

KRISPY KOMBI

Brand Guidelines

Presented by Chaz Grant Borromeo

December 2025

TABLE OF CONTENTS

01 Brand Introduction

Brand Story
Mission & Vision
Brand Voice & Personality

02 Logo

Primary Logo & Statement
Logo Meaning Breakdown
Logo Variations
Safezones and Size
Improper Usage

03 Colors

Color Palette
Color Applications
Patterns

04 Typography

Primary Font
Secondary Font
Body Font

05 Brand Experience

Business Card
Corporate Clothing
Signage
Packaging



Krispy Kombi is a playful, adventure-inspired snack brand that brings joy, comfort, and flavor together in one iconic cup. Born from the nostalgic charm of the classic Volkswagen Kombi van, Krispy Kombi transforms ordinary snacking into a delightful mini-road trip—bursting with crispy fries, bold toppings, and refreshing drinks.

Rooted in Filipino love for food and togetherness, Krispy Kombi invites kids, families, and fun-loving adults to enjoy a unique, all-in-one snack experience that sparks joy in every bite. Whether it's a quick treat after school, a bonding moment during errands, or a sweet escape from a busy day, Krispy Kombi is your cheerful companion on every flavor adventure.

Mission

We transform ordinary snack time into a fun flavor adventure. Every cup is crafted to deliver joy, comfort, and a worthwhile happy experience for every customer.

Vision

To become the #1 Eat n' Drink snack brand in the Philippines, redefining the all-in-one cup experience with flavor, fun, and happiness in every bite.

Brand Personality

Krispy Kombi's personality is playful, friendly, and full of joyful energy. It embraces bright colors, lighthearted fun, and the nostalgic charm of the iconic Kombi van, making every encounter feel like a cheerful escape from the everyday. The brand radiates warmth and approachability, like a trusted snack-time buddy who's always ready to brighten your day. Rooted in Filipino culture and values, Krispy Kombi brings back the comforting joy of simpler times while inviting customers to explore adventurous flavor combinations. It celebrates togetherness, curiosity, and the delight of discovering something new – making every visit feel like a mini adventure shared with the people you love.

Brand Voice

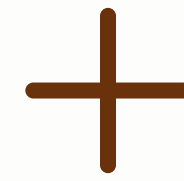
Krispy Kombi's voice is cheerful, upbeat, and inviting – speaking with the positivity and excitement of a friend who loves making snack time more fun. It uses simple, clear, and friendly language that kids can understand and adults can enjoy, creating a warm and familiar tone that feels instantly comforting. Playfulness shines through in light puns and energetic expressions that spark smiles and curiosity. At the same time, the brand encourages a sense of adventure, motivating customers to try new flavors and enjoy the full Krispy Kombi experience. Whether online or in person, the voice consistently radiates joy, comfort, and a spirit of exploration, turning every message into a moment of shared happiness.

The **Krispy Kombi** logo uses bold, rounded, and slightly bouncy lettering that reflects the brand's fun, friendly, and adventurous personality.

The warm orange background evokes the excitement of fries and sunny merienda moments, while the thick brown shadow adds a playful, cartoon feel that appeals to both kids and the young at heart.

Overall, the design captures the joyful, nostalgic spirit of the Kombi-inspired snack experience and the brand's promise of fun, comfort, and flavor in every cup.





The text “KRISPY” acts as the flavor promise, referring to the desirable texture of the snacks, while the bold “KOMBI” references the classic Volkswagen Kombi van.

The mascot humanizes the logo, serving as a welcoming face that invites kids, families, and adults to enjoy the delightful, all-in-one snack experience.



Mascot



Wordmark



Combination Mark



Spacing rules apply to **all** logo variations. The combination and wordmark is shown here for layout demonstration only.

The minimum height for using the Krispy Kombi logo is **20px on digital platforms** and **7mm in print** to ensure clear visibility and legibility.



Do not stretch or distort the logo.



Do not rotate or flip the logo.



Do not change the logo colors.



Do not crop the logo.



Do not add effects.



Do not use the logo with low opacity.

The Krispy Kombi palette combines warm, appetizing oranges and yellows with rich brown and soft cream for a comforting, joyful feel, while charcoal black adds clear contrast for bold, playful visuals.



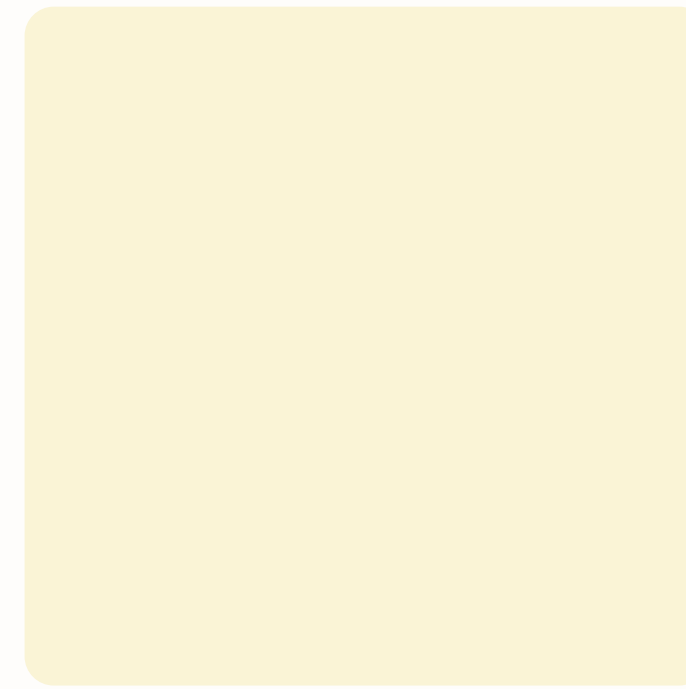
#FF5A1F



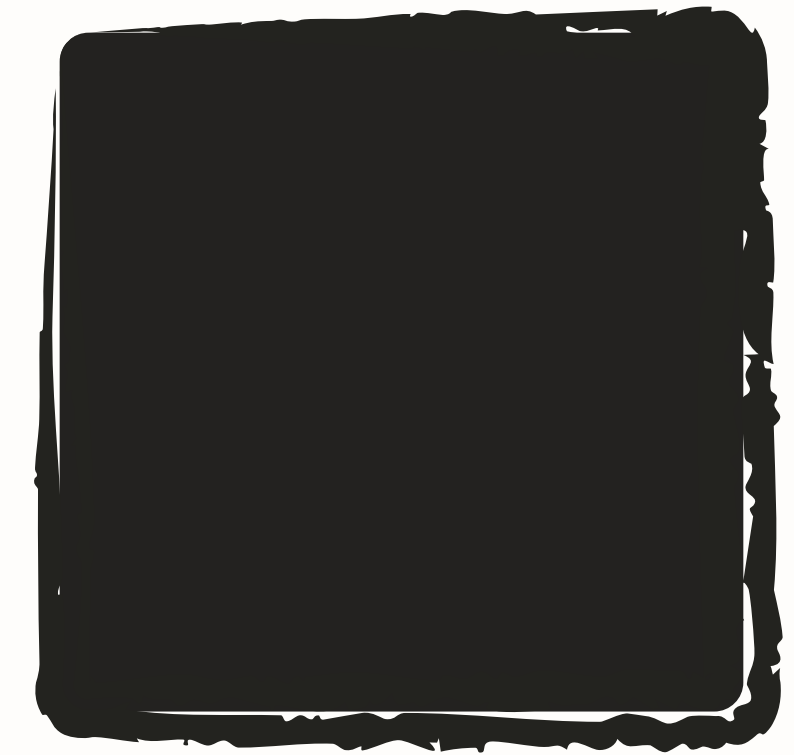
#6A310D



#FCC036



#FBF4D6



#232320





Use the pattern at **100% opacity** for food wrappers, and at **10% opacity** for subtle background applications like menu layouts or mockups.

Slackey
Headings & Titles

1234567890!@#%^&* (?)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BAYON
SUBHEADINGS

1234567890!@#%^&* (?)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Be Vietnam
Body text

1234567890!@#%^&* (?)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ













