer Success

Information Sheet

CONTACT

info@hellopicnic.com

KEY MARKETS

- Restaurants
- Managed food services
- Hospitality
- Ghost kitchens
- Mobile venues
- Convenience and Grocery
- Stadiums and Convention

MEDIA CONTACT

picnic@fearey.com



Pre-Install Checklist

- 4.1 Iconography
- 4.2 Iconography Grid
- 4.3 Product Iconography
- 4.4 Iconography Example
- 4.5 Graphic Renders
- 4.6 Graphic Renders - Front Wide Angle
- 4.7 Graphic Renders - Details
- 4.8 Graphic Renders - Isometric View
- 4.9 Graphic Renders - Isometric Illustration
- 4.10 Graphic Renders - Head-on Frontal View

04

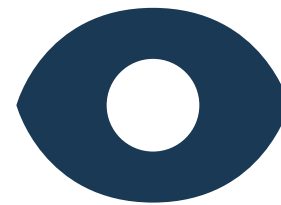
4.1 Iconography

Picnic iconography follows a simple and clear visual language. The goal is to remain consistent with artistic direction, providing users with an easy-to-understand experience.

Usage:

Iconography should be used as an additional graphic element in marketing assets, in order to distinguish these assets.

Ingress



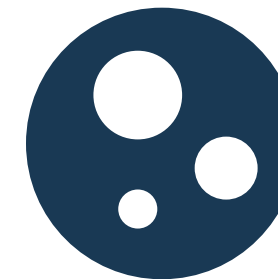
Sauce



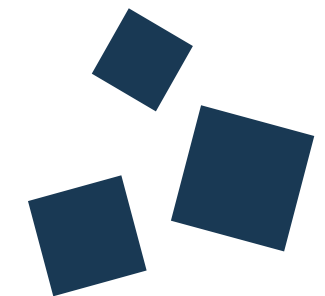
Cheese



Slicer



Granular



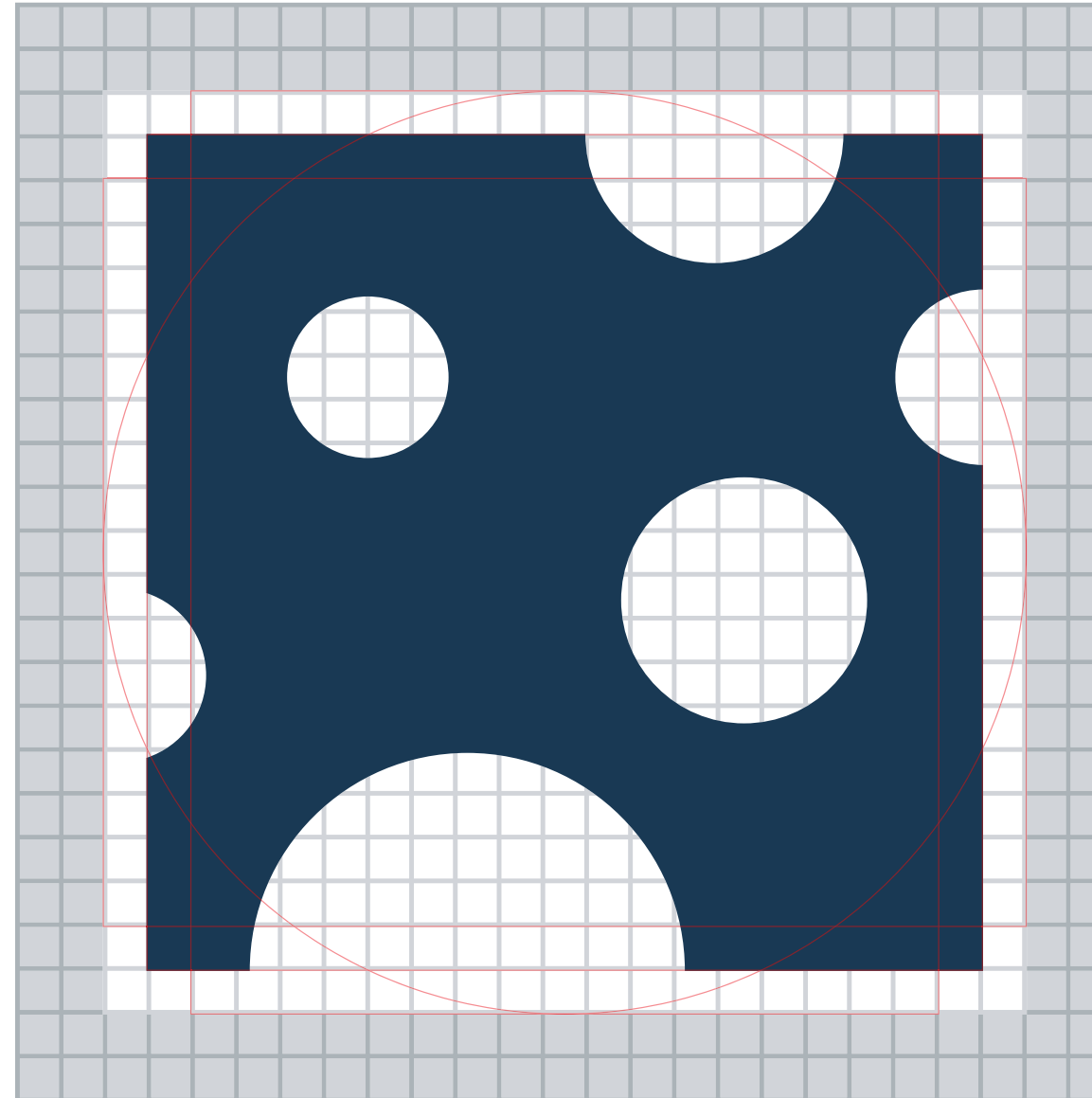
4.2 Iconography Grid

In order to create new iconography that remains consistent with the brand, use the following rules:

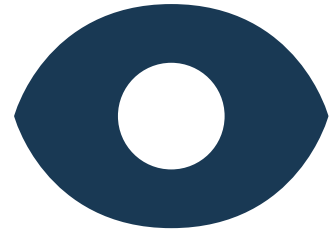
- A.** Icons follow a consistent structure comprised of basic shapes: circles, squares and triangles.
- B.** All icons should be drawn within a grid equal to 24x24 pixels.
- C.** 2px padding is required to ensure the icons retain the desired scale and surrounding white space.
- D.** Spacing with other elements should be equal to a 8px grid.
- E.** All icons should be filled in. Corners are straight for the sake of consistency.
- F.** Follow the keyshapes lines to draw consistent sizes for basic shapes or proportions across the icon set.
- G.** Use 45° angles for even anti-aliasing.

Angle steps are the following:
15° - 30° - 45° - 60° - 75° - 90°

- H.** Permitted colors are Persimmon as well as the neutral color palette.



Ingress



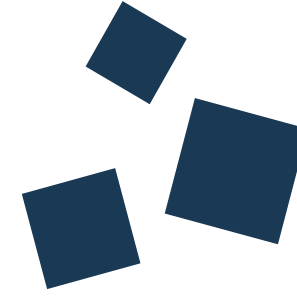
Sauce



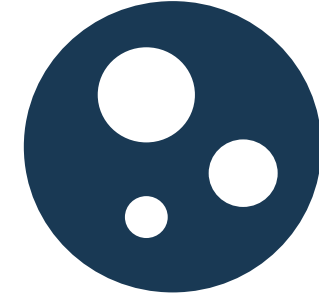
Cheese



Granular



Slicer



Inventory



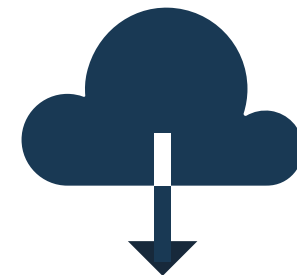
Dashboard



Reports



Exports



Prep & Ordering



4.1 Iconography Example

Use white space around an icon for greater clarity and contrast. For UI purposes, permissible colors are Persimmon and the tertiary color palette.

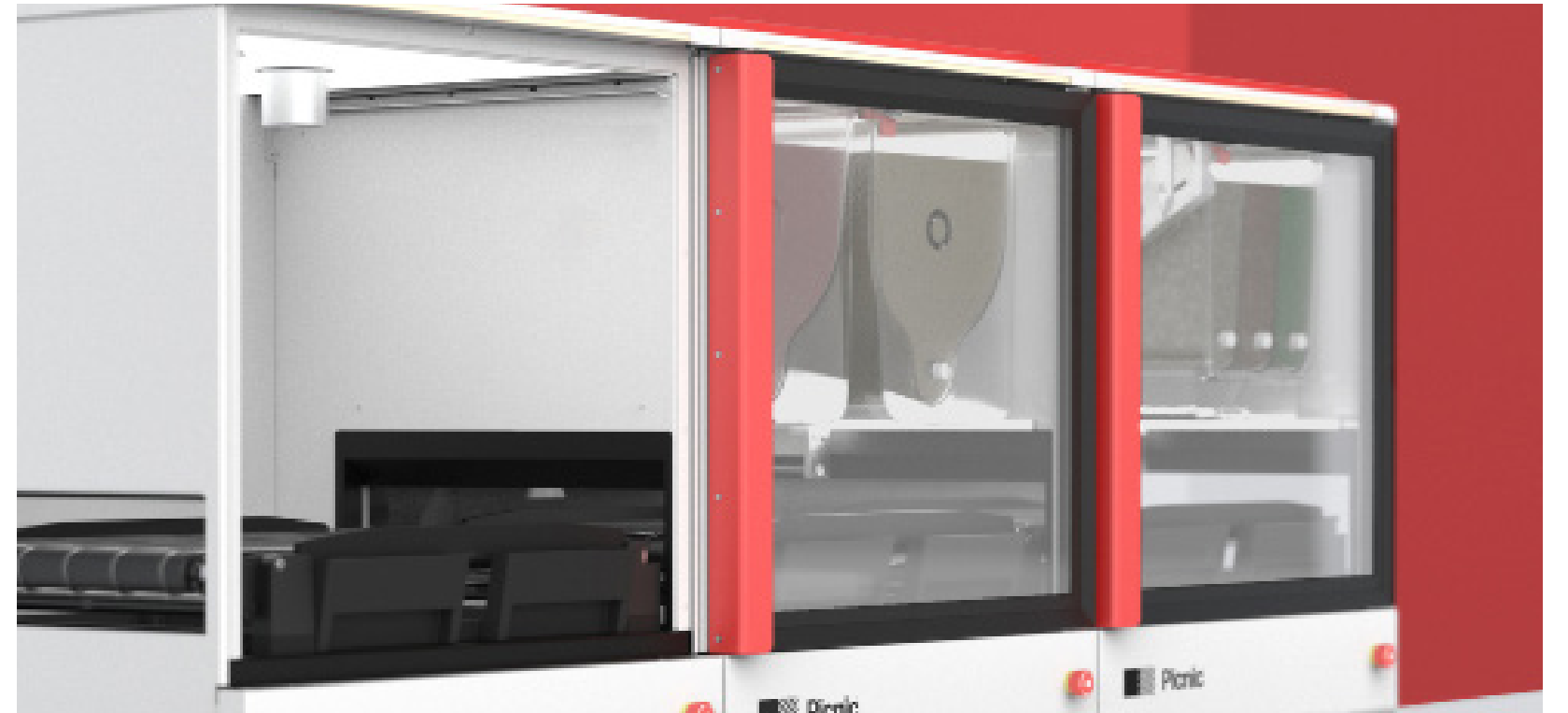
Iconography should always be treated as a supporting element in the Picnic visual landscape.



4.5 Graphic Renders

Graphic renders of the system are presented in scenarios that emphasize simplicity and modularity.





4.6 Graphic Renders Front-Wide Angle

Renders of the system are simple, using a front-wide shot with a simple color background. To allow for better contrast, ensure that the background color is Persimmon.

Front-wide angle renders serve as alternate graphic elements for marketing assets.

Usage:

Front-Wide Angle renders serve as an alternate graphic element on marketing assets.

Composition notes:

- + Renders should be proportionally centered on the canvas.
- + People should not be placed over the render, since that would distract.



4.7 Graphic Render Details

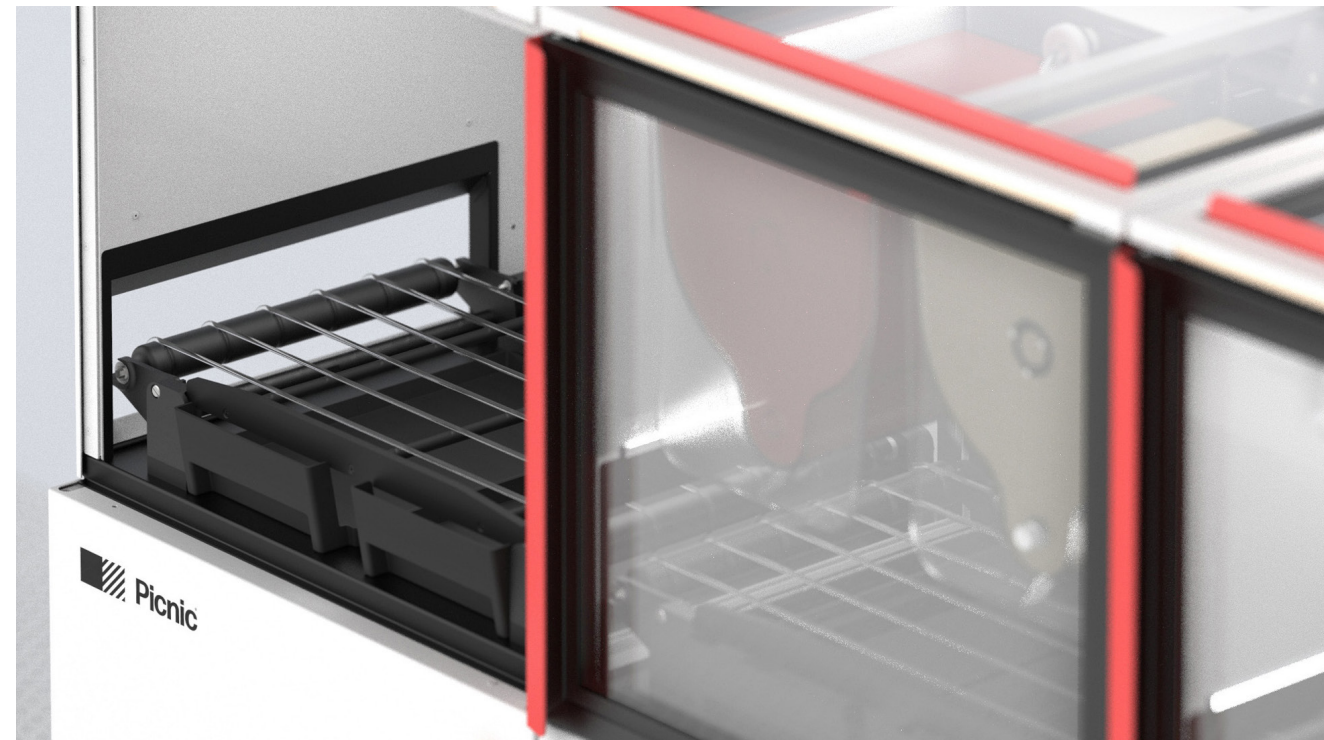
Render details are used to showcase engineered, industrial accuracy.

Usage:

Detail renders serve as an alternate graphic element for marketing assets.

Composition notes:

- + The detail renders should be from an eye-level perspective to avoid abstraction.
- + Renders should be focused on the different modules.
- + Blurred kitchen elements on the front can be used for scale measurements.
- + Alternatively, details can be taken from an isometric viewpoint.



4.8 Graphic Renders Isometric View

Internal parts that use anodized aluminum are rendered using an isometric perspective to provide a sense of dimension.

Usage:

Isometric renders of hardware should only be used in technical and instructional guides to provide a sense of dimension and understanding of the component.

Composition notes:

- + Renders should exist at a perfect isometric perspective where horizontal lines are drawn in a 30° angle.
- + Components should always be shown clearly. Avoid angles that create abstract compositions.
- + All types of hardware components should be shown in isometric perspective.

Render notes:

- + Key surface materials are bead blasted clear and Black anodized aluminum and 60% gloss White.



4.9 Graphic Renders Isometric Illustration

Isometric illustration renders of the hardware are used for instructional installation guides to demonstrate the functionality of each component.

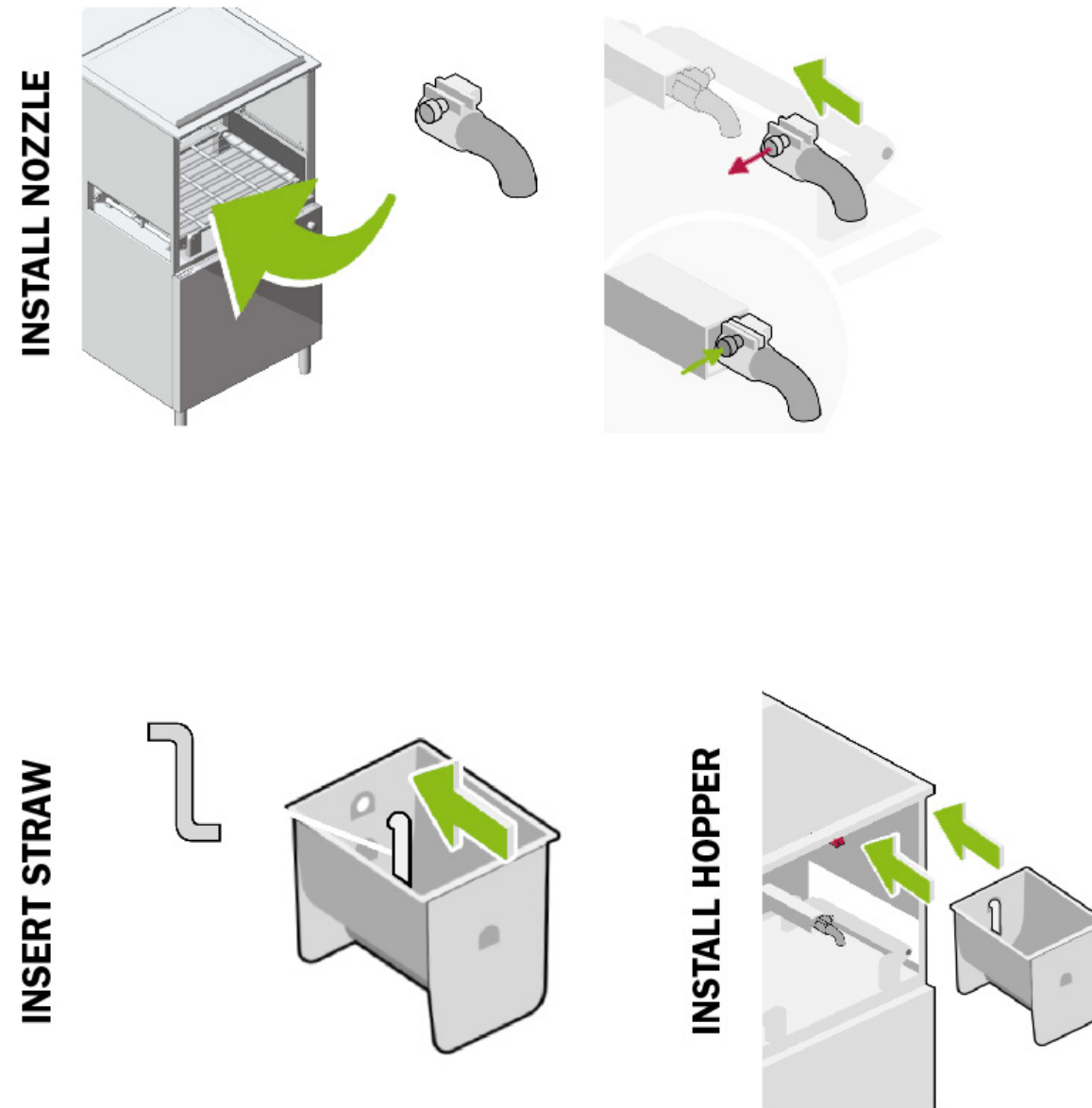
Usage:

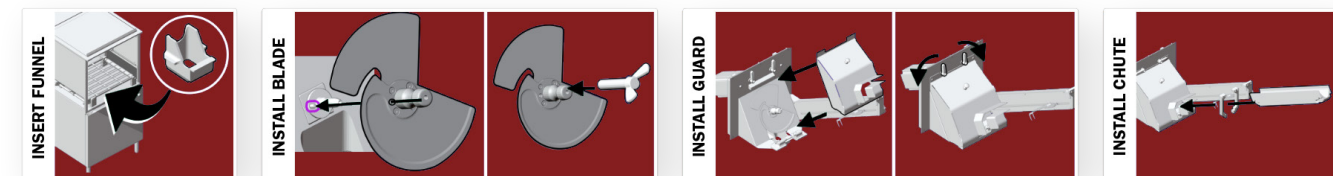
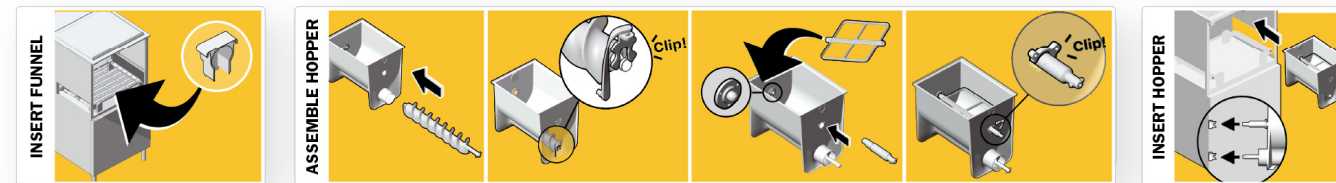
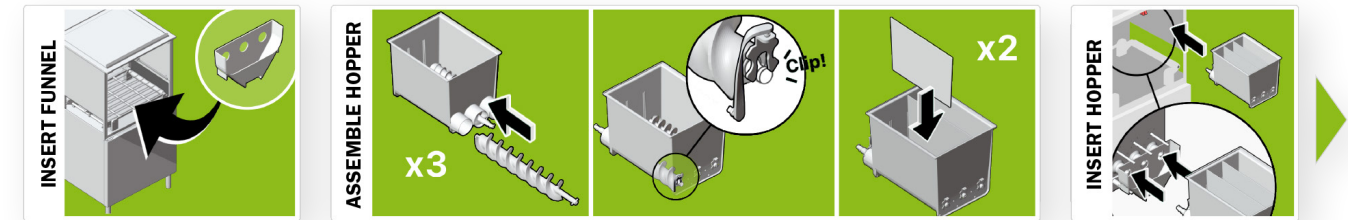
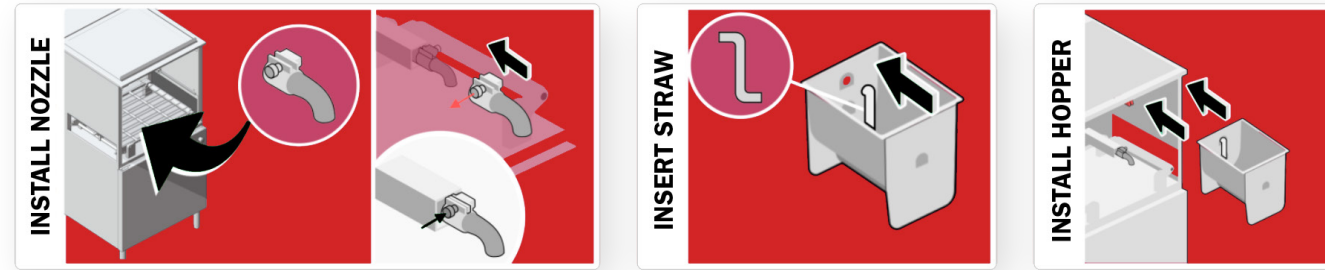
Hardware renders are used as part of the label system for each module, emphasizing their functionality and correct installation.

Composition notes:

- + Renders are always applied in greyscale for optimal contrast.
- + Instructional elements, such as arrows, can be implemented for a better understanding of the hardware assembly.
- + Instructional elements should contain the highest-possible contrast.
- + On White backgrounds, Instructional elements should use these colors for better understanding:

Green: Primary action/Next step
Picnic Red: Secondary action/
Previous action





4.10 Graphic Renders Head-on Frontal View

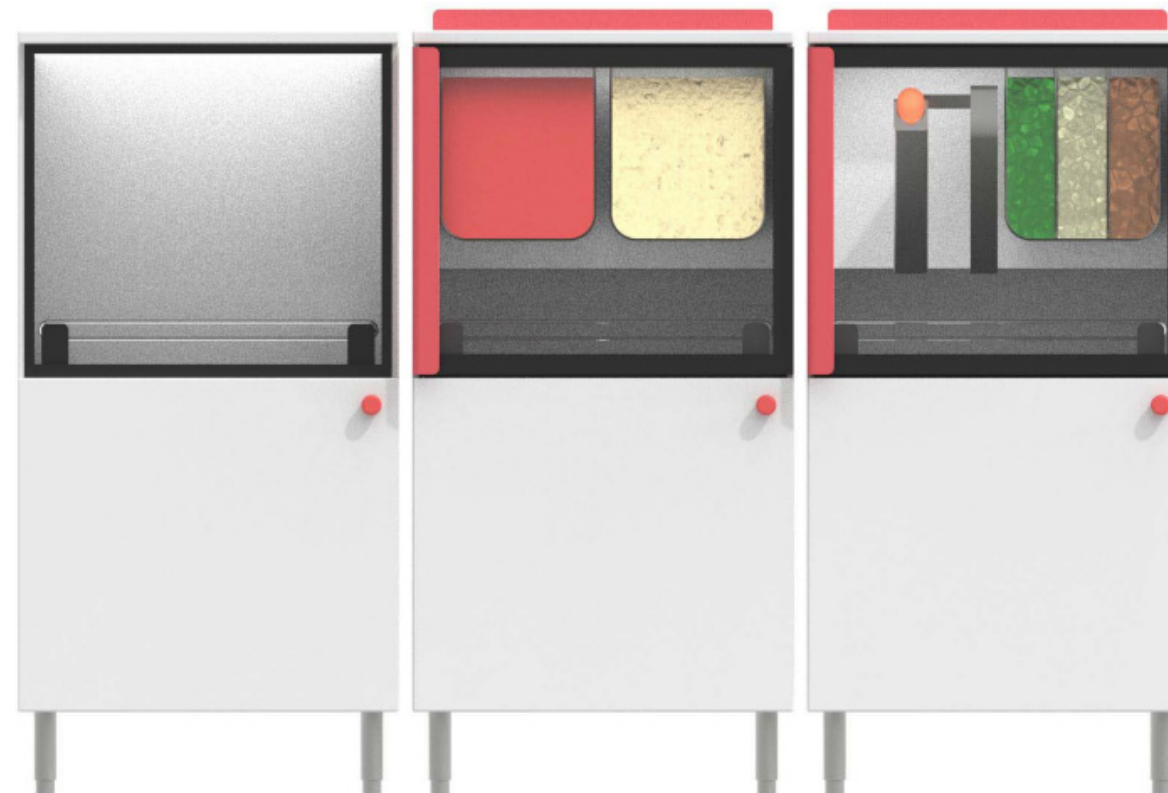
Simplified head-on frontal renders are used to illustrate concepts and configurations.

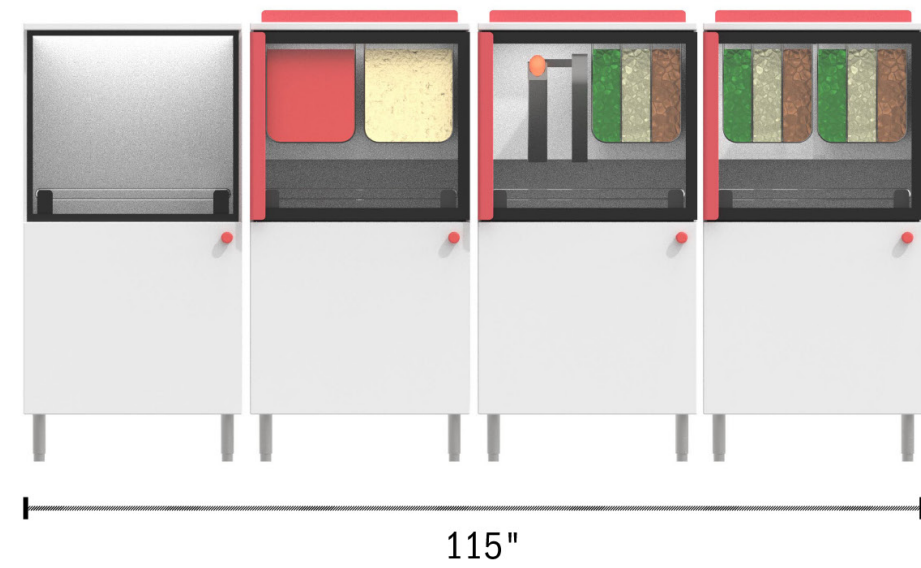
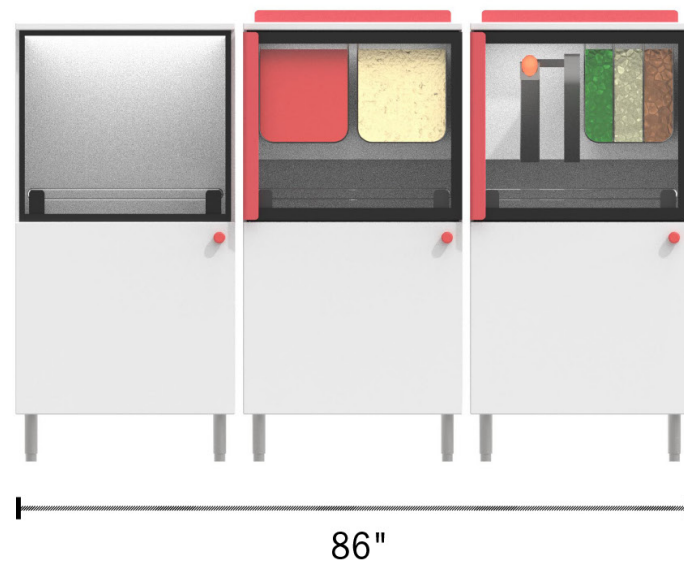
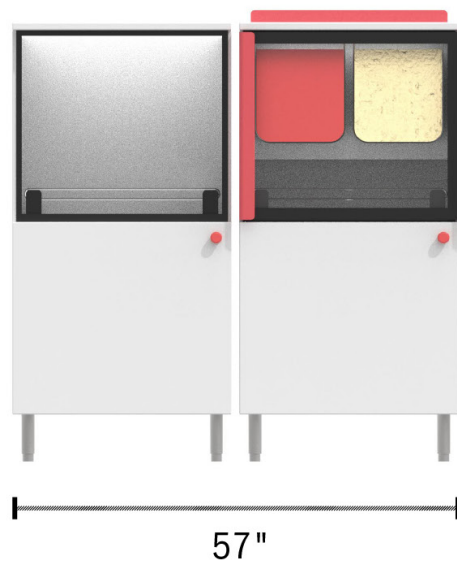
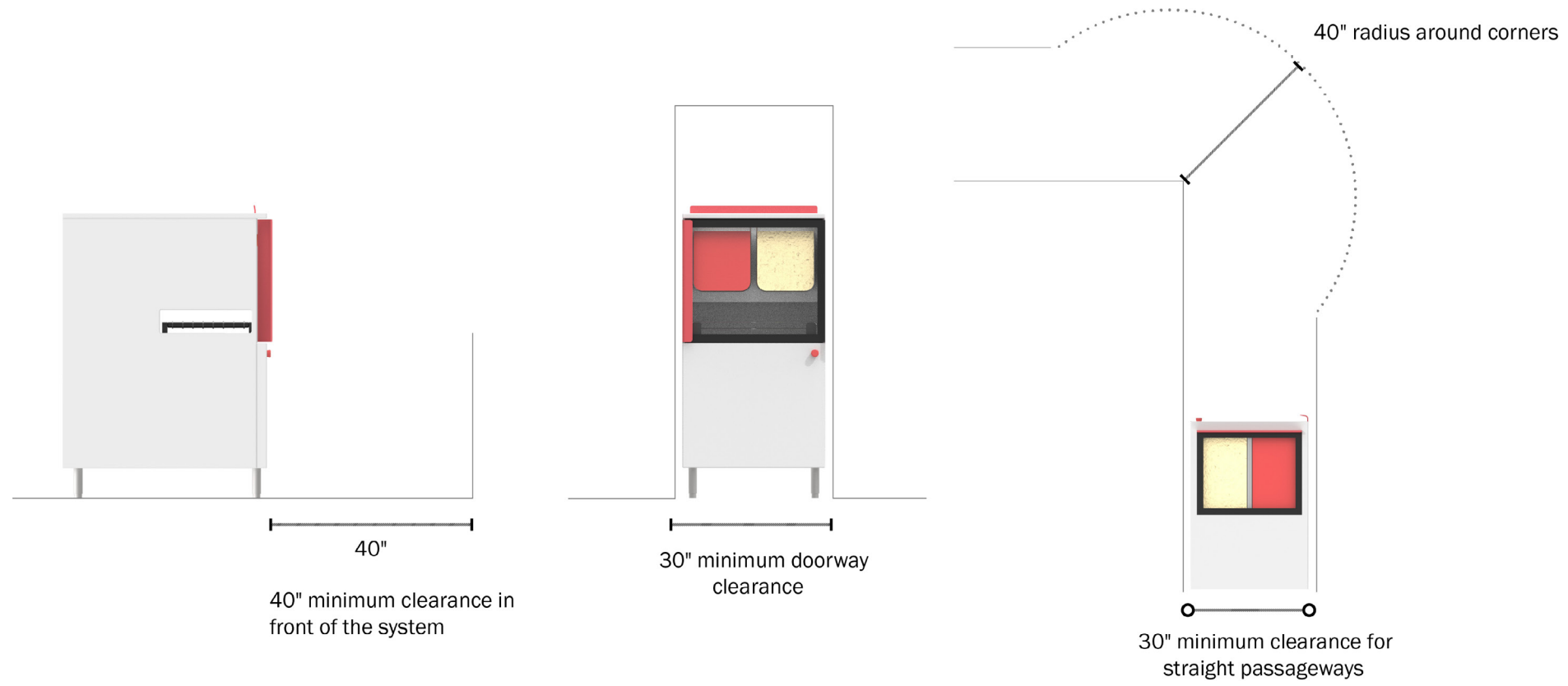
Usage:

Head-on frontal renders are specific to showcasing the modularity of the hardware seen in instructional decks.

Composition notes:

- + Any face that needs to demonstrate functionality must be illustrated with a head-on frontal render, to avoid abstraction.
- + Head-on frontal renders should not have background colors to avoid visual overload.





- 5.1 *Photography Overview*
- 5.2 *Photography Style*
- 5.3 *Photographic Styling - Human*
- 5.4 *Photographic Styling - Human Casting*
- 5.5 *Photographic Styling - Product*
- 5.6 *Photographic Styling - Product Process*
- 5.7 *Photographic Styling - Food*

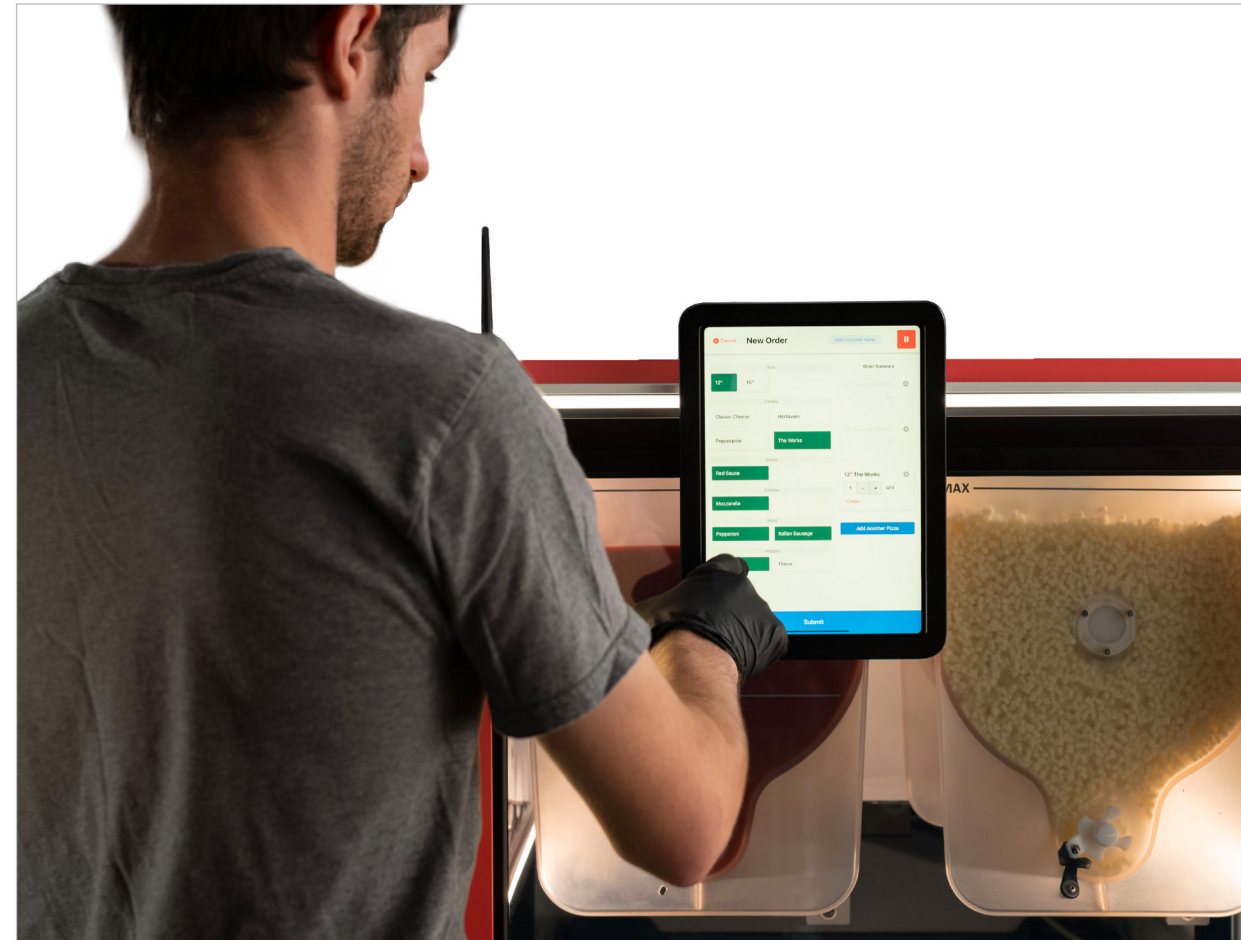
05

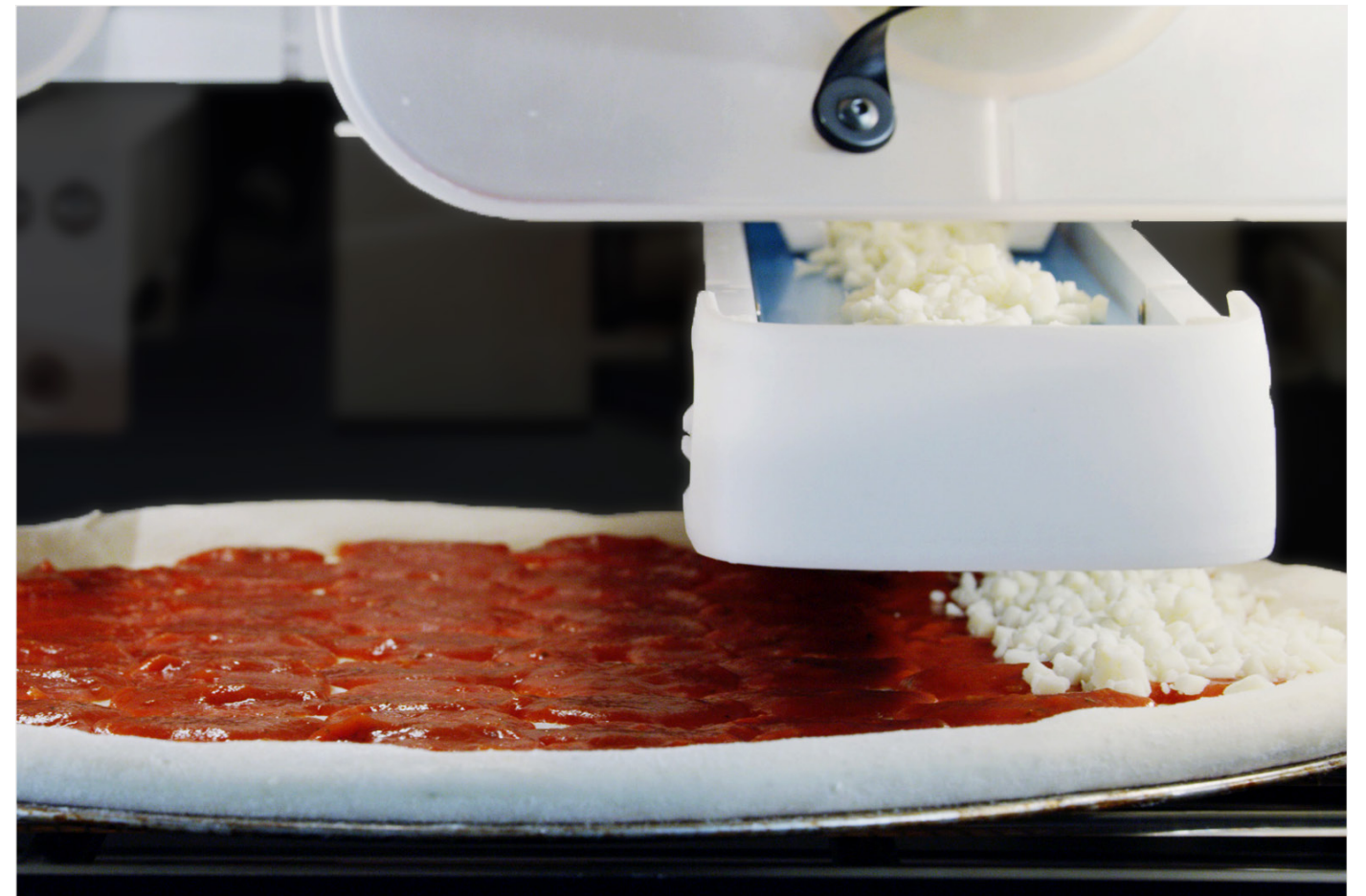
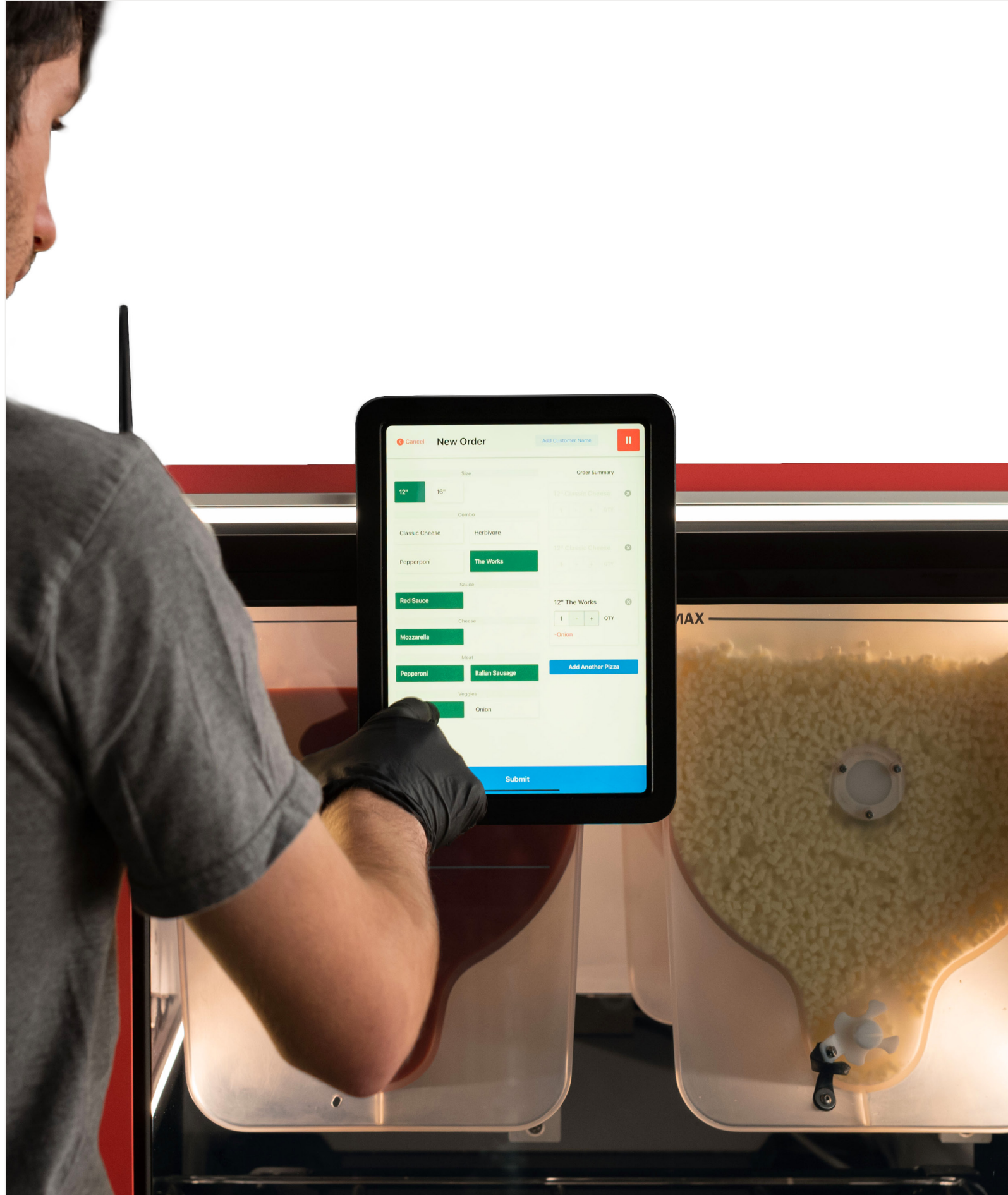
5.1 Photography

The Picnic photography style follows the principles of ease of use and reliability in order to achieve a clean, modern, and approachable look.

Usage:

Photography should be used as a secondary graphic element for digital applications and marketing assets.





5.2 Photography Style

The Picnic photographic style is meant to portray the reliability of the hardware.

The composition should reflect the look and feel of approachability,

Human:

Shots should reflect the reliability of using the Picnic Pizza Station.

Product:

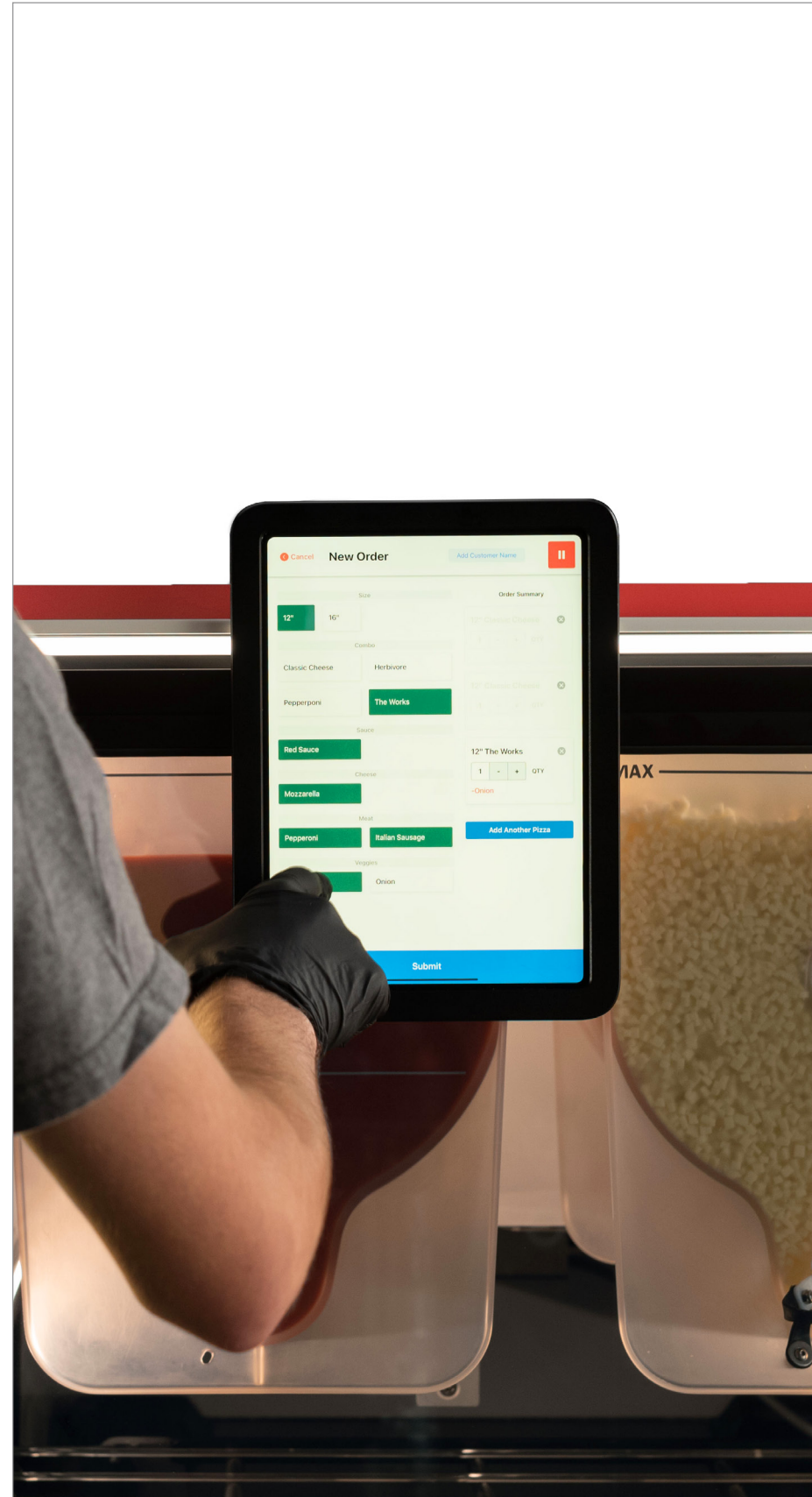
Detailed shots should focus on the hardware and the UI, as a way of illustrating their simplicity.

Product Process:

Shots should focus on the precise, no-waste ingredient placement.

Food:

Shots should focus on fresh and high quality ingredients.



5.3 Photographic Styling - Human

The camera angle should point at an eye-level perspective.

A. When showing interactions between a kitchen operator with customers, photographs should be stylized in a natural manner that emphasizes relaxation and happiness.

B. People should be portrayed as approachable, wearing spotless kitchen uniforms. Avoid patterned shirts, any off-brand logos, or other distracting accessories.

C. Photos should emphasize casual but polite interaction between kitchen operators and customers. Photos like these ensure that brand values are always present in any Picnic application.

A.



B.



C.



5.4 Photographic Styling - Human Casting

A. Kitchen operators should represent the demographics of people working in the industry. Avoid the usage of stock-like models.

B. Be diverse. Use photography models that represent the diverse ethnicity demographics.

C. Age range should be diverse and related to the demographics of the fast food and counter workers.

Do



Don't



5.5 Photographic Styling - Product

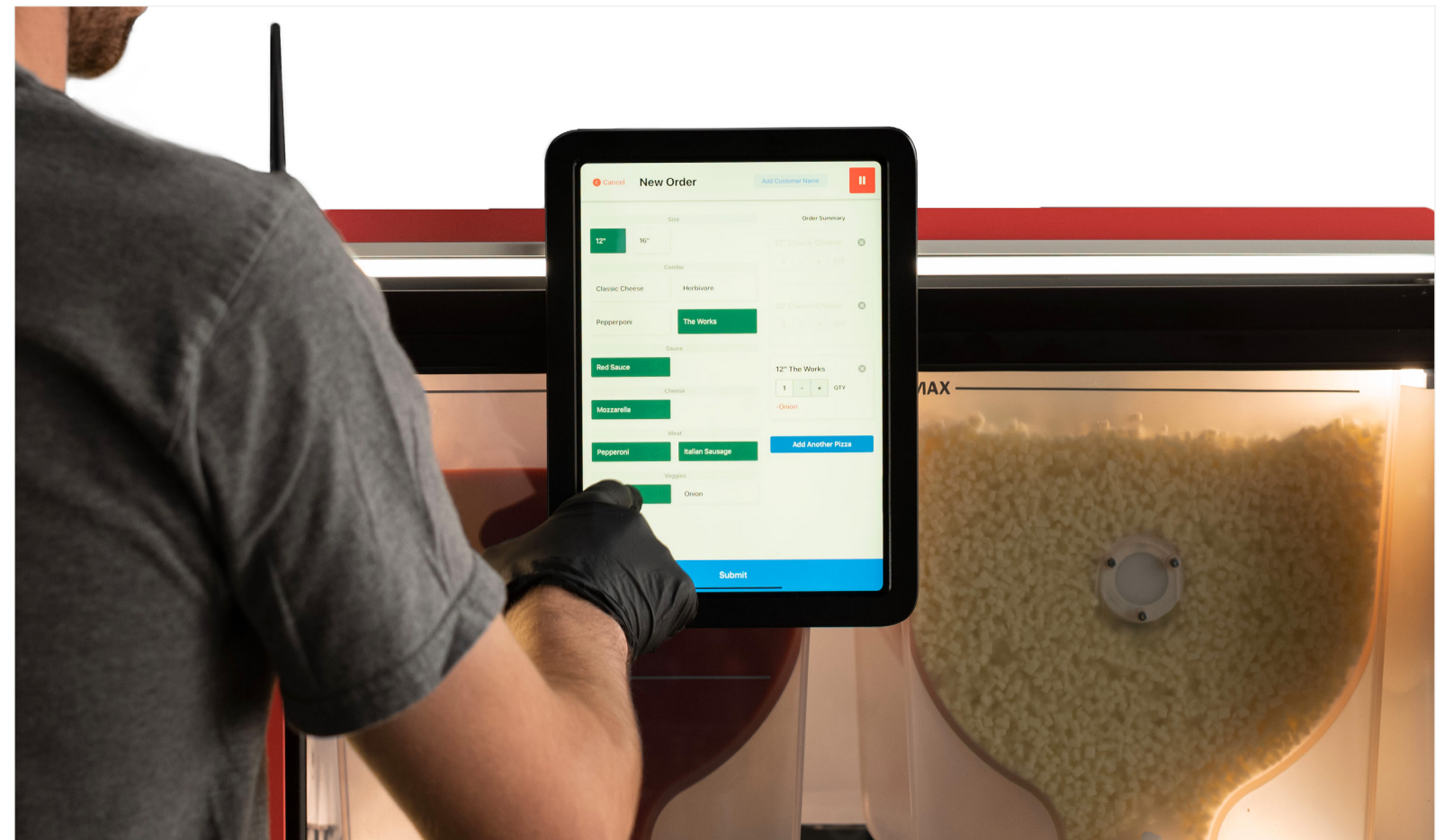
A. Close-up shots should showcase the simplicity of each component.

B. UI should always be presented from a front view.

C. UI should always be presented in the clearest way possible. Avoid screens with information overload.

D. The hardware should maintain as much symmetry as possible.

E. Lighting should be directional and give the hardware depth and dimension, while still maintaining a clean, modern look.





This is a photo-shoot direction and it's only meant to be used for illustrative purposes only. Photo-shoots should always showcase simplicity, ease of use and scale of the machine.

5.6 Photographic Styling - Product Process

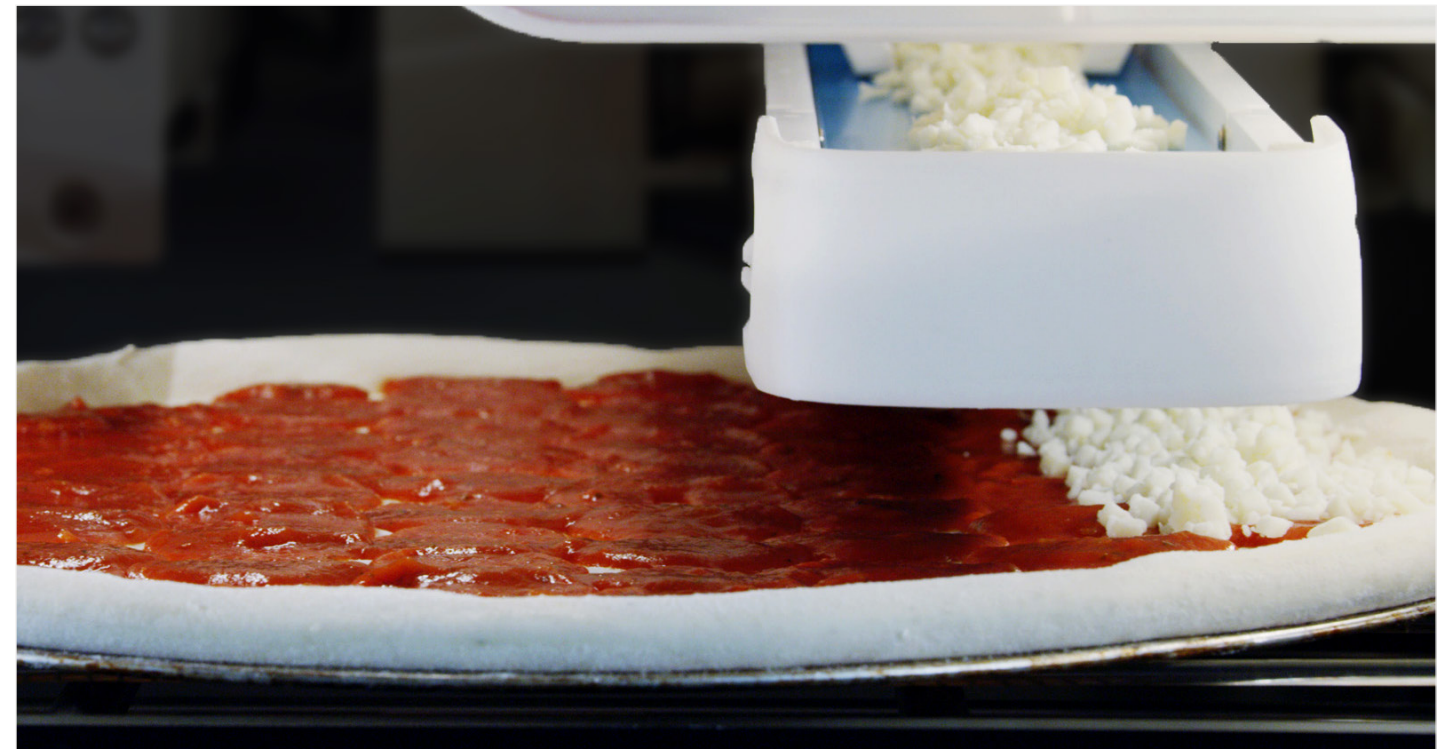
A. Close-up shots should showcase precise, no-waste ingredient placement.

B. The lighting should feel bright and balanced. Avoid unwanted shadows that obscure food.

C. Lighting of the hardware should feel consistent throughout every module.

D. Always ensure the high sanitary level of Picnic processes is reflected. Every ingredient and/or piece of machinery should look fresh or brand-new.

E. Backgrounds should be blurred and masked to enhance the focus of the lighter foreground. Avoid focus on distracting machinery elements.



5.7 Photographic Styling - Food

A. Food should always be shot with natural, diffused directional lighting that enhances the bright colors of the food. Minimize the amount of shadows in the photography.

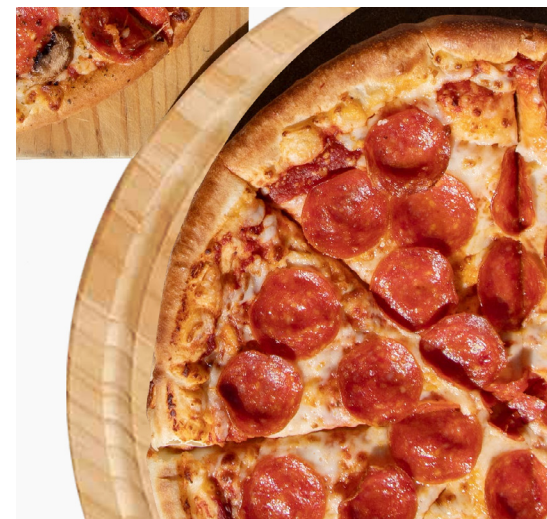
B. Food should always be shot in a clear and insinuated atmosphere. Avoid distracting background elements that make the environment harder to read.

C. Ingredients should always be clearly defined and have the highest-possible quality. Bright natural colors are a must.

D. Pizza should always feel approachable and in the highest-possible state. Avoid stock-like photography and food in unfinished states.

E. Lighthing should always feel natural. Avoid overexposure.

Do



Don't



Thank You