QUICK BRAND GUIDE

LOGO SUITE

BETTER BOWLS
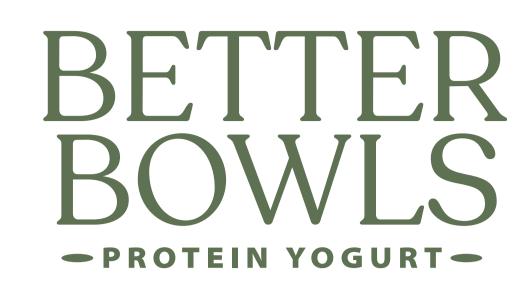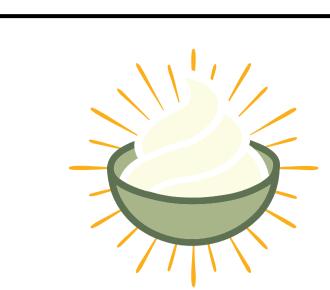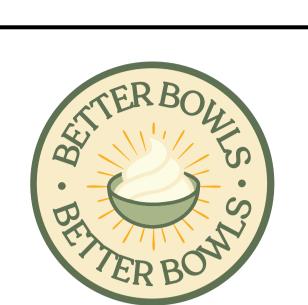— PROTEIN YOGURT —

PRIMARY LOGO
The main version of your logo, usually in full color, used in most brand communications.

BETTER BOWLS
— PROTEIN YOGURT —

SECONDARY LOGO
Alternate version of the logo. Be used in situations where the primary logo isn't suitable

BRAND MARK
Visual element of a logo that represents the brand. Used in Social media, favicon, and where logo isnt suitable

COLOR PALETTE

RESEDA GREEN
CMYK	C: 17 M: 0 Y: 27 K: 56
RGB	R: 94 G: 113 B: 83
HEX	#5E7153

SAGE
CMYK	C: 7 M: 0 Y: 24 K: 29
RGB	R: 168 G: 181 B: 137
HEX	#A8B589

BEIGE
CMYK	C: 0 M: 0 Y: 10 K: 1
RGB	R: 252 G: 252 B: 228
HEX	#FCFCE4

DUTCH WHITE
CMYK	C: 0 M: 5 Y: 19 K: 2
RGB	R: 249 G: 236 B: 201
HEX	#F9ECC9

PRIMARY COLOURS
The main colors that represent the brand, typically 1-3 colors that are most frequently used in the brand's visual identity.in situations where the primary logo isn't suitable

SECONDARY COLOURS
Additional colors that complement the primary colors. These are used to add variety and flexibility in designs without overshadowing the primary colors.

TYPOGRAPHY

Recoleta Regular

HEADER
The main font used across most brand materials, chosen for readability and alignment with the brand's personality.

Myriad Variable

SUB HEADER
An additional font used to complement the primary typeface, often used for headings, subheadings, or specific content areas.
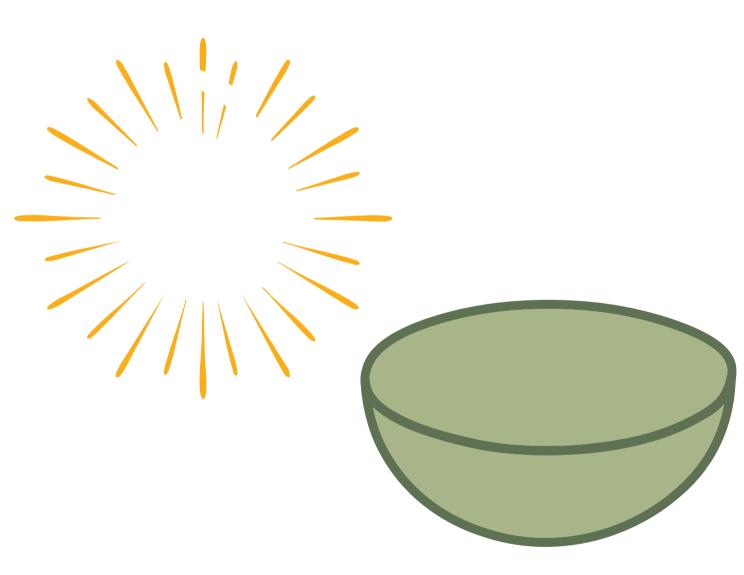
Baskerville

BODY
Typeface used for the main text or content in a document, website, or any other brand materials. It's designed for readability.

BRAND PATTERN

Brand patterns are visual elements that enhance brand recognition and cohesion across media. They add interest, differentiate the brand, and support its identity and values. Used in packaging, web design, and more, they help create a consistent and memorable brand presence.

BRAND ASSETS

Brand assets are key elements like logos, colors, fonts, and taglines that create a consistent and recognizable brand identity, helping to establish a clear and memorable presence.

MOCKUPS