

# Brand Guideline.



We Are Happy That You Are Here.

#### **Content:**

#### **Section 1: Defining our brand.**

Who we are?
How we describe the need for Healthy Bite.
Healthy Bite values.
Healthy Bite personality.
Tone of Voice.

#### Section 2: Design elements.

Logo Meaning and Inspiration.
Color Palette
Typography
Visual identity
Brand Applications:



#### 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 ustainability has made us a trusted choice for those looking to improve their health through food.



#### **Healthy Bite values:**

# Malthy Healthy Bite

#### **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:**

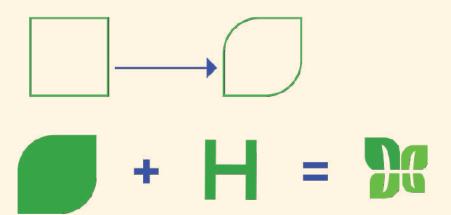
The Healthy Bite logo is designed to reflect the brand's commitment to natural, clean, and sustainable living.

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:

















Health In Every Bite

naHealthy vuBite

Health In Every Bite







#### **Incorrect Usage:**



Ma Healthy Du Bite



Ma Healthy Bite



Healthy

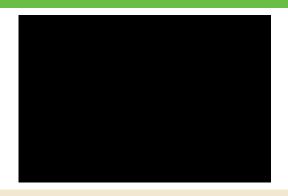




#### **Color Palette:**

#### **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]

abcdefghigklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ Thin

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

abcdefghigklmnopqrstuvwxyz Miduim ABCDEFGHIJKLMNOPQRSTUVWXYZ

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

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

**Body Text Font:** 

abcdefghigklmnopgrstuvwxyz [Lato] Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ** 

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

abcdefghigklmnopqrstuvwxyz **Bold 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.

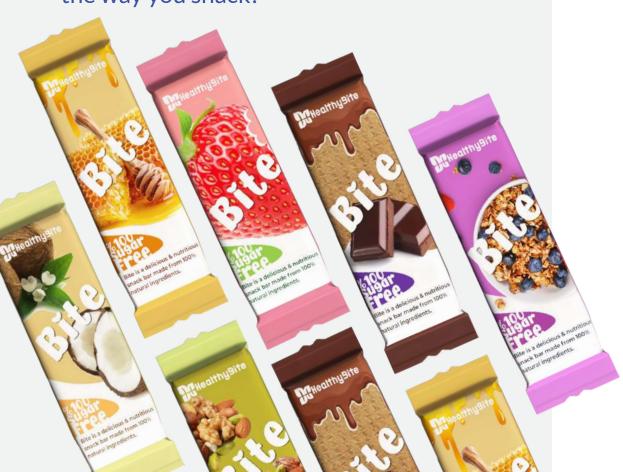




#### [protein bar]

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!





Bite is a delicious & nutritious snack bar made from 100% natural ingredients.



Bite is a delicious & nutritious snack bar made from 100% natural ingredients.



Bite is a delicious & nutritious snack bar made from 100% natural ingredients.



Bite is a delicious & nutritious snack bar made from 100% natural ingredients.



Bite is a delicious & nutritious snack bar made from 100% natural ingredients.



natural ingredients.

### [ 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

Contact Person

Customer Email

Customer Phone Number

Invoice No 39480

Due Date 6-10-2024

Invoice Date 6-10-2024

Payment Date 5-10-2024

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\$

SubTotal 500\$

**Payment Method** Tax(5%)

Pay conveniently with PayPal

Bank Transfer

Wire funds directly to our bank account.

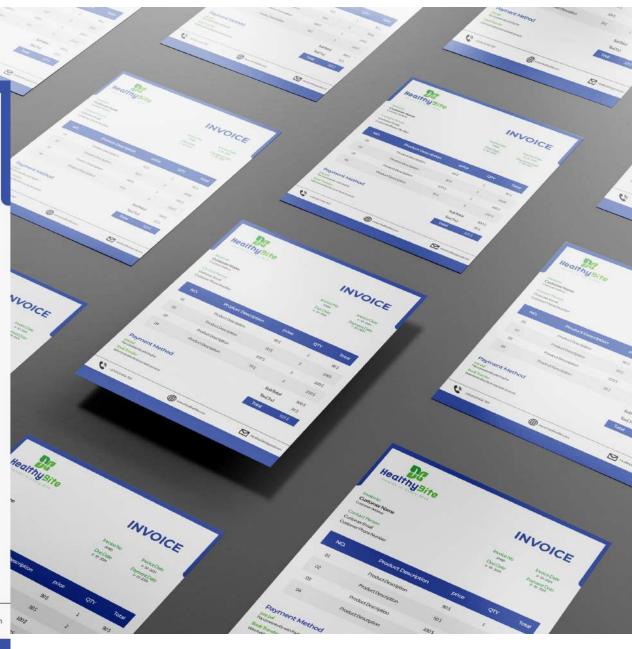
25\$ Total











#### •Flyer Design









#### Stationary Design



### Stationary DesignLetter 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

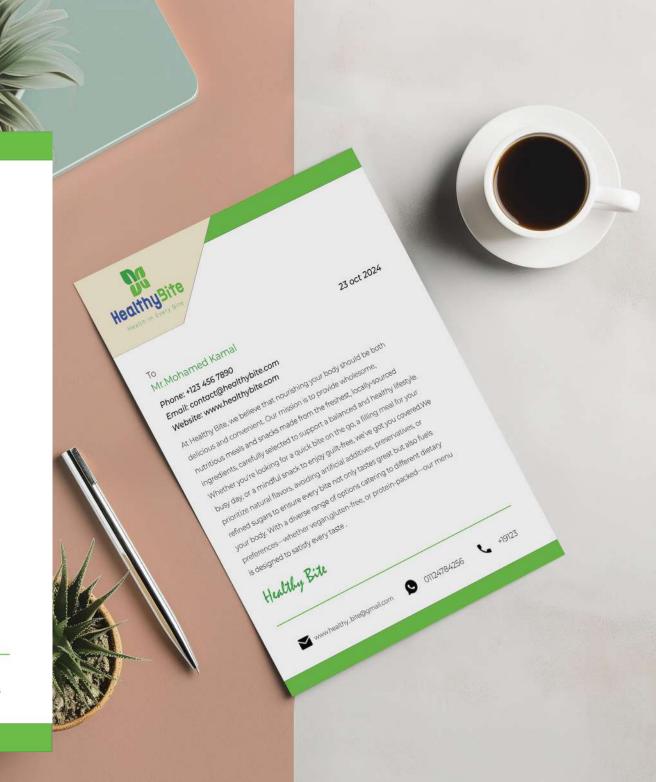




01124784256



+19123

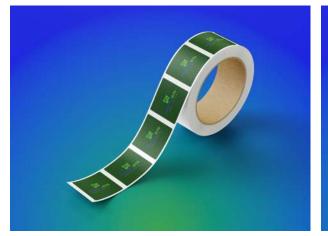


#### • Folder Design



#### Product Packaging

































































Juice





Juice



#### 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.



#### **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!

