



Brand Identity Guidelines by changa

Design by; Benjamin Okiza

OVERVIEW

Welcome to the Fishy Brand Identity Guidelines. These guidelines outline the visual elements that represent Fishy's identity and values.





BRAND ESSENCE

Fishy is committed to providing premium, sustainably sourced packed fish
that embodies freshness and quality.

OI



MISSION & VISION

Our Mission

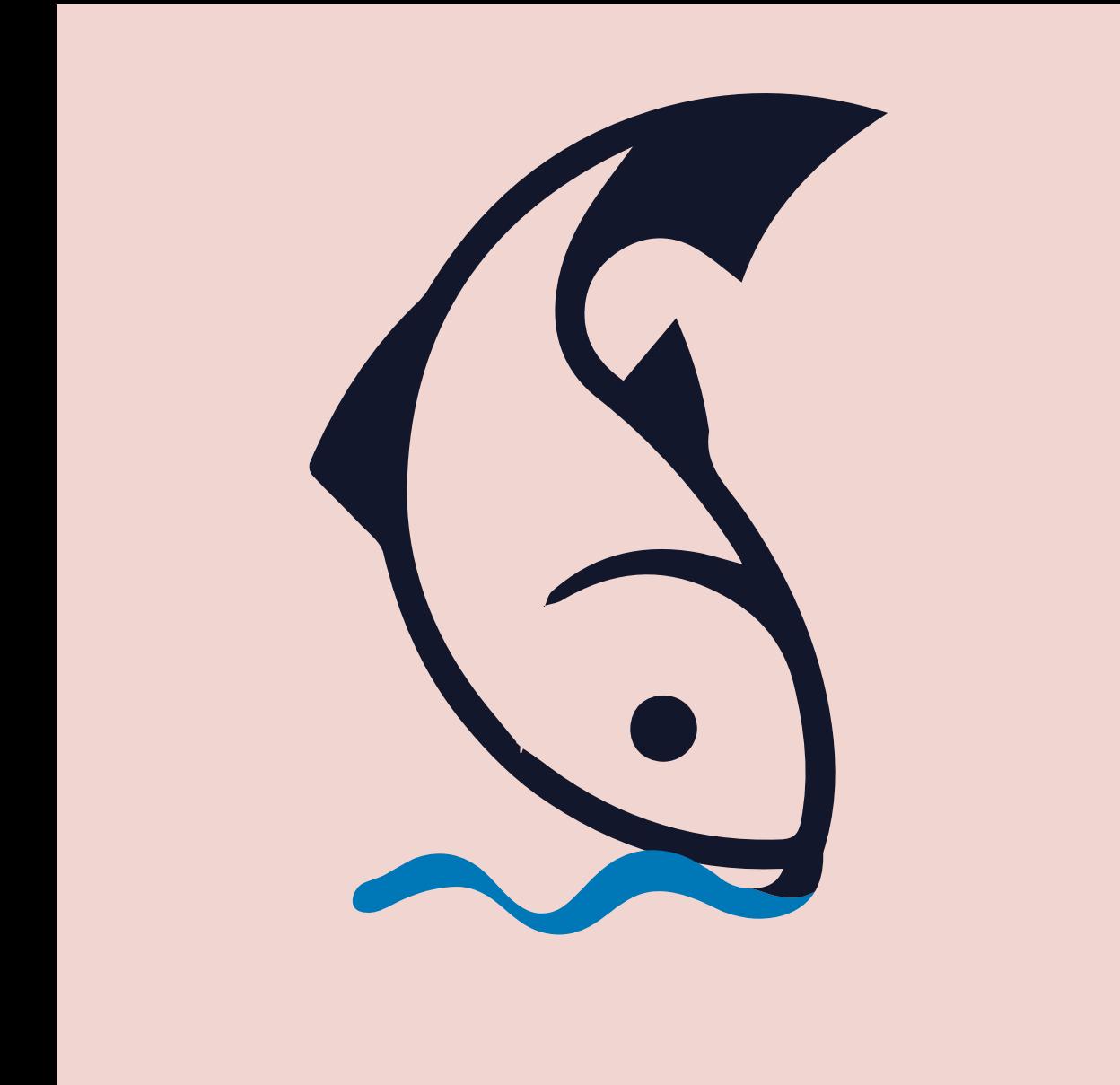
At Fishy, our mission is to deliver the freshest, highest-quality packed fish sourced directly from sustainable fisheries. We strive to provide nutritious and delicious seafood options while ensuring transparency, integrity, and environmental responsibility in every step of our process.

Our Vision

Our vision is to become the preferred choice for seafood enthusiasts seeking premium packed fish products. We aim to revolutionize the way people perceive and consume seafood by consistently offering unparalleled freshness, taste, and reliability, all while championing sustainability and customer satisfaction.

02

ICON



02-a

LOGO

PRIMARY LOGO

The Fishy logo features a sleek fish icon integrated with the brand name in a free friendly font.



02-b



The logo should always maintain its proportions and not be distorted or altered in any way.

LOGO DESCRIPTION:

The Fishy logo features a sleek fish icon integrated with the brand name in a modern, clean font.



Ensure sufficient clear space around the logo to maintain visibility and impact.



Use the full-color version on dark/colored backgrounds and the monochrome version on light backgrounds.

03

PRIMARY COLORS



COLORS

Hex Code:
#0077B6

Represents the freshness and purity
of the sea.

Hex Code:
#FFFFFF

Symbolizes cleanliness and the purity of Fishy's
products.

Hex Code:
#F1D5D0

Reflects warmth, approachability,
and quality.

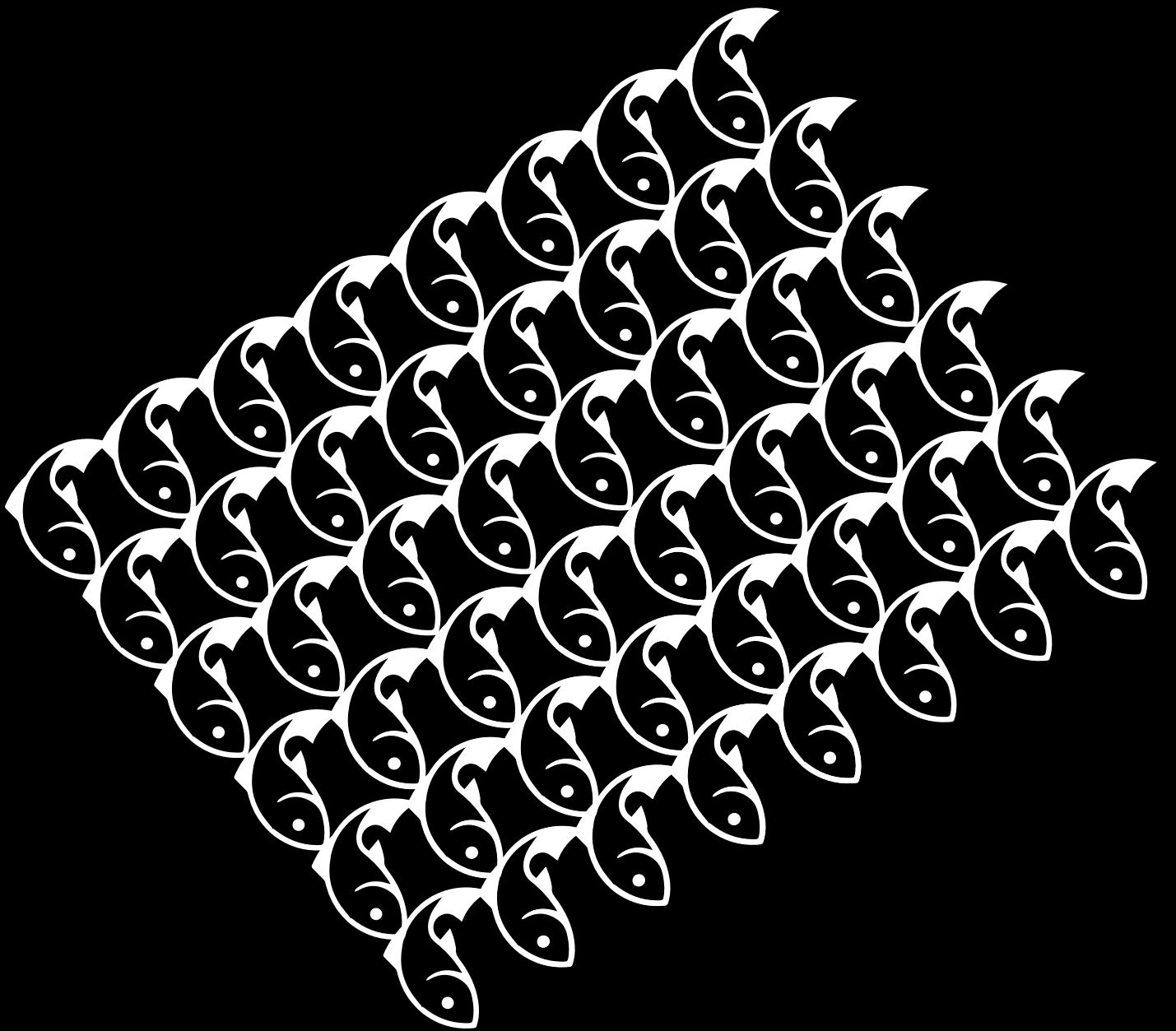
04

TYPOGRAPHY

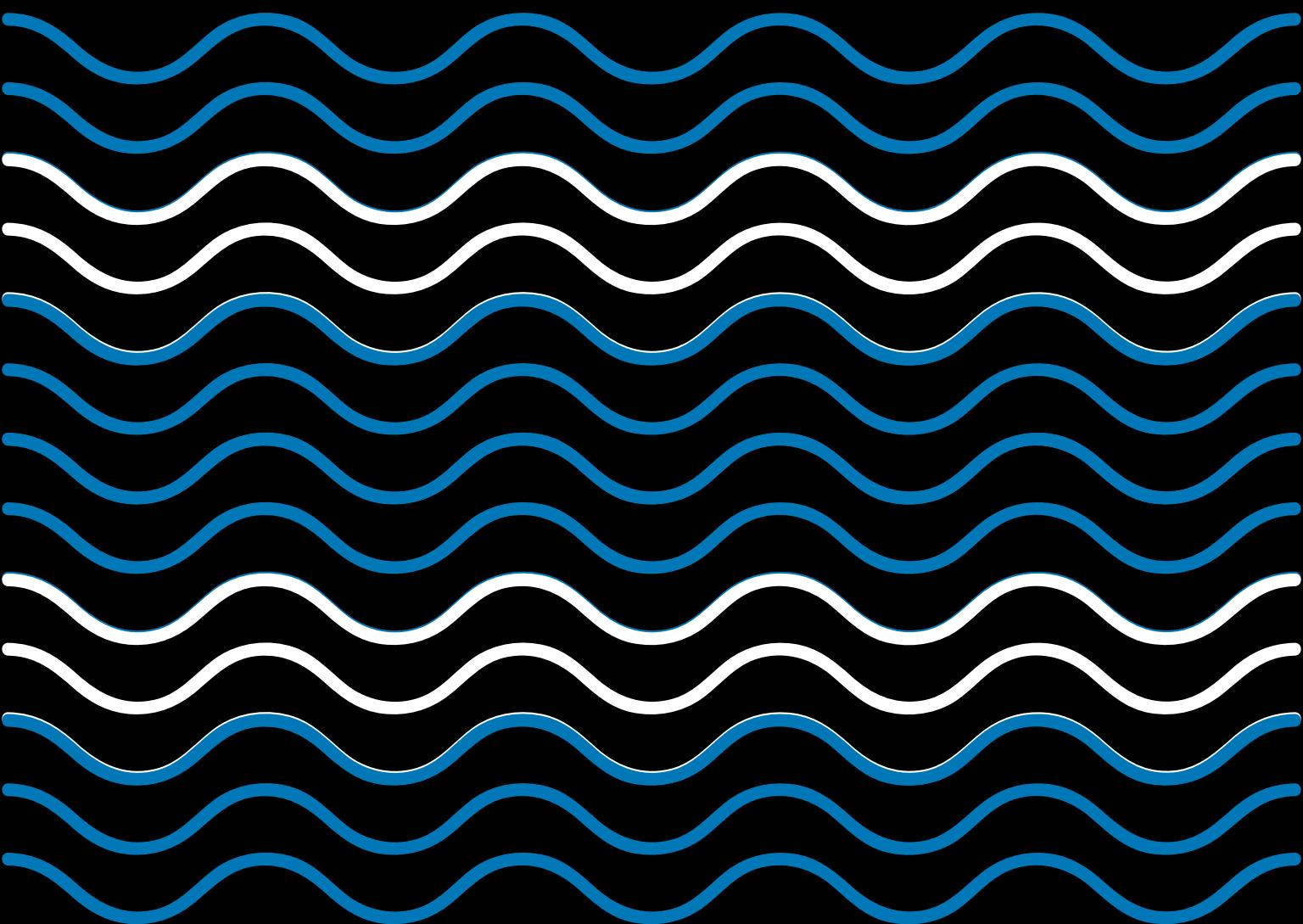
Aa

Raleway-Light
Raleway-Bold

05



SHAPES & PATTERNS



05

BRAND COLLATERAL



05

BRAND COLLATERAL



THANK YOU

Design. by **benjamin okiza**

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