



Brand Guideline.



Welcom!

We Are Happy That You Are Here.

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Healthy Bite values .

Healthy Bite personality.

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Defining our brand :

At Healthy Bite, we focus on what our brand stands for, what makes us unique, and why we choose the words and visuals we use.

Every choice we make shows who we are and how we want to be seen in the world.



Who we are ?

Healthy Bite is where people get the natural ingredients food they deserve

Our Mission :

"Promoting a healthy lifestyle through natural, balanced, and sustainable food products—free from chemicals, hormones, and GMOs."

Our Vision :

To become a leading provider of nutritious, safe, and accessible food for health-conscious individuals and those with special nutritional needs.

Core Values:

Health, Sustainability, Transparency, Innovation.

Brand Personality:

Friendly, Trustworthy, Professional.

How we describe the need for Healthy Bite:

Challenge:

Today, many people struggle to find healthy food that is free from chemicals, hormones, and GMOs.

They want food that is natural, balanced, and safe, but it's often hard to find products that meet those needs, especially for people with specific dietary requirements.

Solution:

Healthy Bite offers clean, natural food made from high-quality, GMO-free ingredients, perfect for health-conscious individuals..

Result:

By offering healthier, more accessible food options, Healthy Bite helps people make better food choices and live a healthier lifestyle.

Our focus on clean ingredients and sustainability has made us a trusted choice for those looking to improve their health through food.



Healthy Bite values :



Health:

We prioritize providing nutritious, clean food that supports overall well-being.

Sustainability:

We are committed to eco-friendly practices and sourcing ingredients that are good for both people and the planet.

Transparency:

We believe in clear, honest communication about our ingredients and processes, so customers know exactly what they're getting.

Innovation:

We continually seek new ways to create better, healthier food options for our customers, staying ahead in the industry.

Brand Personality :

We are :

Creative, professional,
thoughtful, respectful,
purposeful and curious;
We are smart, humble,
hard-working,
collaborative

Friendly:

We are approachable and caring, always aiming to create a positive and welcoming experience for our customers.

Trustworthy:

Our commitment to transparency and high-quality ingredients makes us a brand people can rely on for healthy, natural products.

Professional:

We maintain a high standard of excellence in everything we do, from the quality of our food to how we interact with our customers.

Tone and Voice :

Tone:

Friendly and Supportive:

We're approachable and caring.

Trustworthy and Honest:

We speak with confidence and transparency.

Positive and Uplifting:

We encourage healthy, happy living.

Voice:

Clear and Simple:

Easy to understand with no complicated terms.

Honest:

Open about our ingredients and values.

Inspiring:

Motivating people to choose a healthier lifestyle.

Design elements :

Here, we outline the elements of our visual identity and shape them in a way that aligns with their core purpose.





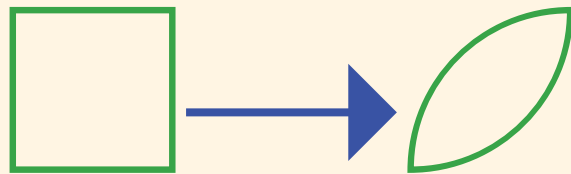
Logo Meaning and Inspiration :

The Healthy Bite logo is designed to reflect the brand's commitment to natural, clean, and sustainable living.

The green leaf symbolizes health and nature, while the modern typography conveys simplicity and trust

The use of blue and green communicates freshness, wellness, and a strong connection to the environment, reinforcing the brand's mission of providing wholesome, chemical-free food.

Logo Concept



Logo types And Usage on backgrounds :



Incorrect Usage :



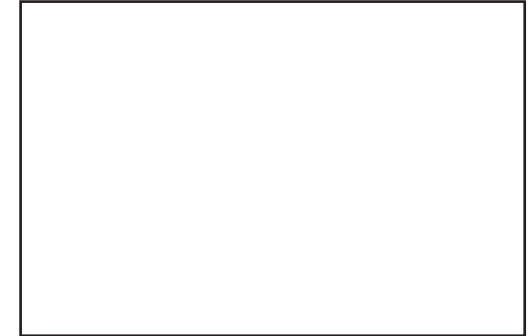
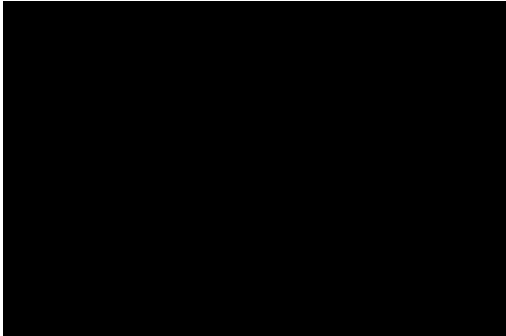
Color Palette :

Primary Colors:

C=63 M=0 Y=100 K=0
HEX #6abd45
RGB 69 189 106

C=78 M=9 Y=100 K=1
HEX #38a448
RGB 72 164 56

C=88 M=77 Y=0 K=0
HEX #3953a4
RGB 164 83 57



Secondary Colors:

R=242 G=232 B=207
HEX #F2E8CF

R=236 G=161 B=84
HEX #ECA154

R=254 G=255 B=102
HEX #FEFF66

Typography :

Primary Font:

[Montserrat]

Thin

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+?><*/-+

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+?><*/-+

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+?><*/-+

Body Text Font:

[Lato]

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+?><*/-+

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+?><*/-+



Visual identity:

Products design :

[juice]

Healthy Bite Pure Juice is crafted from premium, all-natural ingredients, free from additives, and chemicals .

It offers a pure and refreshing option for those prioritizing health and wellness.



[protein bar]

Go to full power with healthy protein bars!

Are you a fan of healthy nutrition or an athlete striving for better performance? Introducing Healthy bite protein bar .. the perfect solution that will change the way you snack!



[substitutional
meal]



This nutrient-rich product is tailored for children who avoid eggs and cheese, offering a delicious blend of milk, eggs, and cheese varieties.

Packed with calcium, vitamins, and proteins, it supports bone health, growth, and development while ensuring a taste kids enjoy.



[Bon Bon]



Always Ready for Emergencies!

Worried about sudden hypoglycemia?
[Healthy Bon Bon] is your quick,
portable solution.

- * Fast Relief: Tasty bites to restore blood sugar fast.
- * Convenient: Easy to carry, anytime, anywhere.
- * Natural: No added sugar, just pure ingredients.

Prioritize your health – stay prepared!




Brand Applications:

- Business Cards



•Invoice Design



INVOICE

Invoice to
Customer Name
Customer Address

Invoice No
39480

Invoice Date
6-10-2024

Due Date
6-10-2024

Payment Date
5-10-2024

Contact Person
Customer Email
Customer Phone Number

| NO. | Product Description | price | QTY | Total |
|-----|---------------------|--------|-----|--------|
| 01 | Product Description | 90 \$ | 1 | 90 \$ |
| 02 | Product Description | 50 \$ | 2 | 100\$ |
| 03 | Product Description | 100 \$ | 1 | 100 \$ |
| 04 | Product Description | 70 \$ | 3 | 210 \$ |


Payment Method
paypal
Pay conveniently with PayPal


Bank Transfer
Wire funds directly to our bank account.


SubTotal 500 \$

Tax(5%) 25 \$

Total 525 \$

 +200123456789

 www.healthybite.com

 HealthyBite@gmail.com



●Flyer Design



●Folded Design



Substitutional meal

nutrient-dense meal combining milk, eggs, and cheese to provide essential calcium, vitamins, and proteins, ensuring kids get it.



Natural Juices

Boost senior health with our natural juice, designed to ease Alzheimer's symptoms and support nerve function with essential vitamins.



Bon Bon

Boost your child's focus with [Bon Bon], a 100% natural, delicious candy that supports attention and brain health. Safe and nutritious, it's a treat kids love and parents trust!



Protein Bars



Fuel your body with our all-natural, high-protein bars, designed to boost muscle recovery and overall health. Packed with essential vitamins and minerals.



Contact Us

191234567890
+2001124783498



www.instagram.com/healthy_bite



www.healthy_bite@gmail.com



HealthyBite
HEALTH IN EVERY BITE



organic
Healthy Bite

Good for Nature
Good For You

www.healthy_bite.com

●Stationary Design

envelope



●Stationary Design

Letter head



To
Mr.Mohamed Kamal

23 oct 2024

Phone: +123 456 7890

Email: contact@healthybite.com

Website: www.healthybite.com

At Healthy Bite, we believe that nourishing your body should be both delicious and convenient. Our mission is to provide wholesome, nutritious meals and snacks made from the freshest, locally-sourced ingredients, carefully selected to support a balanced and healthy lifestyle. Whether you're looking for a quick bite on the go, a filling meal for your busy day, or a mindful snack to enjoy guilt-free, we've got you covered. We prioritize natural flavors, avoiding artificial additives, preservatives, or refined sugars to ensure every bite not only tastes great but also fuels your body. With a diverse range of options catering to different dietary preferences—whether vegan, gluten-free, or protein-packed—our menu is designed to satisfy every taste.

Healthy Bite

✉ www.healthy_bite@gmail.com

📞 01124784256

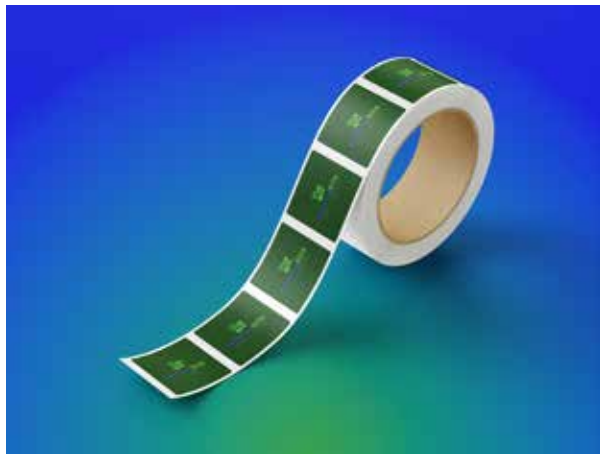
☎ +19123



- Folder Design



- Product Packaging



- Social Media



- Social Media



- Social Media



- Social Media



HealthySite
TASTE & LIVE LIFE

only 150 LBP

Do you share?
Get 3 healthy-bottles
of your favorite flavor

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www.healthy_b.com



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Wake up!
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20% off



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It's very easy and quick

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Natural
Fruits



HealthySite
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**The Best Healthy Juice
For Your Breakfast**

ORDER NOW >
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www.healthy_b.com

100%
Natural
Fruits

- Social Media



- Social Media




- Social Media



• Social Media





Likes **aura_20** and **loremipsum** and more

Instacarousel Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula... more

- Social Media



HealthyBite
Tasty. Not Too Sweet.

100%
Natural

**A Rabid Act ..
Good Solution**

Save For Diabetics

ORDER NOW >
19123
www.healthy_bite.com

The advertisement features four Bon Bon candies in yellow, green, blue, and orange, each surrounded by various fruits like grapes, kiwi, and oranges. A small bowl of honey with a dipper is also shown.



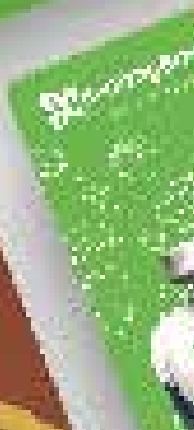
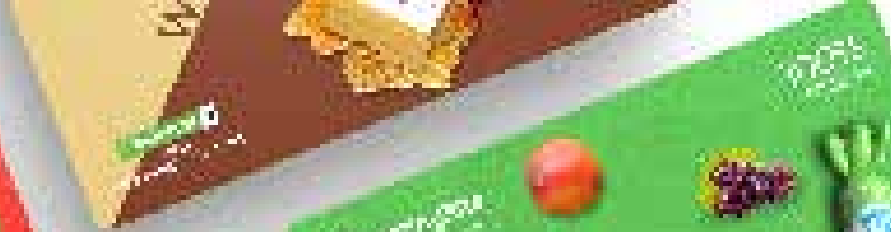
HealthyBite

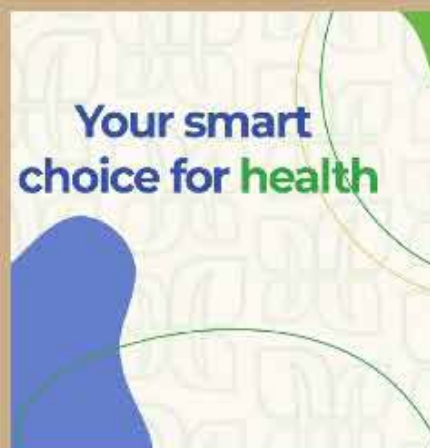
**خليك في
المفيد**

juice

ORDER NOW >
19123
www.healthy_bite.com

The advertisement shows four bottles of HealthyBite Juice in green, red, yellow, and orange, each surrounded by a variety of fresh fruits like kiwi, raspberries, apples, and oranges.





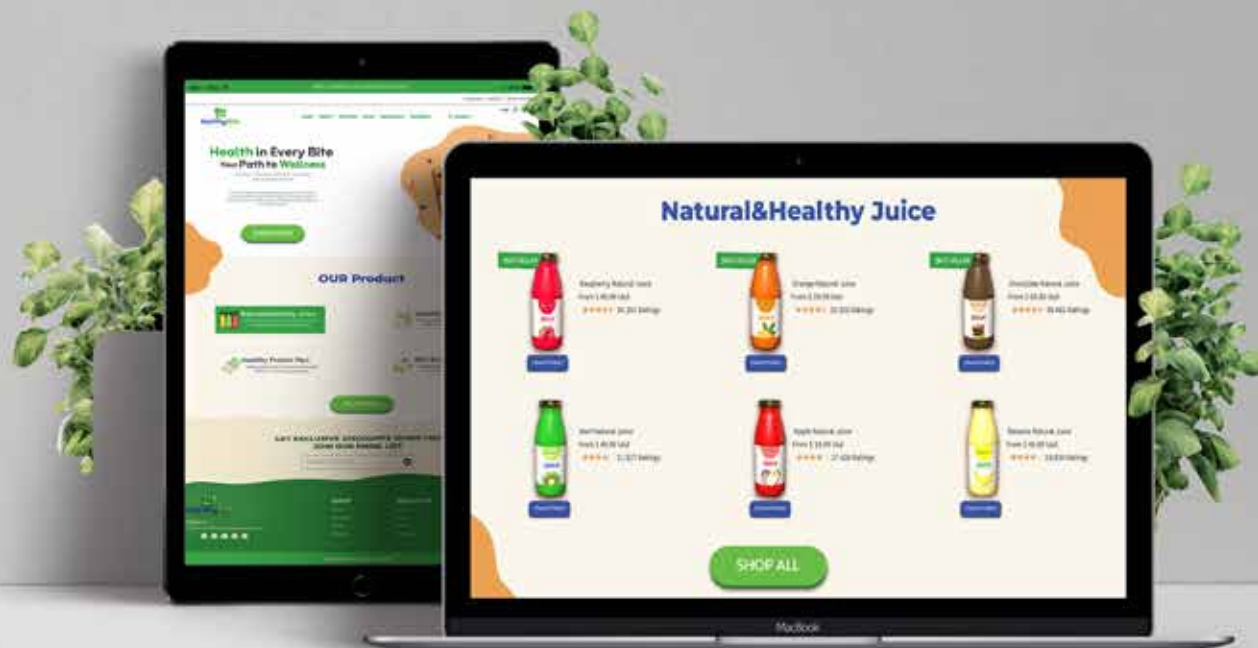
• Social Media Grid Design



- Website Design

Web showcase project presentation.

THIS IS A GREAT PSD PROJECT DESIGN TEMPLATE TO KICKSTART A SHOWCASE OR CASE STUDY OF YOUR UX AND UI PROJECTS.



THIS IS A MODERN PRESENTATION SHOWCASE TO DISPLAY YOUR WEB PROJECTS WITH WIREFRAME INCLUDED. USE THE SMART LAYERS TO EASILY ADD ANY SCREENS.

[VIEW MORE](#)

or [TAKE A TOUR](#)



Questions?



For any inquiries contact us :
info@healthy-bite.com

TeamWork

A special thanks to our instructor,
Eng. Mohamed Kamar,
for his invaluable guidance and support
throughout our journey!

Great thanks to my wonderful
team, this achievement wouldn't
be possible without our collective
efforts!



**Asmaa Allah
Mosad**

**Social media
advertising
all platforms
Designer**

Aya Naguib

**Logo , Pattern
Invoice ,Folder
Packaging and
Website Designer
Mockup Designer**

**Yasmin
Abdul Fattah**

**Content writer
Flyer Designer
Mockup
Designer**

Shahd Alaa

**Content writer
Instagram grid
social media
Designer**

**Huda Mohamed
Sharawy**

**Business Card
envelope
Letter head
folded
Designer**

Amira Alkholy

**Products
Designer
Brand Guidelines
Designer**

Thank You !

