



## Brand Guide

# Table of Contents

Our Product

**1**

Our Mission

**2**

Logo Do's & Don't

**3-4**

Tagline

**5**

Colors

**6**

Typefaces

**7-8**

Logo Spacing

**9-10**

Photography

**11-12**

Applications

**12-13**

Packaging

**14-15**

# Our Product

Lisa's Lunchables provides high quality meals that are more desirable meals for kids to eat.

Lisa's Lunchables will make parents feel more at ease to know that their children are consuming healthier foods.



# Our Mission

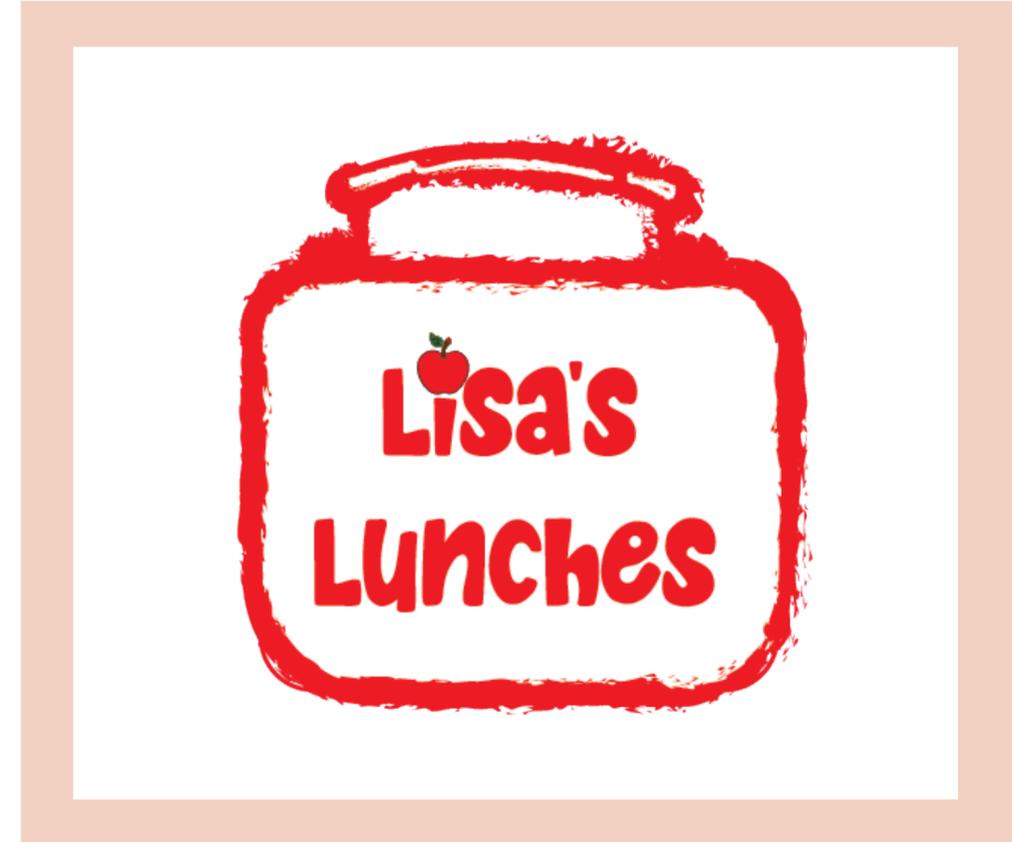
At Lisa's Lunchables, it is our mission to provide customizable gourmet lunch box packs that allows kids to have delectable and healthy meals more efficiently. With customizable pack choices ranging from allergy free (nut free, gluten free, diary free.etc),organic fruits, vegetables and meats.



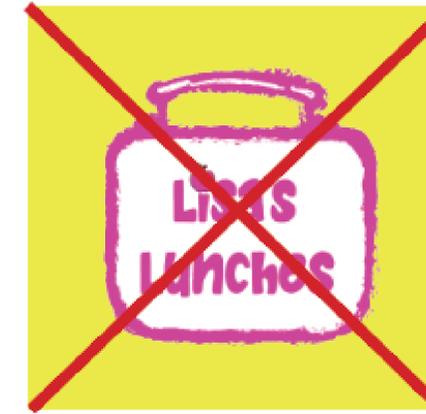
# Logo: Do's and Don'ts

The logo is an integral part of the Lisa's Lunchables brand and should be used thoughtfully and consistently.

The Logo should most often be displayed in red with a white background.



# Logo: Do's and Don'ts



The logos and background should not be changed to other bright colors.



Do not stretch the Logo out into awkward positions.



Be considerate of what type of imagery to place logo onto. Logo should not be placed on unauthorized clothing and photography.

Do not use blurred images.

# Tagline

The tagline may be written in one font.

Quicksand Light only.

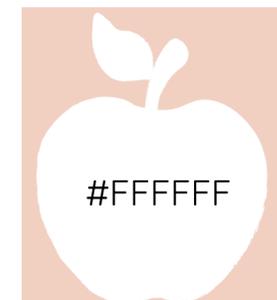
Use at your discretion, but balance of the type, size and weight of font should always be considered when executing design.

Healthier Choices  
Healthier Food  
Healthier Lives



# Colors

## Primary



R: 255 C: 0  
G: 255 M: 0  
B: 255 Y: 0  
K: 0



R: 235 C: 1  
G: 36 M: 99  
B: 41 Y: 95  
K: 0

## Secondary



R: 92 C: 48  
G: 68 M: 61  
B: 26 Y: 100  
K: 46



R: 128 C: 47  
G: 198 M: 6  
B: 224 Y: 7  
K: 0



R: 56 C: 76  
G: 91 M: 40  
B: 44 Y: 99  
K: 36



R: 244 C: 0  
G: 117 M: 67  
B: 39 Y: 96  
K: 0



# Primary Typefaces

San Serif displayed 50/63 pt.

## Little Paws

The primary sans serif font to be used for a playful aesthetic is required. This font is a simple reflection of Lisa Lunchables brand identity.



San Serif displayed 50/63 pt.

# Quicksand

## Quicksand Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:;'"(!?) +-\*/=

## Quicksand SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:;'"(!?) +-\*/=

## Quicksand Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:;'"(!?) +-\*/=

## Quicksand Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.:;'"(!?) +-\*/=

### Point sizes and style

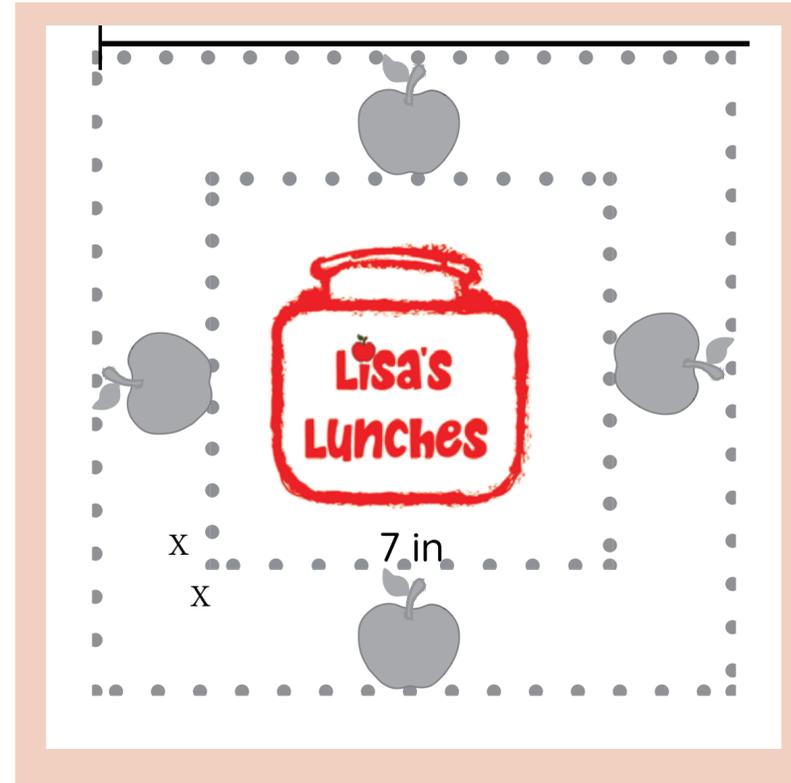
Size and spacing can vary depending on the document being created but below are some basic guidelines:

- Little Paws**
  - Little Paws can be utilized as Headline typeface only.
- It should not be not smaller than 30/40 pt.
- Quicksand**
  - Quicksand text as a body copy should be 48/55 pt.
  - Quicksand should not be used below 20 pt.

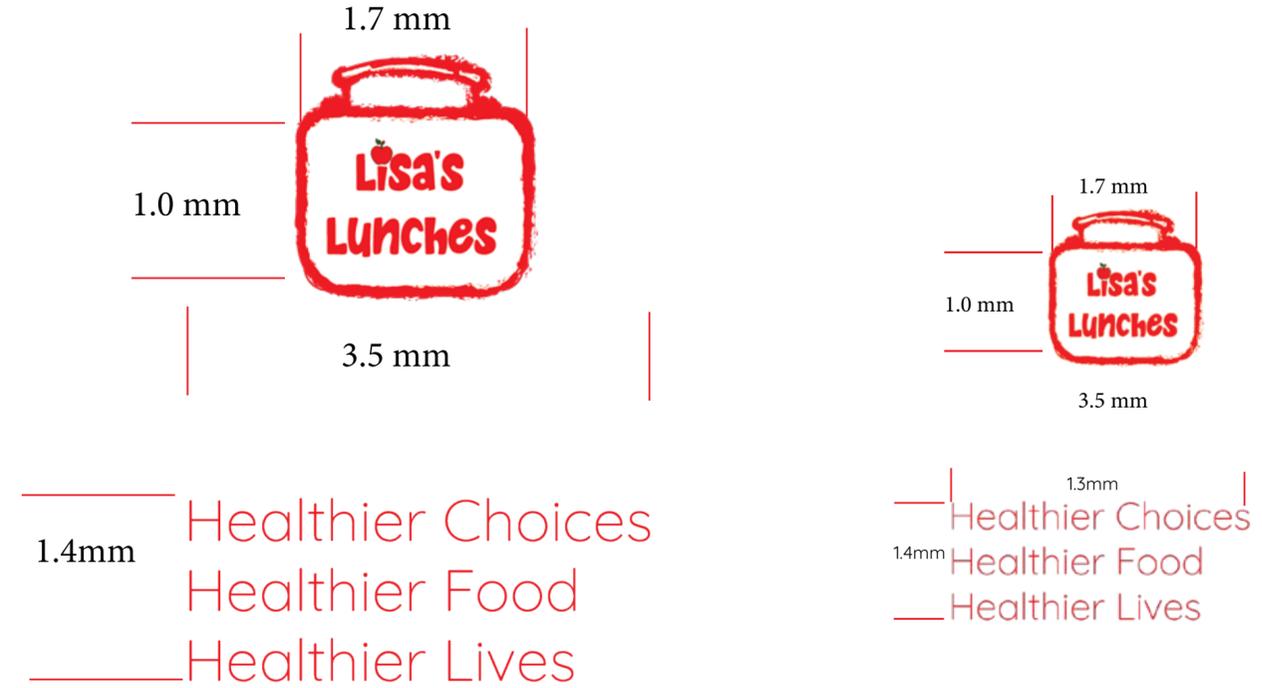


# Logo Spacing

Our Logo is important, it should be given space allowed to be noticed. The best way to do this is to use the following guide to ensure that nothing encroaches too close to the logo.



The minimum size for the logo with tagline included.



# Photography

Photos for Lisa's Lunches should be taken in full bleed color photography only. We use photography that represents our brand that is family-friendly, energetic and should always be placed inside the apple image shape.

Photos should be taken in well lit lighting.

Photos should be positioned where the logo is clearly shown.

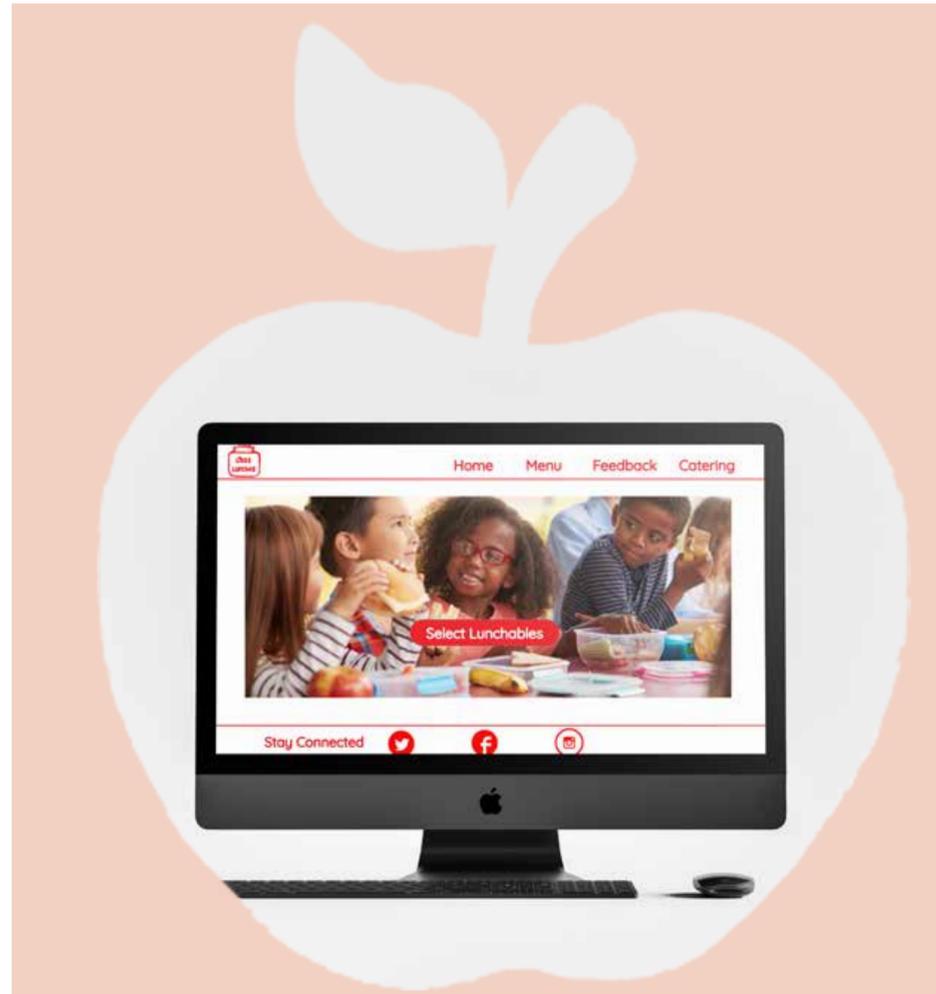
Photos should promote Organic, Nut-Free, Dairy-Free and Gluten Free products.



# Applications

Lisa's Lunchables can be accessed mainly through computers and cell phones.

Our communications should be bright, and engaging. They should reflect our values and capture the imagination of both parents and children alike.





Our stationery is a regular point of contact with clients, it constantly re-enforces our ethics of high quality and strong consistency.

**Using Our Stationery**

Our stationery is bold and energetic perfect for communicating the Lisa's Lunches brand. Through photography and illustrations our brand can be explored through to tailor the business card design for the memberof the team to whom it belongs.

# Packaging

Our packaging is simply yet, playful and energetic design It is the ideal representation our brand.



# Closing Remarks

It is our main priority to ensure that the parents have the satisfaction of knowing that their kids are consuming healthy affordable meals that they enjoy.

**401 Wingrove Street  
Nashville, TN 37203**

**Contact Us at 1800-555-3399**

**[Lisa'sLunchables.com](http://Lisa'sLunchables.com)**

**For copies of this guide,**

**go to [www.Lisa'sLunches.com](http://www.Lisa'sLunches.com)**

**For questions, contact The**

**Management Department at 1800-555-7450**