



Mvela Mushrooms

Rooted in Community

Brand Guidelines Prepared by
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Brand Blurb

Mvela Mushrooms (derived from the Zulu/Ndebele word “ukumvela” — “to grow” or “arise”) embodies the spirit of sustainable cultivation and community empowerment. It speaks directly to South Africa’s cultural identity while signaling a commitment to nurturing wellness from the ground up. The name is approachable yet distinctive, balancing local resonance with scalability for future expansion into herbs or value-added products.



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Visual Communication

Iconography

- A stylized oyster mushroom silhouette, crafted with soft, asymmetrical curves to reflect organic growth.

Color Palette

- Warm Green (#7a7926): Represents freshness, vitality, and the natural environment.
- Golden Yellow (#ccac39): Evokes warmth, nourishment, and the sun's role in growth.
- Stark White (#f4f4f4): Signifies purity, simplicity, and the clean quality of organic produce.



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Visual Communication

Typography

- A rounded, thick Serif font for “Mvela Mushrooms” (friendly, earthy), paired with a clean thin serif for the tagline (professional, trustworthy). Simple thin sans-serif as an accent (modern, simple)

Tagline

- “Growing Wellness, Rooted in Community” or just “Rooted in Community” positioned beneath the logo to reinforce brand ethos.



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Brand Beats

- **Cultural Authenticity:** The earthy tones and Zulu-inspired name root the brand in local heritage, building trust with Soshanguve households.
- **Organic Appeal:** The mushroom iconography and hand-drawn textures signal natural, chemical-free farming practices.
- **Warmth & Accessibility:** The golden yellow invites customers (e.g., street vendors, families) with a sense of nourishment and approachability.
- **Scalability:** The minimalist design works across packaging, social media, and market stalls without losing impact.



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Why This Works

Mvela Mushrooms' visual identity bridges tradition and modernity, appealing to both township buyers (who value familiarity) and Pretoria's health-conscious urbanites (who seek authenticity). The logo's warmth and simplicity make it instantly recognizable, while the name's cultural depth fosters loyalty.

The use and misuse of squares in the design layout not only draws focus but creates a level of intimacy that reinforces the idea of community

Final Touch

Adding a watermark of a stylized maize stalk in packaging design to subtly nod to the agricultural waste used in substrate production — a storytelling detail that amplifies your sustainability narrative..



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Typography Guidelines

Logo & Primary

Abrin Fatface: This is the main font used in the logo, and is to be used for Major heading, except where it creates a visual clash

Secondary

PT Serif: This is used as a complimentary font in the logo i.e the slogan, and is to be used for large bodies of text.

Accent

Azo Sans: Is not present in the log but is to be used as an accent font or alternative when a visual clash exists.



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