



**D I G I T A L**

**Brand and Style Guide**

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## **Mission**

We empower food and beverage brands to succeed through digital marketing.

## **Values**

We believe in delivering real results to our clients—let's leave the fake stuff to Velveeta.

We believe that there is no substitute for hard work, but that there are a few good alternatives to sugar.

We believe in keeping up with trends and expiration dates on dairy.

We believe that you are what you eat, especially when you're a brand.

## Logo

The logo can be used both with and without the word digital, depending on the context.



## Tagline

Logo with tagline



Tagline alone

F E E D   T H E   M A C H I N E

F E E D  
T H E  
M A C H -  
I N E

# Colors

C0 M98 Y61 K0  
R255 G14 B76  
HEX# FFOE4C

C0 M0 Y0 K100  
R0 G0 B0  
HEX# 000000

C0 M0 Y0 K0  
R255 G255 B255  
HEX# FFFFFFFF

Primary Colors

C29 M0 Y98 K0  
R190 G253 B60  
HEX# BEFD3C

C0 M98 Y100 K0  
R238 G35 B22  
HEX# EE2316

C0 M85 Y31 K0  
R255 G74 B120  
HEX# FF4A78

C0 M40 Y94 K0  
R255 G166 B38  
HEX# FFA626

C7 M0 Y97 K0  
R254 G255 B1  
HEX# FEFF01

Secondary Colors

# Typography

## Headlines & Display

### **Francis Gothic Normal**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!@#\$%^&\*()**

## Body Copy

### **Trade Gothic Bold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890!@#\$%^&\*()**

### Trade Gothic LT Std Regular

abcdefghijklmnopqrstuvwxyz

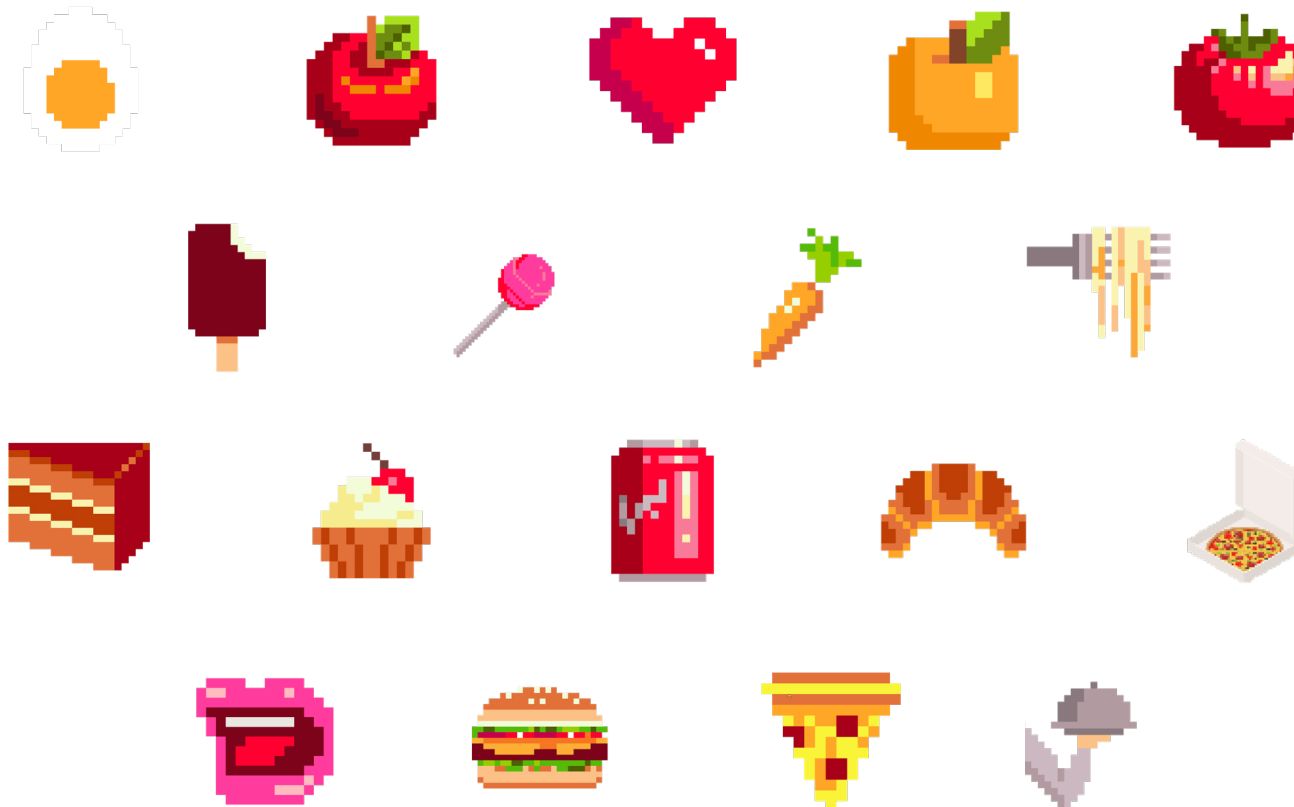
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&\*()



## Image Library

Drawing inspiration from retro video games, the Superfood visual identity relies on food and beverage pixel art in bold colors. Note how these icons strike a balance between healthy and “junk-y”, with an emphasis on packaged goods, our primary clientele.



## **Voice**

Superfood Digital's voice is empowering, pithy, and warm. Sure, we can be cheeky and even a little “out there” sometimes. Even so, let us not forget that we're not peddling popcorn or crackerjacks. Superfood Digital is a digital marketing company and in an industry that practices information overload, we prefer to keep it simple, oh and human.

## **Tone**

Digital marketing is naturally clunky, so when we are describing our services we have to swiftly make our point. When we're talking about our story or values, there's room for a little more fun. Since we're here to help food and beverage brands attain their goals, we should be mindful about how much time we spend yammering about ourselves.

**superfooddigital.com**  
**hello@superfooddigital.com**