Green means
GROWTH

Fresh feasts,
great treats

Vita Verde

Brand Kit

For creativity
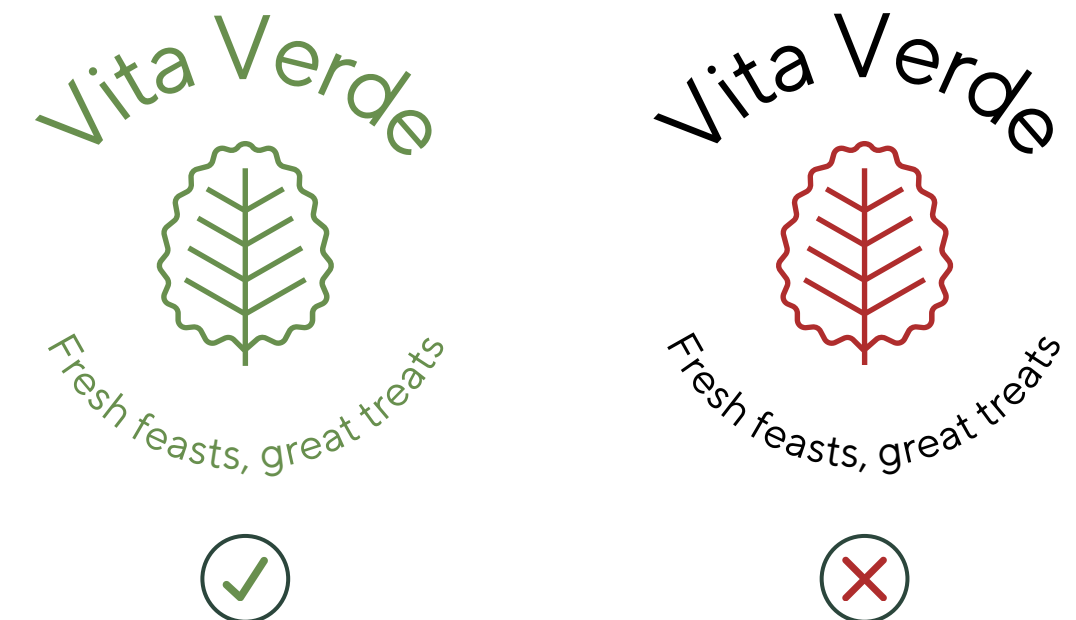and consistency

Logo

Main Logo Features

Logo Mark

Vita Verde

Word Mark

"The heart of our brand, refined. A unified mark that speaks to our values—minimal, meaningful, and green at its core."

Do's and Don'ts

Vita Verde

Fresh feasts, great treats

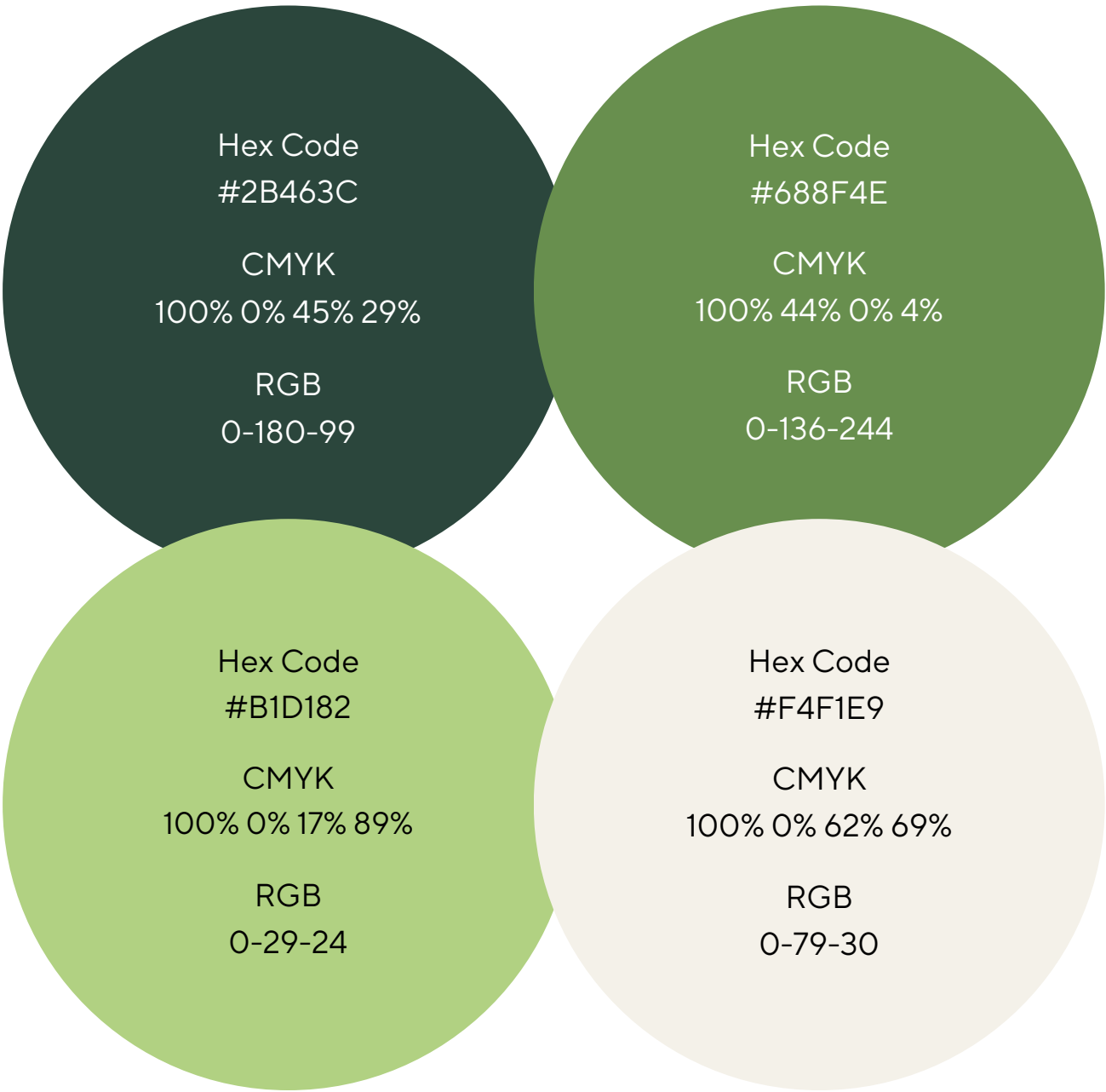✓

Vita Verde

Fresh feasts, great treats

✗

"Our story, shaped. A refined mark that holds our principles—elegant, intentional, and environmentally grounded."

Color Palette

These colors reflect our brand's identity and personality

"Our color palette, thoughtfully chosen, reflects our commitment to simplicity, sustainability, and a vibrant future."

Hex Code
#2B463C

CMYK
100% 0% 45% 29%

RGB
0-180-99

Hex Code
#688F4E

CMYK
100% 44% 0% 4%

RGB
0-136-244

Hex Code
#B1D182

CMYK
100% 0% 17% 89%

RGB
0-29-24

Hex Code
#F4F1E9

CMYK
100% 0% 62% 69%

RGB
0-79-30

Font

Font Overview

Codec Pro
For Headers

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxy
z1234567890!@#$%^&*()

TT Norms
For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVW
XYZabcdefghijklmnopqrstuvwxyz12
34567890!@#$%^&*()

Font Hierarchy

VITA VERDE

ALL-GREEN FRUIT SHAKE

Avocado, kiwi, green grapes, spinach, kale. All blended together for a refreshing drink.

LUSH LEAF

FRESH LEAVES

Write details here, such as product specifications, price, event duration, and promotions.

Type Application

FRESH FEASTS, GREAT TREATS

GREEN MEANS
GROWTH

Write a Brand Statement

Elements, Shapes, & Illustrations

Patterns
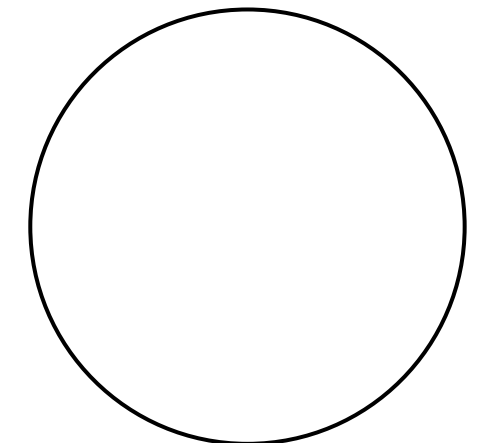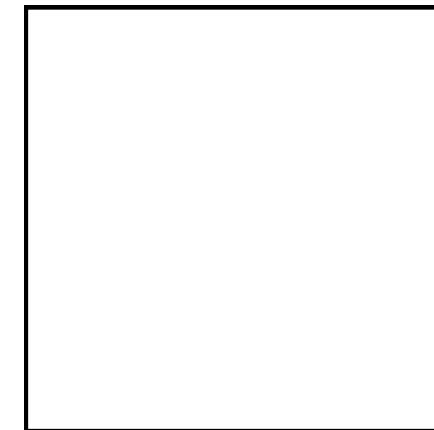
Shapes and Lines

Colors are more than just design elements—they're emotional cues that tell our story. Each hue we use is chosen to evoke the right response and communicate our values clearly
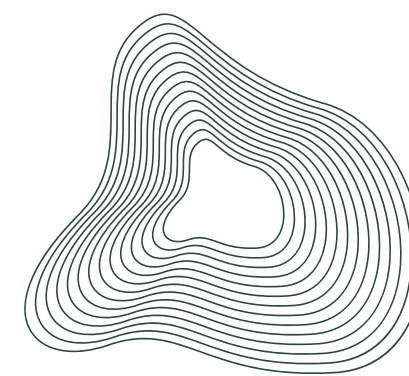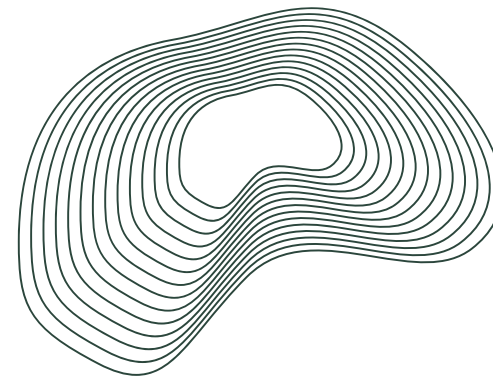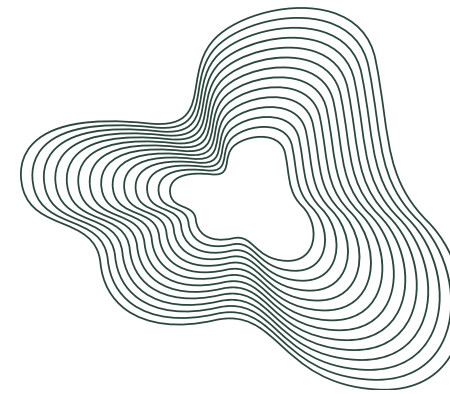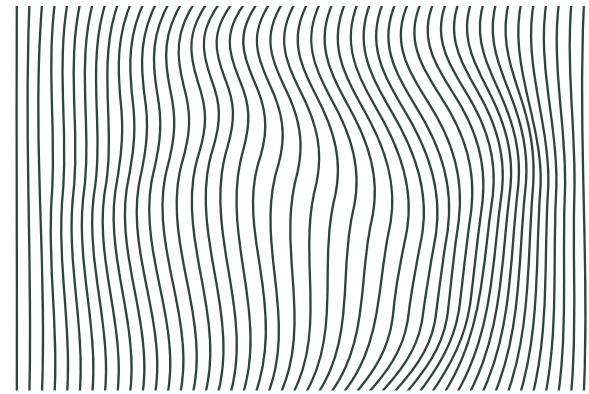
Print & Digital Mockups

"Print and digital mockups bring your designs to life, offering a realistic preview of how your ideas will appear in both physical and digital formats."

Print Mockups

Vita Verde

ANDREA GREEN

reallygreatsite.com

Digital Mockups