

Green means
GROWTH



Fresh feasts,
great treats



Vita Verde

LUSH LEAF

“Rooted in nature. Grown
with purpose.”

Logo

Main Logo Features



“Our identity, simplified. The logo mark and word mark combine to tell our story—clean, green, and memorable.”

Do's and Don'ts



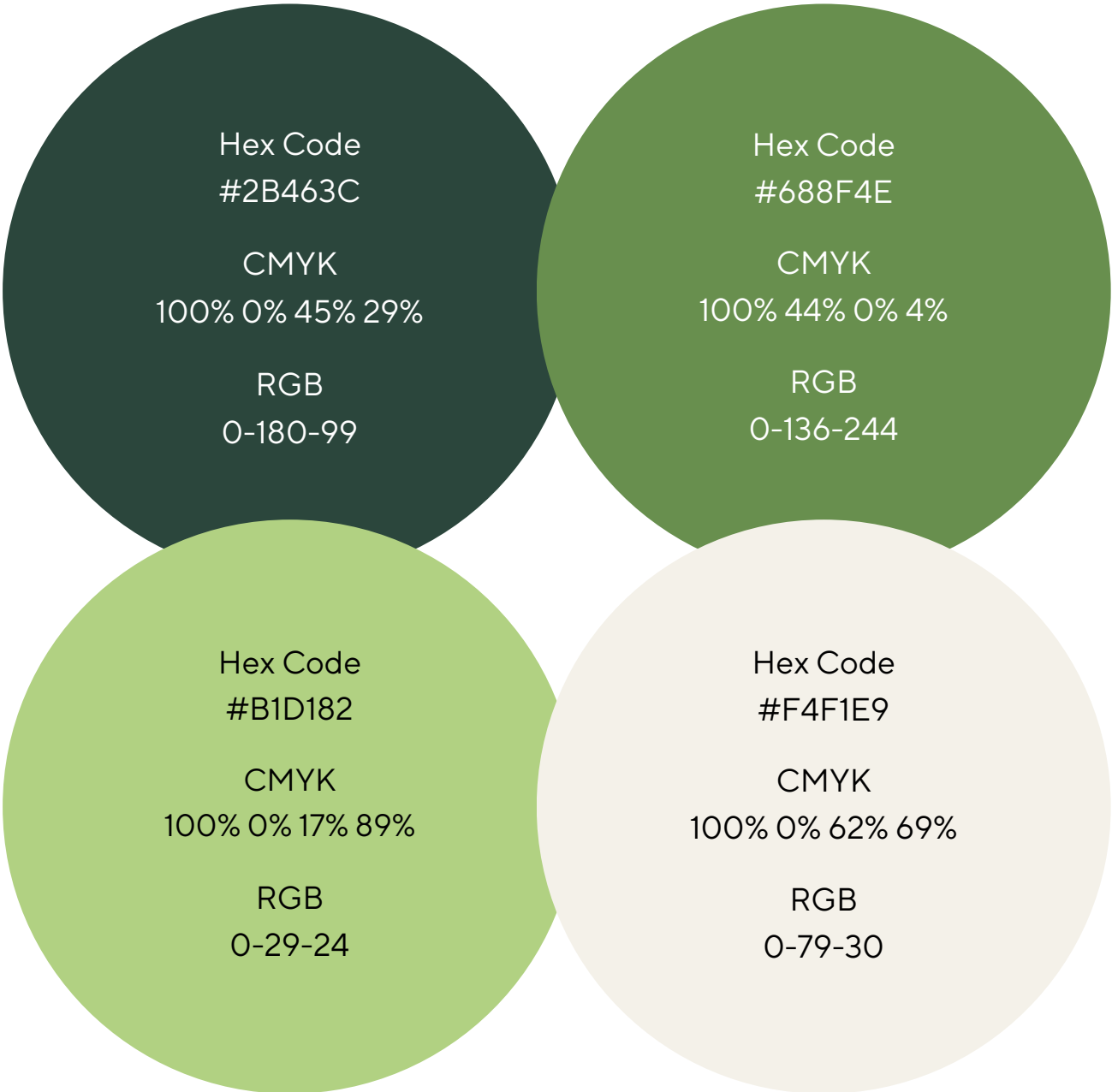
“Consistency is key. Always use approved logo colors and styles to preserve brand integrity.”

Color Palette



These colors reflect our brand's identity and personality

Colors are more than just design elements—they're emotional cues that tell our story. Each hue we use is chosen to evoke the right response and communicate our values clearly.



Font

Font Overview

Codec Pro

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
z1234567890!@#\$%^&*()

TT Norms

For Subheaders and Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz12
34567890!@#\$%^&*()

Font Hierarchy

VITA VERDE

ALL-GREEN
FRUIT SHAKE

Avocado, kiwi, green grapes, spinach, kale. All
blended together for a refreshing drink.

LUSH LEAF

FRESH LEAF

Bold and large – another primary focal point
for a different product or category.

Type Application

FRESH FEASTS,
GREAT TREATS

GREEN MEANS
GROWTH

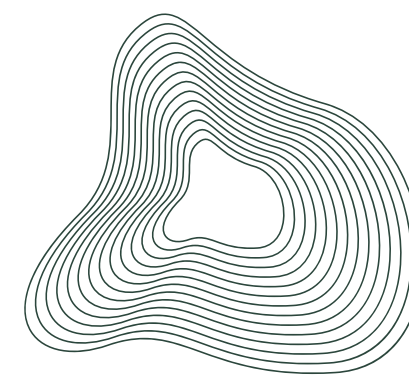
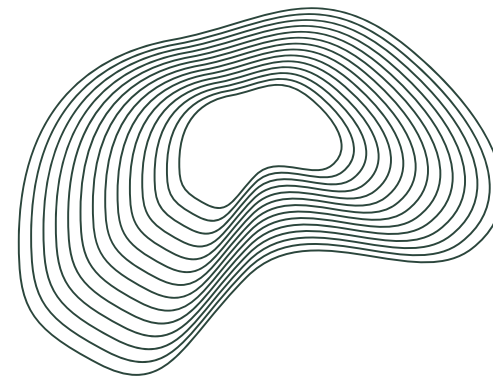
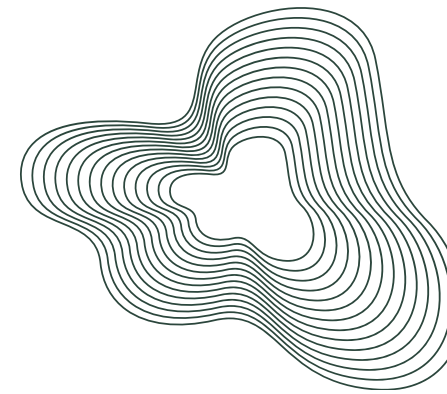
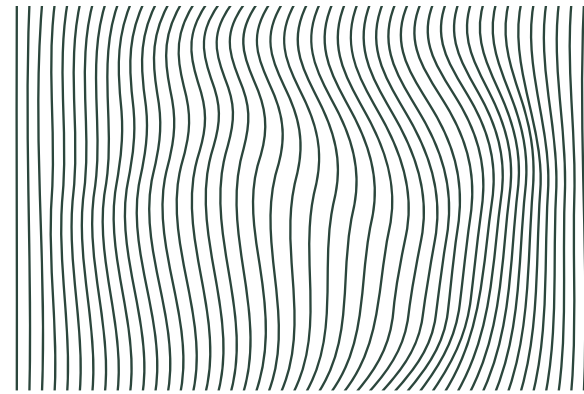
Write a Brand
Statement

Elements, Shapes, & Illustrations

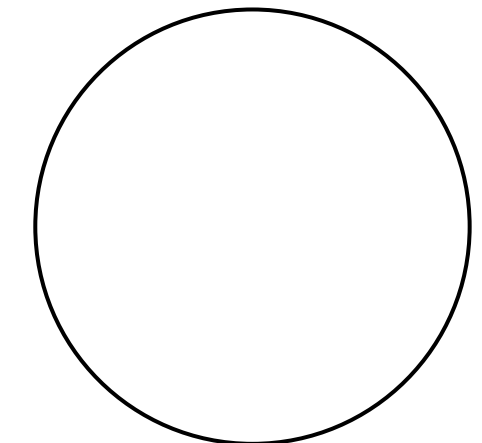
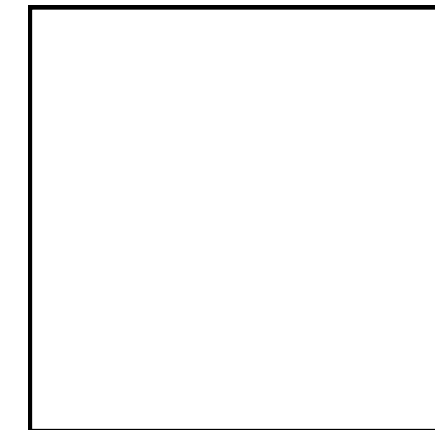


The icon displayed represents the company's commitment to sustainability and organic practices, symbolized by the leaf inside the circle. This element is commonly used across various brand materials such as packaging, social media posts, and presentations to visually reinforce the brand's eco-friendly values. The consistent use of this symbol helps maintain a recognizable identity and builds trust with environmentally conscious consumers.

Patterns



Shapes and Lines



Print & Digital Mockups

Canva Tools for Mockups

To create professional-looking product visuals, select an image on your template and click 'Edit Image' on the toolbar. Explore the Smart Mockups and Frames to find layouts that suit your brand. Additionally, use the Background Remover to isolate your product images and give your mockups a clean, polished look. These tools help bring your print and digital designs to life with ease.

Print Mockups



Digital Mockups

