

Brand Guidelines

Stirred Daily

Branding concept

A rustic kitchen identity shaped by worn wood, soft linen, aged metal and warm natural light.

Short personal notes bring cook Petey's perspective to food and useful tools.

Logo



Logo

Primary



Primary Palette

Linen and Oat give the pages a warm, tactile base. Walnut carries the text, Olive leads the identity, and Clay adds a restrained earthy accent.

Linen
R241 G233 B220
#F1E9DC

Walnut
R52 G45 B37
#342D25

Olive
R98 G105 B77
#62694D

Clay
R165 G111 B80
#A56F50

Oat
R223 G210 B188
#DFD2BC

Typography

Ibarra Real Nova
Public Sans