

BRAND GUIDELINES



LOGO



anvve
Organic & Natural Store

TAGLINE

Organic & Natural Store

SLOGAN

FROM
SOIL TO SOUL

INTRODUCTION

Anvve, our online organic and natural store, emerged from a dedication to fostering a healthier and more sustainable lifestyle in Dubai. Recognizing the increasing demand for such products, we established a platform providing easy access to high-quality, environmentally-friendly goods. Our definition of "organic" and "natural" surpasses labels, focusing on stringent standards. Anvve stands out through a commitment to quality, a diverse product selection, sustainable packaging, and a user-friendly platform, making it a trusted destination for those embracing organic and natural living.

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BRAND STORY

An innovative entrepreneur shaped by the charm of his family's small-scale organic farm with its fertile grounds and rural simplicity, etched enduring memories that influenced his journey ahead. His pursuit of purpose led him from busy city streets to rural landscapes, a distinctive lifestyle that resonated with authenticity. During his exploration, the mysterious term "Anvve" echoed, waiting to be unveiled. Its significance sparked the entrepreneur to shoulder the responsibility of life's balance. This sparked Anvee Organic & Natural—a brand derived from embracing refined living rooted in the principles of organic farming.

The brand reflects the pleasures of life, wellness, and commitment to sustainability. Anvee Organic & Natural aims to instill an ecologically conscious existence. Anvve suggests a lifestyle mantra of a relationship with nature and embracing the role of custodians of the planet. The entrepreneur's childhood memories evolved into a mission—to infuse a heightened sense of responsibility, creating a symphony of self-discovery and a life fulfilled.

VISION

In the next five years, Anvve envisions becoming a leading online hub for sustainable and natural food choices, expanding its product range and transforming into an educational platform. As catalysts for positive change, Anvve sees itself shaping the future of sustainable living, setting industry standards and inspiring healthier lifestyles. Long-term commitments include sustainable packaging, fair trade partnerships, eco-friendly initiatives, and community outreach, reflecting Anvve's dedication to environmental and social responsibility.

MISSION

At Anvve, our mission is to promote organic and natural products, recognizing their profound impact on individual health and the environment. We champion products free from harmful substances, supporting sustainable agriculture for healthier living. Aligned with our target audience's values, we provide transparent, ethically sourced goods, resonating with a shared commitment to health and sustainability. Our goal is to positively impact our customers' well-being by offering organic and natural foods that nourish the body, reduce exposure to harmful substances, and inspire a healthier lifestyle.

UNIQUE SELLING POINT

Anvve stands out as the ultimate destination for conscious consumers seeking a holistic approach to sustainable and natural living. Serving as a gateway, Anvve not only provides a diverse range of high-quality organic products but also educates and empowers individuals to make informed choices. With a commitment to transparency, eco-friendly initiatives, and community engagement, Anvve offers more than just products – it offers a transformative lifestyle experience, making it the trusted choice for those aspiring to live consciously.

TARGET AUDIENCE

Anvve's ideal customer is health-conscious, environmentally aware, and values the importance of consuming pure, organic food. They are individuals who prioritize their well-being and are committed to making sustainable choices for a healthier lifestyle.



LOGO

PRIMARY LOGO



anvve
Organic & Natural Store

LOGO VARIATIONS



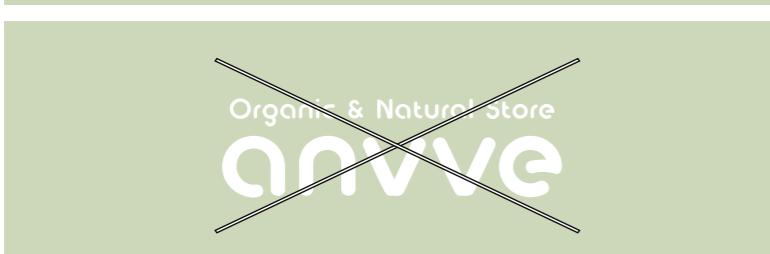
CLEAR SPACE



LOGO DO`S

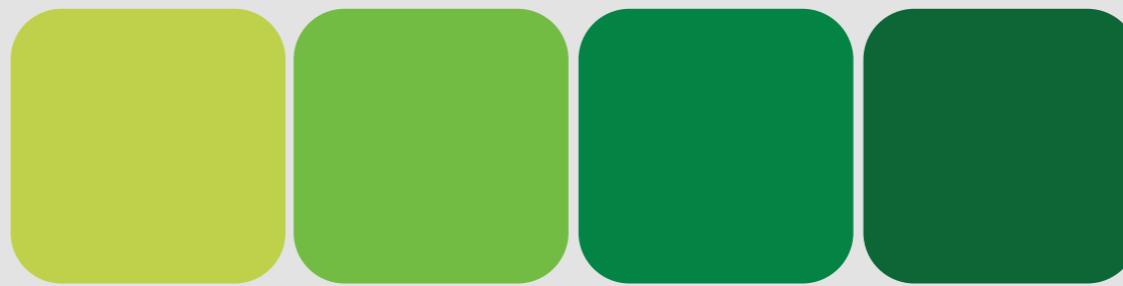


LOGO DONT`S



COLOR

LOGO COLOR



#cOcc27

#82b73e

#0c8043

#176332

Anvve's lush greens symbolize the purity of organic living, vitality, and ethical choices. From serene mint to deep forest hues, each shade echoes the brand's commitment to well-being and sustainability.

PRIMARY COLOR

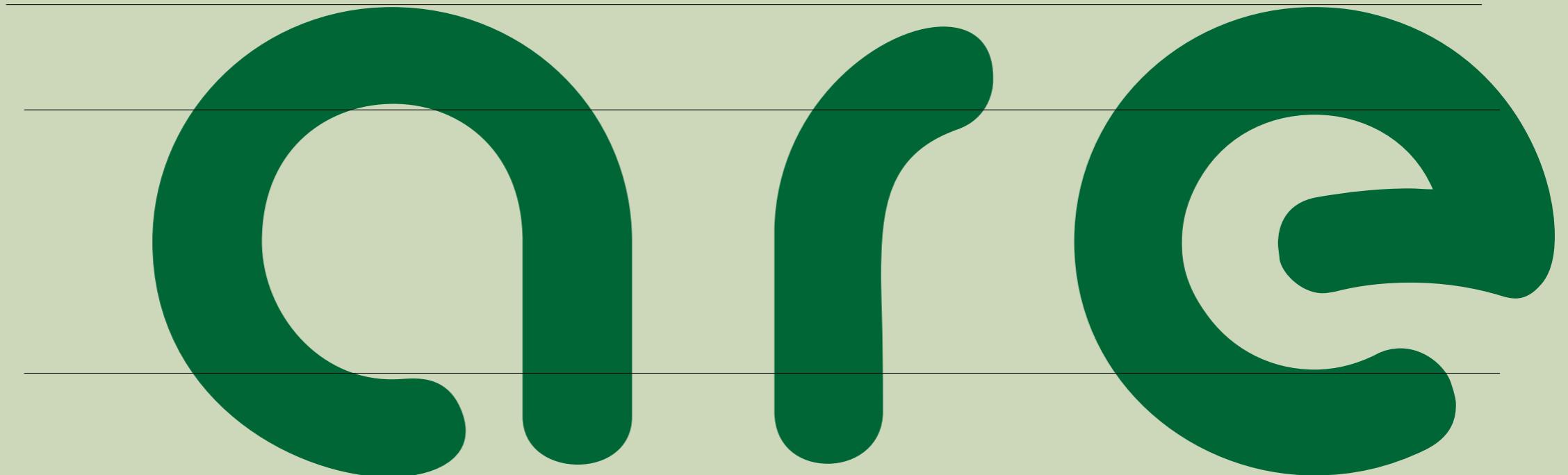


In Anvve's palette, rich shades of brown exude earthy elegance. These tones evoke the brand's commitment to natural authenticity, grounding the narrative of quality, integrity, and sustainable living.

TYPOGRAPHY

LOGO FONT

aremat font regular



Aremat Font Regular: Crafting Anvve's logo with the Aremat font regular, infusing a modern touch while preserving organic elegance, symbolizing the brand's commitment to timeless, sustainable living.

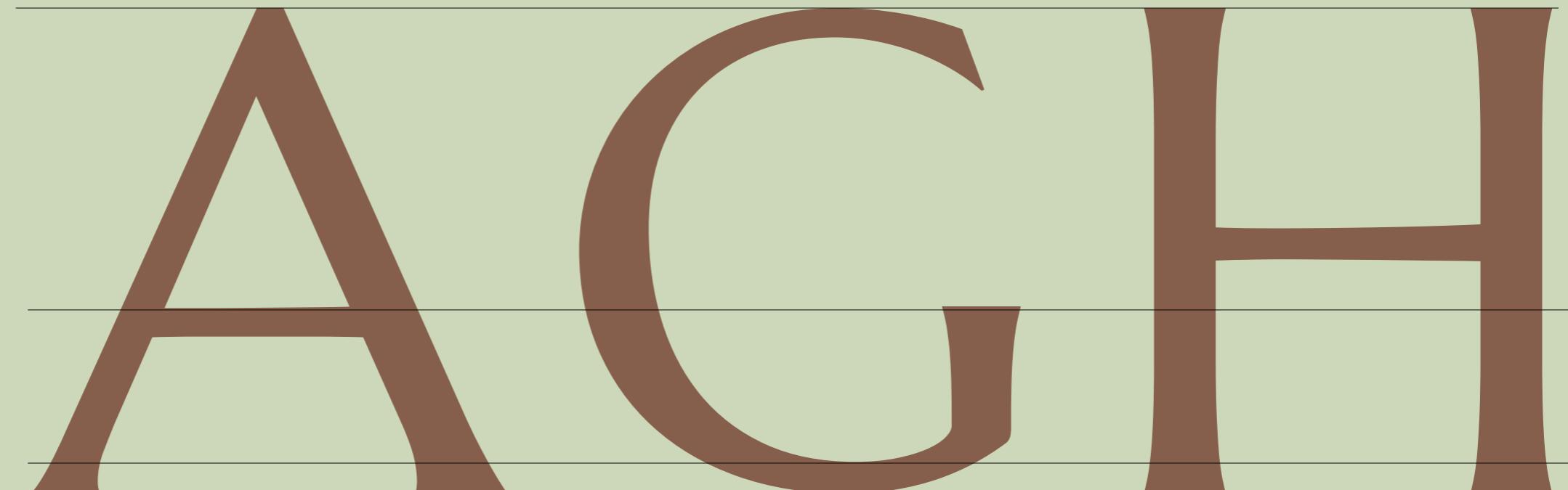
PRIMARY FONT

Marcellus Regular

Headings

Main Copy

Body Text



Marcellus Regular font: Infusing Anvve's brand with timeless sophistication, elegantly echoing its organic ethos through graceful, grounded letterforms.

IMAGERY

PHOTOGRAPHY STYLE

Clean and Minimalist:

Focus on the product as the hero, employing clean and uncluttered compositions.

Use simple backgrounds that complement the natural color palette, promoting a sense of purity.

Natural Textures:

Incorporate organic textures such as wooden surfaces, linen, or marble to connect with the brand's commitment to natural elements.

Close-up shots that highlight the textures of the products, showcasing their quality and craftsmanship.

Elegance in Simplicity:

Use elegant and minimal props, like rustic wooden trays or linen cloths, to enhance the overall aesthetic without overshadowing the products.

Consider incorporating fresh herbs, fruits, or ingredients that align with Anvve's organic offerings.

Details and Close-Ups:

Capture intricate details and close-ups to showcase the quality and purity of Anvve's products.

Focus on the textures, colors, and natural imperfections, conveying authenticity.

Incorporate Real Moments:

Lifestyle shots featuring individuals enjoying Anvve products in a natural, relaxed setting.

Showcase real moments of well-being and connection with nature.

ICONOGRAPHY

Ethical Living Narratives:

Lifestyle shots reflecting the brand persona: individuals savoring Anvve products in eco-conscious settings. Imagery highlighting the brand's connection to sustainability, community, and ethical choices.

Transparent Sourcing:

Behind-the-scenes visuals of Anvve's sourcing process, featuring trusted suppliers and producers. Infographics or visuals illustrating the journey from farm to shelf, reinforcing transparency.

Overall Mood:

A serene and sophisticated atmosphere that embodies the essence of Anvve's commitment to pure, nourishing, and sustainable living. Images that evoke feelings of trust, well-being, and satisfaction, aligning with the brand's core values.

VOICE AND TONE

VOICE AND TONE

Voice: Authentic Elegance

Anvve's voice is genuine, reflecting the brand's commitment to authenticity. It carries an air of elegance, mirroring the refined and pure nature of its products. The language used is clear, honest, and sophisticated, aligning with the brand's values of integrity and quality.

Tone: Approachable Warmth

Anvve's tone is approachable and warm, welcoming customers into a community that values well-being and sustainability. While maintaining a level of sophistication, the tone should feel like a friendly conversation, offering guidance and support. It strikes a balance between being informative and creating a connection with the audience.

BRAND PERSONALITY

Brand Personality Trait: Visionary

Anvve's commitment to shaping the future of sustainable living, setting industry standards, and inspiring healthier lifestyles aligns well with a visionary brand personality. By envisioning a leading role in the online market for sustainable and natural food choices, Anvve portrays a forward-thinking and future-oriented character. This trait captures the brand's innovative approach to environmental and social responsibility, making it the best-suited personality trait for Anvve.

WRITING STYLE

Value-Oriented Approach:

Prioritize value creation in every piece of content, ensuring that it serves to educate, inform, and empower customers. Craft content with the goal of adding tangible value to the reader's understanding of organic living and sustainable choices.

Multifaceted Educational Resources:

Leverage diverse content formats, including articles, guides, and blog posts, to cover a broad spectrum of topics related to organic living. Utilize downloadable resources such as e-books and infographics to enhance accessibility and cater to different learning preferences.

Blog Section Optimization:

Optimize the blog section on the website for easy navigation, making it a centralized hub for educational content. Categorize blog posts to cover a range of topics, from the benefits of organic living to tips for incorporating sustainable choices into daily life.

Mission Reinforcement:

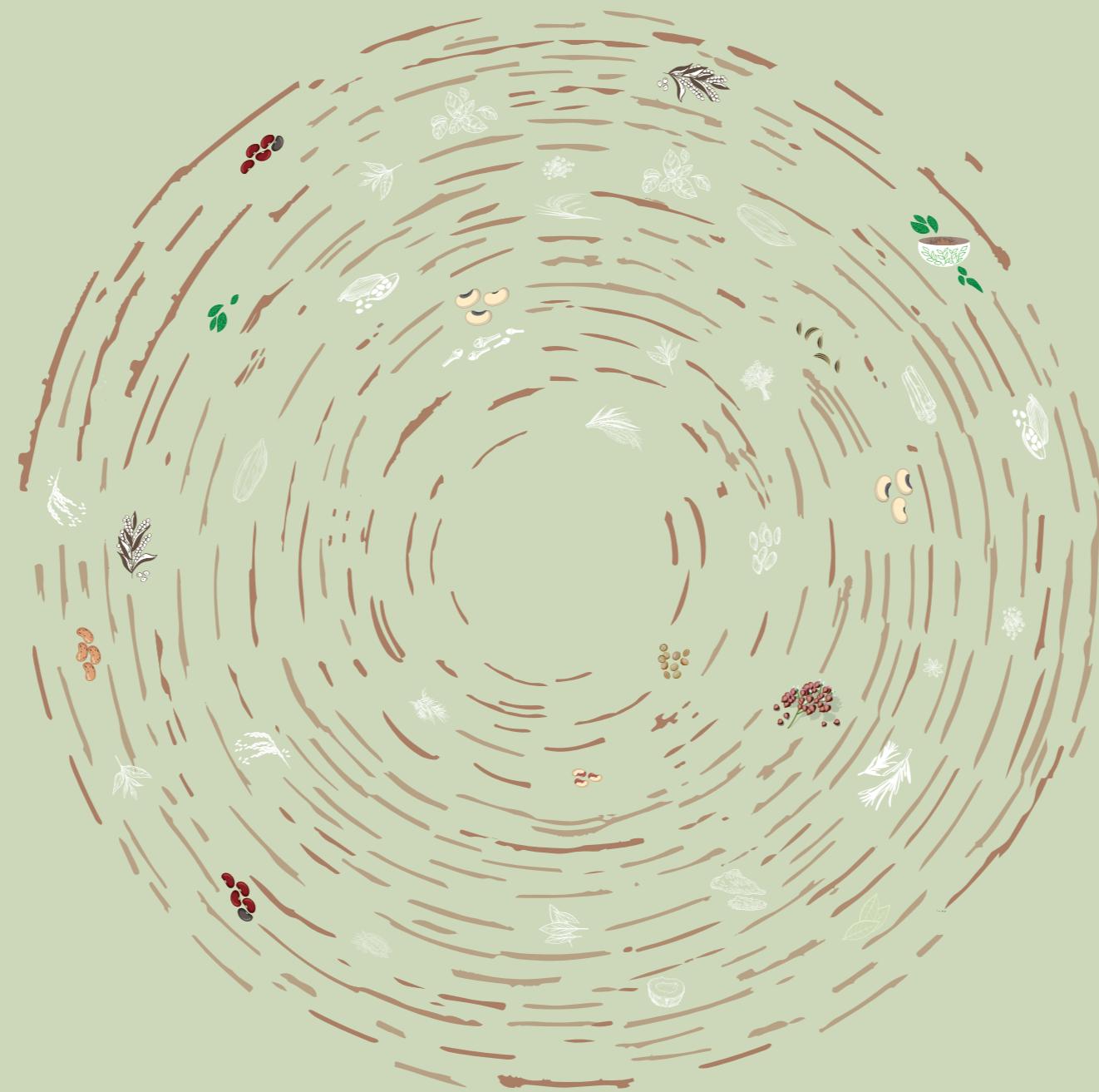
Regularly publish blog posts that elaborate on the importance of Anvve's mission.

Develop content that delves into the significance of organic and natural choices, emphasizing the positive impact on personal well-being and the environment.

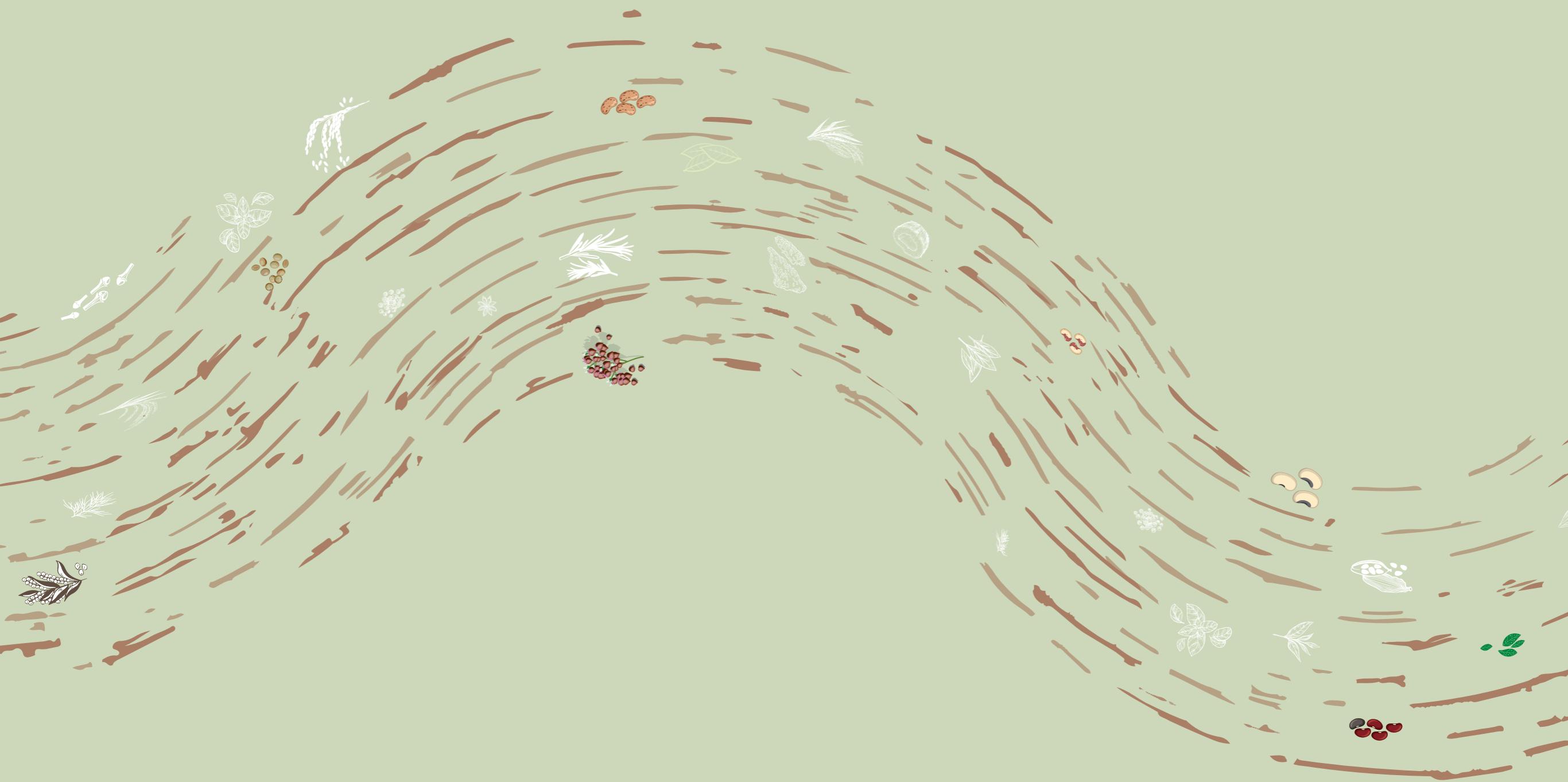
Share bite-sized educational content on social media platforms, linking back to the website for more in-depth information. Encourage audience interaction and feedback through comments and discussions, fostering a sense of community.

GRAPHIC ELEMENTS

PATTERNS



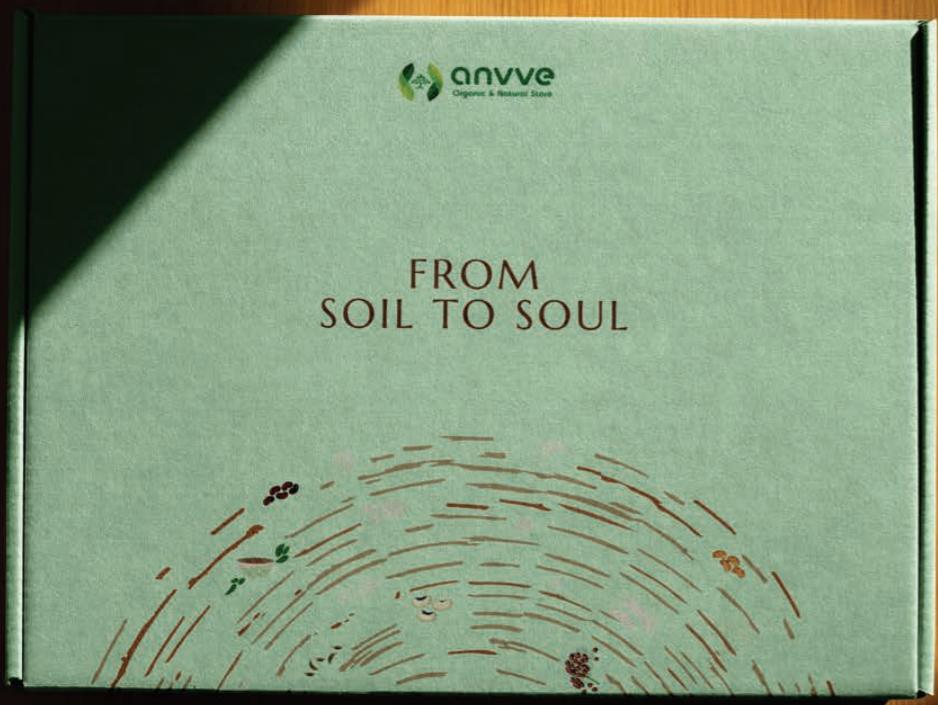
PATTERNS



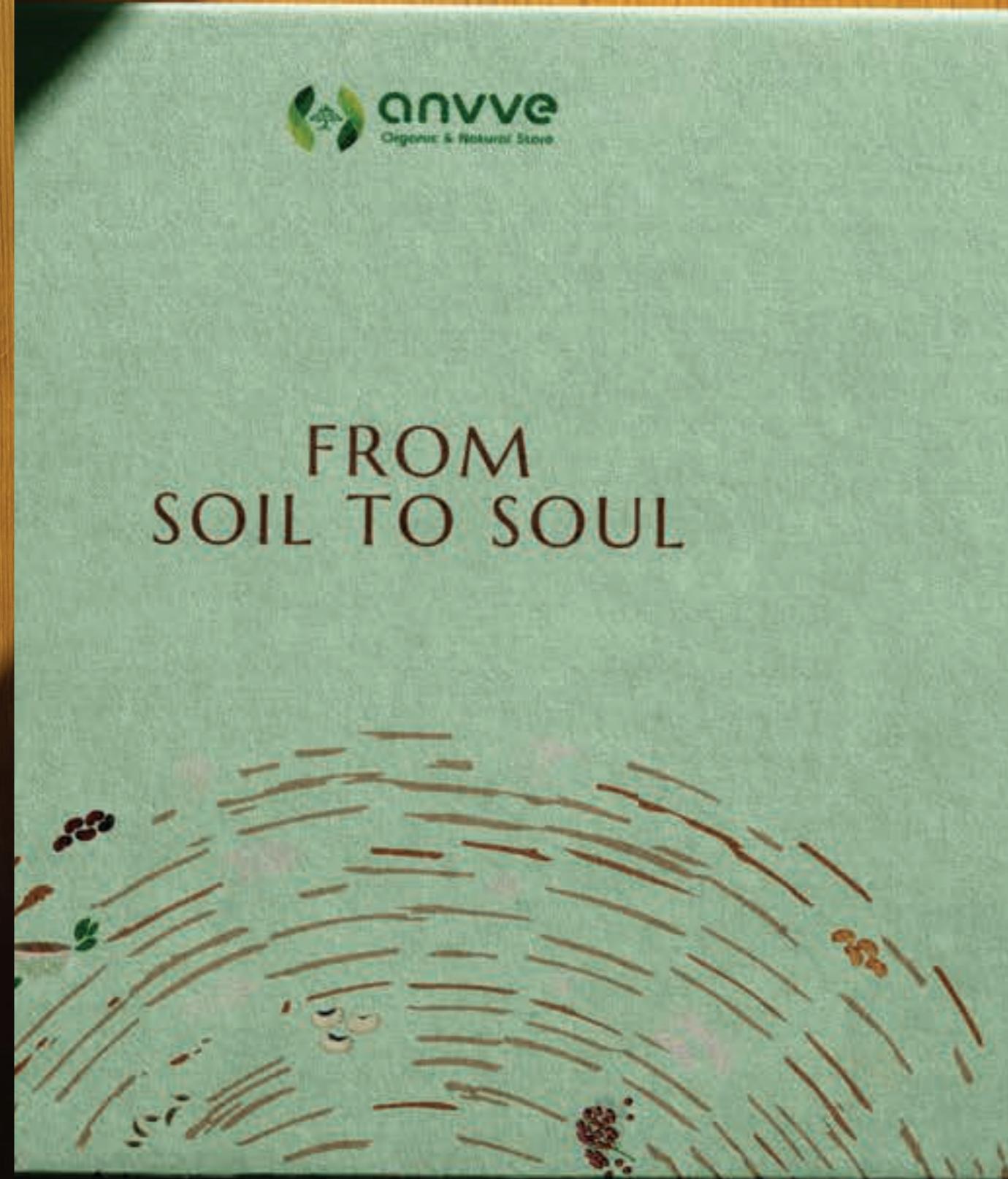
PATTERNS



COLLATERALS



Box Package





Canvas Tote Bag





T-shirt



T-shirt



T-shirt



T-shirt



Ceramic Plate



Fridge Magnet



Paper Bag



Sticker



FROM
SOIL TO SOUL

Apron





Notebook



Vegetable Box





Stationary



Delivery Bike



Delivery Van



Delivery Van



Delivery Van



Loyalty Cards



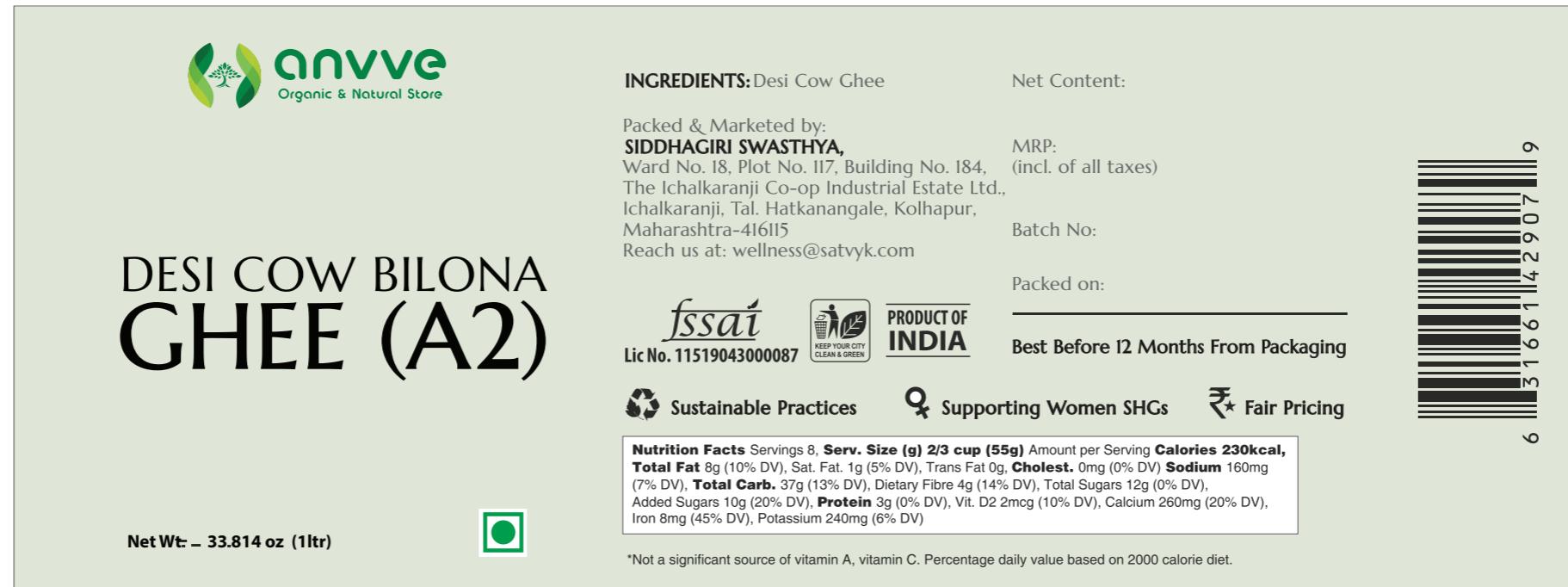
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FROM SOIL TO SOUL

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Label Design



Poster

FROM
SOIL TO SOUL



Signage



www.anvve.com
connectus@anvve.com

Creek Harbour
+9719837183378



Letterhead



Areata Hassen

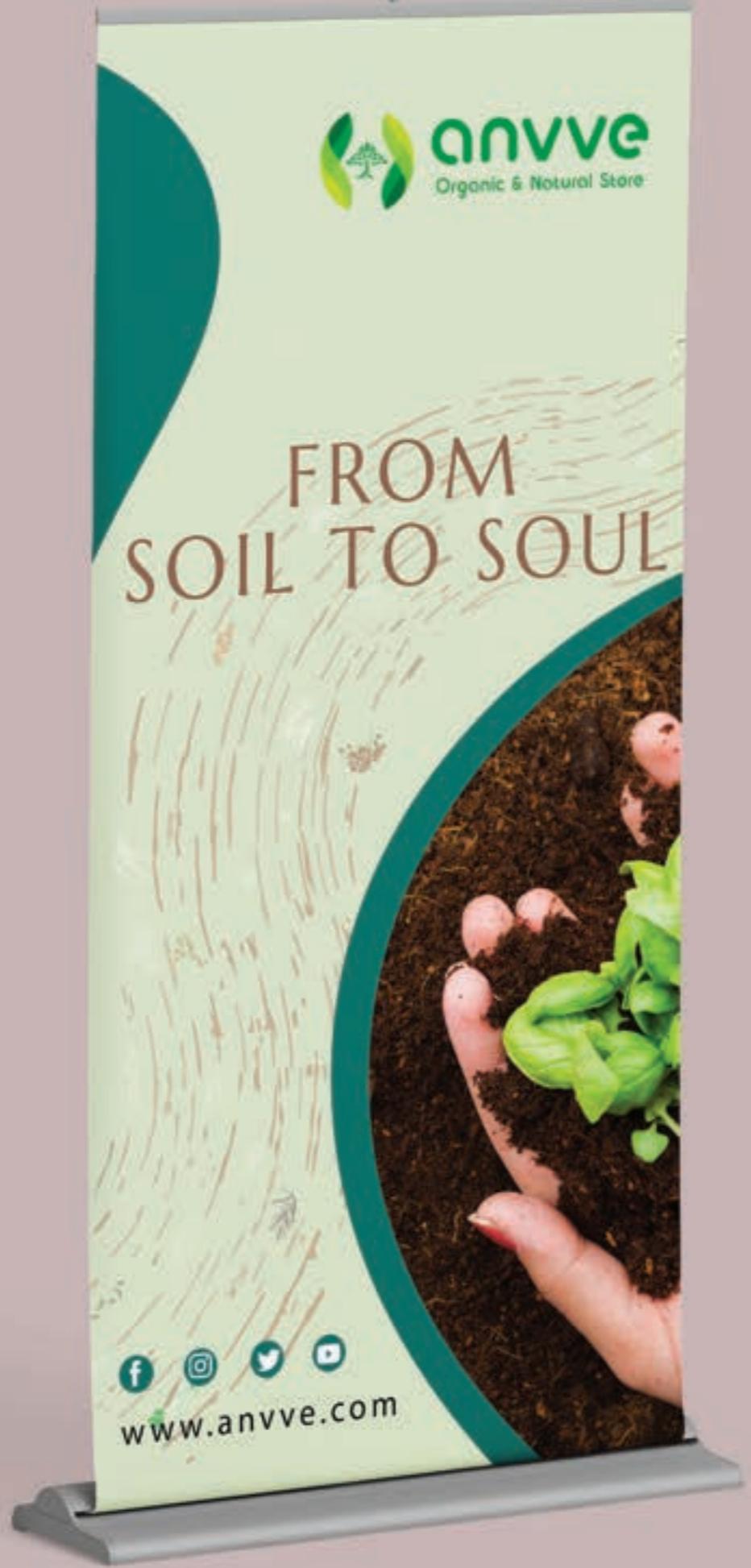
Sales Manager

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