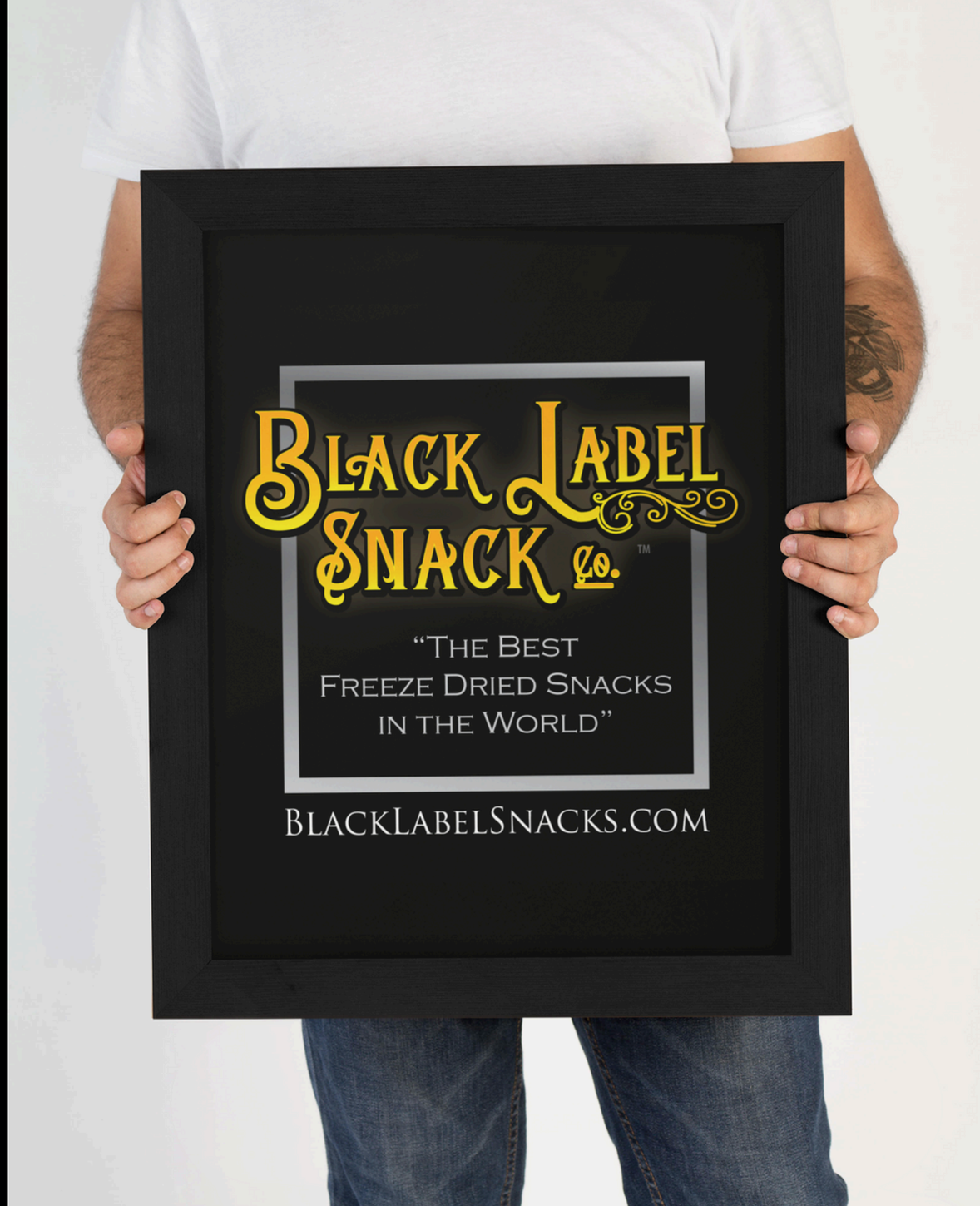
The Brand Kit

2025



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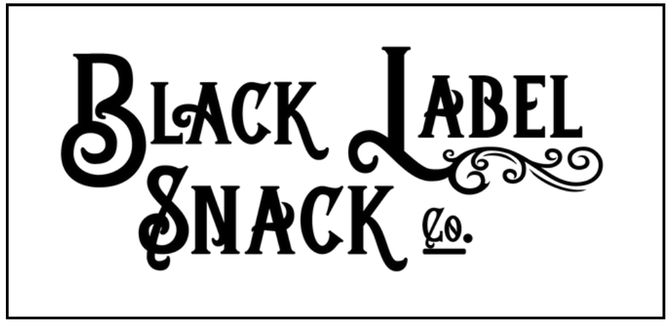
The Logo

The Black Label Snack Co. logo is bold, vintage, and expressive, featuring an ornate, western-style serif logotype with decorative flourishes. A vibrant yellow and orange gradient creates a glowing, high-contrast effect that makes the logotype pop. A modern square frame anchors the design, while the elegant serif tagline adds a refined touch. The logo is designed to stand out clearly on dark backgrounds.

Full Logotype (Package Label With Website URL)

Specialty Logotype (Apparel and Merch) on White



Specialty Logotype (Apparel and Merch) on Black

Full Logotype (Official Use – No URL) on White

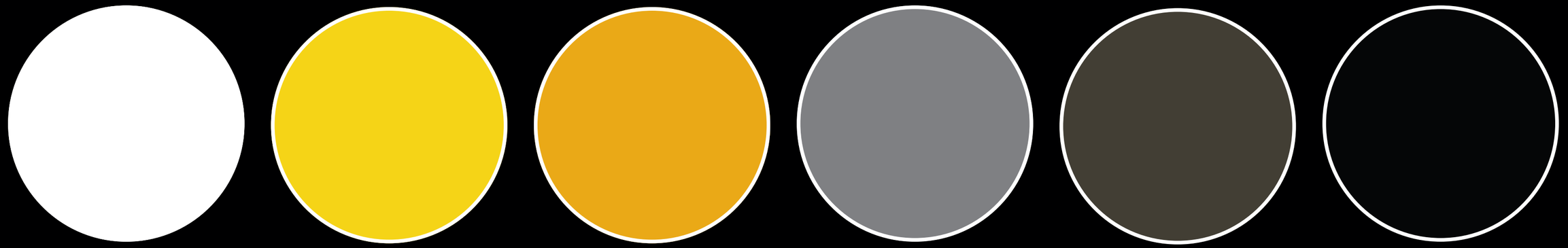
Full Logotype (Special Clear Packaging)

Full Logotype (Official Use – No URL) on Black

The Color Palette

We use bold black as our primary color, complemented by rich gold and warm tones that bring depth and energy to our look. Our supporting colors reflect the vintage, high-contrast style of our brand, adding character and warmth. When used thoughtfully, these colors help bring a sense of boldness and craft to our content.

Primary Colors



Fonts & Typography

Our font choice embodies sophistication and vintage appeal with distinct characters

Bb

Black Django

Primary Font

For Main Logotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()

Bb

Copperplate Gothic Light

Secondary Font

For Tagline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890!@#$%^&*()

Photos

We opt for natural and raw, featuring everyday people in natural situations that customers can relate to.

Black Label Snack Co.
"The Best Freeze Dried Snacks in the World"
BlackLabelSnacks.com

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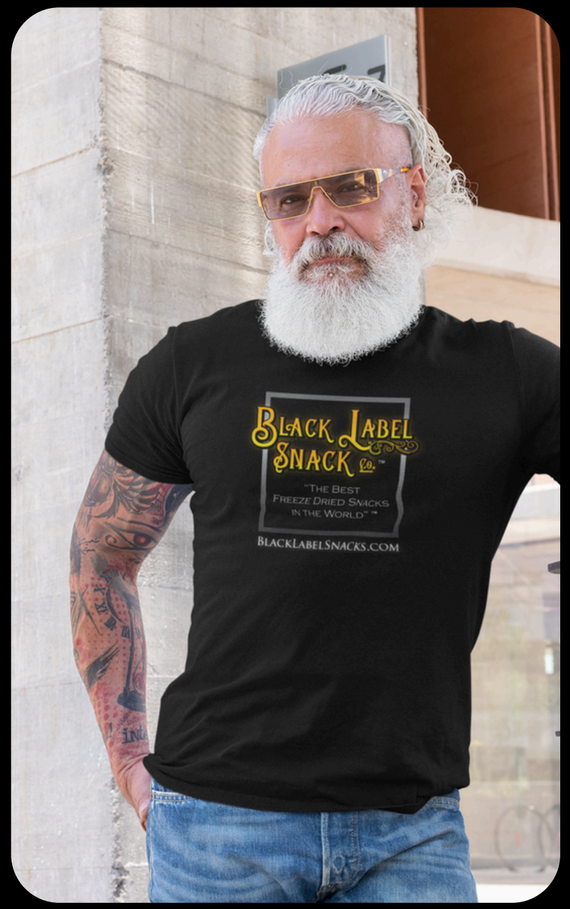
Mockups


BLACK LABEL
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This is Black Label Snack Co.

Contact Us

We'd love to hear your thoughts and answer any questions you may have about our brand.

Email: info@blacklabelsnacks.com
Website: www.blacklabelsnacks.com