







Brand Overview



Brand mission

To create a safe and inclusive environment for kids with food allergies by providing them with tools and resources to make non dairy milk and learn about food allergies.



Brand vision

Our vision is to empower kids in the diaspora with food allergies to confidently navigate their dietary restrictions while educating others about the importance of allergy awareness and inclusivity.



Brand value

Our brand is dedicated to providing high-quality products and educational resources that cater to the unique needs of children with food allergies.

We offer nut bags for making nondairy milk, stickers, labels, and other educational materials to help kids and their families navigate food allergies safely and confidently.

Our goal is to create a supportive and inclusive community where kids with food allergies can thrive and enjoy the foods they love without fear.



Brand colours

#00d8d8

#f36d99

#dca91c

#f7bbbd



Typography

Alphakind

Aa



Albert Sans

Aa



Logo concept

**cute little
plum**

cute little plum was derived from the brand name.



This is a fruit called plum, it was incorporated behind the brand logo to compliment the text "*cute little plum*".

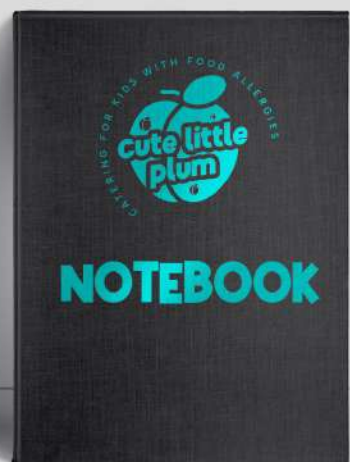
















**Together, we're creating
a world where food
allergies are no obstacle
to fun and flavor.**



@cute_littleplum



**Food allergies
can't stop us from
savoring life's
sweet moments.**



@cute_littleplum



Food allergies don't
define our kids; they
inspire us to create
tastier, safer
alternatives.



@cute_littleplum



