# Logo & Brand Guidelines

2026

Candy Pop

GoDaddy
LOGO DESIGN SERVICES

## Candy Pop Brand Snapshot

**Why People Love Us**

- Sweet Variety, Big Smiles: Different types of tasty candies kids get excited about—fun to pick, fun to share, and hard to stop at just one.
- Instant Nostalgia: Candy that takes adults right back to childhood—those familiar flavors and throwback favorites that bring back memories with every bite.
- A Treat for Every Moment: Whether it's a small reward, a party add-on, or a jar because craving, Candy Pop Co. makes it easy to turn ordinary days into something sweeter.

**Who we Help?**

Families and candy lovers of all ages—kids who want fun, tasty treats and adults who miss their childhood favorites. Perfect for anyone looking to satisfy a sweet tooth and bring a little nostalgia into the day.

**How to Talk About Us?**

- Sweet treats for kids, and throwback favorites for grown-ups.
- A candy shop experience that tastes like pure childhood joy.
- Different types of candy, one simple goal: make your day sweeter.

## Logo Overview

Your primary logo will be used to represent your brand across digital and physical media. It should appear in prominent and frequently viewed locations, such as:

- Website header and footer
- Printed materials
- Email signatures
- Any place where the target audience encounters the brand for the first time

This helps establish a strong and consistent first impression.

**Primary Logo**

## Logo Overview

**Logo Variations**

## Logo Overview

Your secondary logo, also known as an alternate logo, will be used when a simpler design is more appropriate. Common examples are:

- Postcards
- Social media designs
- Business cards
- External advertising
- Any layout with a small or square space for a logo

These versions ensure your branding remains clear and recognizable, even in compact formats.

**Secondary Logo**

## Logo Overview

**1. Favicon**

A favicon is a simplified version of your logo used in digital spaces like browser tabs, bookmarks, apps, and shortcuts. Given its small size (typically 16x16px to 48x48px), it should be minimal, clear, and instantly recognizable. Ideally, it omits or initials without legibility at this detail.

**2. Social Media Icons**

Your final logo folder also includes social media logo files, pre-sized and optimized for profile images, cover photos, and other branded elements used on each platform's specific requirements.
Use a simplified version (your secondary logo) for profile images to maintain clarity at smaller sizes, and the full logo for cover photos and posts. The brand logo is a key part of our identity on social media and should always be used in its approved form without changes or effects.

Consistent use across platforms helps build recognition, trust, and a professional image.
Let me know if you'd like this integrated into a brand guideline layout or document.

**Favicon**

**Social Media Logo**

## Color Palette

These are the main colors of your brand and should be used consistently across all materials, such as your logo, website, packaging, and other physical or digital items. Using a consistent set of colors keeps your brand clear and recognizable.

| Primary | Secondary color | Accent | Accent |
|---|---|---|---|
| HEX #ba2456 | HEX #92ff00 | HEX #5b0a48 | HEX #ffffff |
| RGB 186 36 86 | RGB 146 255 0 | RGB 91 10 72 | RGB 255 255 255 |

## Typography

**Primary Font:**
Our primary typeface is the cornerstone of our visual identity. It is used in the logo, headlines, and key brand communications to maintain a strong and recognizable presence. The primary font reflects the brand's personality—modern, clean, and professional—ensuring consistency across all platforms.

**Primary Font (Header)**

Baloo

Aa

**Typography in Use**

The Next Generation.

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## Your Logo in Action

## Logo Usage Guidelines

These guidelines are designed to protect the integrity of your brand by providing clear rules on how the logo should appear across all touchpoints. The logo is a key asset of the brand identity, and correct usage ensures it communicates the intended values, style, and personality. This document serves as a reference for designers, partners, agencies, and internal teams to maintain a professional and unified visual identity.

**Importance of Consistency**

Consistency in branding is not just about visuals—it is about creating familiarity and trust. Every time an existing or potential customer sees the logo, it should look the same, regardless of where it appears—whether on a website, business card, social media post, or merchandise. Uniform application of the logo ensures that the brand:

- Is instantly recognizable.
- Appears professional and reliable.
- Builds a strong emotional connection with its audience.
- Avoids confusion caused by inconsistent or incorrect logo variations.

By following these rules, every brand communication reinforces the same message and visual identity, strengthening long-term recognition and brand value.

Thank You

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