



CROSSTOWN

BRAND GUIDELINES

ALMOND
BRITTLE

CROSSTOWN

CROSSTOWN

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CROSSTOWN

An independent food brand with a progressive approach to delicious ingredients.

Crosstown is a scratch bakery in London specialising in handcrafted doughnuts, small batch ice cream, homemade cookies, chocolate, and specialty coffee. We launched on Leather Lane market in 2014 with the world's first sourdough doughnuts, and have since opened 23 locations throughout London, as well as a new flagship in the heart of historic Cambridge.

Alongside serving customers at our stores, we're proud to offer a bespoke catering service, perfect for celebrations, corporate events, and gifting. We deliver our craft to doorsteps across the UK, with orders placed direct on the Crosstown website.

CROSSTOWN

CROSSTOWN

main logo. this is the most simple logo in crosstown branding, consisting of our Bebas font in bold with a slight kerning added. DO NOT TYPE OUT AS FONT. USE VECTOR FILE

CROSSTOWN
L O N D O N

CROSSTOWN


Variations of the logo include a version featuring “London” below. this uses AWconquerer font with a very wide spacing (800pt). other versions of this can be produced i.e. cambridge. but the letter spacing should be set accordingly. another variation has the product icons underneath. the size and spacing for this is set and should not be edited in any way.





space around the logo should be a minimum of the height of the “N” in the logo to create enough space.

CROSSTOWN

L O N D O N spacing: 800pt

CROSSTOWN

C A M B R I D G E spacing: 700pt

CROSSTOWN

C H O C O L A T E spacing: 600pt

examples of variation in the secondary logo line and how spacing is changed by eye depending on the word



PRIMARY LOGO USAGE

02

full logo

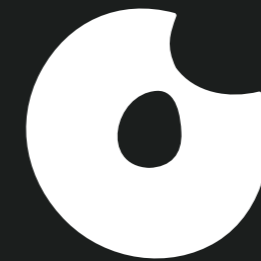
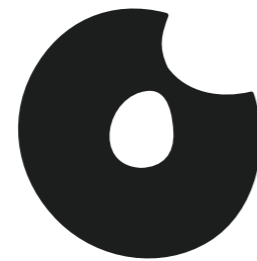


CROSSTOWN®



LONDON

icon



SECONDARY LOGO USAGE

secondary logos to be used when marketing is product specific, i.e. a poster promoting a new doughnut flavour would use the secondary crosstown logo with doughnut icon

full logo

CROSSTOWN[®]



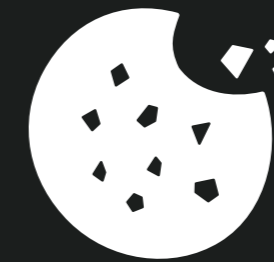
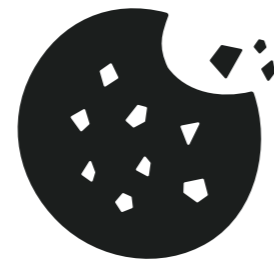
L O N D O N

CROSSTOWN[®]



L O N D O N

icon



SECONDARY LOGO USAGE

secondary logos to be used when marketing is product specific, i.e. a poster promoting a new doughnut flavour would use the secondary crosstown logo with doughnut icon

full logo

CROSSTOWN[®]



L O N D O N

CROSSTOWN[®]



L O N D O N

icon



SECONDARY LOGO USAGE

secondary logos to be used when marketing is product specific, i.e. a poster promoting a new doughnut flavour would use the secondary crosstown logo with doughnut icon

full logo



icon



SECONDARY LOGO USAGE

secondary logos to be used when marketing is product specific, i.e. a poster promoting a new doughnut flavour would use the secondary crosstown logo with doughnut icon



LOGO RESTRICTIONS

logos should appear white on black background or black on white background.
not not edit the logo or add effects in any way (illustrated above)



icons used all together should sit in this order only and sizes of the circular icons should be consistent

CROSSTOWN    

CROSSTOWN



icon usage with the primary logo can be shown in the above variations only



BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9 ! @ £ % & * ()

Source Sans Pro - bold

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ £ % & * ()

Source Sans Pro - light

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 ! @ £ % & * ()

Bebas Neue is Crosstown's primary title font as well as the font used in the logo. should be displayed in bold always. set large pt sizes to contrast with the body copy.

Source sans pro is Crosstown's body copy font. all copy apart from titles should use this font. this font is primarily used in light weight, but if more legibility is needed then bold can be used



BLACK

#1b1d1d
r27g29b29
c77m65y61k81

OFF WHITE

#f0eae4
r240g234b228
c07m08y11k00

GREEN (VEGAN)

#9fba92
r159g186b146
c44m14y50k01

PURE WHITE

#ffffff
r255g255b255
c00m00y00k00



COLOUR PALETTE

black and white is the primary colour palette for Crosstown. off white can be used if a warmer feel is required. green is used in relation to our vegan products. variations and new colours can be used if the design requires it and the above colours do not work



COLOUR & LOGO

above illustrates colour usage with the crosstown logo



PHOTOGRAPHY - FLAVOUR

flavour photography is the primary visual representation of product for crosstown. product should be the main focus, with ingredients taken from the flavour profile as secondary focus. props (towels, plates, cutlery, trays etc) are tertiary focus and should fit the style of the shoot. surfaces and backgrounds used are always natural in some way, wood & stone are good examples. colour palette should be used to either complement the product or contrast. flavour shots always show 45° angle, top down, same level and if the doughnut is filled then a cut in half shot should be taken as well. product should never have ingredients on top, be torn, ripped or messy. interaction with hands is also encouraged. shot angles shown here are applicable to all Crosstown shoots



FLAVOUR SHOT EXAMPLE



PHOTOGRAPHY - EDITORIAL

editorial photography at Crosstown is used to show the customer how the product could be served and to further the theme for the shoot/marketing. props are used heavily in this style of photography and should always suit the shoot, i.e. Christmas features a festive table setting with decorations, alcohol in formal glassware and premium place settings. set ups should feel rich and premium with product always remaining the primary focus. this is also an opportunity to show how the gift sets and mixes of product can come together in a beautiful package.



PHOTOGRAPHY - GIFTING

gift set photography is used by Crosstown to show the customer a clear visual of what the set includes. these are mainly used in digital marketing (website, email etc) and is photographed on a colourama background to create a seamless background that can be extended indefinitely in post and allows flexibility in use. Crosstown made product is always displayed on black trays with third party product shown next to this. minimal props and ingredients to be used.



PHOTOGRAPHY - INDIVIDUAL GIFTING

individual gifting shots are used to pull out specific elements of the gift sets to show them in their best light. ingredients and props can be used but not always necessary. if more height or interest is required then natural elements like stone slabs can be used.



PHOTOGRAPHY - UGC

while we refer to these type of shots as user generated content, some of these are taken in house. the style for these is generally more casual than our in studio shoots, showing product in hand and outside locations i.e. stores. the aim is to show the customer how exciting and visually delicious our product can be, also highlighting the urban city aspect of our brand. the same rules apply from our studio shoots i.e product not messy, only hands showing, never faces. this is also an opportunity to show how our product is packaged when delivered or bought in store. UGC shots are primarily used in our social channels.



flavour



generic



deals



PRINT EXAMPLES - AFRAMES



front cover



intro spread




doughnut menu



back cover



<p>milk chocolate truffle</p> <p>—</p> <p>with dark chocolate ganache</p>	
	<p><input checked="" type="radio"/> CLASSIC</p> <p><input type="checkbox"/> SOURDOUGH</p> <p><input type="checkbox"/> VEGETARIAN</p>
	<p>£4.50</p>

SOLD OUT

milk chocolate truffle

<p>dark chocolate truffle</p> <p>—</p> <p>with dark chocolate ganache</p>	
	<p><input checked="" type="radio"/> PREMIUM</p> <p><input type="checkbox"/> SOURDOUGH</p> <p><input checked="" type="checkbox"/> VEGAN</p>
	<p>£4.50</p>

SOLD OUT

vegan dark chocolate truffle



CROSTOWN

Introducing the Crosstown
X Max La Manna: Bread Pudding

Our vegan sourdough doughnuts are combined with macerated forced rhubarb and a homemade oat milk custard, topped with almond crumble and part-baked to golden perfection. The pudding is ready to be popped in the oven at home and served alongside your favourite ice cream. Each tray will happily serve 3-4 people.

Order online at crosstown.co.uk throughout Veganuary

crosstown.co.uk [@crosstown](https://www.instagram.com/crosstown) [@crosstownlondon](https://www.facebook.com/crosstownlondon) [@crosstownlondon](https://www.twitter.com/crosstownlondon)

THE RECIPE IS INSPIRED BY MAX'S PASSION FOR REDUCING INGREDIENTS GOING TO WASTE, WHILST CREATING BEAUTIFULLY HANDCRAFTED PLANT-BASED MEALS.

The Bread Pudding utilises our left-over sourdough doughnuts, which are made fresh every day. Although we aim to keep waste to a minimum, there are inevitably a few rings, cinnamon scrolls or ball doughnuts which don't make it through to the finished product. Instead, these have been thoughtfully reworked into this delicious Crosstown dessert which reduces waste and satisfies the tastebuds.

15% of sales are donated to The Felix Project - a charity fighting hunger and food waste across London.

SCAN TO FIND OUT MORE ON VEGANUARY

[@maxlamanna](https://www.instagram.com/maxlamanna) [#craftbycrosstown](https://www.instagram.com/craftbycrosstown)

special day promo

CROSTOWN

GRAB 15% OFF AT CROSTOWN CANARY WHARF

Available on sourdough doughnuts, handmade cookies, small batch ice cream and specialty coffee, seven days a week

crosstown.co.uk [@crosstown](https://www.instagram.com/crosstown) [@crosstownlondon](https://www.facebook.com/crosstownlondon)

CROSTOWN CANARY WHARF

Located in Jubilee Place right by the entrance to Wharf Kitchen, this spot is perfect for meetings over a coffee.

west entrance
 east entrance
 Jubilee Place Mall Level 2
 Wharf kitchen

Discount applicable at Crosstown Canary Wharf at Jubilee Place Mall only. Not redeemable in conjunction with any other offer. Expires: / /

store specific



BOXES

6 pk	classic	21.00
	premium	23.00
12 pk	classic	36.00
	premium	39.00

box prices

CROSSTOWN
LONDON

COVID-19 GUIDELINES

- Please wear a face mask inside**
- 1 metre distance** kept by customers and staff at all times
- Strict hygiene procedures in place:**
Hand washing every 20 mins
Sanitiser, masks and gloves available
Surfaces cleaned regularly
- Card only**, pre-order available online at www.crosstowndoughnuts.com
- Perspex guard as a **barrier** between staff and customers

informative - covid rules



PRINT EXAMPLES - IN STORE SIGNAGE



special day message

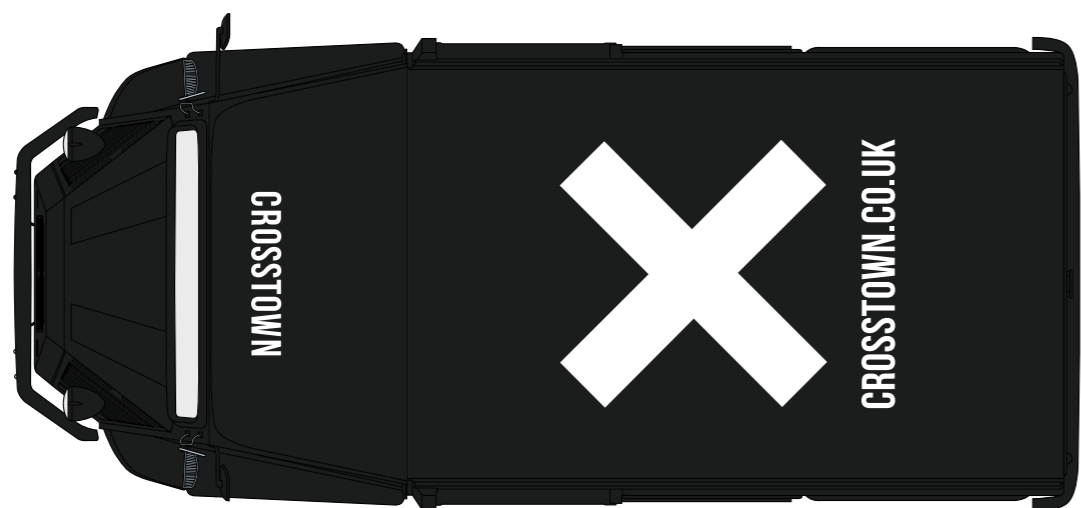


new flavour message

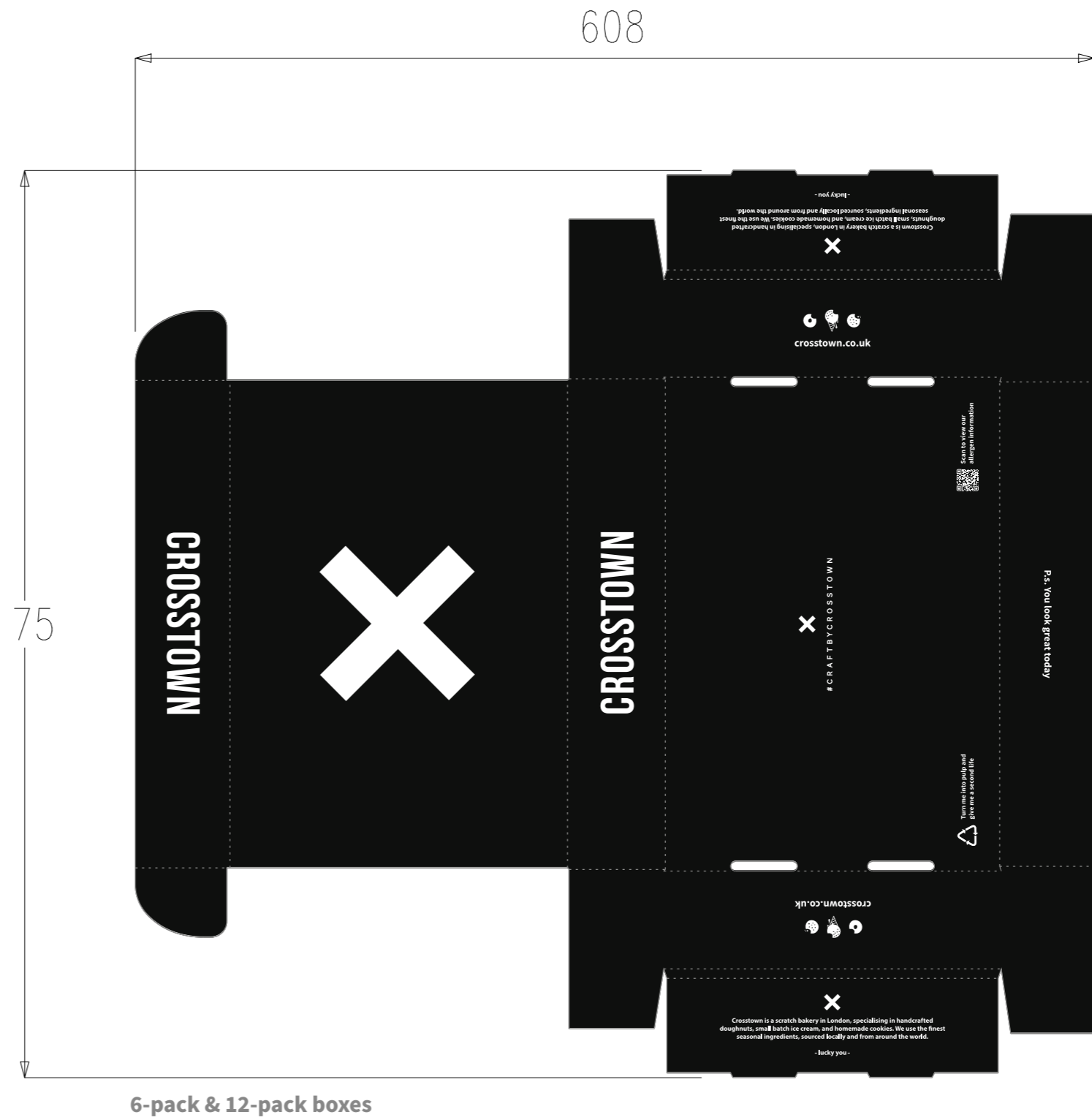
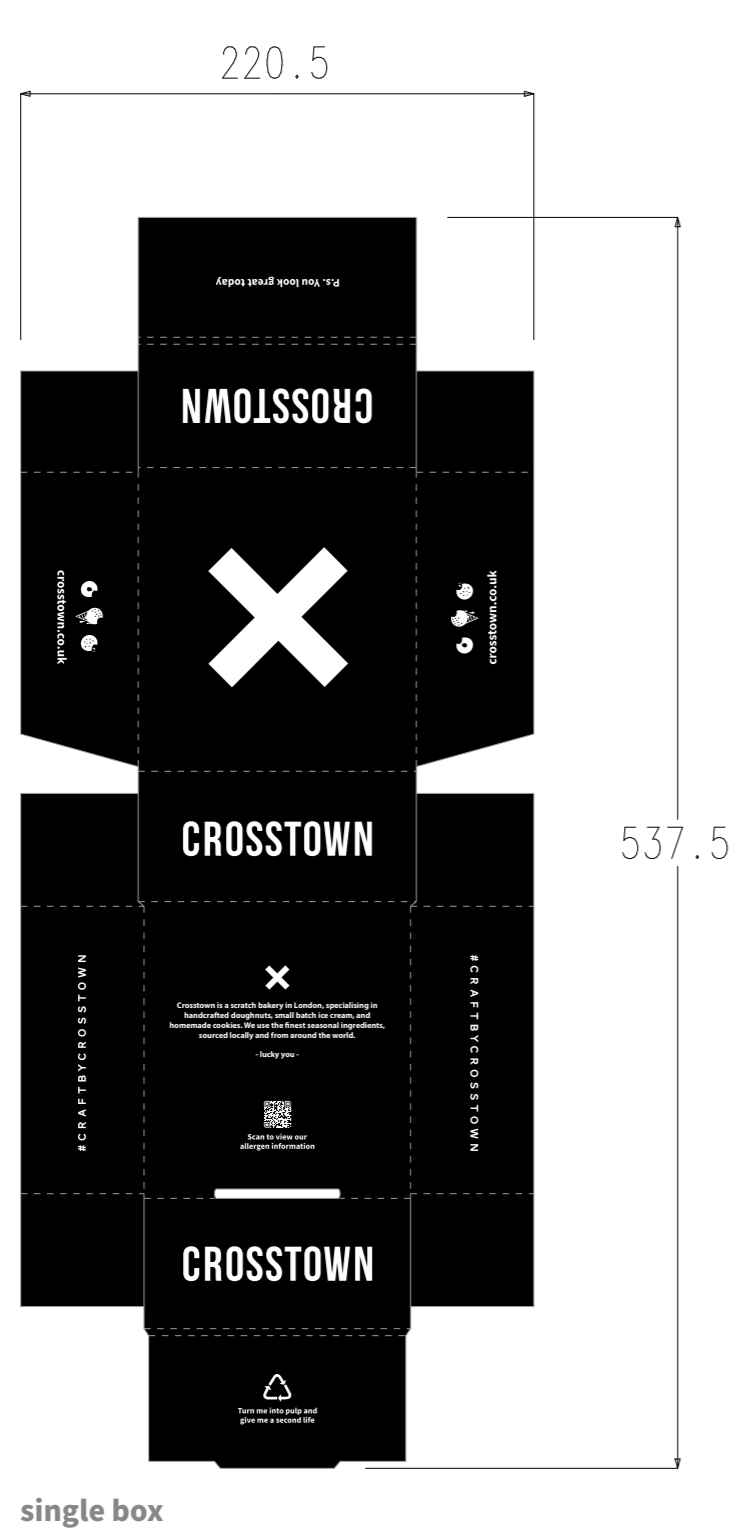




PRINT EXAMPLES - VAN WRAPS



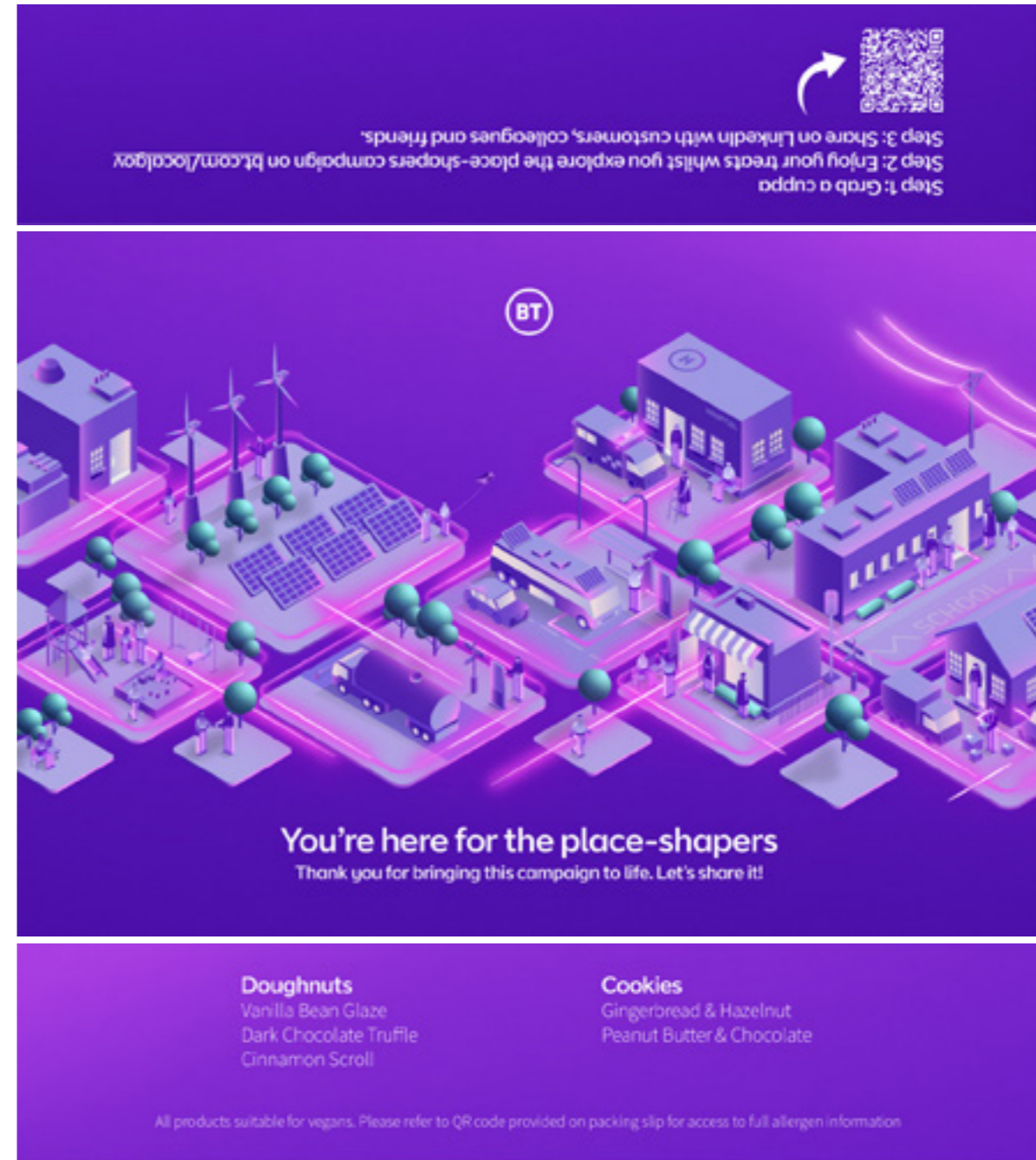
PRINT EXAMPLES - FOOD TRUCKS



PACKAGING - BOXES



celebration sleeve



custom order sleeve



PACKAGING - CUSTOM BOX SLEEVES

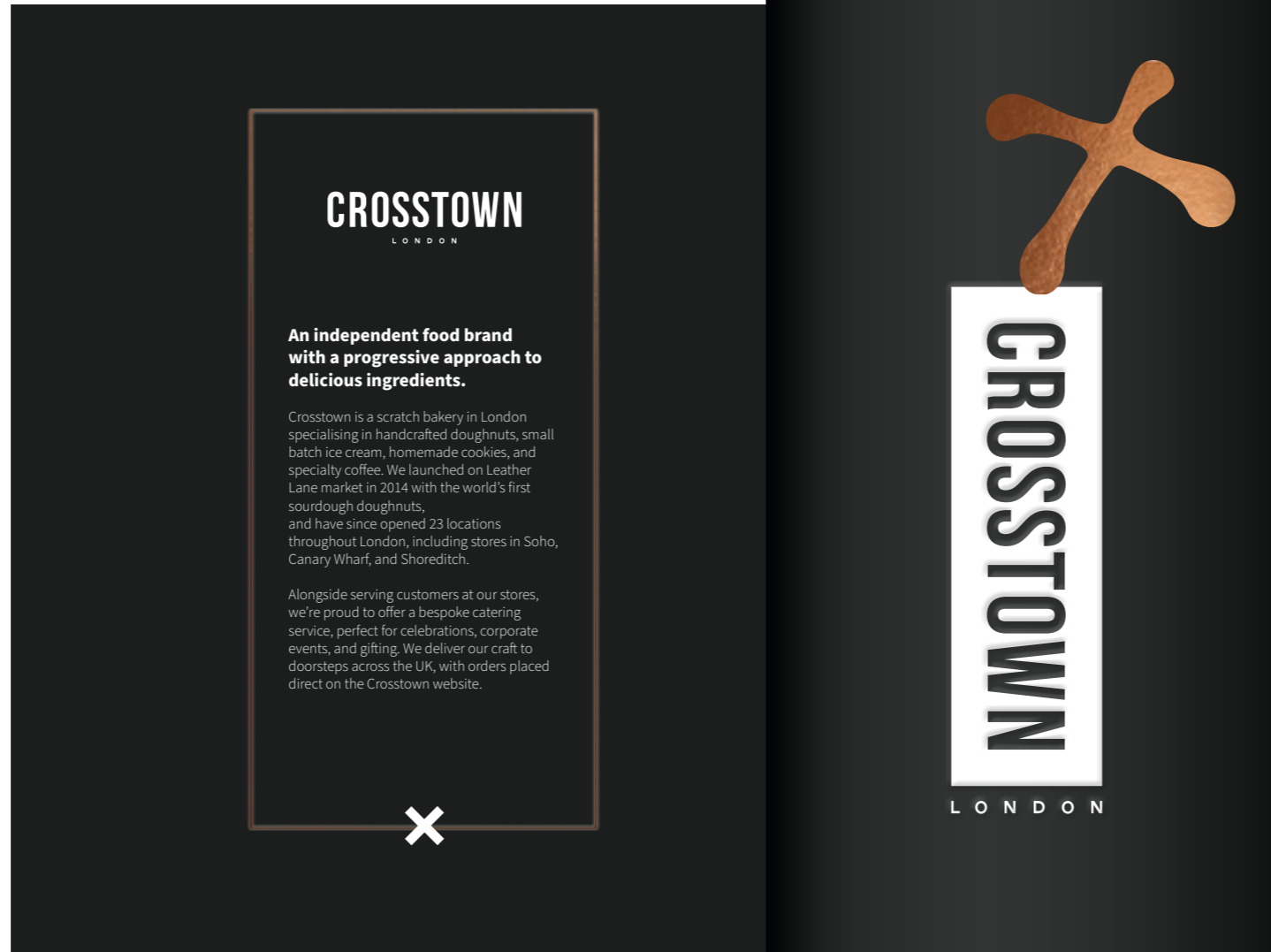




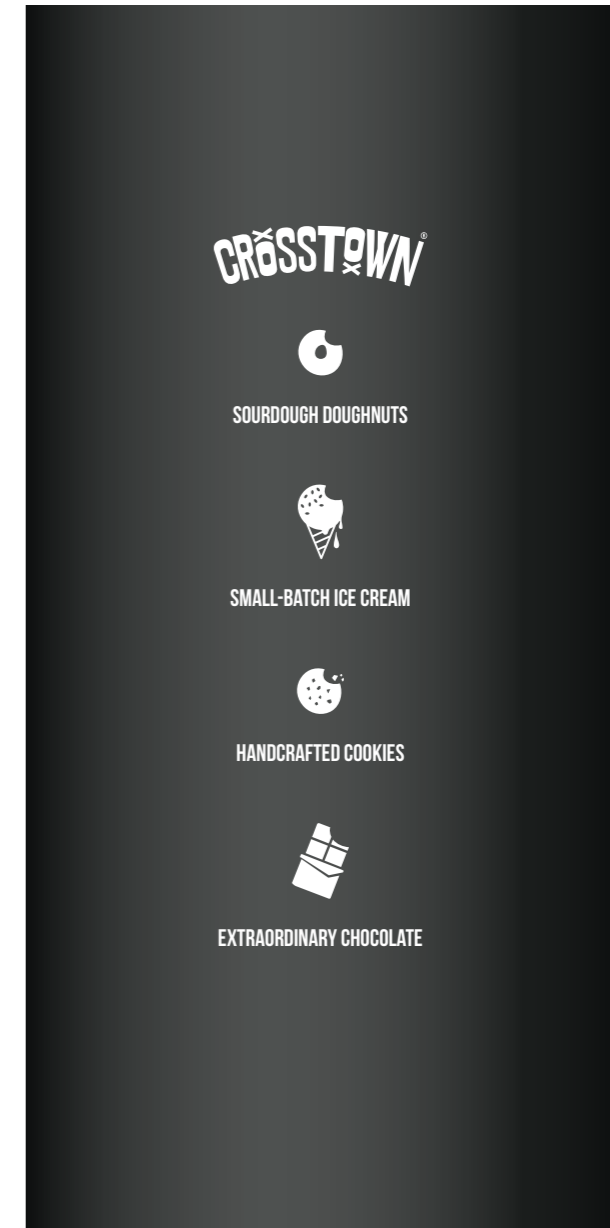
PACKAGING - CHOCOLATE



ingredients sticker



outer tube - with generic message



inner tube



PACKAGING - COOKIE TUBE



10 Ginger & Hazelnut Cookies (ve)
Baked with a crisp exterior and a soft, yielding centre, this festive cookie is bursting with warming winter spices, dark chocolate, and a hint of candied orange. Adorned with toasted hazelnuts for the perfect crunch.

THESE COOKIES WERE MADE FRESH AT OUR BAKERY IN LONDON AND ARE INTENDED TO BE ENJOYED AS SOON AS POSSIBLE AFTER DELIVERY

Ginger & Hazelnut Cookies (ve)
INGREDIENTS: Flour (**Wheat**), **Hazelnut** (27%), Caster Sugar, Vegan Butter [Shea Butter, Water, Coconut Oil, Rapeseed Oil, Salt, **Almond** Butter, Carrot Juice, Emulsifier (Sunflower Oil), Lemon Juice, Natural Flavour], Satongo Dark Chocolate [Cocoa Mass, Sugar, Cocoa Butter, Emulsifier (**Soya** Lecithin), Natural Vanilla Flavouring], Candied Orange Peel (Orange Peel, Sucrose, Fructose, Dextrose, Maltose, Preservative: Potassium Sorbate, Sodium Metabisulphite, Acidity Regulator: Citric Acid), Egg Replacer (Water, Chickpea extract), Ground Ginger (1%), Cinnamon, Bicarbonate of Soda, Ground Cloves, Ground Nutmeg, Aniseed, Salt. For allergens see ingredients in **bold**. May also contain Nuts, Peanut, Egg, Milk and Sesame

Caution: Although every care has been taken to remove nut shells, some may still remain.

NUTRITION: Energy (kcal) / (kJ): 473 kcal/1980 kJ, Fat (g): 28, of which Saturates (g) 8, Carbohydrate (g): 48, of which Sugar (g): 28, Fibre (g) 3.5, Protein (g) 7, Salt (g) 1

350G  **100% RECYCLABLE**

FOR BEST BEFORE, SEE BOTTOM OF PACK

Produced in the United Kingdom by Crosstown Dough Ltd, Unit 8, Linford St. Business Estate, 2 Linford Street, London, SW8 4AB

cookie tube ingredients sticker



retail stickers

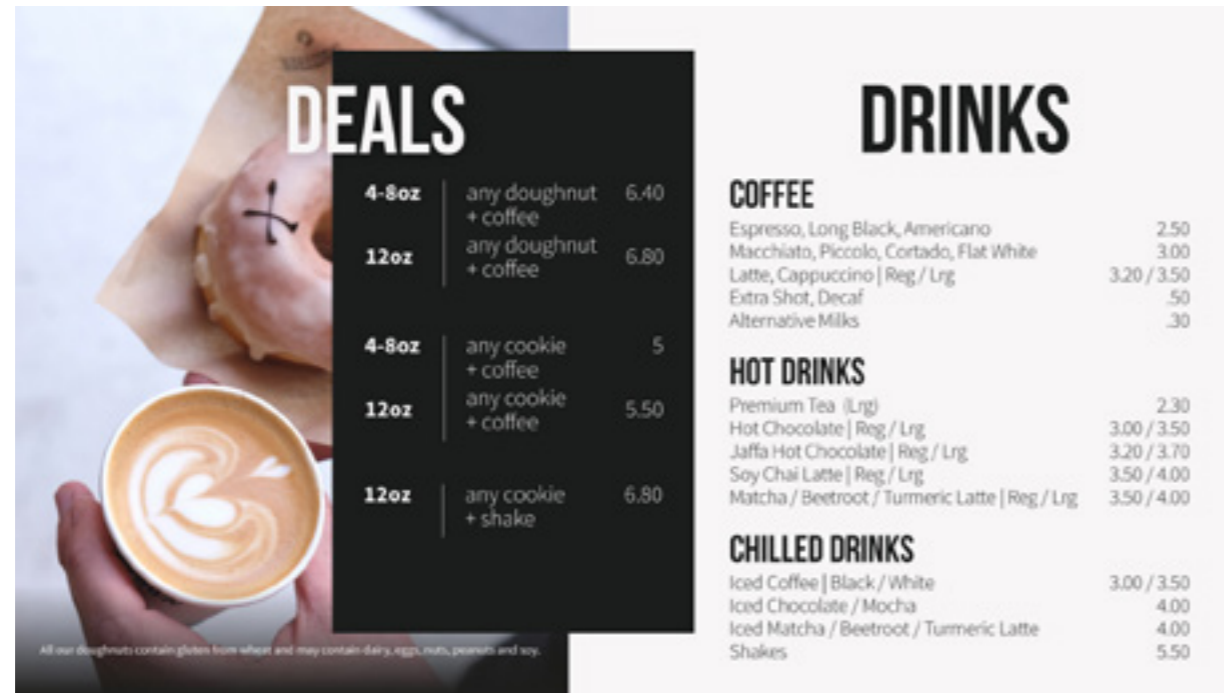


ice cream flavour labels



box stickers





DEALS

4-8oz	any doughnut + coffee	6.40
12oz	any doughnut + coffee	6.80
4-8oz	any cookie + coffee	5
12oz	any cookie + coffee	5.50
12oz	any cookie + shake	6.80

All our doughnuts contain gluten from wheat and may contain dairy, eggs, nuts, peanuts and soy.

DRINKS

COFFEE

Espresso, Long Black, Americano	2.50
Macchiato, Piccolo, Cortado, Flat White	3.00
Latte, Cappuccino Reg / Lrg	3.20 / 3.50
Extra Shot, Decaf	.50
Alternative Milks	.30

HOT DRINKS

Premium Tea (Lrg)	2.30
Hot Chocolate Reg / Lrg	3.00 / 3.50
Jaffa Hot Chocolate Reg / Lrg	3.20 / 3.70
Soy Chai Latte Reg / Lrg	3.50 / 4.00
Matcha / Beetroot / Turmeric Latte Reg / Lrg	3.50 / 4.00

CHILLED DRINKS

Iced Coffee Black / White	3.00 / 3.50
Iced Chocolate / Mocha	4.00
Iced Matcha / Beetroot / Turmeric Latte	4.00
Shakes	5.50

DOUGHNUTS

individual flavours
3.50 - 4.50

6 pk	classic	22.95
	premium	24.95
12 pk	classic	38.95
	premium	39.95

ICE CREAM

120ml / 500ml
3.50 / 7.95


shakes: **5.50**
+50 for oat milk

ask for flavours

COOKIES

individual flavours
3.20

3 pk	classic	9.00
6 pk	classic	17.00
12 pk	classic	28.00



ON-DEMAND DELIVERY

www.crosstown.co.uk

ALSO ON 



FATHER'S DAY GIFT BOXES

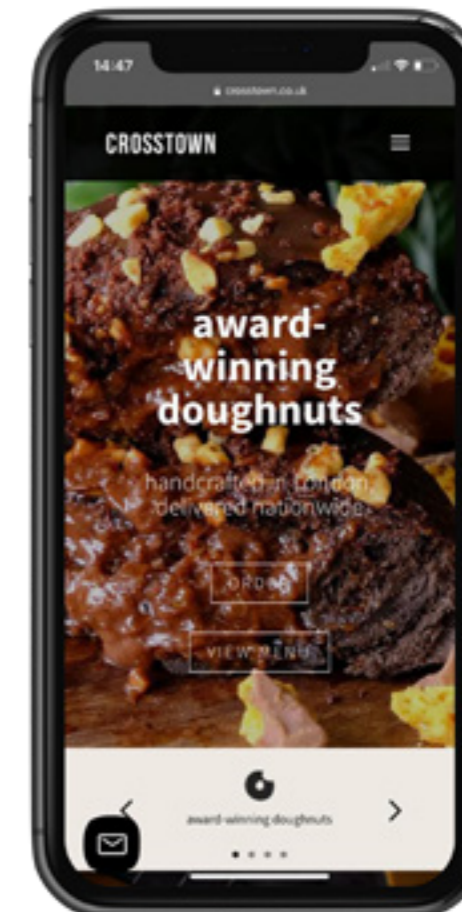
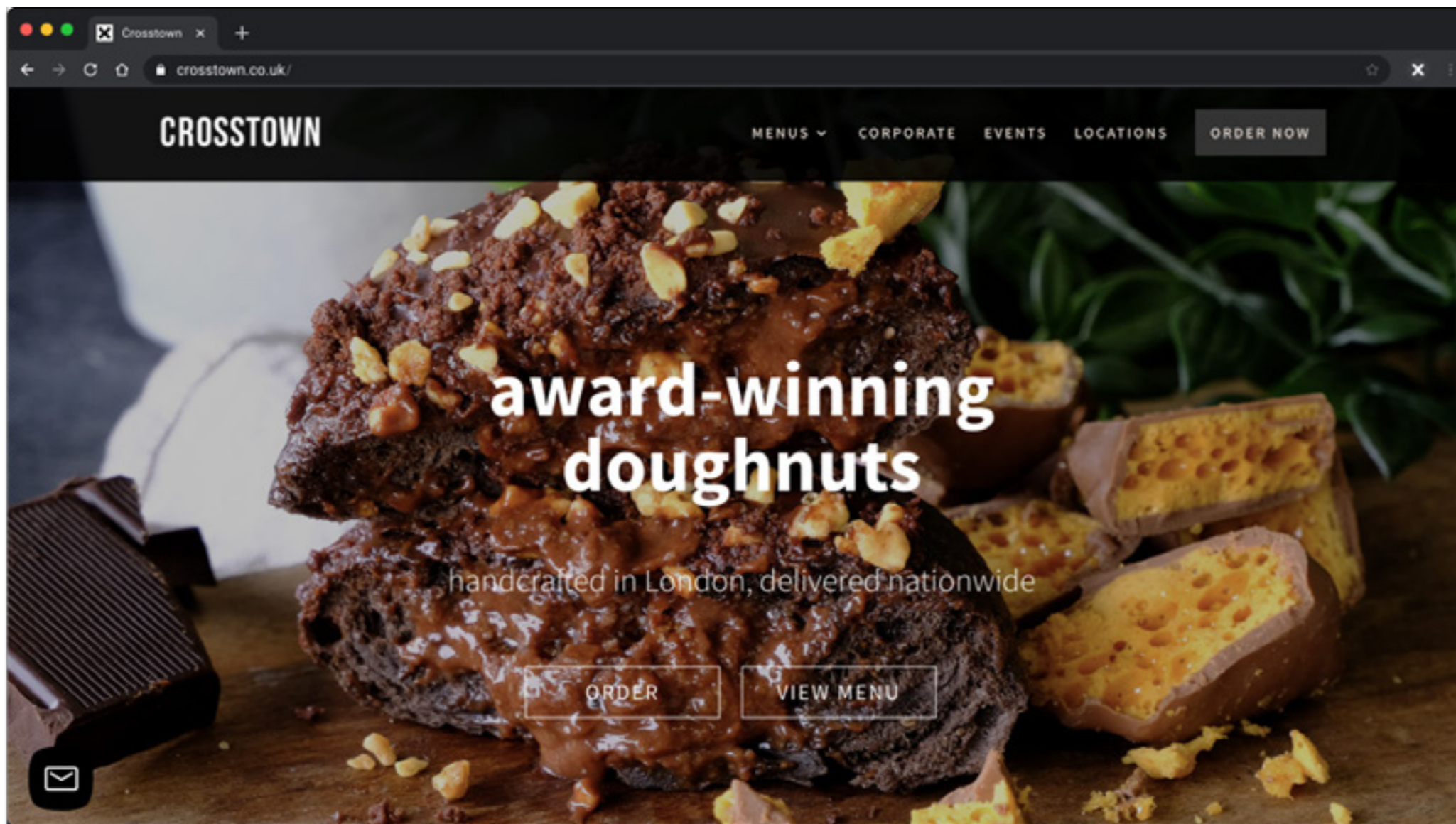
available online 14th - 20th June

ORDER NOW



DIGITAL - TV SCREENS (IN STORE)

32



DIGITAL - WEBSITE HOMEPAGE

33

HEADING TEXT HOMEPAGE - DESKTOP

H1 **Source Sans Pro - bold**
heading text size 70px
heading line height 1em

H2 Source Sans Pro - light
heading text size 16px
heading line height 1.1em

H3 **Source Sans Pro - bold**
H4 heading text size 70px
H5 heading line height 1em

H6 Source Sans Pro - regular
heading text size 14px
heading line height 1em

HEADING TEXT HOMEPAGE - MOBILE & TABLET

H1 **Source Sans Pro - bold**
H2 heading text size 46px
H3 heading line height 1em

H4 **Source Sans Pro - bold**
heading text size 40px
heading line height 1em

H5 **Source Sans Pro - bold**
heading text size 46px
heading line height 1em

H6 **Source Sans Pro - bold**
heading text size 30px
heading line height 1em



PARAGRAPH TEXT HOMEPAGE - DESKTOP

paragraph
underneath
the headline text

Source Sans Pro - light
text size 30px
heading line height 1em

paragraph

Source Sans Pro - bold
text size 26px
heading line height 1.7em

paragraph
underneath the images

Source Sans Pro - bold
text size 17px
heading line height 1.7em

paragraph
underneath the H6

Source Sans Pro - regular
text size 18px
heading line height 1.8em

PARAGRAPH TEXT HOMEPAGE - MOBILE & TABLET

paragraph
underneath
the headline text

Source Sans Pro - light
text size 26px
heading line height 1em

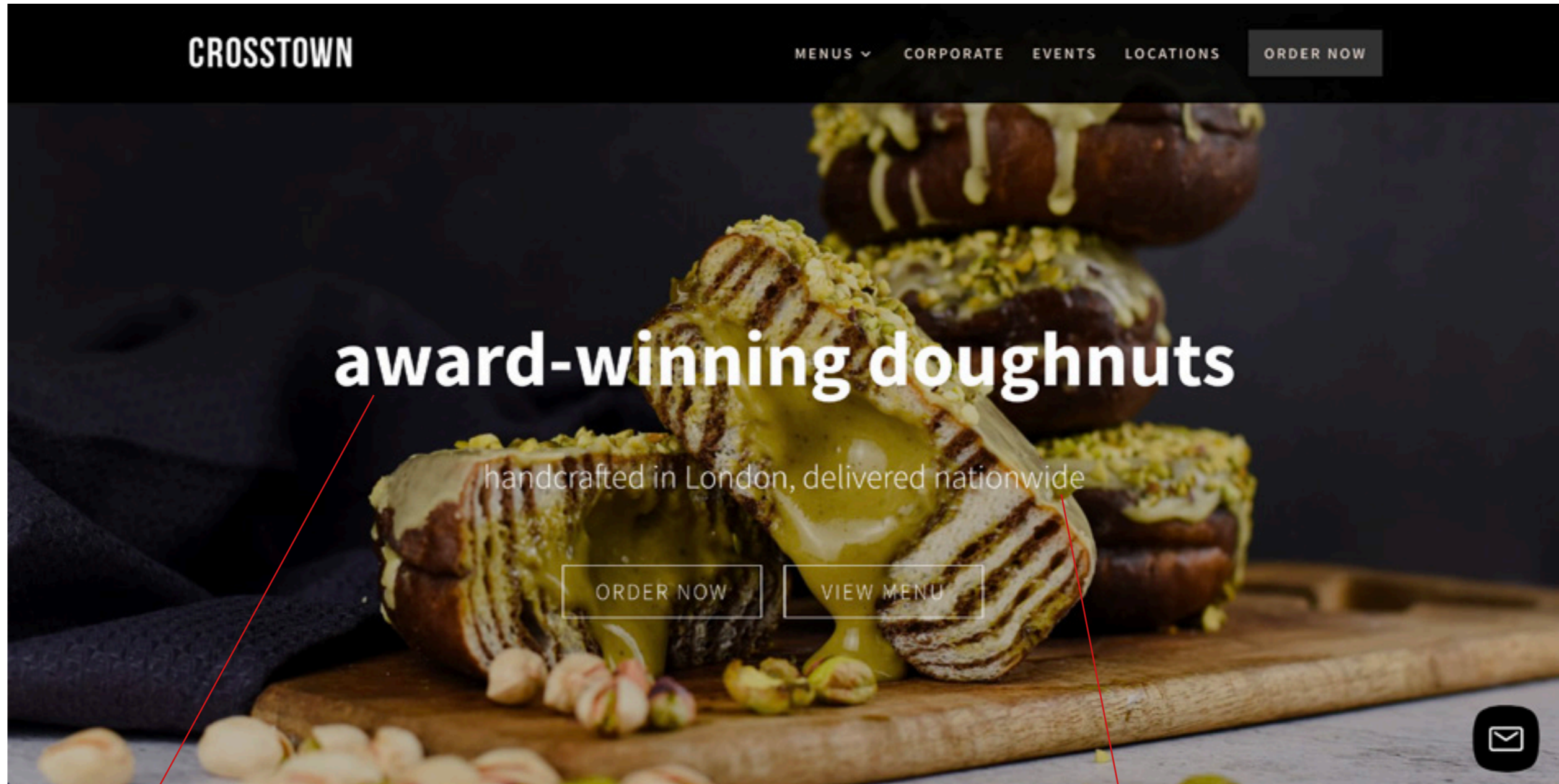
paragraph

Source Sans Pro - bold
text size 26px
heading line height 1.3em

paragraph
underneath the images

Source Sans Pro - bold
text size 17px
heading line height 1.7em





H1 Source Sans Pro - bold heading text size 70px

paragraph Source Sans Pro - light text size 30px





CROSSTOWN

BRAND GUIDELINES