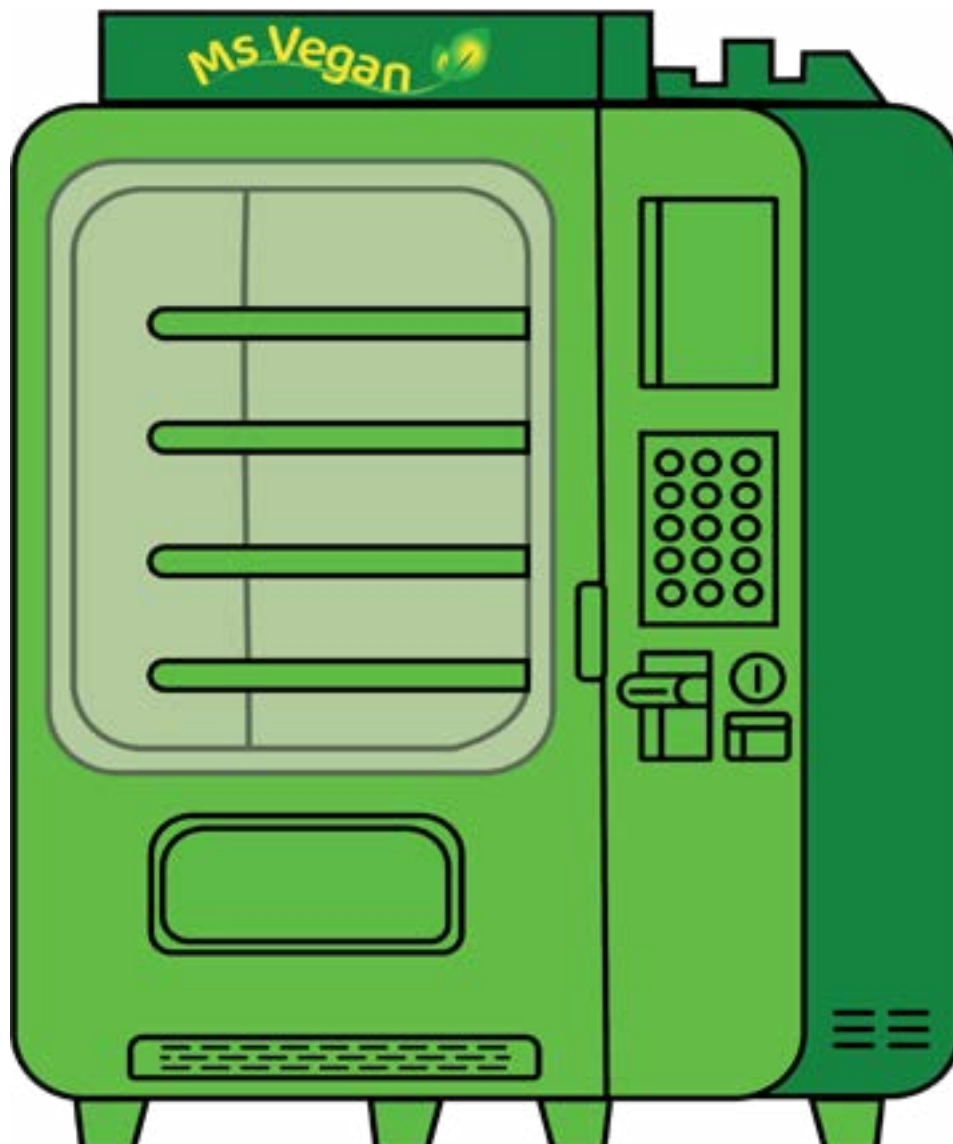


# Brand Guidelines for **Ms. Vegan**



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# BRAND IDENTITY AND LOGO

## Brand Guidelines for **Ms. Vegan**

### Logo and Icon Full Color



M	1 inch	M
1/2 inch		1/2 inch
M	1 inch	M

### Logo and Icon Black



M		M
		
M		M

### General guidelines

The name Mrs. Vegan should always be yellow when using both green and yellow colors, so that you can see and appreciate the green vine and green leaf icon that sits at the end.

Leafs are a well know symbol of vegan brands, and it was included for this reason. While, the name gives evidence to what the brand is for, the color adds to this visual cue, and it also is bright and attention grabbing yellow, so people don't just walk by our machines.

### Acceptable Color Variations



### Unacceptable Variation & skew image



### Upbeat

The story behind the brand and design is upbeat and focused on providing vegan and plant based options in the form of vending machine snacks.

### Vibrant

Mrs. Vegan wants to be seen as healthy and nutritious option with a message of vitality. The brand is targeting people who try to live their values through their food choices. People who make healthy food choices are more likely to be drawn to colorful food choices that you find in fruits and vegetables. It is a well known fact that diets that incorporate fruits and vegetables onto their plates, will be more balanced.

### Virtuous

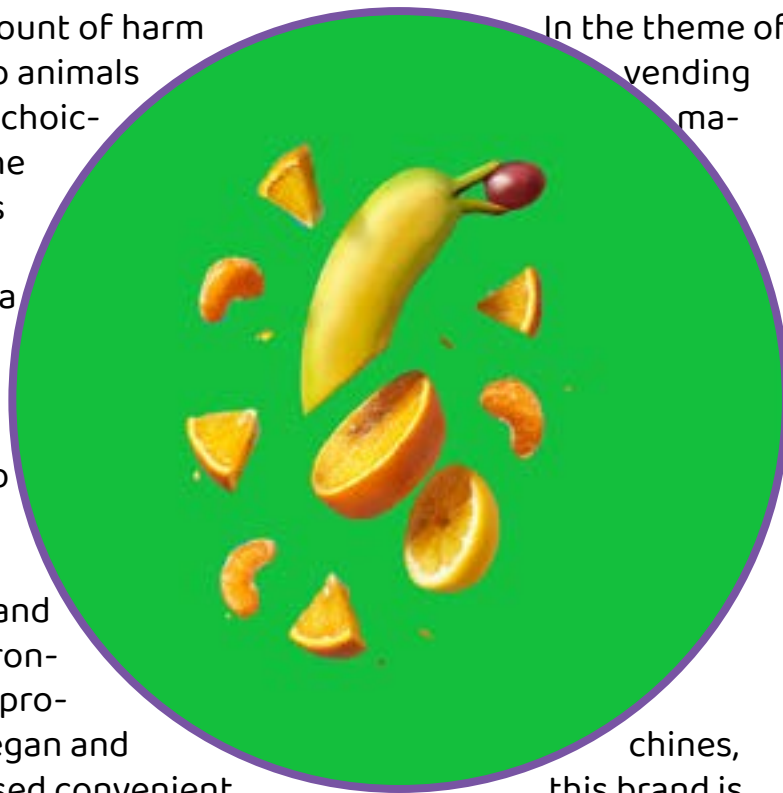
Mrs. Vegan as a vending machine was created with the tagline "vending with virtue" not only to meet basic nutritional needs, but to demonstrate the vegan values which involve doing the

least amount of harm (if any) to animals with the choices and the products we consume as a result.

Our mission is do the least harm to animals and the environment by providing vegan and plant based convenient options you can get from a vending machine, because people at work, and people who have busy lives will benefit from having these options available on the go when you are most likely to need them.

### Convenient

As the owner and CEO of the company I have seen first hand the limited options that are available downtown, so that is where we will put our first machine.



also positioning itself to be one based on convenience where you can get food without waiting, and not having to wait in lines.

Our machines will have digital payment options, that would be the same as any tap and pay vendors, so you won't have to worry about having cash to access our products.

Finally, with our commitment to a vegan lifestyle, 10% of all profits go to animal rescues.



### Brand Voice

Our brand has an upbeat positive messaging about making the most health conscious and compassionate meal choices while on the go.

The tone is that what you eat matters and that taking the time to slow down and remember what's important to us. The tone is the calm in chaos.

We want people to stop at our machines as a sense of reprieve from their busy day to have a delicious snack and feel cared for, when options to eat our limited and your values and choices to not eat animals are also a priority.

### Messaging

Our messaging is that we live and breath these values by giving back by also committing to this vegan lifestyle. We give 10% of all proceeds/profits from our machines to animal rescues, such as Pawsitive Match where we volunteer, to continue to be involved and make a difference in initiatives we believe in.

The messaging of the brand is the same as the products we offer. We want to offer people a consistent, reliable and delicious alternatives to meat and animal products that are used in many food sources. When you see one of our vending machines, we want you to know and feel comforted that you can conveniently get a delicious snack that adheres to your values to not eat animal products.

Finally, because our products are delicious they are appealing to everyone, regardless if you are vegan or not. We believe everyone benefits from having an option on the go. That is why we have included vending with virtue in our name.



### Designs

Include healthy food options with colorful package choices, in all products where vending machines are located. Place in well lit & natural light areas.

The machines and designs for Mrs. Vegan vending with virtue should be easily recognizable, and so should any design choices that represent. The green and yellow logo, should always be placed either at the top, in the center or far right corner of the design, whether it be a magazine or social post.

Color schemes should always incorporate the yellow and green primary colors, and the accent purple can be used for contrast where there is a light background and the yellow is hard to see.

**Example:** incorporate as many of these natural fruits and vegetable colors into designs as possible. Green should be the main color.



### Layout



Designs should have a big bold heading, i.e., higher than 36 pt font.

The logo should either be at or near center of the document/design as we work to establish brand identity. A vending machine or vending product should be beside it, signalling what we have available.

And, there should be some sort of call to action, e.g., visit us at this location etc.

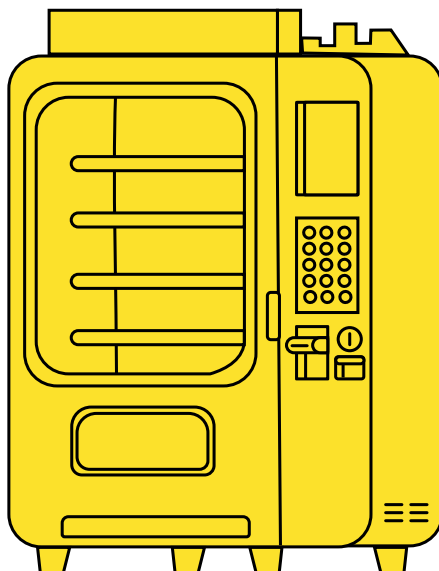
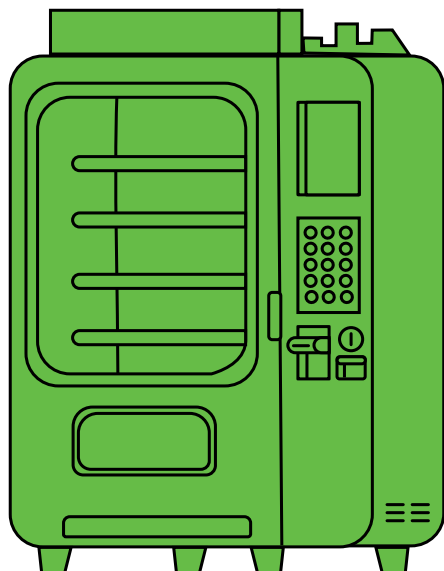




# COLOUR PALETTE

## Brand Guidelines for **Ms. Vegan**

### Primary Colors:



Name: **Mantis**

Hex Code: 6DBE4B



RGB: 102, 188, 71  
CMYK: 64,0,99,0  
Used for vending machine & vine color

Name: **School Bus Yellow**

Hex Code: FCE12B



RGB: 252,255,43  
CMYK: 3,7,92,0  
Used as the name color, bright & eye catching



### Accent Color:

Hex Code: 8c3be2



RGB: 131,75,181  
CMYK: 59,80,0,0  
Used as a splash/contrast with light backgrounds

### Secondary Colors:

Hex Code: 12AA4B



RGB: 22, 171, 75  
CMYK: 81,4,100, 0  
Used as the leaf gradient color for contrast

Hex Code: 1B8542



RGB: 26, 133, 66  
CMYK: 86,24,99,100  
Used as an accent on the vending machine (top & side)



The font for the brand is: **Baloo 2**

A backup font is: Avenir

It is a **Sans Serif font**

It is also a **Sans Serif font**

Font styles: Regular, Med. Semi Bold & Bold

Font styles: Book, Med. Black & Heavy

Logo Font: **20 pt Bold**

Logo Font: **20 pt Black**

## Styles

**Headings: 20 pt**  
**Style: Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Jj**  
**Kk Ll Mm Nn Oo Pp Qq Rr Ss**  
**Tt Uu Vv Xx Yy Zz**

**Title: 18 pt**  
**Style: Semi Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll**  
**Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv**  
**Xx Yy Zz**

**Body: 16 pt**  
**Style: Regular**

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

**Descriptive Text: 14 pt**  
**Style: Regular**

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz





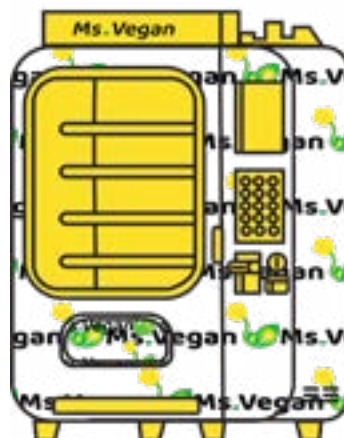
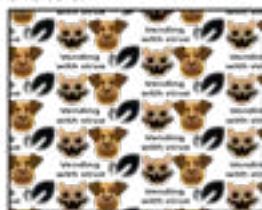
# ICONS AND PATTERNS

## Brand Guidelines for Ms. Vegan

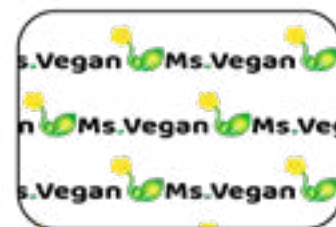
The patterns for this brand will be showcased on the vending machines and merchandise that the machines carry, e.g. soda pop cans. Patterns 1 & 2 are below:



Animal Rescue design/pattern for machines that can be placed in shelters.



Brand pattern that is a more clean bright version of the brand to be placed in more upbeat offices and location like health and fitness facilities, i.e., at physio clinic



## Merchandise Patterns



Fun pattern for t-shirts and stickers that has soda cans in a v shape pattern with two icons from the logo

## Icons



Mrs. Vegan vending with virtue machines want to be displayed and present themselves as a calm choice in the chaos of not having access to products that do not use animal products. The upbeat vibe of this animation is the mood we want to convey!

**<https://youtu.be/ioJRYG08cwg>**

Click the link or use the URL above to access the video.



# MOOD BOARD

## Brand Guidelines for Ms. Vegan

The mood board represents the feeling of healthy living in a busy corporate world, where meals are often on the go. It also conveys the need to incorporate delicious food options for people who value convenience but also go to work to make a difference.





# MOCK-UPS

## Brand Guidelines for **Ms. Vegan**

Some examples of our brand identity in various print material. While yellow and green remain the brand colors and logo, purple is an excellent accent/background to showcase and compliment these colors.

### Print Mock-ups



### Digital Mock-up



Even though our machines are our physical storefront, we will design a digital store front very simply for customers to look up product information and locations.

All digital designs should mirror print with the use of contrasting brand colors, and big bold font styles.



Guidelines for ensuring that the brand's design and messaging are accessible and inclusive to a diverse audience.

### Typography & Coloring

Because of the light coloring, our name and logo can be hard to decipher for someone who may be visually impaired.

The purple accent, not only looks great but is strongly encouraged in print and digital designs to ensure that our brand is easy to recognize and our messaging is easy to read.

### Font size and style

Whenever possible, the font should be above 20 pt so it is easily accessible for reading, not just close up.

All headings should be 36 pt and above to again be easy to read and accessible to anyone who is visually impaired.

### Machines

Mrs. Vegan has invested in the newest technology in its vending machines, that make them accessible to everyone, including people with disabilities. Our machines are designed to be accessible to people in wheel chairs and people with limited hand functions. The payment option will be accessible to someone at a seated level, i.e., in a wheelchair.

We have the electronic tap payment option so that anyone who has limited mobility will not have trouble paying and/or can access the machine. The design is well thought out and is ergonomic in its payment and dispensing options so that we can say that it is accessible to people who may not be able to reach the buttons seen on older vending machines.

