



SWAD
KA
SUNEHRA
RANG

FROZEN FOODS

BRAND GUIDE

2024

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LOGO

01

PRIMARY LOGO

The primary logo is the visual cornerstone, embodying our brand essence and values. It's the focal point for instant recognition, symbolizing our commitment to excellence and creating a lasting impression.



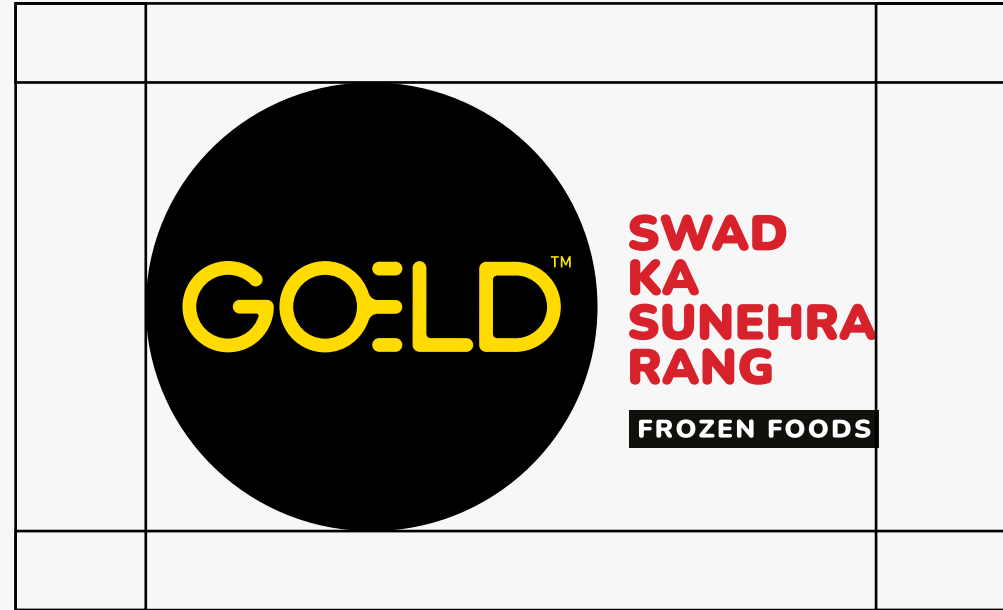
WRONG USAGE

Incorrect logo application can dilute brand identity. Adherence to correct usage is vital for maintaining logo integrity across all mediums, ensuring consistency and fostering consumer trust.



SAFE SPACE

The designated safe space around our logo preserves visual clarity and professionalism. Respecting this space ensures the logo stands out, reinforcing the impact of our brand in diverse contexts.



BRAND COLORS

02

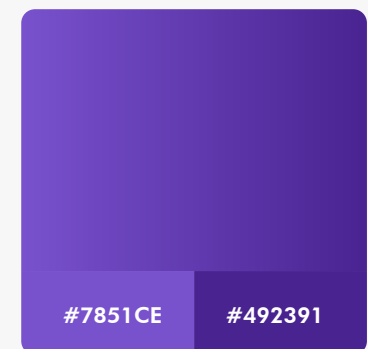
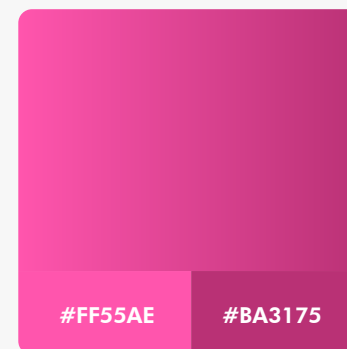
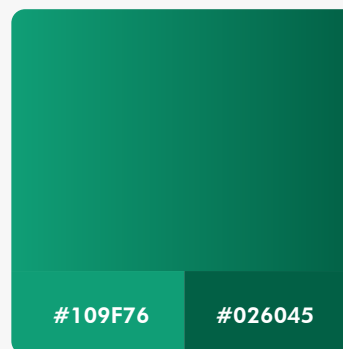
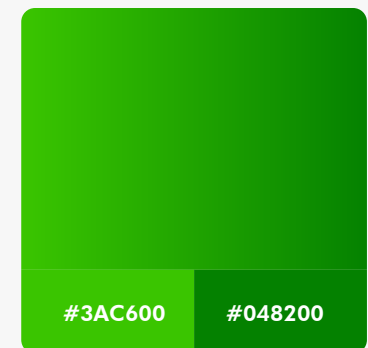
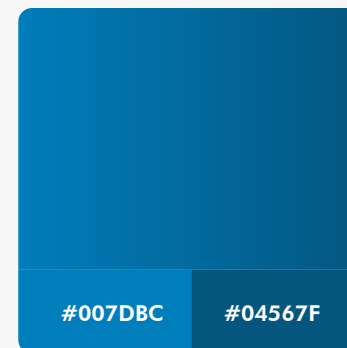
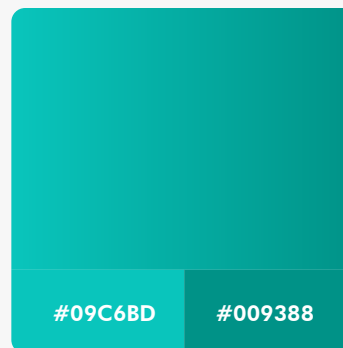
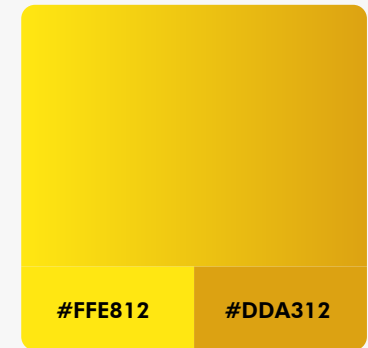
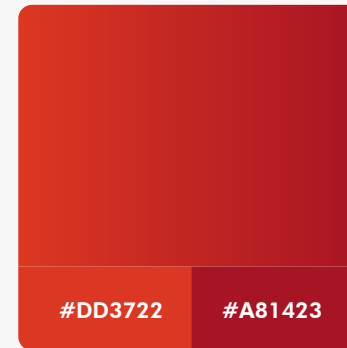
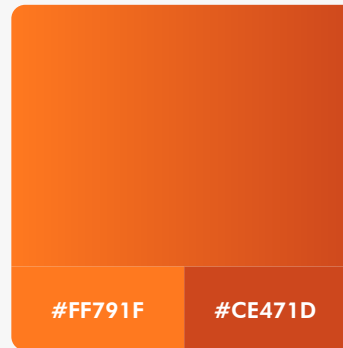
PRIMARY COLORS

Our carefully chosen primary color palette is the soul of our brand. Each color embodies a unique aspect, creating a cohesive visual identity that resonates and adapts across a variety of contexts.



GRADIENT COLORS

The gradient color palette adds dynamism, representing the seamless fusion of elements within our brand. This versatile addition injects energy into our branding, capturing the essence of our identity.



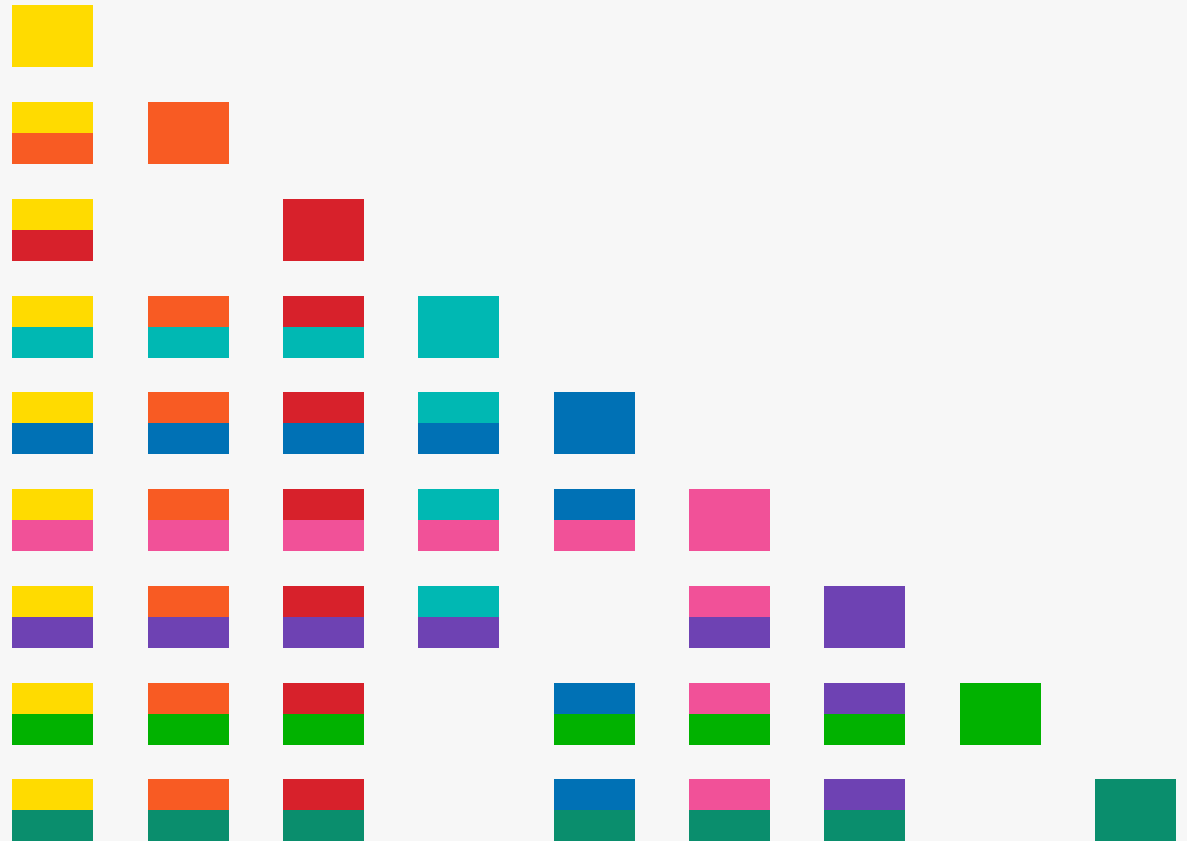
LOGOS IN EACH COLOR

The versatility of our brand is showcased in the logos on each color background. This section emphasizes the adaptability of our logo across the spectrum of our primary color palette, ensuring that our visual identity remains striking and cohesive in any context. Whether set against vibrant hues or muted tones, our logo maintains its impact, reinforcing the brand's flexibility and visual strength.



COLORS PAIRINGS

Strategic pairing of two colors enhances visual appeal, signifying balance and harmony. This combination strengthens our brand identity, providing a visually pleasing touch that resonates with our audience.



FONTS

03

BRAND FONTS

Our unique combination of a bold, modern font and a handwritten script communicates a blend of precision and personal touch. This typographic harmony establishes a distinct brand voice.

FUTURA

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

` 1 2 3 4 5 6 7 8 9 0 - = ! @ #
\$ % ^ & * () _ + [] { } \ ; : ' " ,
. / < > ?

Aa

FUTURA STD BOLD
FUTURA STD HEAVY
FUTURA STD MEDIUM
FUTURA STD BOOK
FUTURA STD LIGHT

Winkle

A B C D E F G H I J K L M N O
P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q
r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 -

Aa

Winkle Regular

IMAGERY

04

BRAND IMAGES

Curated brand imagery captures the essence of our brand, narrating visual stories that portray authenticity. This cohesive narrative fosters a deep connection with our audience, making our brand relatable and trustworthy.

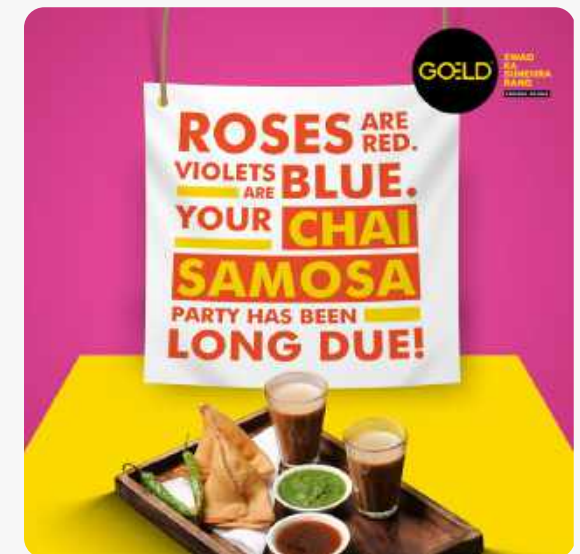


USE CASE

05

SOCIAL MEDIA

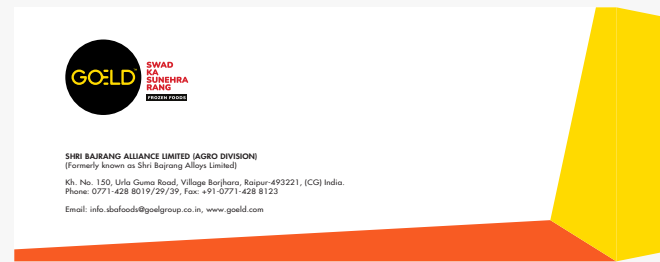
Our social media posts exemplify our vibrant spirit. The showcased examples set the tone for engaging content, ensuring a consistent visual language that strengthens our online identity.



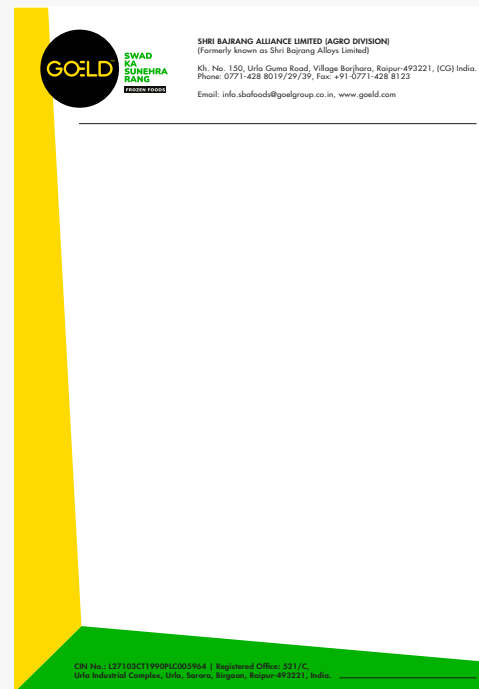
STATIONERY DESIGN

From letterheads to packaging, our stationery design seamlessly integrates the brand theme. Each item becomes a canvas reflecting our essence, reinforcing professionalism and leaving a lasting impression.

Envelope



Letter Head

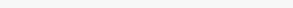
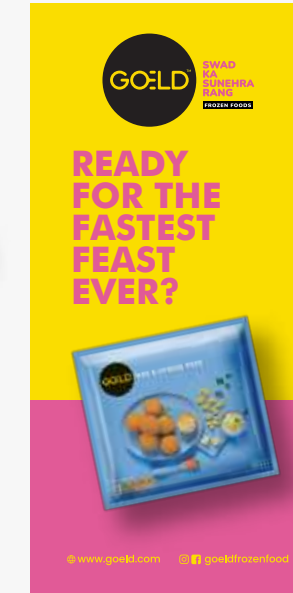
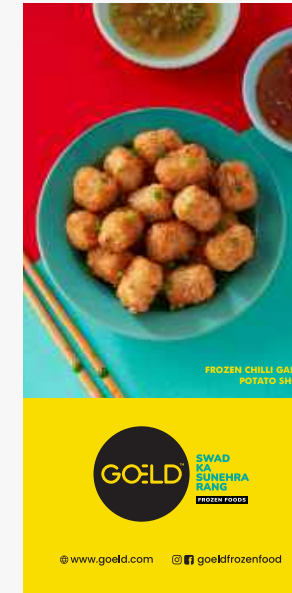
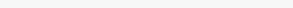
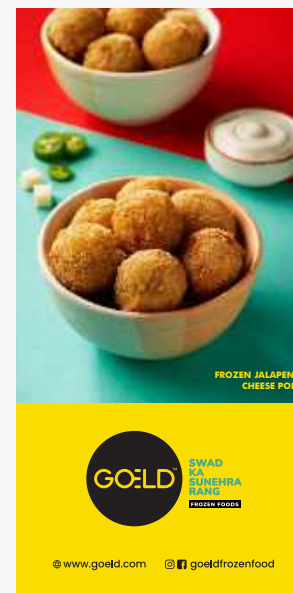
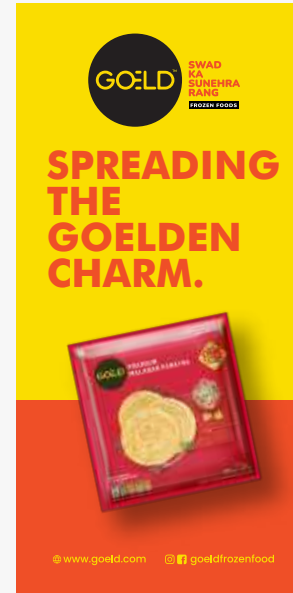
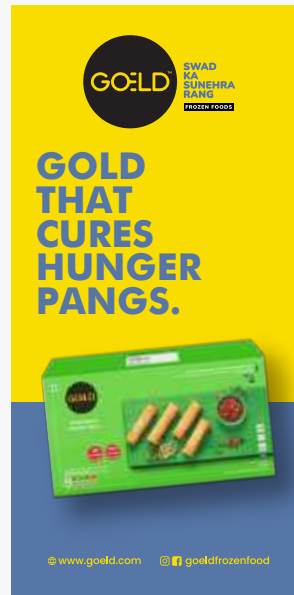


Visting Card



STANDEE

A well-designed standee is an extension of our brand experience. The provided examples demonstrate how our theme can be effectively translated into physical spaces, creating memorable interactions. Consistency in design amplifies brand visibility and recall.



THANKS



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