

The logo for 'maizme' features the word in a lowercase, rounded sans-serif font. The letters 'ma' and 'z' are yellow, while 'i' and 'me' are orange. A stylized yellow cloud shape is positioned above the 'i' and 'z'.

# maizme

Graphic Standard

Danielle Macedo  
Design 116  
Gale Okumura



mdizme



# Table of Contents

3	Introduction
6	Logo Design
16	Typographic choices
20	Business Systems
24	Marketing Strategies



## The Product

Most people do not know how incredibly unhealthy microwavable popcorn is. It has harmful chemicals and carcinogens in both the butter and bag, respectively, that can be consumed or inhaled when cooked. People pay for convenience while making sacrifices to their health. Popcorn is actually quite healthy when homemade in the kitchen. The goal of Maizme popcorn is to bring attention to the dark secrets of snacks out there that they may not know about and to provide a much healthier alternative. Maizme also presents an opportunity to learn and socialize in the process. Unlike microwavable popcorn, Maizme popcorn is a conscientious, educational, and social experience.





logo

## Logo Design

The branding of Maizme embodies a friendly and approachable personality that is expressed in its identity. Yellow for the color of maize and orange as a compliment convey the friendliness. Along with color, the font is in all lowercase and highly legible, consisting of an informal quality in the design of the typeface. The minimally drawn popcorn kernel enhances this approachable quality and also tells the viewer something about what this company sells.

2"



6"

1"



1"

## Variations

The variations of the logo preserve almost all the features of the original, but allow for flexibility. The logo in greyscale will be presented as shown and remains legible. A colored background with the name in white/transparent allows for flexible color changes, and will be an important tool for packaging and signaling for different flavors. The simplicity of the popcorn icon can be used as more of an infographic, or company emblem. All have their strengths and are used in different contexts.

maizme



## Incorrect Uses

The Maizme logo should not be stretched lengthwise or heightwise, this will distort the integrity of the typeface. The words "maiz" and "me" should not be stacked on top of one another. Horizontal orientation conserves legibility and cohesiveness. The colors shall not be alternated either; these colors do not correlate well with the words and the color scheme does not look unified.

maizme

maizme

maiz  
me

maizme

## Color Palette

The two main colors located at the top of the color palette are ones used for the original version of the logo. The bottom three colors in addition to the orange hue are used for variations of the background version of the logo. On the packaging, these colors will be associated with an assortment of different flavors for spices.





C= 4 M= 5 Y= 83 K= 0  
R= 249 G= 228 B= 75



C=3 M=43 Y=100 K=0  
R= 241 G= 158 B= 31



C=25 M=48 Y=92 K=6  
R= 185 G= 133 B= 56



C=56 M=0 Y=88 K=0  
R= 123 G= 194 B= 86



C=64 M=17 Y=35 K=0  
R= 94 G= 168 B= 168

maizme





type

# Typography

Futura Standard is the focused typeface used for Maizme's branding. This font was designed to have a friendly flow all while being highly legible. It is ranked in the top 100 fonts and is widely known. The logo uses the Book style of the font, in addition to the business system. While other versions such as Book Oblique and Light Condensed are used around the packaging to unify the identity of the product.

Futura Std  
(Book)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

*Futura Std*  
*(Book Oblique)*

*A B C D E F G H I J K L M N O P Q R S T U V W X Y Z*

*a b c d e f g h i j k l m n o p q r s t u v w x y z*

Futura Std  
(Light Condensed)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z



business

## Business System

The business system resembles much of what has already been presented, except for the outlined textures. Made from outlines of popcorn kernels, this is the same texture used for the packaging design and is expressed in one of the main branding colors. Orange is the main accent color here because it creates a nice contrast, making the text and graphics highly visible and legible. Each part of the business process is also typed in Futura Standard to maintain integrity to the brand.





Recipient name  
Address/ Street  
City, State, Zipcode  
Email

Maizme Headquarters  
1234 Main Street,  
Unit 415  
Davis, CA 95616  
(714) 123-4567  
maizme@gmail.com

To whom it may concern,

Thank you very much for taking an interest in Maizme Popcorn.

As a company, and a community, we strive to sell a product that makes people feel good about the snack they are eating. We've stripped away connotations of "buttery", "unhealthy", and "tacky" from the concept of microwavable popcorn.

In our efforts, we were able to create a product that is instead healthy, attractive, and user friendly. Not many other related companies can say that. We take pride in what our company stands for and reaching out to the ever growing demographic of healthy snack seekers.

Contact us anytime with the addresses and number provided.

My sincerest gratitude,

Danielle Macedo  
Product creator, company founder

Danielle Macedo  
Creator, founder

(714) 123-4567  
dnmacedo@gmail.com

maizme

Maizme Headquarters  
1234 Main Street, Unit 415  
Davis, CA 95616

Recipient name  
Address/ Street  
City, State, Zipcode  
Email

maizme



market



maizme

Search



Home

Catalogue

About

Contact us

Gallery



Learn about our recipes that make our popcorn taste great

Maizme popcorn is a healthy, tasty and fun alternative to the standard microwaveable popcorn. Learn how to make tasty popcorn at home without ingesting and inhaling harmful chemicals.

maizme

