

Brand Kit

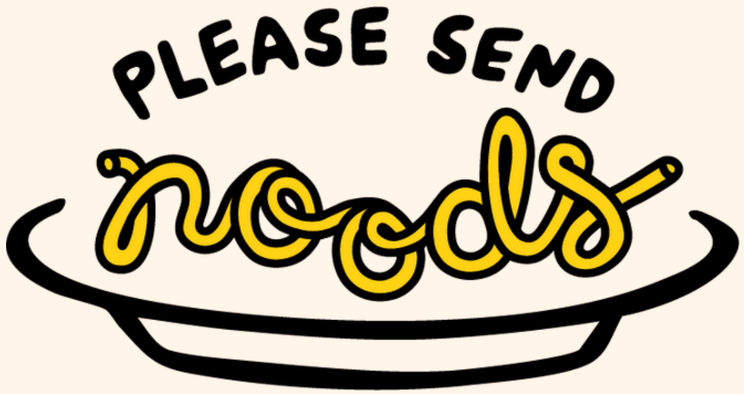
Club Noods

Ciao!

Club Noods brings you:

Please Send Noods

This isn't your nonna's pasta night.



Everything you need to keep the Club Noods brand looking fresh, flirty, and flavorful.



Personality & Voice

Personality

Trait		How it shows up
INDULGENT	We believe pleasure should be served al dente and in heaping portions. Eating pasta is an act of joy and rebellion. Treat yourself!	• Everything feels like a treat—copy, visuals, etc. • Copy celebrates enjoying food without restriction or guilt (rejects diet culture)
COOL	We are effortlessly confident, but never try too hard.	• Uses colloquial language • Culturally aware and socially current • Imagery is carefully curated to make you wish you were there/wish you were eating that pasta
HUMOROUS	We don't take ourselves too seriously—except when it comes to really good pasta.	• Uses fun product names (e.g., "Please Send Noods") • Tongue-in-cheek taglines
A LITTLE RISQUE	We are unapolagetically spicy, like a bold arrabbiata sauce. Sassy, honest, maybe a little NSFW.	• Leans into innuendo with a wink • Fosters a sex-positive space through empowering language and thoughtfully curated items in each monthly subscription box.

Voice

We are the **fun, confident, cheeky, pasta-obsessed best friend** who always knows the best items on the menu and takes the lead ordering for the table. They will definitely lean over to steal a bite of your spicy rigatoni with one hand, while effortlessly balancing a dirty martini in the other. ✨

- **Well-versed in all things pasta**, not in a culinary school way, but like someone who just spent the past 5 months living in Rome.
- **Knowledgeable about sex**, not in a textbook expert way, like someone who's spent a lot of time reading Cosmo articles and having their fair share of life experiences.

How This Shows Up in Practice:

- **Site Copy:** Short (we don't waste words), clever, and easy to read—but never boring. Flirty headers, snackable lines, and CTAs that make you double-click.
- **Social Copy:** Conversational and timely—humorous. Like your friend who sends the funniest meems and reels.
- **Product:** It's all in the details. Please Send Noods is carefully curated to reflect our brand – visually, verbally, and vibewise. From individual box elements to the packaging.
- Across platforms, we use inclusive "you" language



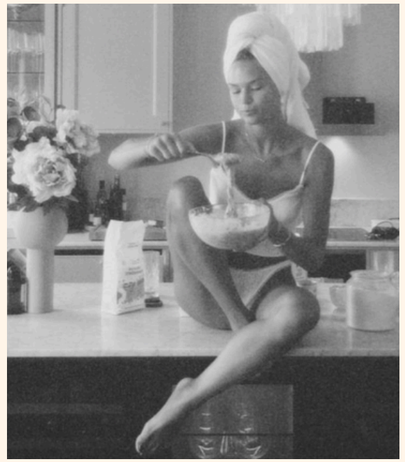
Visuals

Visuals

Club Noods serves up bold, sex-positive energy with a retro, cheeky visual identity that's impossible to ignore.

Our aesthetic is rooted in nostalgia (think vintage Italian diner) with a modern twist.

Photography and illustration should feel unapologetically fun, a little risqué, and irresistibly indulgent.




Photography Style Guidelines

Color & Black & White

Use a balanced mix of color and black-and-white photography to create contrast and dynamic interest.

Atmosphere

Photos should be mouthwatering! Evoke a sense of FOMO, making viewers wish they were there and eating that pasta.

Composition

Focus on capturing moments that are candid, natural, and evoke a feeling of storytelling.

Mood

Aim for a playful, nostalgic, and sensual.

Texture

Incorporate subtle grain to give photos a nostalgic, film-like feel, enhancing the sense of intimacy and timelessness.
Avoid overuse of digital noise that could detract from the clarity or quality of the image.

Illustration Style Guidelines

Line Work
Use simple, clean lines that feel spontaneous and informal, resembling the kind of doodles one might find sketched on the back of a wine-stained napkin.

Shape & Form
Avoid intricate details; focus on abstract or minimalist shapes to maintain a sense of ease and lightness.

Mood
Illustrations should evoke a playful, laid-back vibe — nothing too polished or precise. Think of the charm of a quick sketch rather than a detailed drawing.

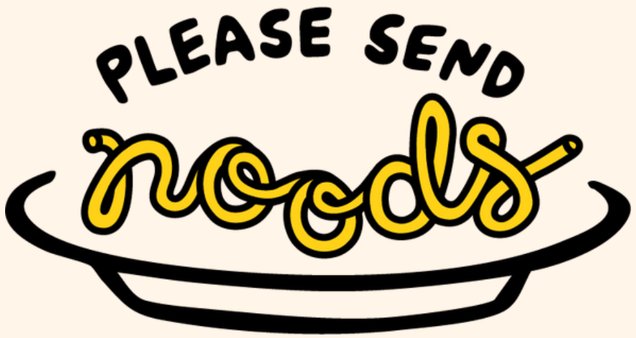
Color Palette
See brand color palette (slide 11)

Texture (excluding the Please Send Noods logo)
Feel free to incorporate subtle textures (like ink smudges or sketchy lines) to enhance the hand-drawn, organic feel.

Logos

Primary Logo

- Website header
- Formal marketing materials
- Social Media



Secondary Logo

- Product packaging
- Merchandise





Typography

Primary Typeface: Recoleta

Recoleta

Please Send Noods (bold)

Please Send Noods (semibold)

Please Send Noods (Medium)

Roboto

Please Send Noods (regular)

Please Send Noods (bold)

Type Style	Font	Size	Weight	Letter spacing	Use
H1	**Recoleta**	48px	Bold	-1%	Page titles
H2	**Recoleta**	36px	Semi-Bold	0%	Section headings
H3	Recoleta	24px	Medium	0%	Subheadings
Body	Roboto	16px	Regular	0%	Main text
Caption	**Roboto**	12px	Bold	+2%	Image captions



Color Palette

Primary Colors

At Club Noods, our colors are a gentle nod to the heart of pasta itself:

- **Warm yellow,** like golden strands of fresh spaghetti
- **Vibrant green**, evoking fragrant basil and rich pesto
- **Bold red**, reminiscent of ripe tomatoes and hearty sauces




È tutto!
Club Noods