



# Florida Kids Eat Well

## Branding Guide 2014



# Branding Guide

## Look & Feel

Brand: Bright / Clean / Focused / Friendly / Colorful, flexible logo to include each sub section / Color organization / Gray text

Website: Splash page / Mobile-first design / Organized / Flat icons / Section organization based on color / Bold background color with simple icon and text color / Social integration / Trendy but sophisticated

## Color Schemes

Logo

#58595B	#F58421
	#F15E22

Website

#999999	#B42829	#E87136
#909644	#0D71BA	#D4AE50

## Typography

Aleo Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Flexible  
Logo

## Main Logo



Florida Kids  
Eat Well

## Section Logos

About



Contact



Sponsors



Projects



Articles



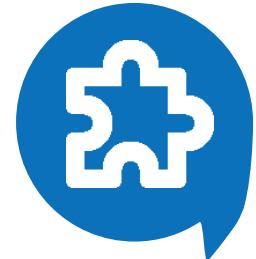
Recipes



Videos



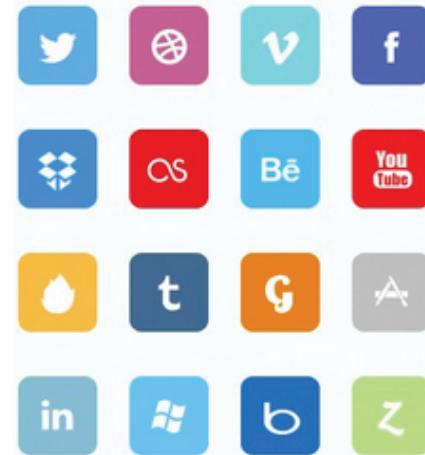
Games





## Imagery

## Icons



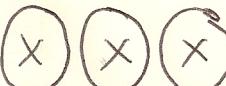
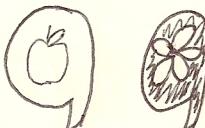
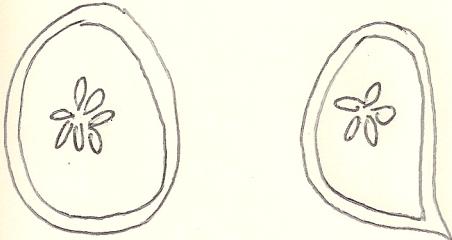
## Graphics



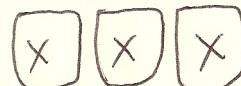


## Sketches

### Florida Kids Eat Well Logo



Florida kids  
eat well



Florida kids  
Eat well

→ colors only?

→ symbols:

- apple: eating
- weight: exercise
- paper: planning/education

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## Inspiration Catalogue

### Color Inspiration



### Brand Inspiration



**Number 1 Nutrition**



# Website Inspiration

The sidebar includes:

- Glacéau smartwater logo
- home
- explore the sky
- cloud icons
- follow us
- Facebook, Twitter, and Instagram icons
- water quality
- privacy
- contact

The main content area has a yellow header with "HOMEPAGE" and a dark grey body with sections: "THE PROJECT", "HOW TO USE IT", "FAQs", "GITHUB PAGE", and "BY BÜROCRATIK".



Hangouts

Group Conversations   Fun Conversations   Live Conversations

Get Hangouts



Sometimes you really need to laugh out loud. Turn any Hangout into a live video call with up to 10 friends or simply choose a contact to start a phone call - and your conversations just flow from text-to-video/voice-and-back, in a matter of clicks. Who says you can't be together even when you're not?

## Video Calls

With one touch, you can get face-to-face with one friend or a whole bunch. Video calls ring your friends wherever they use Hangouts - phone, tablet or computer, so they'll know you're calling. Effects like silly hats and built-in apps make video calls even more playful and productive.

## Voice Calls

The header includes:

- Ba logo
- Results, Process, Culture, Insights, Connect

The main content area has a large red background with white text: "We Are Craftsmen of Beautifully Branded User Experiences".

The footer has a light green background with icons and text:

- DISCOVER (lightbulb icon)
- +
- DESIGN (pencil icon)
- +
- DEVELOP (monitor icon)
- +
- DEPLOY (rocket icon)

The header includes:

- teamgeek logo
- WHO WE ARE
- MORE ABOUT US
- HIRE THE GEEKS

The main content area has a light blue background with an illustration of a desk with a computer monitor, smartphone, and coffee cup, surrounded by various icons and text.

We help brands tell meaningful stories online.

More social media icons: Facebook, Twitter, LinkedIn, YouTube, etc.



## Web Layouts

### Desktop

The diagram illustrates a desktop web layout for "Florida Kids Eat Well". The layout features a dark grey header bar at the top and a light grey footer bar at the bottom. On the left side of the header is a grey vertical sidebar with three horizontal lines indicating a menu. The main content area is divided into five colored columns: red, orange, yellow, green, and blue. Each column contains a white icon and a corresponding text label. The red column has a paperclip icon and "Projects" text. The orange column has a document icon and "Articles" text. The yellow column has a fork and knife icon and "Recipes" text. The green column has a play button icon and "Videos" text. The blue column has a puzzle piece icon and "Games" text. In the top right corner of the header, there are three small grey buttons with social media icons: Twitter, Facebook, and YouTube.

# Desktop - On Click

The screenshot shows a desktop view of the Florida Kids Eat Well website. The page has a dark grey header bar at the top. On the left side, there is a vertical grey sidebar with three horizontal white bars. The main content area is divided into five colored sections: Projects (red), Articles (orange), Recipes (yellow), Videos (green), and Games (blue). Each section contains an icon and a title. The Recipes section features a white fork and knife icon. A hand cursor is positioned over the Recipes icon. Below the Recipes section, there is descriptive text and a call-to-action button.

  **Florida Kids  
Eat Well**

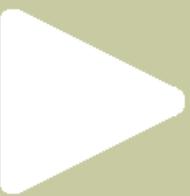
 **Projects**

 **Articles**

 **Recipes**

Check out recipes  
and healthy eating  
tips from expert  
dieticians and chefs.

**Let's Go >**

 **Videos**

 **Games**

# Desktop - On Click

The screenshot shows the desktop version of the Florida Kids Eat Well website. A white mouse cursor is positioned over the three-line navigation menu icon on the left side of the header. The header features a logo with a stylized orange slice and the text "Florida Kids Eat Well". To the right of the header are social media icons for Twitter, Facebook, and YouTube. The main content area is divided into five colored sections: Projects (red), Articles (orange), Recipes (yellow), Videos (green), and Games (blue). Each section contains a large white icon and its corresponding category name. The footer at the bottom left includes the copyright notice "© FKEW 2014".

-  [About Us](#)
-  [Sponsors](#)
-  [Contact Us](#)



# Florida Kids Eat Well





## Projects



## Articles



## Recipes



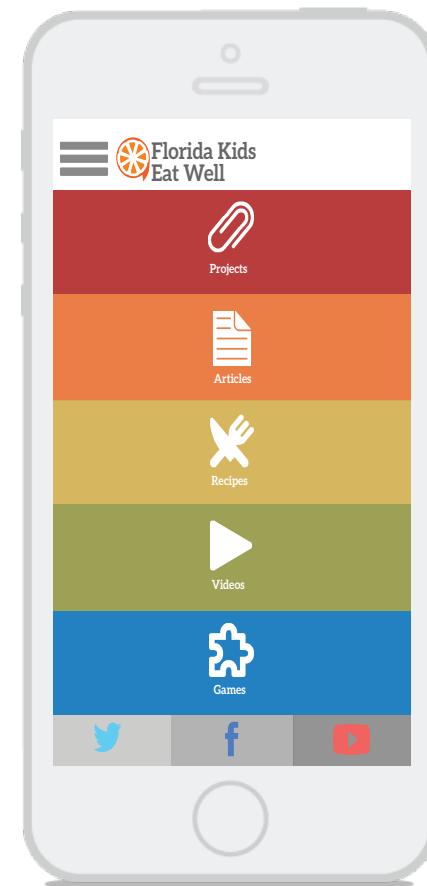
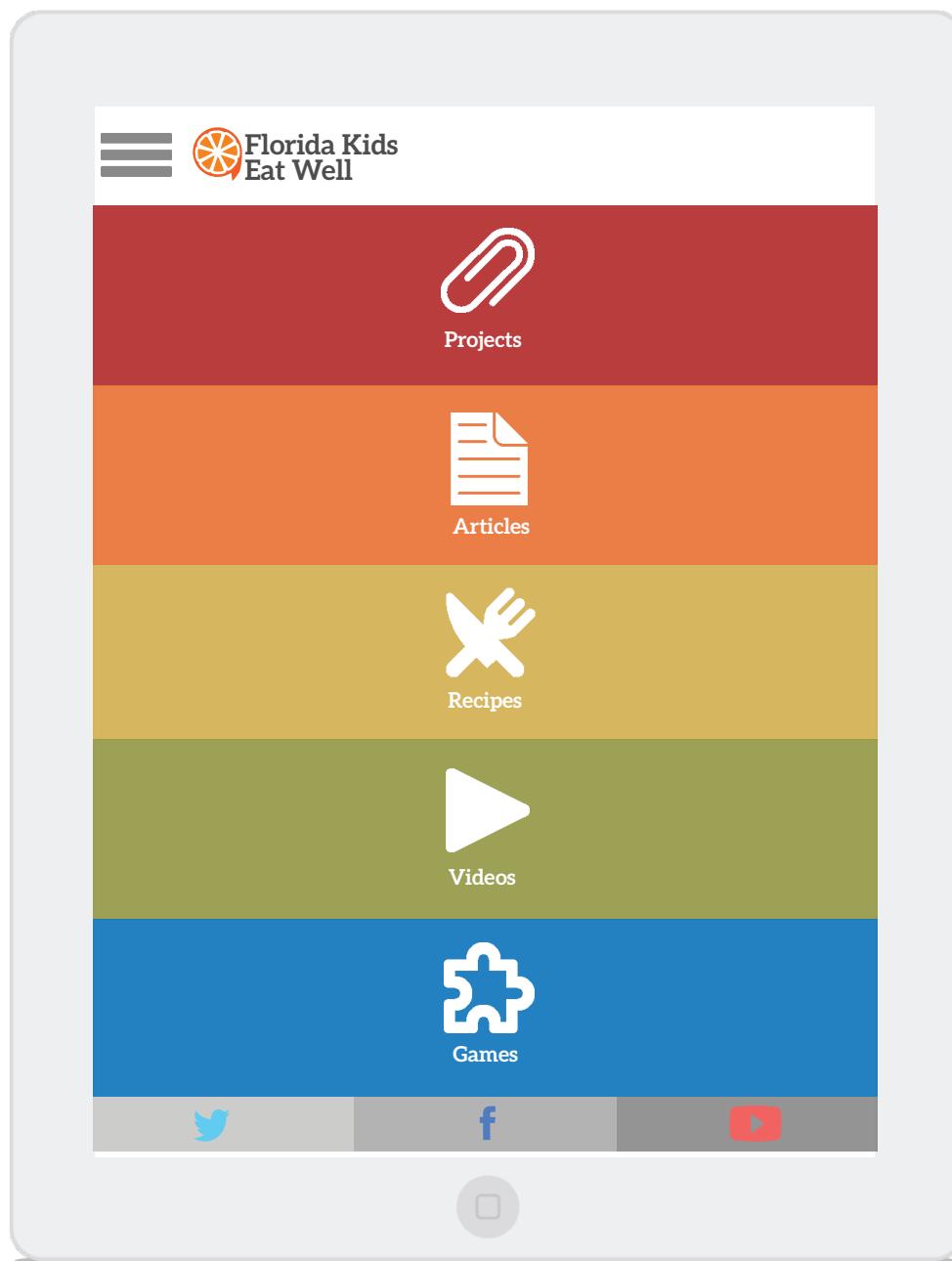
## Videos



## Games

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# Tablet & Mobile



## Favicon





## Color, Shape, & Symbols

Though this brand is using a variety of colors, I am hoping to achieve consistency through section with decisive applied color. Because “consistency and meaning reign supreme” (EEBI, 16), I want to use the colors to show cohesiveness in each section. My hope is to use the colors to not only create a fun and unique experience, but to also organize and unite each section. Therefore, the main goal of the colors is to “clarify brand architecture, through differentiating products” (DBI, 150). Since the brain registers color first, I also want the colors to signal cohesiveness in the user’s mind so that each section is unique but still also represents the brand and the topic.

I also wanted to create a memorable shape in my logo. By combining the shape of an orange and a speech bubble, I am implying a mixture of health and speech/interaction. I used this method to “tell a brand story and enhance the meaning of a brand identity” (EEBI, 36). I kept the logo shape with the signature to create a relationship between the two and to be more “distinctive [as well as] durable and sustainable” (DBI, 146). I also recreated the shape of the logo for each section, further reinforcing the graphic identity of the brand. This will help remind the user of the logo and brand without being redundant. To incorporate another level of brand meaning, I decided to utilize shapes within my design. This will extend the “branding meaning with a specific function” (EEBI, 40). I hope to enhance the graphic language while remaining consistent and cohesive within my brand design. I tried to combine color, shape and symbols to make a look and feel that is unique, visually interesting, and easy to use. This should differentiate the brand and create loyalty with users.

## Reading Influence