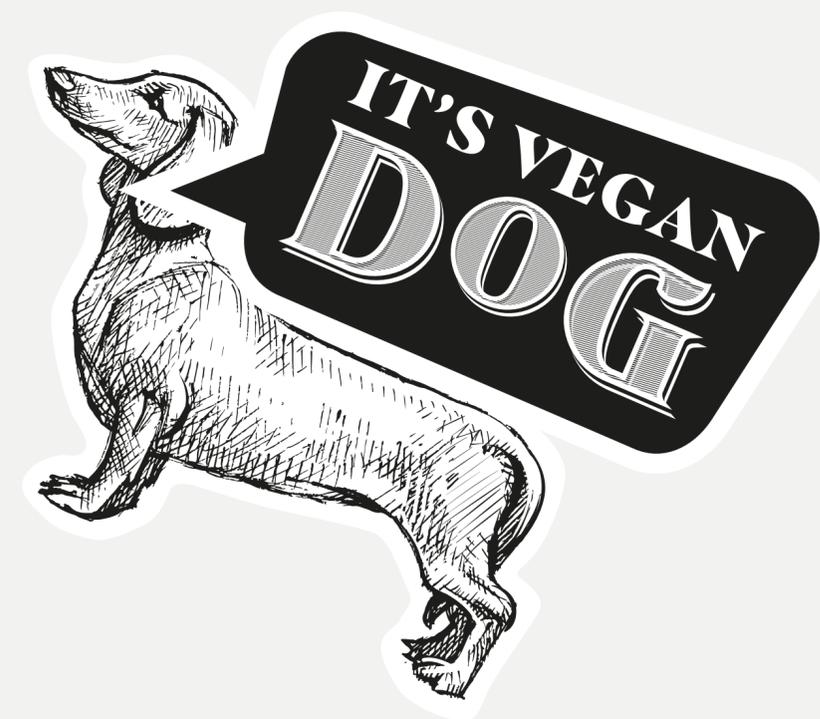






# Contents

- 02. Brand tone
- 11. Brand mark
- 19. Key Visuals
- 22. Typography
- 26. Colour
- 28. Photography
- 34. Stickers
- 41. Applications
- 49. Characters

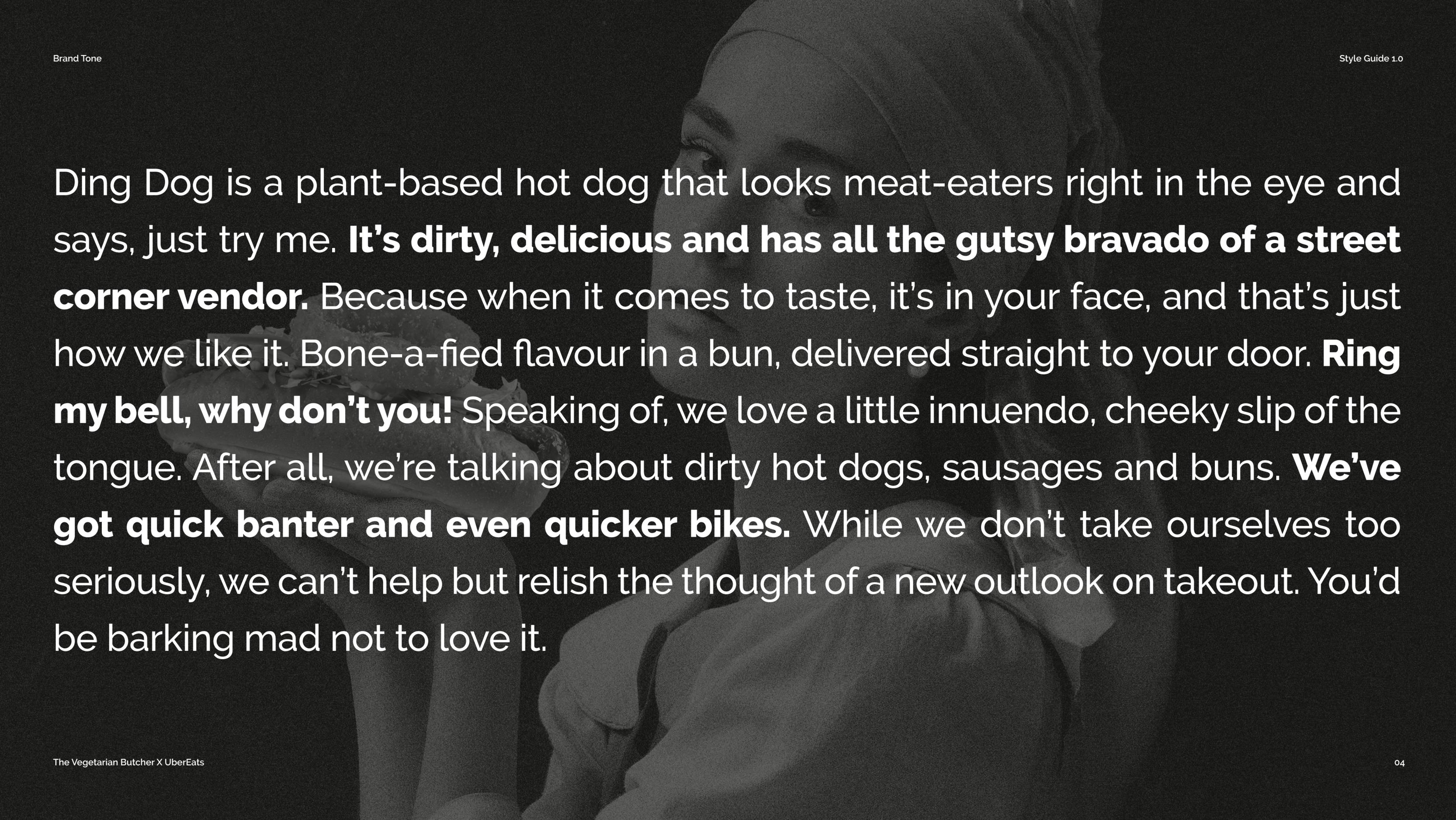




# Brand TONE



**MAKES YOU  
WANNA  
FACE  
PLANT**

A grayscale photograph of a woman wearing a hijab, looking slightly to her left. She is holding a hot dog in a bun with toppings. The background is dark and out of focus.

Ding Dog is a plant-based hot dog that looks meat-eaters right in the eye and says, just try me. **It's dirty, delicious and has all the gutsy bravado of a street corner vendor.** Because when it comes to taste, it's in your face, and that's just how we like it. Bone-a-fied flavour in a bun, delivered straight to your door. **Ring my bell, why don't you!** Speaking of, we love a little innuendo, cheeky slip of the tongue. After all, we're talking about dirty hot dogs, sausages and buns. **We've got quick banter and even quicker bikes.** While we don't take ourselves too seriously, we can't help but relish the thought of a new outlook on takeout. You'd be barking mad not to love it.



REBELLIOUS



DARING

# BOLD

GUTSY



CHALLENGING



Path-making, opinion-changing, flavour-chasing, hot dog pioneers. A maverick made tasty.



# PLAYFUL

**Witty,  
banterful,  
punchy.**

We're all about a bit of fun, whether that's puns or playful phrases. One thing's for sure: we deliver bone-a-fied flavour, straight to your door.

# Cheeky

Mischievous, innuendo-loving,  
boundary-pushing, fun-poking,  
tongue in cheek hot dogs.  
*What else?*



## WE DO...●●●

### CONSIDER OURSELVES THE PINTEREST OF PLANT-BASED

It's food love and inspiration, first. We dub thee a foodie. It just so happens that our food love, is plant-based. It's about indulgent, great-looking, heart-tapping hot dogs. We don't cram vegan opinions down people's throats (ahem, Twitter), just tasty hot dogs.

### TASTEFUL DRY HUMOUR

The occasional shameless pun, a witty innuendo, in other words, language FUN.

### PACK A PUNCH

Just like our food, our language is about punchy delivery. We like wit. We like banter. We like confident, quick and clever. We don't do waffle(s).

## WE DON'T...●●●

### PREACH

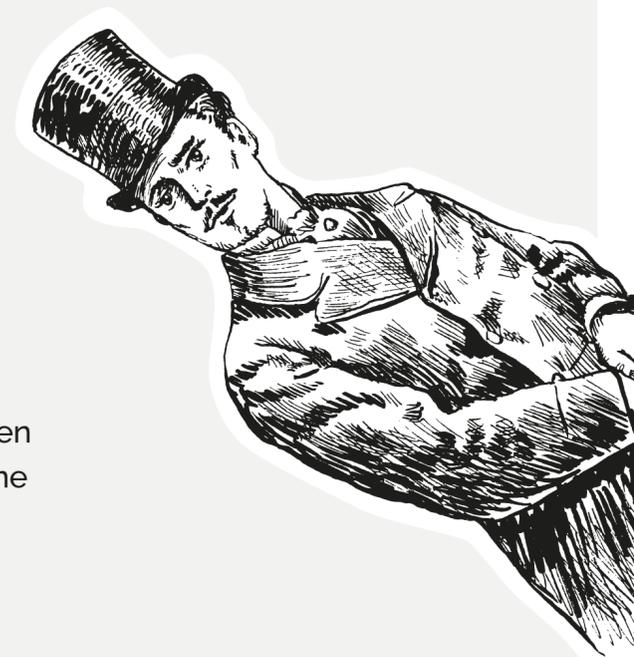
Finger-wagging, all-knowing, high and mighty...vegans. Yeah, nah. When it comes to plant-based, it's about flavour. We're not better than anyone else, we're just plant-based foodies.

### DO SARCASM

Snarky comments, cynical opinions and facetiousness. Forget aboutta 'em. Keep it relatable, light-heated and positive.

### DO DARK HUMOUR AND VULGARITY

We're not insensitive or inappropriate. We don't poke fun at vegans or vegetarians. We don't make fun of or reference slaughterhouses, meat production or make any animal references and the likes.



# Messaging Hierarchy



# COPY LINES

Behold – copy lines. The purpose of this page is to illustrate how we speak about various brand pillars: food, personality and CTAs. This is how a Ding Dog Copywriter would write in these categories. Also feel free to use these lines whenever and wherever.

## PLANT-BASED

TASTE THAT, MEAT LOVERS  
MAKES YOU WANNA FACE PLANT  
DISH THE DIRT  
PLANT ONE ON ME

## PERSONALITY

RING MY BELL  
FRANKLY, IT'S TUCK-IN AWESOME  
IT'S FRANKLY, FILTHY  
YOU LIKE BIG BUNS AND YOU CANNOT LIE  
IT'S A SAUSAGE PARTY  
RELISH THE MOMENT  
BONE-A-FIED FLAVOUR

## CTA

ORDER ON UBER EATS TODAY  
ORDER OUR DOGS TO GO WITH UBER EATS  
DIRTY PLANT-BASED DOGS, DELIVERED  
STUFF YOUR FACE WITH PLANT-BASED



# Brand **Mark**

**Important Note:** Referencing The Vegetarian Butcher is mandatory. If it is not referenced in copy or visually, the brand mark required for use is the variation that features The Vegetarian Butcher logo within the lock up. Please and thank you.







**Brand Mark**

Without 'Powered by The Vegetarian Butcher' mark.  
To be used when logo is under 300 pixels wide.

Only to be used when The Vegetarian Butcher is referenced  
elsewhere within the artwork or copy, otherwise please use the brand  
mark that features The Vegetarian Butcher logo in the lock up.



**Brand Mark**

Reversed out on black.  
Without 'Powered by The Vegetarian Butcher' mark.  
To be used when logo is under 300 pixels wide.

Only to be used when The Vegetarian Butcher is referenced  
elsewhere within the artwork or copy, otherwise please use the brand  
mark that features The Vegetarian Butcher logo in the lock up.



Brand Mark

Alternative marks for flexibility. For use when it is not suitable to use the primary brand mark.



**Brand Mark**

Alternative marks for flexibility. For use when it is not suitable to use the primary brand mark.

Only to be used when The Vegetarian Butcher is referenced elsewhere within the artwork or copy, otherwise please use the brand mark that features The Vegetarian Butcher logo in the lock up.





# Key Visuals

## Key Visual: Portrait

The Key Visual will only ever feature hero lifestyle photography and is to be used on POS and social. This illustrates how best to balance the composition of core messages with our food photography. Core messages are as follows:

- Ding Dog, powered by The Vegetarian Butcher.
- Plant-based hot dogs
- Order yours on Uber Eats today.

The KV will always use the logo lock up that features "Powered by The Vegetarian Butcher".



## Key Visual: Landscape

The Key Visual will only ever feature hero lifestyle photography and is to be used on POS and social. This illustrates how best to balance the composition of core messages with our food photography. Core messages are as follows:

- Ding Dog, powered by The Vegetarian Butcher.
- Plant-based hot dogs
- Order yours on Uber Eats today.

The KV will always use the logo lock up that features "Powered by The Vegetarian Butcher".





# Typography

## Brand Typefaces

Much like the vintage look and feel which formed the graphic inspiration, Ding Dog is designed to be an eclectic, energetic and ever changing brand. As such there is no 'set' brand typeface beyond the brand mark.

Masqualero Groove and DVS are our primary fonts.

Masqualero Groove Regular

THE BIG FAT, DELICIOUS  
HOT DOG GOT COVERED  
IN CREAMY SAUCE

DVS Regular

THE BIG FAT, DELICIOUS  
HOT DOG GOT COVERED  
IN CREAMY SAUCE

## Brand Typefaces

Here are some more examples of our most commonly used display typefaces:

Saddlebag Black

**THE BIG FAT, DELICIOUS HOT DOG  
GOT COVERED IN CREAMY SAUCE**

Masqualero Extra Black

**THE BIG FAT, DELICIOUS HOT DOG  
GOT COVERED IN CREAMY SAUCE**

Brothers OT Bold

**THE BIG FAT, DELICIOUS HOT DOG  
GOT COVERED IN CREAMY SAUCE**

## Brand Typefaces

For body copy we recommend the Raleway font family. This is a beautiful, simple san serif which is a great contrast to the bold, elaborate display fonts.

### Raleway Regular

Ding Dog is a plant-based hot dog that looks meat-eaters right in the eye and says, just try me. It's dirty, delicious and has all the gutsy bravado of a street corner vendor. Because when it comes to taste, it's in your face, and that's just how we like it. Bone-a-fied flavour in a bun, delivered straight to your door. Ring my bell, why don't you! Speaking of, we love a little innuendo, cheeky slip of the tongue. After all, we're talking about dirty hot dogs, sausages and buns.

### Raleway Medium

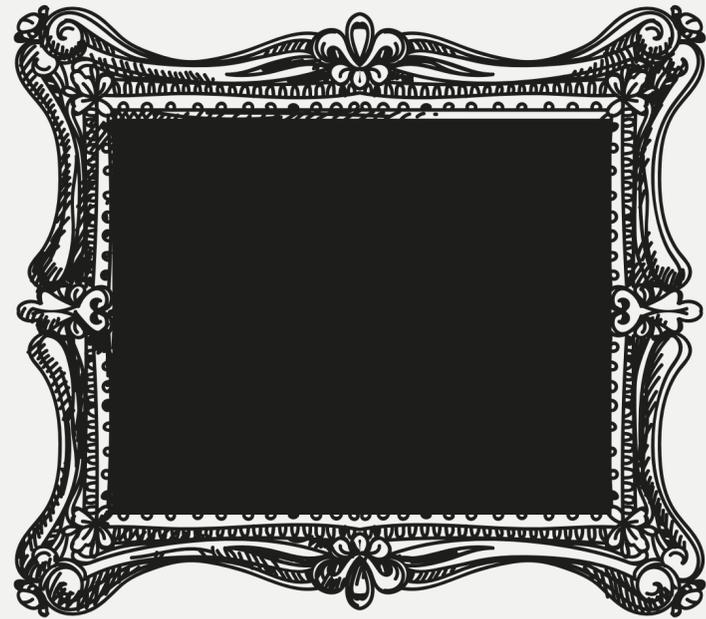
Ding Dog is a plant-based hot dog that looks meat-eaters right in the eye and says, just try me. It's dirty, delicious and has all the gutsy bravado of a street corner vendor. Because when it comes to taste, it's in your face, and that's just how we like it. Bone-a-fied flavour in a bun, delivered straight to your door. Ring my bell, why don't you! Speaking of, we love a little innuendo, cheeky slip of the tongue. After all, we're talking about dirty hot dogs, sausages and buns.

### Raleway Bold

**Ding Dog is a plant-based hot dog that looks meat-eaters right in the eye and says, just try me. It's dirty, delicious and has all the gutsy bravado of a street corner vendor. Because when it comes to taste, it's in your face, and that's just how we like it. Bone-a-fied flavour in a bun, delivered straight to your door. Ring my bell, why don't you! Speaking of, we love a little innuendo, cheeky slip of the tongue. After all, we're talking about dirty hot dogs, sausages and buns.**

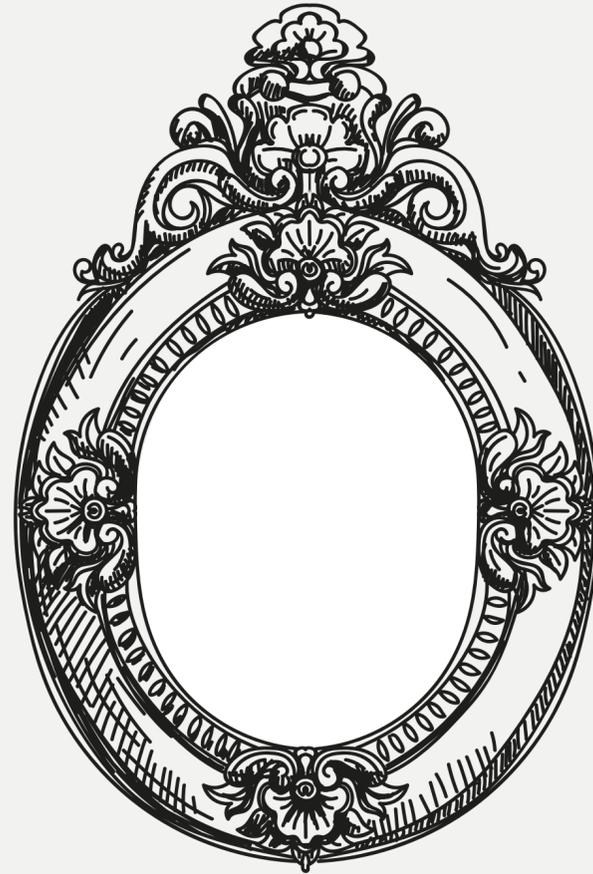


# Colour



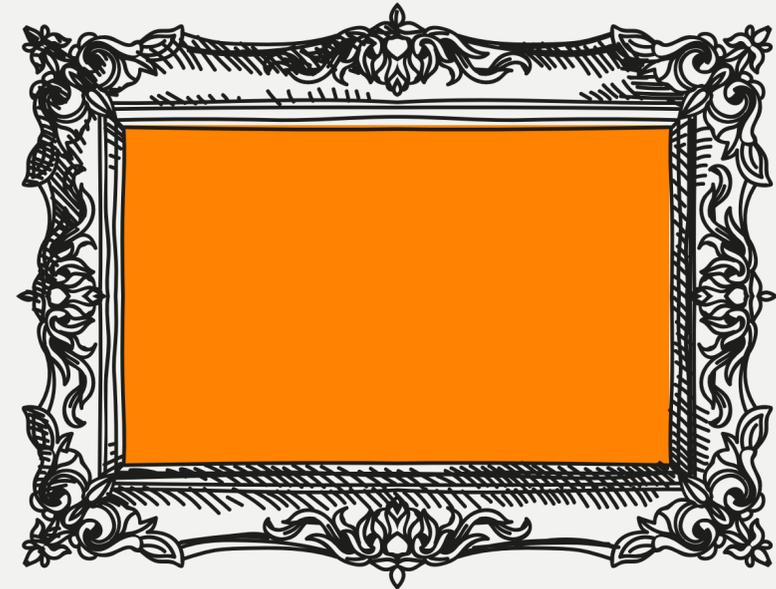
**Pantone Process Black**

RGB: 20 20 20  
HEX: 141414  
CMYK: 0 0 0 100



**Pantone Process White**

RGB: 255 255 255  
HEX: FFFFFFFF  
CMYK: 0 0 0 0



**Pantone 151**

RGB: 233 127 37  
HEX: DF7F25  
CMYK: 0 60 100 0



# Photography









Photography



Only for use on aggregator (delivery partner) apps

Style Guide 1.0



Only for use on aggregator (delivery partner) apps



Only for use on aggregator (delivery partner) apps



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Only for use on aggregator (delivery partner) apps

The Vegetarian Butcher X UberEats



Only for use on aggregator (delivery partner) apps



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Photography



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The Vegetarian Butcher X UberEats

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Only for use on aggregator (delivery partner) apps



**Stickers**

A circular sticker design with a white background and a black border. The top and bottom halves of the circle are filled with a detailed, black, leafy pattern. A horizontal white banner across the center contains the text 'plant-based' in a black, lowercase, serif font.











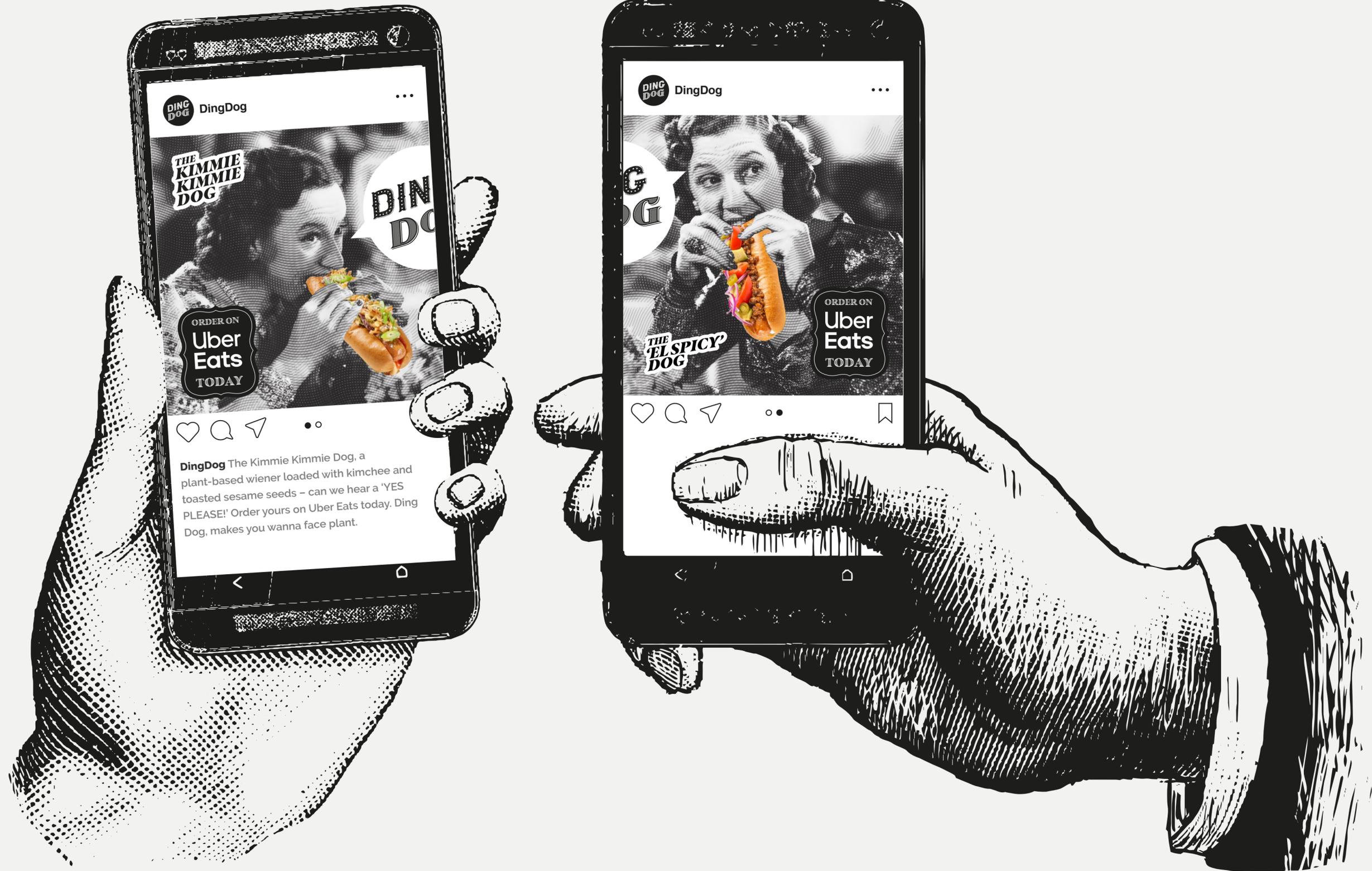


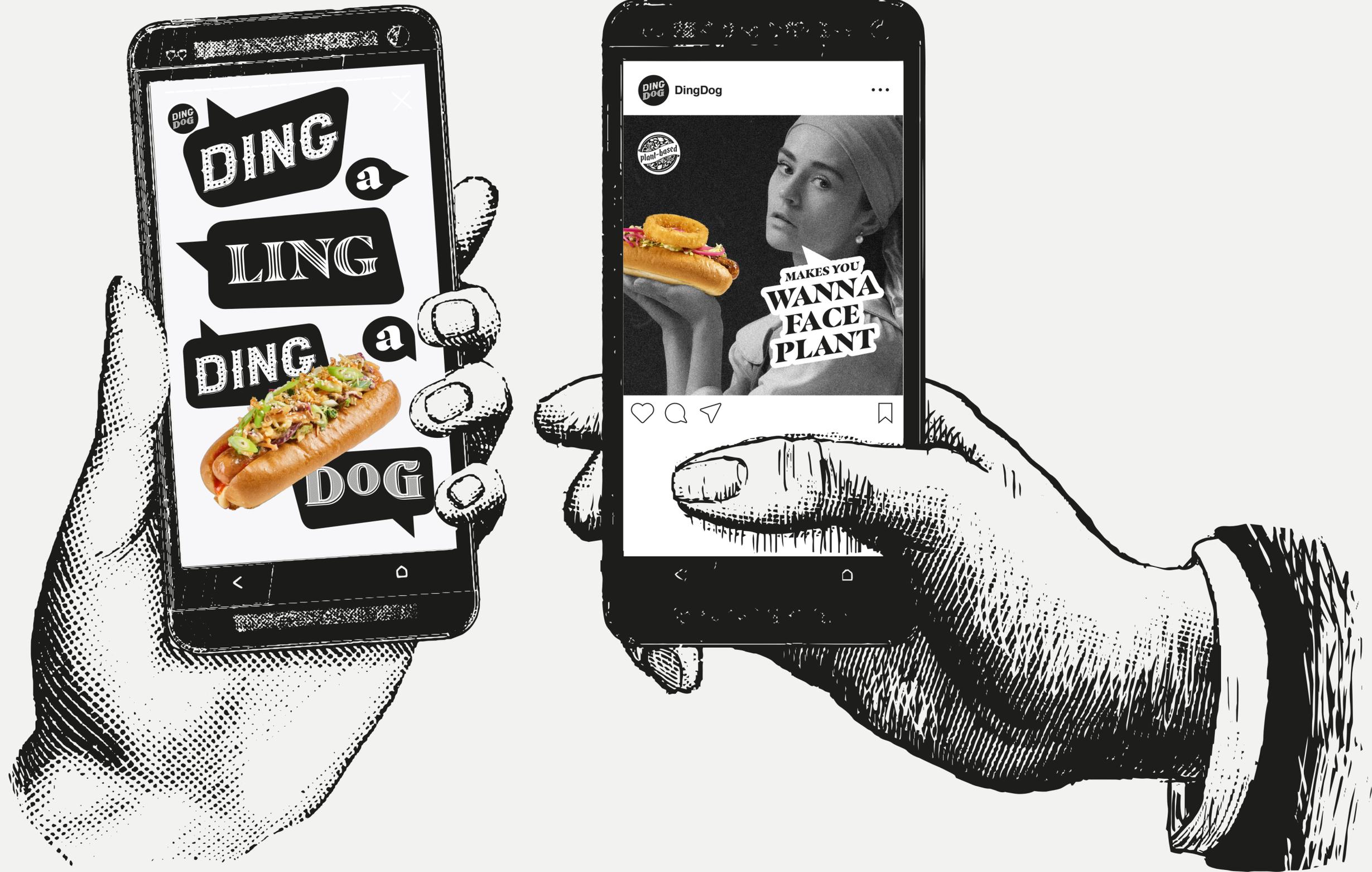




# APPLICATIONS

















# Characters

## Ding Dog Characters

### Why the olde-worlde feel?

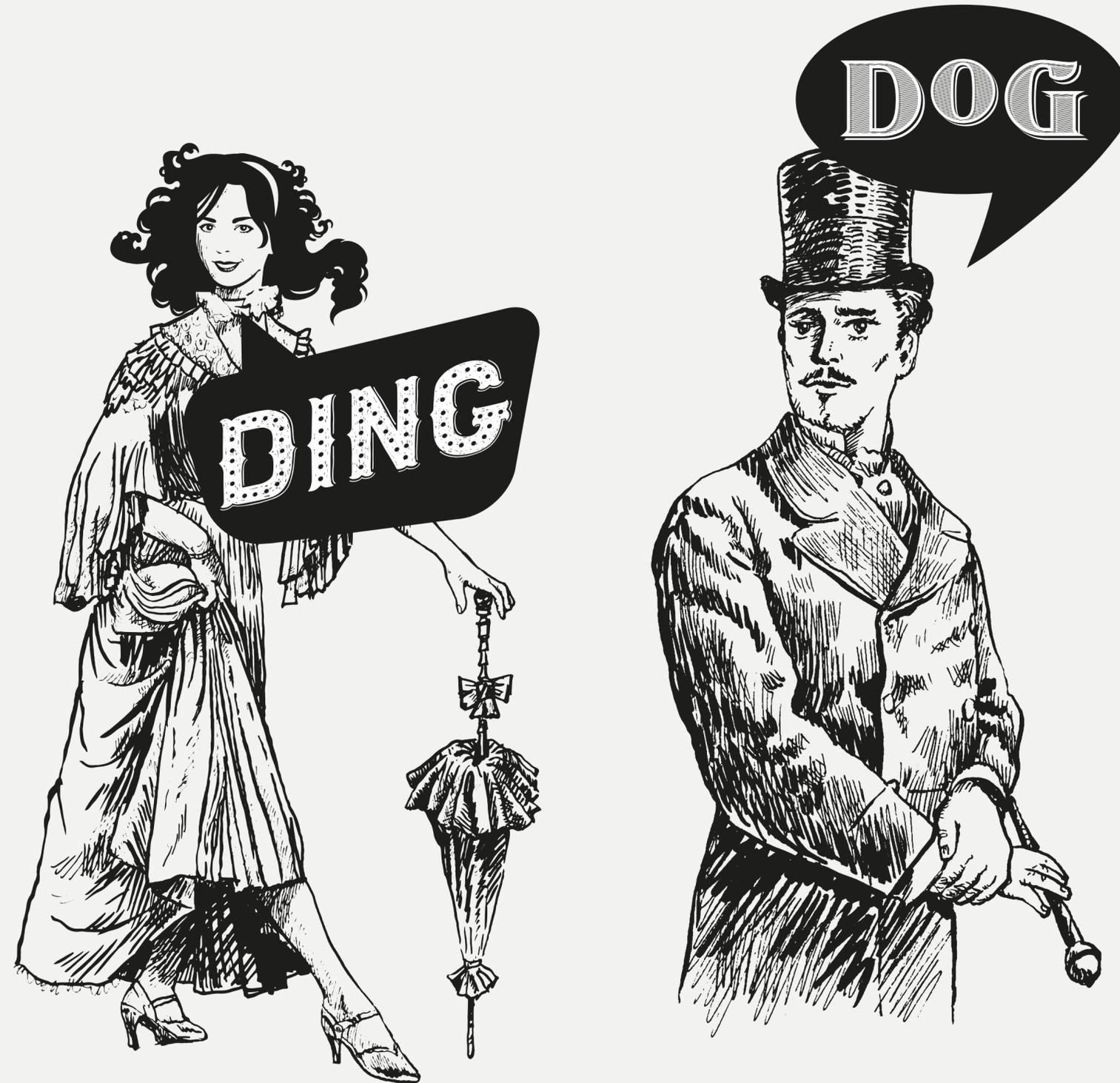
The term DING DONG was coined around 1860.  
So bad-a-bing, Ding Dog meets vintage people. What a pair.

### Old School Meets New School

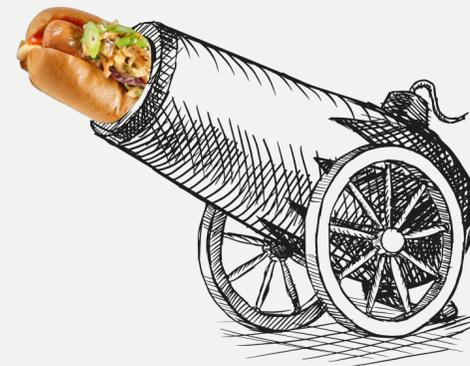
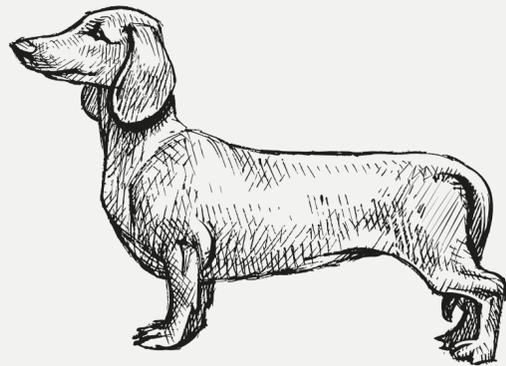
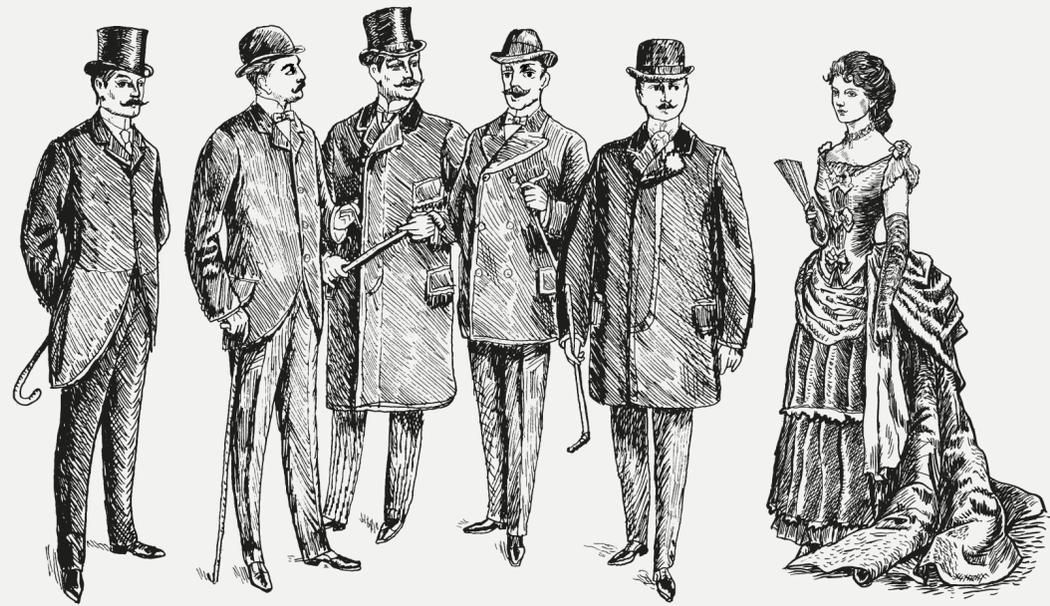
As a takeaway brand powered by The Vegetarian Butcher we decided to use people as characters to pay homage to the face of their brand, an art nouveau styled woman that gives off an olde-worlde feel. Given The Vegetarian Butcher describes their product openly as, 'the meat of the future' – well, we decided to go with the classic old school meets new school. Old school visuals: Victorian era sketches meets new school language: DMs, Netflix and chill and cheeky innuendos. The juxtaposition is where our edgy brand's personality and attitude lives, making the Victorian characters an imperative brand feature. So, use them as often as you like. (But don't forget the dog!)

### The Family

Typically, it is just adult men and woman, but when appropriate and serving a purpose, feel free to expand the family - and the unusual.



*The two main Ding Dog protagonists. You can't have a ding - without a dog.*







**TASTE THAT,  
MEAT LOVERS**