

# Three Stooges



- POUTINE -

# *Whackity Smackity*

Three Stooges takes poutine to zany new levels, with toppings you've never seen and a vibe that'll keep you coming back.

Find a poutine to suit your mood whenever you come in, be it late morning, afternoon, evening or late night – and leave with a full belly and a hearty smile.





# Logo Usage

**1**

Three Stooges



- POUTINE -

**2**

Three Stooges  
- POUTINE -

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Three Stooges

**3**

# Logo Usage

Three Stooges



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# Fonts

## ***shrikhand***

For any fonts in headers  
Not as body copy or long copy  
paragraphs.

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
~!@#\$%^&\*()\_+{}|:"<>?`-=[]\;',./***



## josefin sans regular

Use as body copy or long copy  
paragraphs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
~!@#\$%^&\*()\_+{}|:"<>?`-=[]\;',./

# Colours



***Fry Guy***

---

COLOUR BREAKDOWN

HEX: FCB74F  
RGB : 252 -183-79



***CatsUP***

---

COLOUR BREAKDOWN

HEX: ED1C24  
RGB : 237-28-36

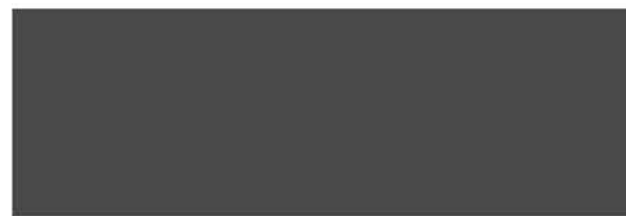


***Crispy Piece***

---

COLOUR BREAKDOWN

HEX: 9E5433  
RGB : 158-84-51



***Hunter HG***

---

COLOUR BREAKDOWN

HEX: 4A494C  
RGB : 74-73-76

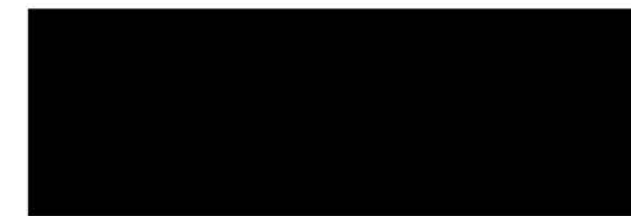


***Ghost Grey***

---

COLOUR BREAKDOWN

HEX: 91949E  
RGB : 145-148-158



***Simple BLK***

---

COLOUR BREAKDOWN

HEX: 000000  
RGB : 0-0-0

# *Logo Colour Usage*

*Three Stooges*



***Fry Guy***

*Three Stooges*



***CatsUP***

*Three Stooges*



***Crispy Piece***



# *Characters*



*persona's to be further developed*



**Whackity  
Smackity  
???**



**Shahi Paneer  
Gravy  
Cheese Curds  
Caramelized  
Onions**



**Whack it UP!!  
Shahi Paneer**







# *Stouoges Poultine Line Up*

**Classic • Chicken • Pork • Whack Up**



# *Classic*



## ***OG Poutine***

Fries Cheese Curd Gravy

## ***OG Veggie Poutine***

Fries Cheese Curd 3S Special Veggie Gravy



BRAND GUIDELINES



# ***Whack Up***

Steak Mushrooms Onions Cheese Sauce Roasted Red Peppers Cheese Curds

## ***Philly Cheesesteak***

## ***Korean BBQ***

Steak Korean BBQ Sauce Green Onions Cheese Curds

## ***Stooges Special***

Steak Sauteed Mushrooms Caramelized Onions 40 Creek BBQ Sauce Cheese Curds

## ***Mediterranean***

(Marinated Tomatoes/Chickpeas) Pita Chips Creamy Tzatziki Sauce

## ***Shahi Paneer***

Shahi Panner Gravy Cheese Curds Caramelized Onions



BRAND GUIDELINES



# ***Chicken***

## ***Ranch Bacon***

Grilled Chicken Smoked Bacon Creamy Ranch Dressing

## ***Butter***

Grilled Chicken Butter Chicken Gravy Green Onions Cheese Curd Parsley

## ***Spicy***

Grilled Chicken Sriracha OR Inferno Sauce Jalapenos Roasted Red peppers

## ***Buffalo***

Grilled Chicken Buffalo Sauce Creamy Ranch Dressing Green Onions



# ***Pork***

## ***Pulled***

3S Special Pulled Pork

## ***Bacon***

Smoked Bacon Cheese Curds

## ***Double***

Chipotle Pulled Pork Smoked Bacon Cheese Curds

## ***C&P Slider***

Chicken & Pork Chipotle Pulled Pork Smoked Bacon Cheese  
Curds Creamy Ranch Dressing





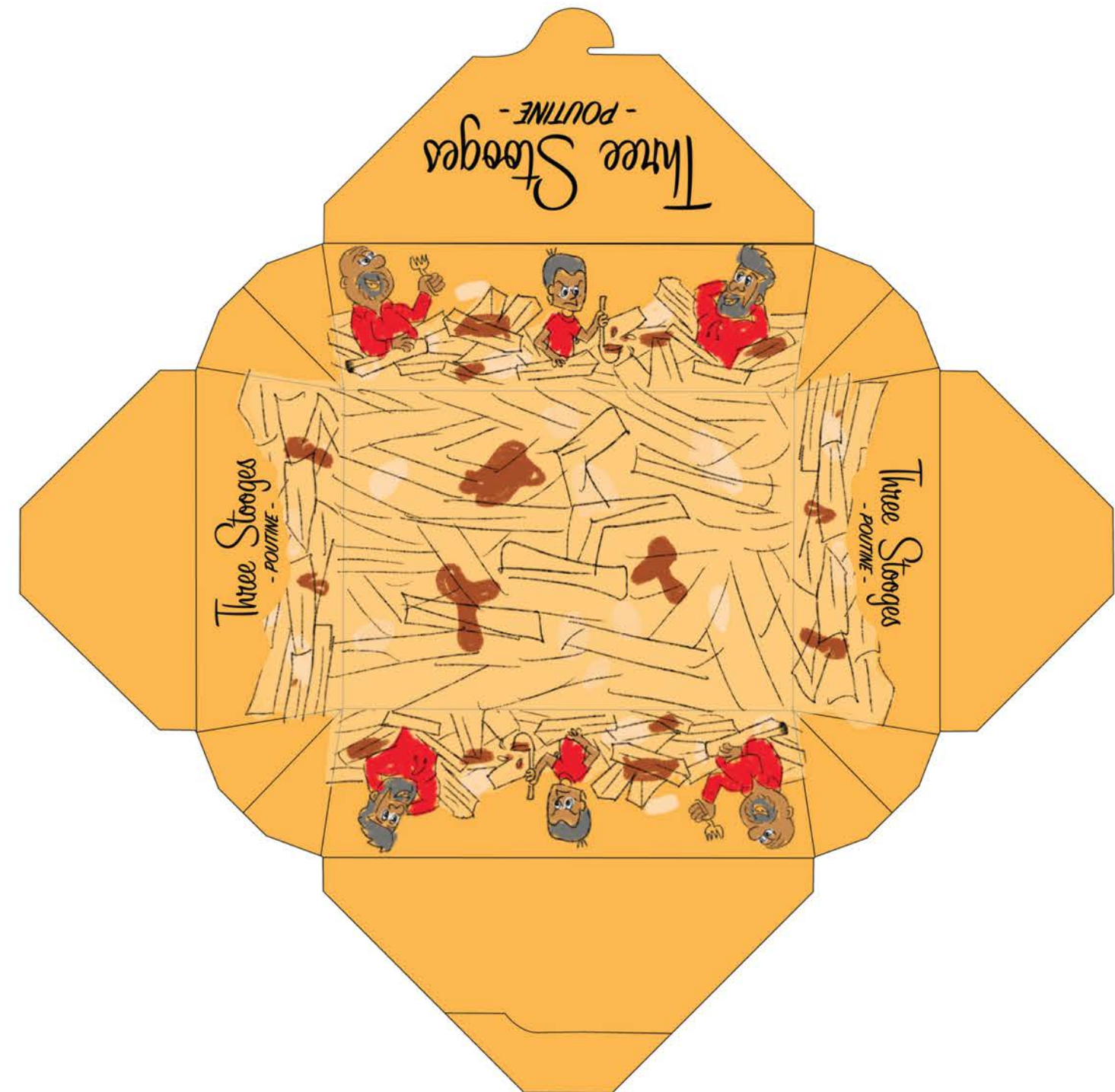
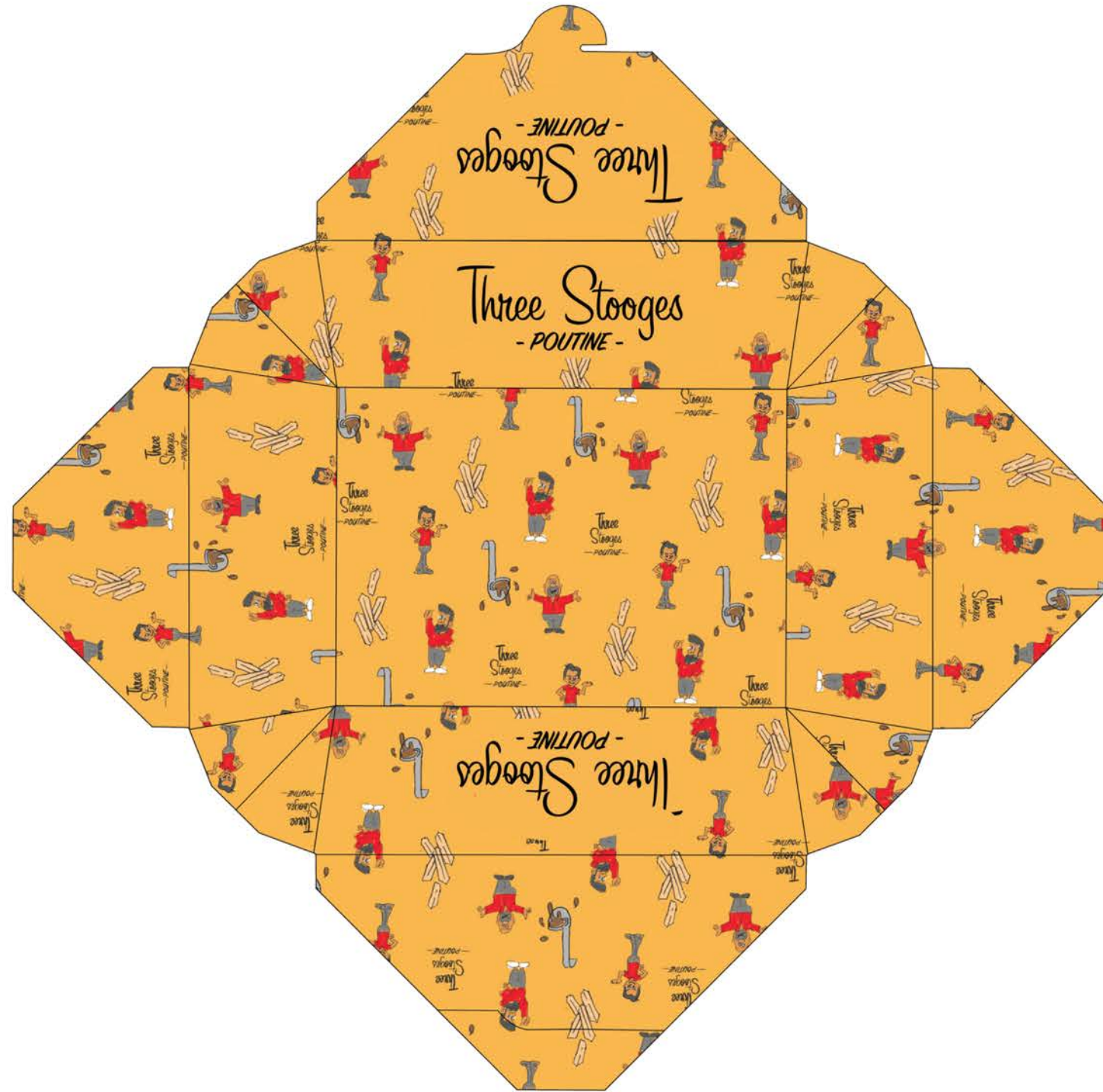
# *Fries*

*What is the story behind the fries ?*





# Packaging





# Brand Usage





# Content



## *Branded Evergreen Dishes*

When creating branded content always use:  
Plated poutine shot overhead with a plain dish.  
Use a single vibrant colour from the brand book  
to make the poutine pop.





# *Content*

## *Feature Wall*

Create and encourage customers to use the feature wall and post on social media





# ***Content***

## ***Social Media User-Generated***





# Whackity Smackity

Contact

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