

DoZen

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Introduction

Welcome to the Dozen Style Guide! This document serves as a comprehensive resource designed to ensure consistency and clarity in how our brand is represented across all touch-points. Whether you're creating marketing materials, designing for the app, or crafting social media content, this guide provides the standards and principles that define our visual and verbal identity.

By adhering to these guidelines, we can maintain a cohesive and impactful brand presence that resonates with our audience and reflects our values. Inside, you'll find detailed instructions on everything from logo usage and typography to tone of voice and color palettes.

We invite you to explore and refer to this guide whenever you're working with our brand. Together, we can create an experience that is instantly recognizable and unmistakably Dozen.



Brand positioning

Dozen isn't just food—we're a revolution redefining what's possible.

In every aspect, we're about endless creativity and discovery, showcasing handcrafted goods made by real people, using family recipes and secrets you won't find anywhere else.

No boundaries, no limits—just fresh, unexpected finds that disappear fast. Every visit is a new possibility. Every product feels exclusive. Dozen isn't following trends—we're setting them.



Design approach

Irresistible

Bold

Captivating

Design is power. It's how we show the world who we are and what we stand for—a food revolution with no boundaries and endless possibilities.

Design at Dozen isn't just about looks. It's about creating desire or even an obsession, for what's fresh, unique, and right next door. We're here to stay out of the way, letting the food do all the talking and stealing the spotlight.

The food is the star, but the design sets the stage, amplifying bold colors, rich textures, and irresistible moments. Every visual should feel like a must-have, a can't-miss experience. If design could be devoured, ours would be gone in seconds.



Verbal identity

From our Design principles, our verbal identity is born. These 3 characteristics define how we talk, wherever we are, with the degree to which they do so changing based on platform and audience.

Confident

Dozen speaks with bold assurance, grounded in the belief that homemade, handcrafted goods are simply better. It's not arrogance—it's certainty. The food speaks for itself, and we're here to amplify that message.

Empowering

Dozen is a movement powered by people. Sellers are creators with no boundaries, turning kitchens into stages for their talent. Buyers are tastemakers, discovering what's next and deciding what's hot. Everyone is part of the Dozen revolution—where the best ideas rise and possibilities are endless.

Inspiring

Dozen inspires discovery and possibility, calling people to rethink what's possible with food. We're not about breaking rules; we're about rewriting them. Dozen doesn't reject the status quo—it replaces it with something better. More local, more personal, more exciting.

Verbal inspiration examples

Talk about the experience

- Replace the status quo
- Order something remarkable
- Don't settle for "fine"
- Taste different
- Creativity knows no bounds
- Crave something new
- Always different, always delicious

Talk about the products

- Real food by real people
- Handcrafted flavors you can't find anywhere else
- Local recipes, personal touches and unmatched taste
- Family secrets made fresh daily
- Always fresh, always personal
- Always crave-able, always unique

Talk about the location

- What's baking in your neighborhood? Find out today.
- Taste what's made next door
- Fresh, local, unforgettable
- Extraordinary flavors are closer than you think.
- Small-batch creations made just around the corner.
- Home kitchens. Bold ideas. Endless discovery.
- The best flavors are right next door.

Visual identity

The core of Dozen design lives here



Logo

The Dozen logo was designed to capture endless creativity and possibility. In a world of uniform designs and predictable choices, our hand-drawn wordmark reflects the personal touch behind every product. Just like the food on our platform—crafted with care, imagination, and detail—our logo celebrates what makes each creation unique. It's bold, authentic, and full of character—just like Dozen.



Logo clearspace

Clearspace is the minimum distance between the logo and other visual and verbal elements. The width of "o" defines the minimum clearspace surrounding the logo.



Logo Color

Our color palette (see page 11) is flexible and allows for unique color combinations, but color pairings need to be regulated to maintain a consistent brand impression. Our logo primarily appears in our core color Ink Black, and reversed in “flour” when used on a colored background.

The logo should never be shown in another color, even another brand color. True black and true white may be allowed with special permission from the design team at Dozen.

Primary colorways



Secondary colorways



Colors

This is our full Dozen color palette, weighted in order of importance

For UI color use, see our [Dozen UI kit in Figma](#).

INK

Hex: #272526

R: 39 G: 37 B: 38

C: 70 M: 66 Y: 63 K: 69

Pantone: Black 6

FLOUR

Hex: #f1eee7

R: 241 G: 238 B: 231

C: 4 M: 4 Y: 7 K: 0

Pantone: Cool Gray 1

STONE

Hex: #e2d6c8

R: 226 G: 214 B: 200

C: 11 M: 13 Y: 19 K: 0

Pantone: 7528

CLAY

Hex: #aea89a

R: 174 G: 168 B: 154

C: 33 M: 29 Y: 38 K: 0

Pantone: 7537

COCONUT

Hex: #905f3f

R: 144 G: 95 B: 63

C: 34 M: 68 Y: 71 K: 22

Pantone: 479

SMOKY BLUE

Hex: #59758a

R: 89 G: 117 B: 138

C: 70 M: 47 Y: 34 K: 7

Pantone: 5405

Typography

Objectiv by Dalton Maag is the primary typeface used in Dozen visual design. Paring Objectiv with our hand-drawn wordmark blends the best of both worlds—personal, authentic craftsmanship with modern readability. The contrast between the typeface's sharpness and the organic nature of the logo signifies Dozen as thoughtfully designed, allowing both elements to shine individually without overwhelming each other.

When Objectiv cannot be used Be Vietnam Pro can replace it, as is the case in our mobile app.

Objectiv

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Be Vietnam Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Type size

Preferred type sizes are listed here and continued on page 14. Allowed weights are:

Bold

Semibold

Regular

Thin

Other type sizes and weights may be allowed in certain applications.

72 pt
90 lw

Dozen 2XL
headline

60 pt
70 lw

Dozen XL
headline

48 pt
60 lw

Dozen L headline

36 pt
44 lw

Dozen M headline

30 pt
38 lw

Dozen S headline

24 pt
32 lw

Dozen XS headline

Type size: continued

Preferred type sizes for body copy.

20 pt 30 lw	Dozen XL body
18 pt 28 lw	Dozen L body
16 pt 24 lw	Dozen M body
14 pt 20 lw	Dozen S body
12 pt 18 lw	Dozen XS body
8 pt 12 lw	Dozen XSS body

Dozen

M
headline

**Endless possibilities.
Right next door.**

L
body

Discover what's fresh, unique, and
unforgettable—only on Dozen.

Type hierarchy example

When creating layouts
clear hierarchy can be
established by making sure
headlines and body copy are
separated by at least 2 sizes.

xs
body

getdozen.com



Icon

The Dozen logo was designed to allow for the “D” to be used as a stand alone icon. It will be most commonly used as our app thumbnail but may also be used in other applications where the full wordmark is not needed.

Primary colorway



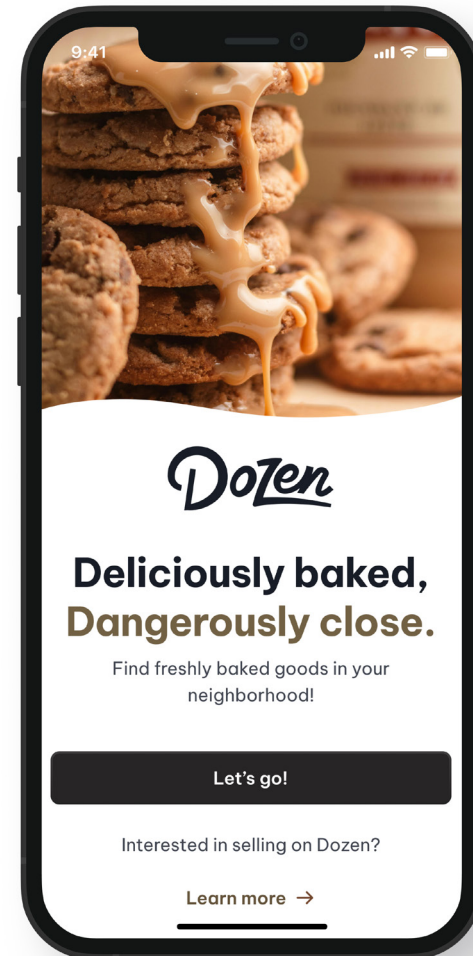
Secondary colorway



Graphic device

Throughout the Dozen brand guide you will have notices our graphic device, or “the frosting”. See examples on page 4 and 5.

Inspired by the fluidity of frosting being artfully swirled, this shape enhances the sense of craftsmanship and the creative nature of food. It evokes the feeling of artisan care and the freeness. The “frosting” adds a dynamic, flowing energy to our design, reinforcing our commitment to unique, handcrafted goods with a personal touch.



Photography

Food

At Dozen, the food should look so good you'll want to reach through your phone and take a bite. Images should showcase the beauty, texture, and unique appeal of each item. We're all about celebrating creativity and craftsmanship. Keep backgrounds simple and uncluttered to let the food take center stage. Lighting should enhance natural colors. Props should be minimal and intentional, used only to complement the food—not compete with it. Images should feel like a moment of discovery, inviting people to imagine the first bite and inspiring endless cravings. Remember, the goal is to highlight the magic of possibility—showcasing food that's made to be shared, savored, and remembered.



Creators in their element

Our photography should celebrate creativity without boundaries—capturing the energy, passion, and artistry of creators as they bring their ideas to life. These moments should feel genuine and inspiring, highlighting the care, skill, and imagination that go into every product. Creators should look happy, confident, and proud, reflecting the joy and excitement that comes from sharing something personal and unique. The home kitchen setting should feel personal, inviting, and full of character—a place where ideas rise, flavors come alive, and something extraordinary is always in the making. Show the creator's connection to their craft, emphasizing the pride and creativity that make each item unique.



Things to avoid

This is not a comprehensive list but rather things to keep in mind and avoid.

1. Black and white photography
2. Busy backgrounds
3. Too many props
4. Commercial equipment
5. Chefs coats or hats
6. Items with other logos
7. Extreme lighting
8. Obvious filters

