



**The Better Way To Go**

**GREAT RECIPES OF WELLNESS**

**StyleGuide**

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# Mission

Childhood obesity has become one of America's biggest problems today. The number of obese children is increasing just as rapidly as their waist sizes, but who is to blame? Most people would jump to the conclusion that unhealthy fast food and its advertising is to blame. These same people argue that ad campaigns aim at young children, making them victims of the fast-food industry. Children must draw examples from their parents who are around them the most. Parents are ultimately the forces that influence the decisions their child makes and the way their child chooses to live his or her life. Children of Playa del Rey Elementary school are victims of this national problem. For these reasons, our mission is to educate parents of Playa del Rey Elementary School about cost-efficient alternative to healthy meals.

# Our Logo

This is the logo to be used for print and digital purposes. The following color codes are for the colors that are to be used:

## **Pink**

|        |       |            |
|--------|-------|------------|
| R: 241 | C: 0  | PMS: 710 C |
| G: 91  | M: 80 |            |
| B: 103 | Y: 50 |            |
|        | K: 0  |            |

## **Green**

|        |        |            |
|--------|--------|------------|
| R: 71  | C: 73  | PMS: 362 C |
| G: 178 | M: 2   |            |
| B: 73  | Y: 100 |            |
|        | K: 0   |            |

## **Black**

|      |       |              |
|------|-------|--------------|
| R: 0 | C: 75 | PMS: BLACK C |
| G: 0 | M: 68 |              |
| B: 0 | Y: 67 |              |
|      | K: 90 |              |



# Logo Do's & Don'ts

The logo may be used in black and white, however if it is used in color, the pink, green, and black color scheme must apply. Here are examples of what may and may not be done with our logo:

1. If the logo is in black and white:

Fruit and text must be the same solid color, no outlines.

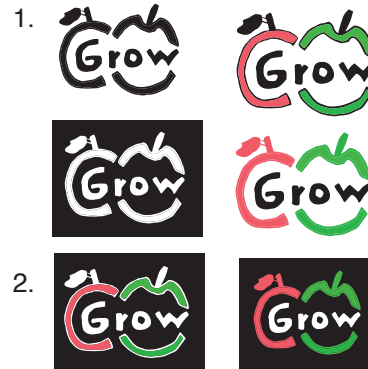
2. If the logo is in color:

- a. Left fruit must be pink, right fruit must be green, text in either black or white. Black text if white background, white text if black background.

- b. Fruits may be outlined in either black or white, but text may not be outlined.

3. Additional colors may not be used, and logo should not be distorted or angled.

## Do



## Don't



# Typeface

The following type faces are to be used  
in both print and digital usages.

Slogan font: Marker Felt (Wide)

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ? ! ( ) @ # \$ % & \* , .

Primary poster font: Bebas

A

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9 ? ! ( ) @ # \$ % & \* , .

Secondary poster font: Helvetica

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ? ! ( ) @ # \$ % & \* , .

# Color Scheme

The following color gradients constitute our color scheme. Any combination of colors may be used so long as they are found within these color gradients.

Our primary color scheme of red, green, and yellow signify organic colors found in natural healthy foods. Black and white are used as a secondary accent colors for added contrast.



RGB: 241/ 91/103  
CMYK: 0/80/50/0  
PMS: 710 C

RGB: 100/0/0  
CMYK: 0/100/100/72  
PMS: 1817 C



RGB: 71/ 178/73  
CMYK: 73/2/100/0  
PMS: 362 C

RGB: 0/93/50  
CMYK: 90/30/95/39  
PMS: 7483 C



RGB: 252/ 246/184  
CMYK: 2/0/35/0  
PMS: 608 C

RGB: 252/183/111  
CMYK: 0/32/63/0  
PMS: 1495 Cvv



RGB: 255/ 255/255  
CMYK: 0/0/0/0  
PMS: GRIS 1 C

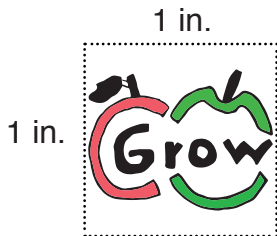
RGB: 0/0/0  
CMYK: 0/0/0/100  
PMS: BLACK C

# Slogan

## **“The Better Way To Go”**

This is our main campaign slogan to promote both the healthier and cost-efficient lifestyle Great Recipes of Wellness provides.

Whenever possible, this slogan should accompany the logo, being placed only below it. The slogan should also be in the Marker Felt (Wide) font. If the logo dimensions are less than 1in.x 1in. then the slogan does not need to accompany the logo.



**The Better Way To Go**

# Application

## Business Cards

3.5"x 2"

Logo Dimensions

1.25"x 1.125"

Logo Position

Centered

Side 1



Side 2



# Application

## Letter Head

8.5"x 11"

## Logo Dimensions

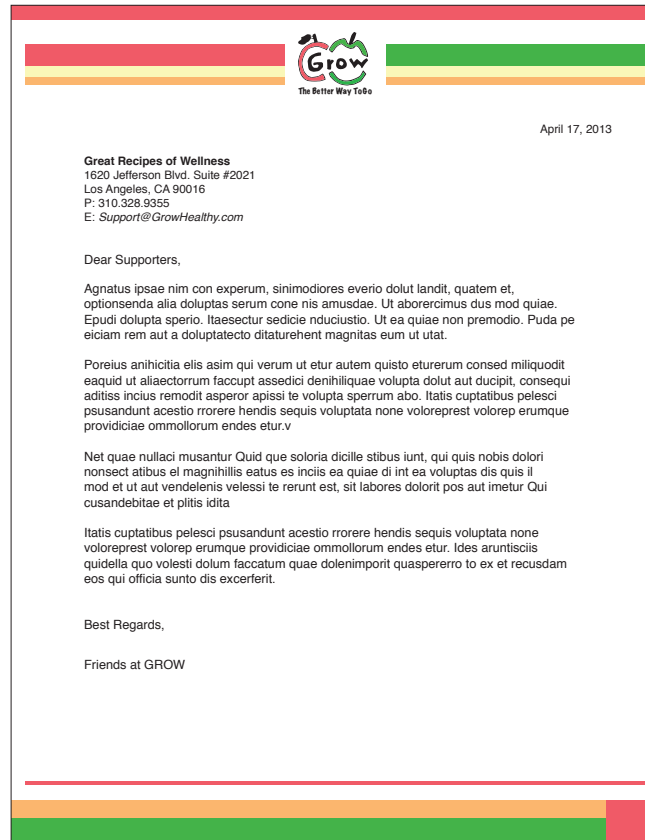
1.125"x 0.875"

## Logo Position

Centered

## Text Alignment

Left



# Application

## Website

1024px x 768px

## Logo Dimensions

132px x 114px

## Logo Position

Left: 84px

Top: 24px

## Text Alignment

Left



# Application

## Website

1024px x 768px

## Logo Dimensions

132px x 114px

## Logo Position

Left: 84px

Top: 24px

## Text Alignment

Left



# Application

## Billboards

24' x 12'

Logo Dimensions

A. 2.5' x 1'

B. 1.5' x 0.5'

Logo Position

Bottom-Left

A



B



# Application

## Bus Signs

72" x 21"

## Logo Dimensions

4" x 2.5"

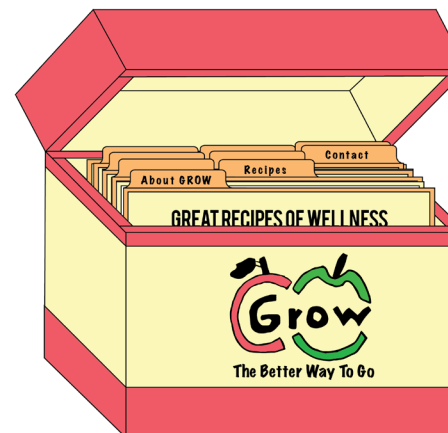
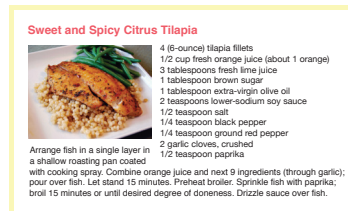
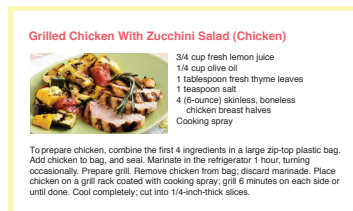
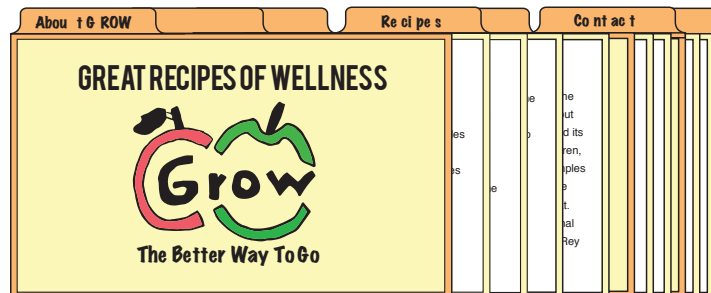


# Application

**Brochure/Package**  
5" x 3" x 3.5"

**Logo Dimensions**  
2" x 1.5"

**Logo Position**  
*Centered*



# Application

## Posters 10.5" x 15.25"

### Logo Dimensions

A. 1" x 0.75"

B. 1.25" x 1"

C. 0.75" x 0.25"



A



B



C

