



KACKS FOODS

Bold flavour. Good company.

the how-to for everything Kacks

INSIDE THIS BOOK

What's on the menu

Everything you need to make Kacks Foods look, sound and feel like Kacks Foods. Whether it's a menu, an Instagram post or a sticker on a platter lid, start here.

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the real stuff, no
stock photos



01

The Idea

Why we get out of bed (and into the kitchen)

OUR BIG IDEA

We feed the crowd.

and the crowd always comes back for seconds

Kacks Foods is home-cooked Indian-fusion catering for the moments people actually remember. Birthdays, open homes, Friday work dos, the big family get-together.

We don't do tiny portions or stiff service. We do generous platters, big flavour and food that gets people talking. Sliders, bao, savoury cups and salad cups, made fresh to order by the dozen, so the host can relax and actually enjoy the party.



**Good food.
Good company.
That's the whole recipe.**

WHERE WE STAND

Catering, not a café.

We cook from our kitchen and bring the spread to you. There's no shopfront and no dine-in, so every touchpoint should point people to one thing: getting a quote.

WE ARE

Home-cooked catering
Indian-fusion, made fresh
Generous, by the dozen
Easy to book
Veg-friendly

WE'RE NOT

~~A café to visit~~
~~Fine dining~~
~~Takeaway on demand~~
~~Fussy or formal~~

Never show seating, opening hours or "pop in" language.

MADE FOR



BIRTHDAYS

WORK DOS

OPEN HOMES

BABY SHOWERS

FESTIVALS

FAMILY FEASTS

OUR PERSONALITY

If Kacks walked into the party...

...they'd be the one bringing the biggest platter



Generous

Big portions, warm hospitality and real attention to the crowd. We'd rather send too much than not enough.

Always abundant · Never stingy



Playful

A little cheeky, full of energy and never too formal. Doodles, hand-written notes and a grin in every caption.

Always fun · Never silly



Confident

Bold flavour and clear, simple communication. We know our food is good, so we say it plainly and get on with it.

Always bold · Never boastful



02

The Logo

our signature, handle with love



KACKS
FOODS

PRIMARY LOGO

The signature

The chunky, bouncy wordmark is the hero. A steaming cloche sits on top as a simple cue for food, service and hospitality, and the gold bursts add the party.

Use the full logo wherever you can. It's one piece of artwork, so never split it up, redraw it or rebuild it from parts.



Master files live in the shared drive: **Kacks Foods Logo** (AI, SVG, PNG).

LOGO VERSIONS

Three ways to wear it



On light

Espresso lettering with gold details. Our default for cream, parchment and white backgrounds.

File: Kacks-Trans



On dark

Cream lettering with gold details. Use on espresso or dark, calm photography.

File: Kacks-White



The tile

Logo locked onto an espresso tile. Made for profile pictures, app icons and stickers.

File: Kacks-Brown-BG



CLEAR SPACE

Give it room to breathe

x = the height of the F in FOODS. Keep at least x clear on every side of the logo, measured from the outer edge of the steam, cloche and bursts. Nothing else goes in that zone: no text, no edges, no doodles.

MINIMUM SIZE



Print 35 mm wide



Screen 180 px wide

Smaller than this (favicons, tiny avatars)? Use the tile. For embroidery, test a sample with your supplier first, as fine steam lines can fill in.

HANDS OFF

Please don't...

seriously, we'll notice



Stretch or squash it



Rotate or tilt it



Change the colours



Add shadows or effects



Place it on busy photos



Use the light-background logo on dark



03

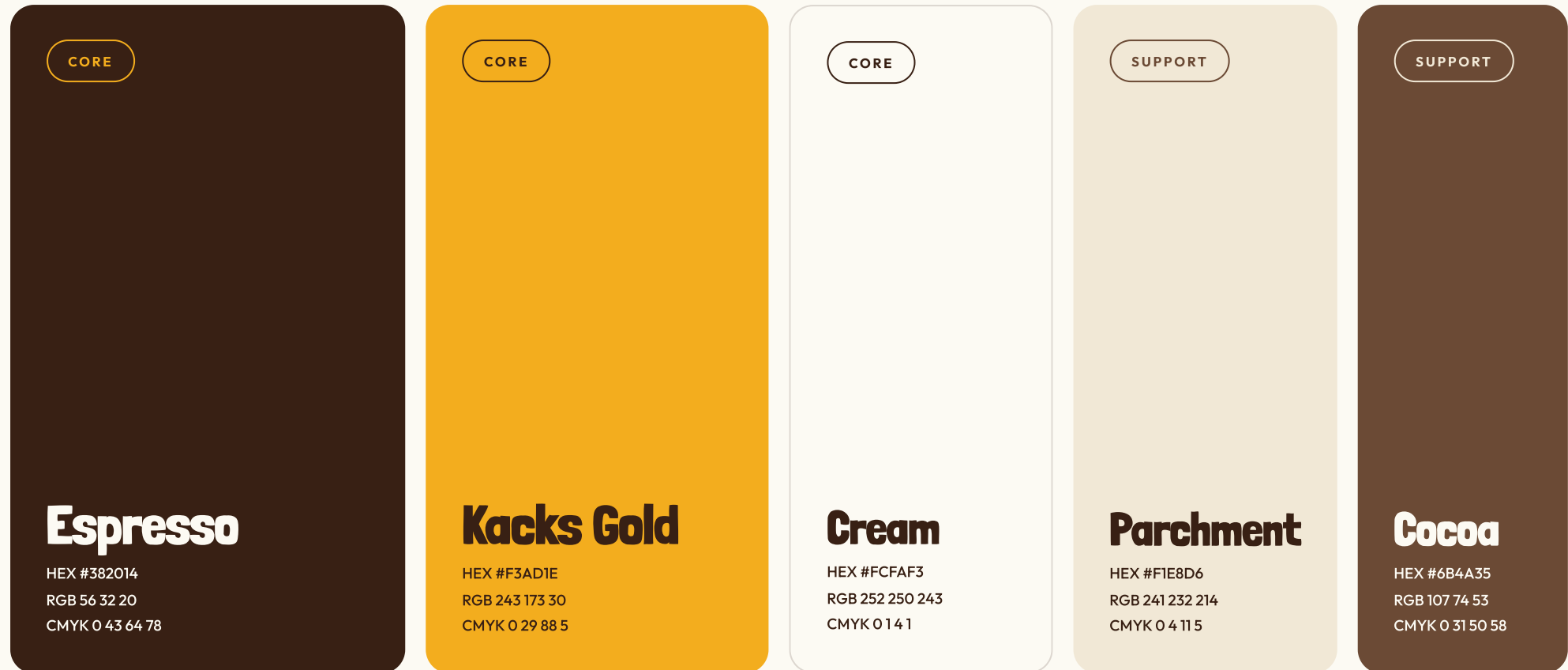
Colour

warm, rich and a little bit golden

THE HOUSE PALETTE

Straight from the logo

Espresso and Kacks Gold are pulled directly from the master logo files, so everything we make matches the mark exactly.



CMYK values are a starting point. Ask your printer for a physical proof before any big print run, and match uniforms and packaging to the printed proof, not a screen.

COLOUR BALANCE

Gold is the spice, not the meal

CREAM & PARCHMENT 55%

ESPRESSO 30%

GOLD 10%

APPROVED PAIRINGS · CONTRAST CHECKED

Aa

Espresso on Parchment
12.5 : 1 · AAA

Aa

Cream on Espresso
14.5 : 1 · AAA

Aa

Espresso on Gold
7.8 : 1 · AAA · buttons

Aa

Gold on Espresso
7.8 : 1 · headlines

Aa

Cocoa on Parchment
6.5 : 1 · small print

Aa

Gold on Cream
1.9 : 1 · never for text



04

Type & Voice

how we look and how we chat



HEADLINE TYPEFACE · LONDRINA SOLID

Ad

Hand-drawn, chunky and friendly. Londrina Solid sits right next to the logo's bouncy letters without copying them.

Black 900

Headlines, big statements

Regular 400

Subheads, short lists

Use it big and keep it short. Five words or fewer is the sweet spot. Set headlines in sentence case, tight line spacing (about 0.9) and never use it for paragraphs.

Free from Google Fonts. Already live on kacksafe.co.nz.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &!?\$

THE TYPE SYSTEM

Display
Londrina 900

Feed your crowd

Heading
Londrina 900

Sliders by the dozen

Subhead
Londrina 400

Plenty for the veg crowd

Body
Outfit 400

Indian-fusion platters and catering for parties, open homes and work dos.
Made fresh to order by the dozen.

Label
Outfit 700

SLIDERS · BAO · SAVOURY CUPS

Note
Gochi Hand

psst, the bao go first

BODY · OUTFIT

Aa

Clean and easy to read for menus, the website and all the details.
16 px minimum on web, 9 pt in print, with generous line spacing.

ACCENT · GOCHI HAND

hey there!

Our little handwritten aside. One note per layout, a few words long,
often with a doodle arrow.

TONE OF VOICE

Talk like a host, not a hotel

Friendly, direct and hungry for a good time, with a bit of Kiwi warmth. Write like you're texting a mate who's planning a party.

- 1 **Warm** like a good host
- 2 **Quick** like a text message
- 3 **Honest**, no claims we can't back up

WE SAY

Feed your crowd.

~~Bespoke culinary solutions for your event.~~

Made fresh, by the dozen.

~~Artisanal handcrafted gourmet offerings.~~

Let's get the table sorted.

~~Please submit an enquiry via the form below.~~

Plenty for the veg crowd.

~~Vegetarian options available upon request.~~

Auckland's tastiest platters.

~~The #1 caterer in New Zealand!!!~~



05

Look & Feel

let the food do the talking



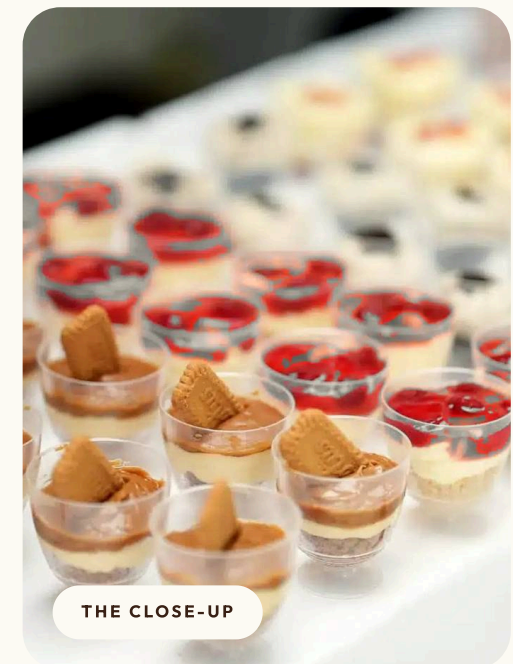
PHOTOGRAPHY

Real food. Real tables.

Our photos should make people hungry and make hosting look easy. Shoot the real spread, in natural light, and show off the abundance.

- ✓ **Abundance:** full platters, tiered stands, the whole table
- ✓ **Natural light:** bright, warm, true colours
- ✓ **Cut-outs on cream** for menus and hero products
- ✗ **No dark moody filters or AI-looking food.** Our own photos always come first

PHOTOGRAPHY



LICENSED PHOTOGRAPHY

Stock that still tastes like us

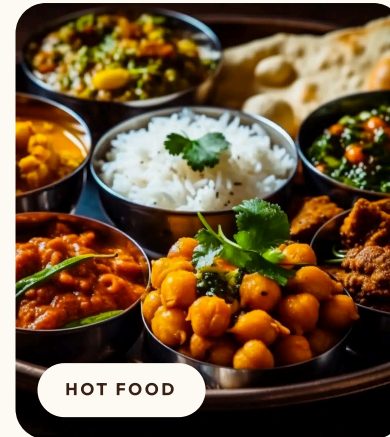
When we don't have our own shot yet, we use licensed photos from Envato Elements. They fill the gaps on service pages and ads. They never stand in for our own trays.

- ✓ **Warm and bright:** golden light, wood, steel, cream linen
- ✓ **Food we actually make** or close to it: curries, skewers, cups, sliders
- ✓ **Generic captions** such as "Paneer tikka skewers"
- ✗ **Never** caption stock as "a Kacks spread" or "our food"
- ✗ **No pink-heavy** scenes, pork or seafood-led dishes

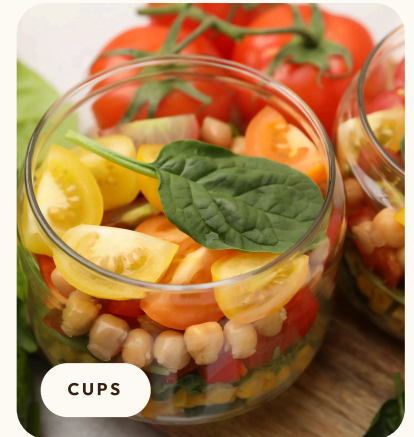
All stock is licensed from Envato Elements to Kacks Foods. Keep the licence record with the file.



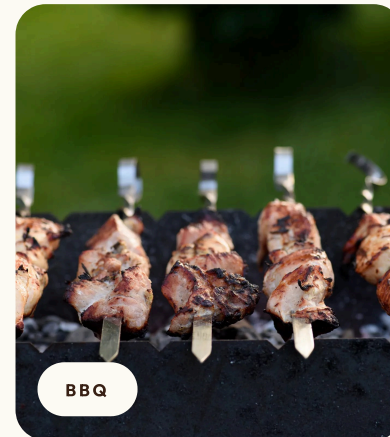
HERO DISH



HOT FOOD



CUPS



BBQ



SWEETS



THE BUFFET



CUT-OUT FEEL



DRINKS

GRAPHIC TOOLKIT

The extra sprinkles

A few playful pieces that make any layout feel like Kacks. Use two or three at a time, never all of them at once.

01 · DOODLES

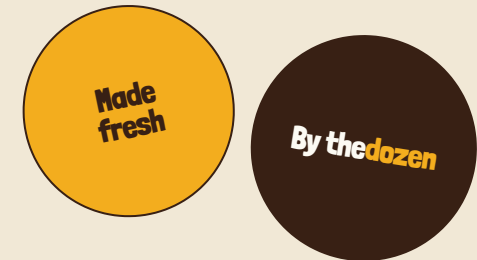


Espresso or gold only. Keep them small and in the corners.

02 · HANDWRITTEN NOTES

**Bao, by
the dozen** *fresh this
morning!*

03 · STICKERS



04 · THE TICKER

Fusion platters by the dozen ✦ Sliders, bao & savoury cups

A scrolling strip of short menu lines. Top of the website, bottom of posters, edge of packaging.

05 · THE DOT

Gold dots on espresso, espresso dots on gold. Fade them out from a corner, never behind text.

A still life photograph featuring a bouquet of roses in shades of white, cream, and light orange. In the foreground, a wooden tiered tray holds several croissants filled with lettuce and tomatoes. To the left, a round bowl is filled with small, round dumplings. Another bowl of dumplings is visible in the bottom left corner. The background shows a textured wall and a window frame.

06

In the Wild

putting it all together

Stop the scroll



kacksfoods

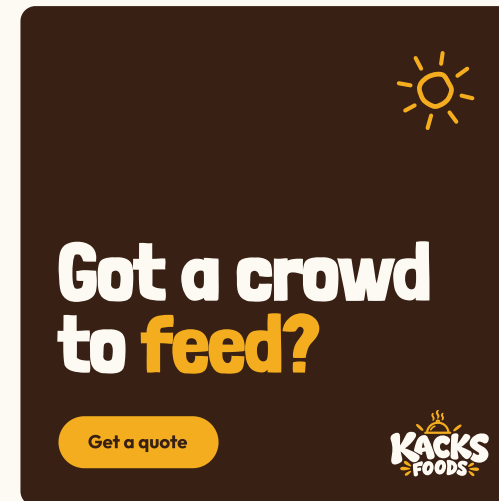
Profile picture is always the tile



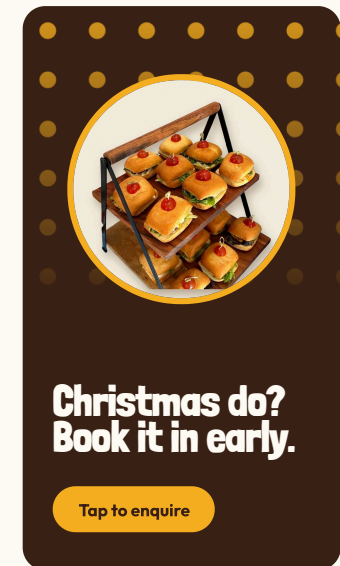
The spread. Real photo, espresso band.



The hero. Cut-out on gold.



The statement. Type-led, gold CTA.



Stories. 9:16, CTA at the bottom.

1 Food fills the frame.

At least two thirds of every post is real food.

2 One message per post.

Five words or fewer in the headline.

3 Logo small, bottom corner.

Never centred over the food.

WEBSITE · KACKSFOODS.CO.NZ

Already live and looking good

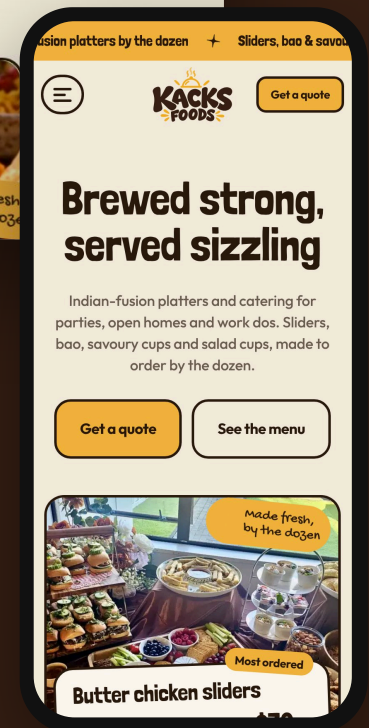
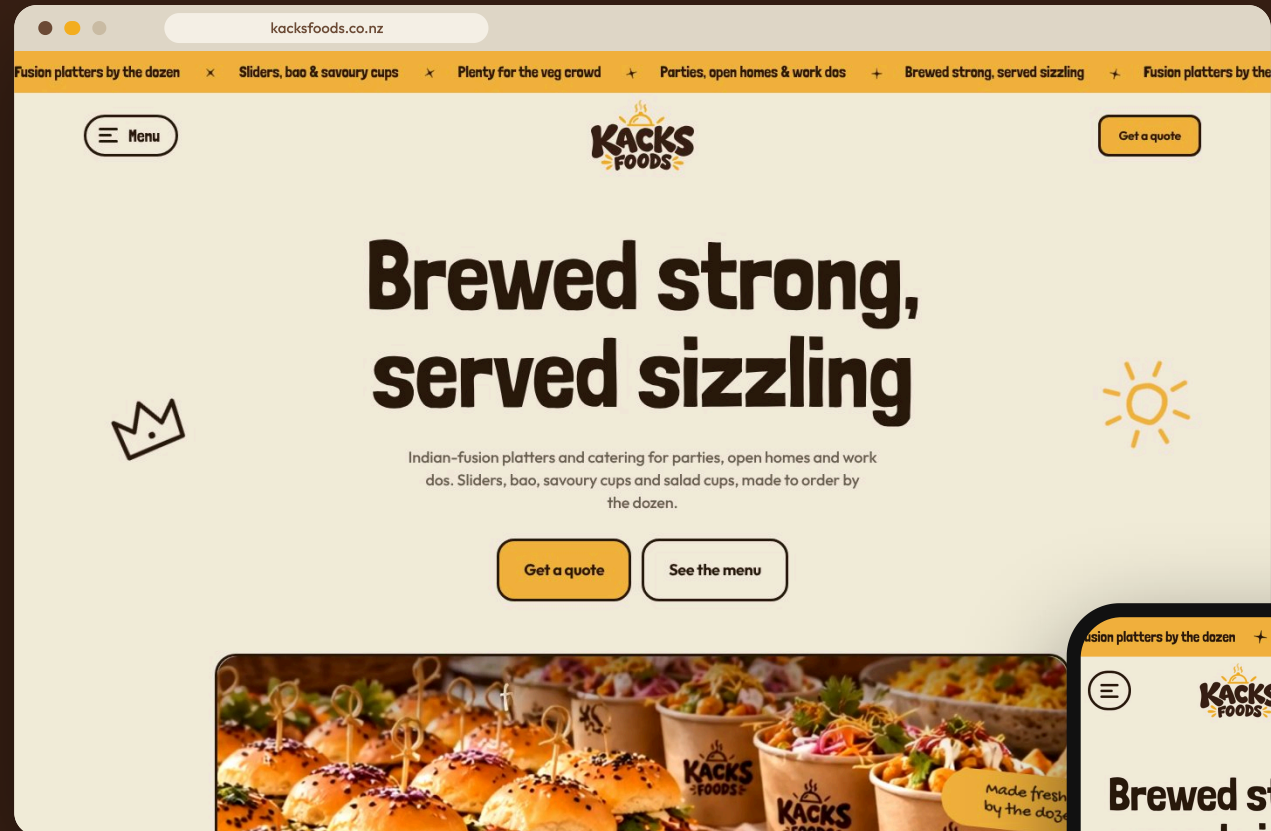
Parchment backgrounds, espresso headlines in Londrina, real food photos and gold pill buttons with espresso text and outline.

Get a quote

See the menu

Primary action: gold. Secondary: outline.

WEBSITE



WEBSITE MOMENTS

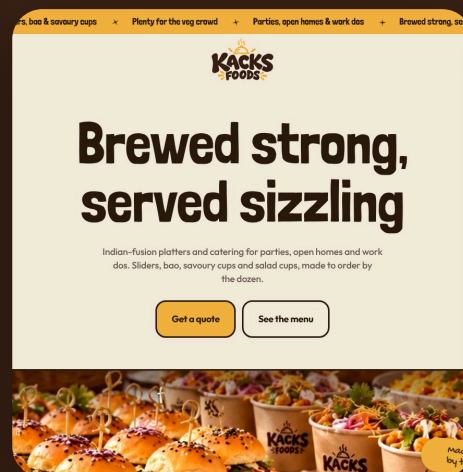
Always served hot

The website moves the way the food does: steam that never stops, a lid that lifts on arrival, and a big sign-off at the bottom of every page. Motion stays gentle and switches off for anyone who prefers reduced motion.



The opening

A 2.5-second intro on first visit. Letters bounce in, the lid drops and the steam rises.



Live steam

The header logo's steam sways and rises on a loop, so the food always looks hot.



The favicon

A filled gold cloche with an espresso outline. It reads from across the room, with no box behind it.



The sign-off

Every page ends on the full logo edge to edge, over a band of drifting gold tiles.

PRINT & PACKAGING

The little things

One logo, lots of space, and the essentials. Every platter that leaves the kitchen is a mini billboard, so make it count.



Business cards. 85 × 55 mm, uncoated cream stock.



Lid sticker. 60 mm round, seals every platter.

The Menu



SLIDERS & BAO · PER DOZEN

Paneer tikka sliders ✓	\$—
Butter chicken bao	\$—
Aloo tikki mini buns ✓	\$—

SAVOURY & SALAD CUPS

Masala corn cups ✓	\$—
Chaat salad cups ✓	\$—

Get a quote · kackscafe.co.nz

Menu card. A5. Dish names are layout placeholders.



One brand. Every table.

now go feed some people

