

aha Pure Foods

# Brand Style Guide

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This guide was compiled to help guide creative decisions and stimulate a unified brand style, voice, look, and feel. Our goal is to inspire the upmost enjoyment of a healthy lifestyle through delicious and nutritious soups. All brand communication pieces should reflect our values of healthfulness and harmony, while illustrating our cheerful yet rustic style. In this document, you will find resources to craft communications pieces consistent with this objective, including guidelines for color, font, background, and logo usage.



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# The Brand

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## OUR GOALS

- Spread the philosophy "food is medicine"
- Stimulate appetite for delicious soup
- Promote a healthy lifestyle

## OUR VALUES

- Healthfulness
- Balance
- Compassion
- Vitality

## WE ARE...

- Fresh
- Bright
- Cheerful
- Energetic
- Slightly rustic
- Natural
- Wholesome
- Pure
- Transparent



## Font Usage

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### Headings and Subheadings

Elegant Typewriter

**Elegant Typewriter Bold**

### Body Copy

Kirvy

Kirvy Bold

*Kirvy Italics*

### Notes:

- aha should never be capitalized
- Soup names should always be in capital letters (ex: SWEET CHI, LION'S MANE)
- Do not use italics for headings
- Use kirvy italics sparingly



## Color Usage

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Use these colors in communication pieces. Tints are acceptable.

**RGB 59, 148, 105**  
**CMYK 60, 0, 29, 42**  
**#3B9469**

**RGB 255, 134, 100**  
**CMYK 0, 47, 61, 0**  
**#FF8664**

Associated with FIRE-PROOF

**RGB 253, 197, 189**  
**CMYK 0, 22, 25, 1**  
**#FDC5BD**

Associated with SWEET CHI

**RGB 209, 182, 209**  
**CMYK 0, 13, 0, 18**  
**#D1B6D1**

Associated with LION'S MANE

**RGB 254, 247, 232**  
**CMYK 0, 3, 9, 0**  
**#FEF7E8**

Jar label background

**RGB 255, 231, 168**  
**CMYK 0, 9, 34, 0**  
**#FFE7A8**

Associated with LUCKY BONES

**RGB 255, 255, 255**  
**CMYK 0, 0, 0, 0**  
**#FFFFFF**

White is always acceptable, as are shades of light gray.



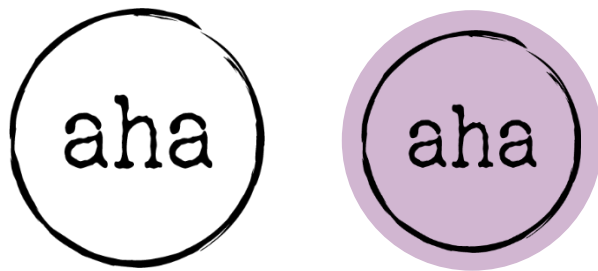
## Logo Usage

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For use when entire company name is needed - only on light backgrounds (with a few exceptions if necessary)

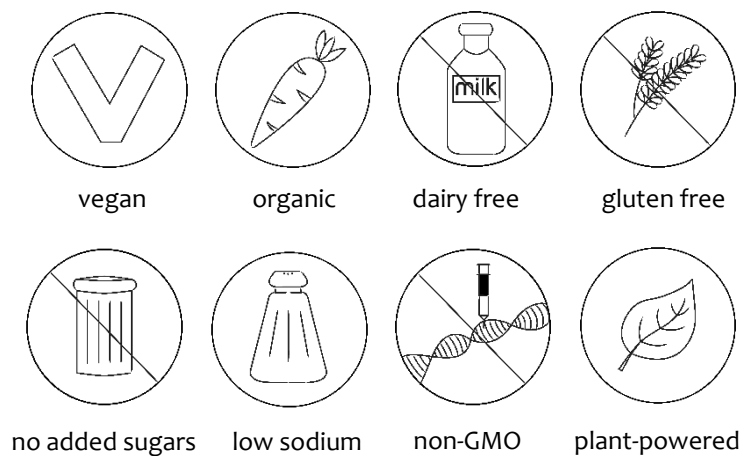


For use when entire name is not needed - may overlay any aha brand color (see color usage)



## Other Graphic Assets

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Food is medicine.

@ahapurefoods



# Photography Guidelines

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Creativity and new themes are highly encouraged! However, all photographs starring aha products should remain consistent with our clean, bright, natural, and slightly rustic vibe. These guidelines are meant to ensure harmony and quality across all brand photography.

## General Tips

- Shoot in a natural setting, avoid overly staging products and scenes
- Use natural light whenever possible - never use flash
- Avoid low light photography
- Emphasize bright whites, check white balance in editing process
- Aim for vibrant yet natural colors
- Experiment with different angles and heights

## Soup Tips

- Request completely full soup jars from Alfie
- Remove expiration date tag before shooting
- Shake jars - avoid photos where the ingredients have "settled" to the bottom
- When picturing soup in a bowl...
  - Heat it up and stir it first
  - If necessary, consider placing a second, upside-down bowl inside the pictured bowl so vegetables and toppings stay afloat



## Writing Tips

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When blogging, curating posts for social media, or completing any other copywriting, keep these tips in mind...

- Highlight the health benefits our soups offer without making promises
  - **DO NOT** claim our soups do anything for your health
  - **DO** emphasize the known benefits of the soup's ingredients
- Support veganism without requiring it
  - **DO NOT** attempt to persuade consumers into becoming vegan
  - **DO** emphasize the researched benefits of a plant-based lifestyle

## Recipe Standards

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To ensure ease of use for customers and consistency with our communications strategy, follow these standards when creating recipes.

- Avoid any recipes using animal products
- Include...
  - A photo
  - Prep time, cooking time, and total time
  - Number of servings
  - Ingredients
  - Directions
- When describing recipes...
  - Touch on health benefits
  - Highlight taste attributes
  - Emphasize how our soup enhances the recipe

