



BRAND GUIDELINES

Official identity, messaging, packaging, and AI media rules

BACON MEETS POPCORN.

VERSION 1.0 | PRELAUNCH BRAND SYSTEM

THE IDEA PEOPLE REMEMBER

A simple name, a visual friendship, and a powerful comfort-food promise.

BRAND PROMISE

Bacorn brings bacon and popcorn together in a snack that feels familiar, surprising, joyful, and easy to talk about.

CONSUMER FEELING

Smoky. Crunchy. Warm. Playful. The brand should create appetite first and a smile immediately after.

COMMERCIAL ROLE

A flexible snack platform for direct sales, retail, restaurants, concessions, subscriptions, gifts, and limited-time offers.

PRIMARY TAGLINE

1,000,000% DELICIOUS!

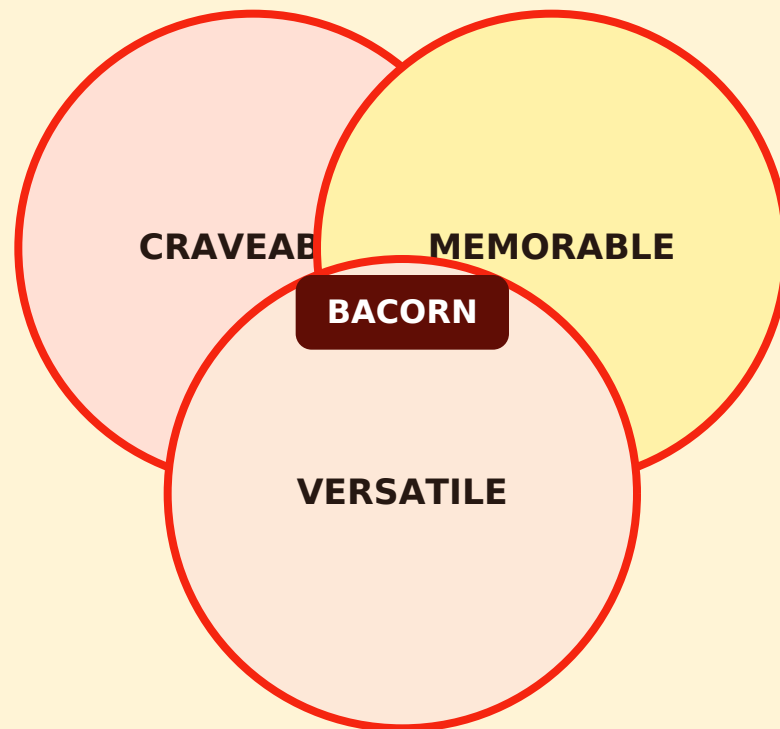
Use the exclamation point when the tagline is presented as a standalone lockup. The logo artwork is the final authority for punctuation and capitalization.

SUPPORTING POSITIONING

- Bacon meets popcorn.
- The future of comfort snacking.
- Savory, smoky, crunchy, and unforgettable.

ONE BRAND, MULTIPLE BUYING MOMENTS

Consumer joy on the front end; credible economics and execution on the back end.



PRIMARY CONSUMERS

- Bacon and savory-snack fans
- Families, road-trippers, movie-night buyers
- Gift and novelty-snack shoppers
- People drawn to bold limited flavors

BUSINESS BUYERS

- Independent retail, convenience, grocery, and big box
- Restaurants, QSR, bars, theaters, hotels, and caterers
- Rodeos, fairs, festivals, stadiums, and concession operators
- Distributors, brokers, production partners, and strategic investors

POSITIONING GUARDRAIL

Do not market Bacorn as a health food. Quality, flavor, consistency, and the experience are the core value. Nutrition and shelf-life claims require validation from the final product and facility.

THE OFFICIAL MARK

Use the supplied transparent PNG. Never recreate the wordmark with a font.



PRIMARY USE

Website hero, packaging, paid media, decks, retailer materials, event signage, social cards, and official downloads.

BACKGROUND RULE

Warm cream and white are preferred. Deep brown or charcoal is acceptable when the full logo remains crisp and readable.

ASSET RULE

Always place the logo as an image asset. Preserve transparency, proportions, colors, food imagery, outline layers, and tagline.

KEEP THE MARK STRONG

Consistency creates recognition. The logo is not a flexible illustration.



Maintain clear space equal to the height of the tagline strip.

DO NOT

- Stretch, squash, rotate, or skew the logo
- Change the red, gold, cream, orange, or brown colors
- Remove the bacon, popcorn, outline, or tagline
- Add effects, bevels, glows, or shadows not in the asset
- Place the logo over visually busy food photography
- Generate a replacement logo with AI
- Use the mark below a legible minimum size

MINIMUM DIGITAL WIDTH

Use at least 240 px when the full tagline is present. For smaller placements, commission an approved simplified mark rather than deleting elements ad hoc.

MINIMUM PRINT WIDTH

Use at least 1.75 inches for the full lockup. Confirm proof readability before production.

WARM, SAVORY, AND HIGH-ENERGY



BACON RED

#F52510

Primary CTA / energy



DEEP RED

#C60703

Packaging depth



BACON BROWN

#600D05

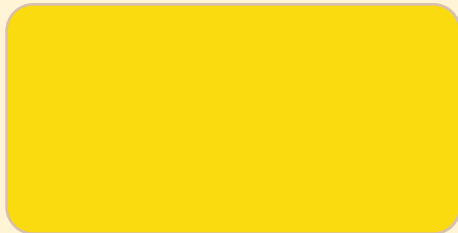
Outlines / premium



DARK OUTLINE

#2E0100

Contrast / shadows



GOLDEN YELLOW

#FADB0F

Tagline / highlights



TOASTED ORANGE

#EC751F

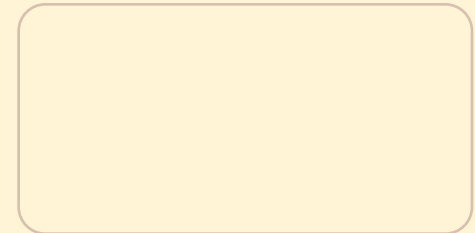
Flavor accents



POPCORN CREAM

#FCF8DB

Logo / cards



WARM CREAM

#FFF4D6

Primary background

ACCESSIBILITY

Use charcoal, dark brown, or deep red for body text on cream. Use white on deep red or brown. Verify contrast before launch; do not rely on yellow for small text.

LOUD HEADLINES, CLEAN READING

The logo is custom artwork. Supporting type should be strong, simple, and highly legible.

BACON MEETS POPCORN.

Display direction: condensed, bold sans-serif - Bebas Neue, Anton, Oswald, or closest available equivalent.

A snack people remember.

Subhead direction: Montserrat Bold, Inter Bold, Arial Bold, or equivalent.

Bacorn brings smoky, savory comfort and playful energy to road trips, movie nights, restaurant tables, events, and retail shelves.

Body direction: Montserrat, Inter, Arial, or a clean sans-serif. Use generous line spacing and short paragraphs.

TYPE RULES

Use sentence case for paragraphs. Use uppercase selectively for labels and high-impact headlines. Avoid novelty fonts, scripts that compete with the logo, and overly compressed body text.

BUTTONS

Keep calls to action short: Join the Batch, Shop Bacorn, Request Samples, Wholesale Inquiry, Vote on Flavors.

BACON AND POPCORN ARE FRIENDS

The package characters turn the product concept into a warm, recognizable relationship.



CORE CHARACTER RULES

- A happy bacon strip and happy popcorn piece
- Both have friendly faces, arms, and legs
- They hold hands in the primary relationship pose
- Expressions should feel joyful, curious, excited, or proudly mischievous
- The friendship represents two comfort foods becoming one brand
- Keep the shapes appetizing and clearly recognizable

DO NOT

Do not make the characters frightening, greasy, violent, sexualized, angry, sick, or visually connected to raw meat. Do not use a third-party mascot or copyrighted restaurant character without a license.

MAKE PEOPLE HUNGRY

Every image should sell texture, aroma, warmth, sharing, and the moment around the snack.



FOOD CLOSE-UPS

Show visible crunch, bacon texture, seasoning, steam only when authentic, and warm directional light.

LIFESTYLE

Road trips, movie nights, game days, parties, restaurants, rodeos, concessions, and gifts.

COMPOSITION

Simple backgrounds, strong product focus, appetizing scale, and room for concise headlines.

AUTHENTICITY

Do not show ingredients, packaging, product shapes, serving sizes, or claims that are not actually available.

AI IMAGE RULE

AI may be used for concept exploration, but product photography and packaging shown as available must match the approved real product. Label concepts internally.

FUN TO SHARE. CLEAR TO TRUST.

Bacorn sounds confident and human, not corporate, desperate, or overhyped.

WE ARE

Bold

Playful

Warm

Direct

Appetite-driven

Retail-ready

WE ARE NOT

Gross

Childish

Confusing

Fake-premium

Health-preachy

Full of empty hype

WORDS TO OWN

Smoky

Crunchy

Savory

Comfort

Flavor

Batch

Share

APPROVED EXAMPLE

Bacon meets popcorn. Smoky, crunchy, and made for the moments people remember.

AVOID

The most revolutionary, disruptive, guaranteed viral snack in the history of the world.

RECOGNIZABLE FROM ACROSS THE AISLE

The bag is the consumer-facing hero. Keep the hierarchy simple and repeatable.



FRONT-OF-PACK HIERARCHY

- 1 **BACORN name**
Immediate recognition
- 2 **Mascot duo**
Friendship and fun
- 3 **Flavor name**
Clear variant navigation
- 4 **1,000,000% Delicious!**
Brand promise
- 5 **Net weight / required info**
Retail compliance

FLAVOR SYSTEM

Keep a consistent base layout. Differentiate flavors with one controlled accent color, a clear flavor name, and limited supporting imagery. Do not redesign the brand for every SKU.

ADAPT THE MESSAGE, NOT THE IDENTITY

The logo, palette, promise, and product truth stay consistent across every channel.

DIRECT TO CONSUMER

Founders Batch, bundles, gifting, Flavor Club, flavor voting, launch updates.

WHOLESALE & RETAIL

Velocity, margin, case pack, shelf presence, pilot readiness, buyer resources.

RESTAURANTS & QSR

Table snack, paid side, bar snack, dessert topping, mix-in, and limited-time offer.

EVENTS & CONCESSIONS

Rodeos, fairs, stadiums, festivals, sampling, bulk cases, co-branded activation.

SOCIAL MEDIA

First-bite reactions, mascot stories, polls, flavor drops, event moments, user-generated content.

PRESS & PARTNERS

Founder story, Texas launch, brand facts, approved images, business-development milestones.

TEACH EVERY TOOL THE SAME BRAND

Use this page as the governing instruction when generating slides, infographics, ads, or web media.

MANDATORY

- Use the exact attached official Bacorn logo as an image.
- Use the attached bag as the approved packaging and mascot reference.
- Spell the tagline exactly: 1,000,000% Delicious!
- Preserve logo proportions, transparency, colors, food imagery, outlines, and tagline.
- Use the palette and typography guidance in this document.

DO NOT

- Do not redraw or approximate the logo.
- Do not invent retailer, restaurant, investor, or celebrity partnerships.
- Do not publish unvalidated nutrition, protein, shelf-life, vegan, allergen, or health claims.
- Do not reveal formula ratios, preservation methods, supplier pricing, or confidential manufacturing details.

COPY-PASTE AI INSTRUCTION

Create media for Bacorn using the exact official logo and bag image supplied with this guide. Follow the red, gold, orange, brown, cream, and charcoal palette. The tone is bold, warm, playful, appetizing, and commercially credible. Do not alter the logo or invent product claims, partnerships, reviews, packaging, flavors, or availability. Treat unapproved concepts as concepts and label them clearly.

PROTECT THE BRAND BEFORE SCALING IT

Marketing must stay exciting without outrunning the product, evidence, or legal status.

TRADEMARK

Use Bacorn™ while registration is pending. Never use ® before registration. Protect the word mark, logo, mascot art, and possibly the tagline through an approved filing strategy.

COPYRIGHT

Track ownership of logo art, mascots, packaging, photography, copy, video, web pages, and campaign assets. Keep dated source files and contractor assignments.

TRADE SECRET

Keep recipe ratios, adhesion process, preservation approach, supplier pricing, and manufacturing specifications confidential and access-controlled.

FOOD CLAIMS

Do not publish shelf-life, high-protein, nutrition, allergen, vegan, natural, or preservative claims until the final formulation and facility support them.

PARTNERSHIPS

Do not use Walmart, McDonald's, Buc-ee's, Kroger, Sam's Club, or other logos or imply a relationship without written permission.

PRESALES

State the batch threshold, deadline, expected shipping window, refund terms, and current production status clearly. Never fabricate scarcity.

STATUS LANGUAGE

Use “planned,” “in development,” “target,” “concept,” or “current assumption” until a product feature, partnership, price, margin, or distribution commitment is confirmed.

BACORN QUICK REFERENCE



BRAND

Bacorn™

**Bacon meets popcorn.
1,000,000% Delicious!**

VOICE

Bold. Warm. Playful. Direct. Appetizing.
Commercially credible.

PRIMARY COLORS



NON-NEGOTIABLE

Use the exact logo. Do not distort it. Do not invent partnerships. Do not publish unvalidated product claims. Do not reveal trade secrets.

BACON MEETS POPCORN.