

Style Guide

Table of Contents

Mission	3
Our Logo	4
Logo Do's & Don'ts	5
Typeface	6
Color Scheme	7
Slogan	8
Application	9

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 G: 91 B: 103	C: 0 M: 80 Y: 50 K: 0	PMS: 710 C
Green R: 71 G:178 B: 73	C: 73 M: 2 Y: 100 K: 0	PMS: 362 C
Black R: 0 G: 0 B: 0	C: 75 M: 68 Y: 67 K: 90	PMS: BLACK C



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:

- 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)



ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789?!()@#\$%&*,.

Primary poster font: Bebas



ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789?!()@#\$%&*..

Secondary poster font: Helvetica

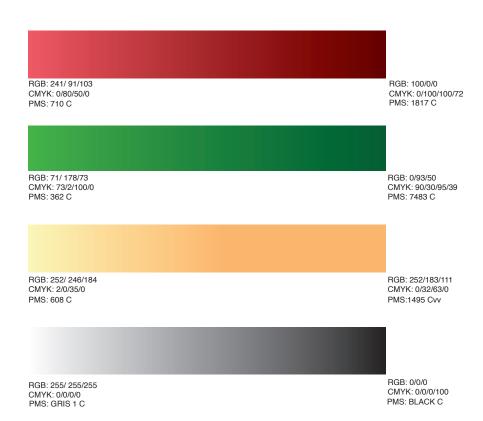


ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789?!()@#\$%&*,.

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.

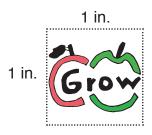


Slogan

"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.

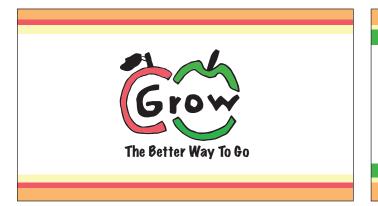




Business Cards 3.5"x 2"

Logo Dimensions 1.25"x 1.125"

Logo Position Centered



Side 1



Side 2

GREATRECIPES OF WELLNESS

GrowHealthy.com
Email: Support@GrowHealthy.com

1620 Jefferson Blvd. Suite #2021 Los Angeles, CA 90016 P: 310.328.9355



Email: Support@GrowHealthy.com 1620 Jefferson Blvd. Suite #2021

3 Angeles, OA 900 10

Letter Head

8.5"x 11"

Logo Dimensions 1.125"x 0.875"

Logo Position

Text Alignment Left



Website

1024px x 768px

Logo Dimensions 132px x 114px

Logo Position Left: 84px Top: 24px

Text Alignment Left









Website

1024px x 768px

Logo Dimensions 132px x 114px

Logo Position Left: 84px Top: 24px

Text Alignment Left









Billboards 24' x 12'

Logo Dimensions

A. 2.5' x 1' B. 1.5' x 0.5'

Logo Position Bottom-Left









Bus Signs 72" x 21"

Logo Dimensions 4" x 2.5"





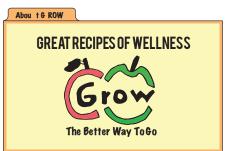


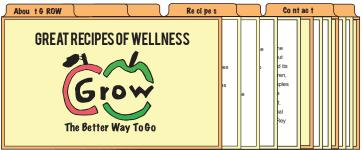


Brochure/Package 5" x 3" x 3.5"

Logo Dimensions 2" x 1.5"

Logo Position Centered









Grilled Chicken With Zucchini Salad (Salad)

1 cup sugar snap peas, trimmed 1/2 cup red bell pepper strips 1/2 cup yellow bell pepper strips 1/2 cup (1/4-inch-thick) slices zucchini 2 tablespoons chopped fresh cilantro 1 tablespoon extravirgin olive oil 1/4 teaspoon salt 1/4 teaspoon freshly ground black pepper

4 lemon wedges (optional) To prepare salad, cook peas in boiling water 30 seconds. Drain, and rinse with

cold water. Drain. Combine peas and next 7 ingredients (through black pepper) in a large bowl; add chicken, tossing to combine. Place 1 3/4 cups chicken salad on each of 4 plates. Serve with lemon wedges, if desired.

Peppercorn Basil Crusted Chicken



- 4 skinned chicken breast halves
 1/4 cup freshly chopped basil leaves, plus 2
 tablespoons freshly minced basil leaves
 1/3 cup (5 tablespoons) clivic oil
 1 tablespoon grated Parmesan
 1/4 teaspoon garlic powder
 1/8 teaspoon salt
 1/8 teaspoon salt
- 1/8 teaspoon pepper Fresh basil springs (optional)

Prepare chancoal grill. Press coarsely ground papper into mesty side of the chicken breast halves. Sit chopped basel into diver all breast halves. Sit chopped basel into diver all breast halves sit in the mature. In a small bowl, combine they polive oil, minred basel, parmean, grading powder, seal, and papper. Treaster to a small serving bowl, set asalor (full-chicken over medium galic mixture. Serve grifted chicken with the basil-gardic oil mixture. Garnish with fresh basil-gardic, if desired.

Sweet and Spicy Citrus Tilapia

- 4 (6-ounce) tilapia fillets
 - 1/2 cup fresh orange juice (about 1 orange) 3 tablespoons fresh lime juice I tablespoon brown sugar
 - 1 tablespoon extra-virgin olive oil 2 teaspoons lower-sodium soy sauce 1/2 teaspoon salt 1/4 teaspoon black peppe
- 1/4 teaspoon ground red peoper Arrange fish in a single layer in 1/2 teaspoon paprika a shallow roasting pan coated

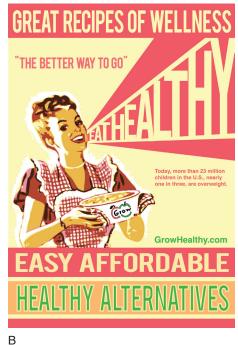
with cooking spray. Combine orange juice and next 9 ingredients (through garlic); pour over fish. Let stand 15 minutes. Preheat broiler. Sprinkle fish with paprika; broil 15 minutes or until desired degree of doneness. Drizzle sauce over fish.



Posters 10.5" x 15.25"

Logo Dimensions A.1" x 0.75" B. 1.25" x 1" C. 0.75" x 0.25"







С

