

Style Guide

Kevan Meratinia



Smooth Organics

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KEVAN MERATINIA
Student

Biography

My name is Kevan, and I am currently working towards my Web Application and Cloud Developer ATA. My plan after I graduate is to land a job as a Full Stack Web Developer and later on do freelance work.

In my free time, I enjoy playing basketball, skateboarding, cooking, fishing, camping, and hiking. I am also kind of a health nerd. I'm very passionate about health and wellness and enjoy reading and learning about nutrition

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Corporate Guidelines

COMPANY OVERVIEW

PRODUCTS

Smoothies using only certified organic ingredients

TARGET AUDIENCE

People who like to eat clean and healthy.

COMPETITION

Smoothie bars

SIMILAR BRANDS

I like Emerald City Smoothie's concept of customized smoothies tailored toward a healthy lifestyle. What I don't like is the fact that they do not use organic ingredients.

BRAND PERSONALITY

Nourishment, quality, clean, and healthy

CALL TO ACTION

Buy a smoothie.

UNIQUE SELLING PROPOSITION

We offer 100% certified Organic Ingredients in all of our smoothies, and provide a drive through window at all of our locations for your smoothies on the



COMPANY STATEMENTS

MISSION

We believe that our customers deserve only the highest quality organic ingredients in their smoothies. We feel that our certified organic smoothies are not only healthy and nutritious, but are packed with delicious flavor to satisfy your tastebuds.

We aim at finding and sourcing organic ingredients locally here in Washington state, so that you can enjoy your smoothies with the freshest ingredients possible.

VISION

Our vision is to continue creating beverages that people love using quality certified organic ingredients.

CORE VALUES

Honesty, Integrity, Quality, Community, Supporting local, Team-work



Logo



BRAND IDENTITY



PRIMARY LOGO

Use on a white or light backgrounds



SECONDARY LOGO

Use on dark colored backgrounds



COLORS

C: 0	C: 80	C: 58
M: 36	M: 0	M: 0
Y: 100	Y: 96	Y: 85
K: 0	K: 0	K: 0
R: 255	R: 0	R: 44
G: 174	G: 179	G: 255
B: 1	B: 80	B: 115

Hex: ffae01 Hex: oob350 2eff73

TYPOGRAPHY

Logo: **Smooth Organics**

Amaranth

Tagline: THE ORGANIC CHOICE FOR SMOOTHIES
Alegreya Sans SC

H1: **HEADER**

Candara

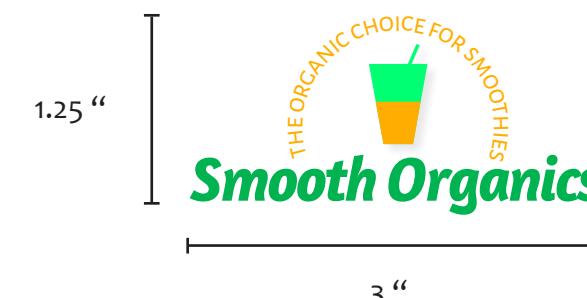
H2: **HEADER**

Candara

Paragraph: Paragraph
Candara

USE GUIDELINES

MINIMUM SIZE



PROPER PLACEMENT

Make sure to use all the correct versions of the logo to always ensure optimum readability



WHAT NOT TO DO



🚫 Do NOT distort, stretch or squish the logo.



🚫 Do NOT change the font or color.



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Communication Tools

VOICE AND PERSONALITY

For my business I chose a smoothie bar named “Smooth Organics.” The personality of the business is based on a fun, and healthy lifestyle, which is why I chose bright colors like greens and orange for the color scheme. When I created the smoothie logo I decided to incorporate green on top and orange on the bottom to resemble a peach inside of the smoothie. The overall vibe of Smooth Organics is positive and energetic.

The unique factor about my smoothie shop is that it offers 100% certified organics ingredients. It also provides a drive through window, so customers can grab a smoothie on the go. Smooth Organics also supports local, by providing organic ingredients from Washington state, whenever possible. I grew up in Washington, so some of the signature smoothies will be based off of its landmarks, some of the names are as follows: Mt. Rainier Cherry, Seattle Sunrise, and Space Berry. The smoothies themselves will include a choice of protein powders ranging from several different types of organic plant based, to organic grass fed whey.

The brand voice that I want my company to portray is honesty and friendliness. I believe that Smooth Organics is all about delivering the purest and freshest forms of food available. This type of attitude and relationship towards food exerts honesty, which is the message I want to carry out to my customers. Being friendly is crucial for this type of business because I want my customers to feel welcomed, and feel like they are a part of the community.

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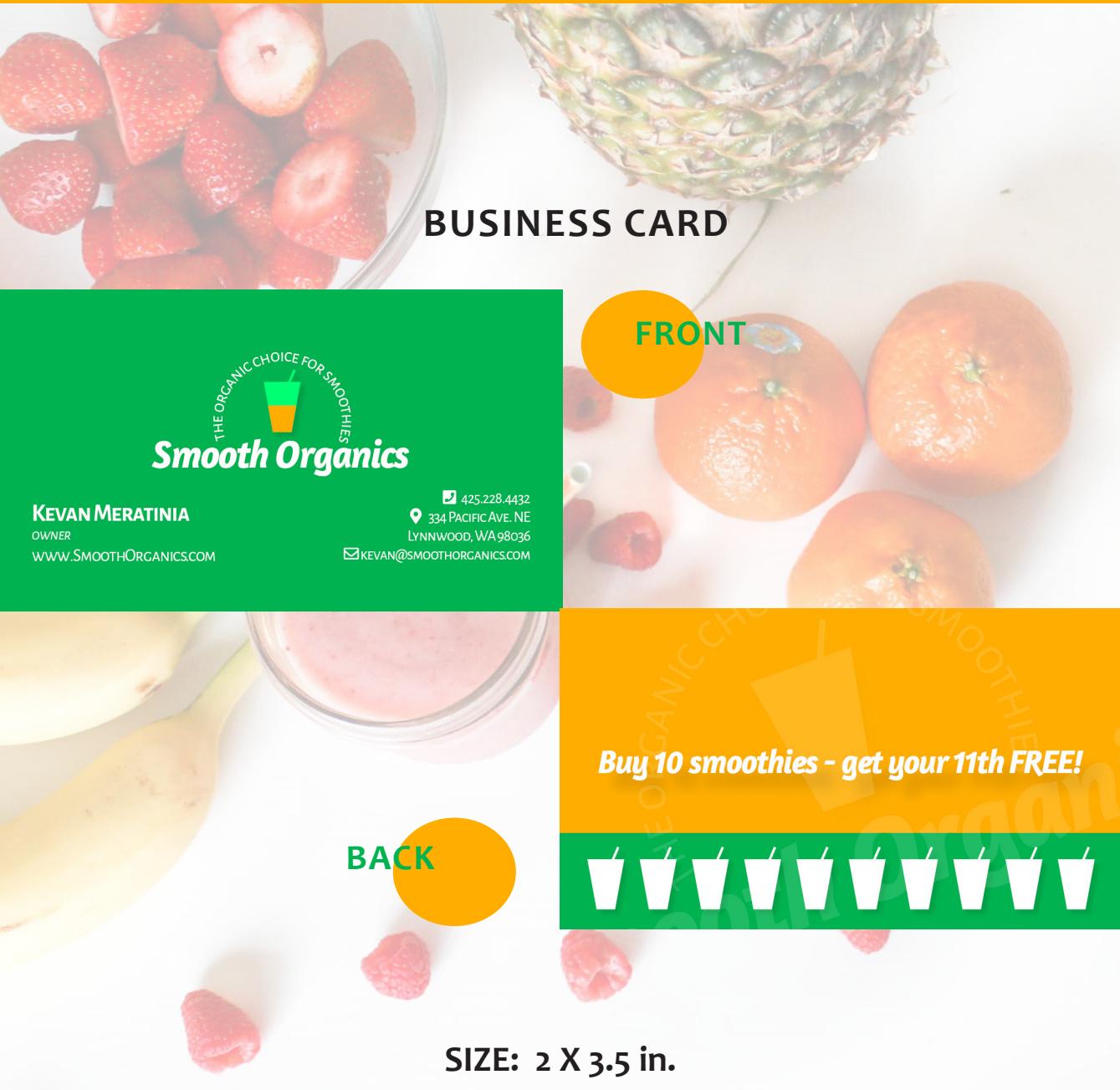


POSTER

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Company Template Design

FORM



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334 PACIFIC AVE. NE
LYNNWOOD, WA 98036
KEVAN@SMOOTHORGANICS.COM
WWW.SMOOTHORGANICS.COM

Order # 1000

Date Ordered: ___ / ___ / ___

CUSTOMER NAME: _____ **PHONE:** _____

STORE #: _____ **CASHIER** _____

Smoothie	Protein	Size	Quantity	Price	Total
Signature: Seattle Sunrise <input type="checkbox"/> Mt Rainier Cherry <input type="checkbox"/> Space Berry <input type="checkbox"/>	Organic Grassfed Whey Protein <input type="checkbox"/>	12 oz <input type="checkbox"/> 16 oz <input type="checkbox"/> 20 oz <input type="checkbox"/>			
Custom: Banana <input type="checkbox"/> Strawberry <input type="checkbox"/> Blueberry <input type="checkbox"/> Raspberry <input type="checkbox"/> Rainier Cherry <input type="checkbox"/> Peach <input type="checkbox"/>	Organic Pea Protein <input type="checkbox"/>				
Signature: Seattle Sunrise <input type="checkbox"/> Mt Rainier Cherry <input type="checkbox"/> Space Berry <input type="checkbox"/>	Organic Grassfed Whey Protein <input type="checkbox"/>	12 oz <input type="checkbox"/> 16 oz <input type="checkbox"/> 20 oz <input type="checkbox"/>			
Custom: Banana <input type="checkbox"/> Strawberry <input type="checkbox"/> Blueberry <input type="checkbox"/> Raspberry <input type="checkbox"/> Rainier Cherry <input type="checkbox"/> Peach <input type="checkbox"/>	Organic Pea Protein <input type="checkbox"/>				
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Custom: Banana <input type="checkbox"/> Strawberry <input type="checkbox"/> Blueberry <input type="checkbox"/> Raspberry <input type="checkbox"/> Rainier Cherry <input type="checkbox"/> Peach <input type="checkbox"/>	Organic Pea Protein <input type="checkbox"/>				
Notes:					
Subtotal					
Tax					
Total					

*All of our ingredients are 100% USDA certified organic and locally sourced if available

Thank you for choosing Smooth Organics, enjoy your day!





*Dont panic,
drink organic.*