





# FRESHIES

## CORPORATE DESIGN GUIDELINES

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### THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Freshies's** corporate identity. This includes our name, logo and other elements such as colors, and type.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Freshies's** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of **Freshies's** name and marks.

## LOGO INTRODUCTION

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the icon pieces and our company name – they have a fixed relationship that should never be changed in any way.



**CORPORATE TYPOGRAPHY**

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Design. We have selected **Montserrat**, which is clean, easy to read and professional for **Freshies's** communications, as the primary corporate typeface.

**MONTSERRAT  
THE FONT**

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

**TYPE EXAMPLES OF  
MONTSERRAT**

**MONTSERRAT**

REGULAR

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

BLACK

**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**

LIGHT  
FIGURES

0 1 2 3 4 5 6 7 8 9 0

## BRAND COLORS

### PRIMARY COLOR SYSTEM

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#### Explanation:

Freshies has four official colors: Everglade, Fern, Alabaster, and Carrot Orange. Included with these colors are also the use of black and white.



### PRIMARY COLOR EVERGLADE

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#### COLOR CODES

CMYK : C085 M041 Y098 K043

RGB : R030 G081 B041

Web : #1E5129

Pantone : 357C



### PRIMARY COLOR FERN

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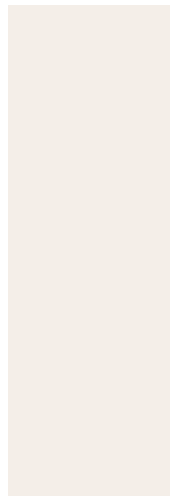
#### COLOR CODES

CMYK : C063 M010 Y078 K000

RGB : R104 G175 B103

Web : #68AF67

Pantone : 360 U



### PRIMARY COLOR ALABASTER

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#### COLOR CODES

CMYK : C004 M005 Y007 K000

RGB : R241 G236 B230

Web : #F1ECE6

Pantone : 9285 U



### PRIMARY COLOR CARROT ORANGE

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#### COLOR CODES

CMYK : C000 M074 Y091 K000

RGB : R242 G104 B048

Web : #F26830

Pantone : 021 U





## CONTACT AND SUPPORT INFORMATION

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### ABOUT THESE GUIDES

If any information is unclear about these guides or the Freshies brand please reach out to us for clarification. In addition to these brand guides we are happy to provide official brand elements as we deem fit for accurate brand representation.

### CONTACT

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