



NICE TO
MEAT YOU

BRANDING GUIDELINE

01

LOGO IDEA

The circular logo incorporates the silhouettes of animals and plants, which represents the imported meat and local vegetables that NICE TO MEAT YOU offers. On the top-left of the logo, there are five stars which represents the premium quality of the products that the brand has.



NICE TO
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02

LOGO CONSTRUCTION (VERTICAL)

Please note: The logo should never be 'redrawn' or 'altered', always use the artwork supplied.



NICE TO
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03

LOGO CONSTRUCTION (HORIZONTAL)

Please note: The logo should never be 're-drawn' or 'altered', always use the artwork supplied.



04

EXCLUSION ZONE

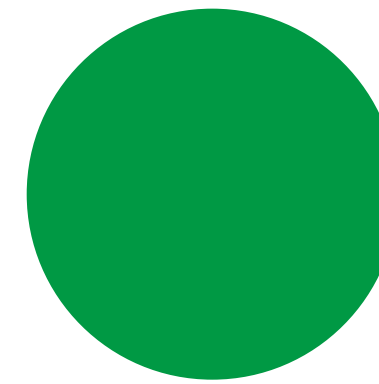
The exclusion zone is the clear space surrounding the logo. No other elements must infringe this zone. The size of the exclusion zone is relative to the size of the logo. The exclusion zone of this logo is equal to the size of 'M' from 'MEAT.'



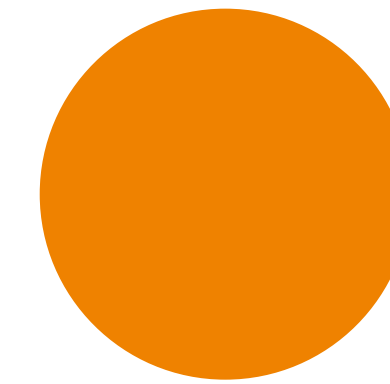
05

LOGO COLORS

The most abundant color in the logo is green, which represents the freshness of the products. The shade of orange could evoke a subtle appetite for NICE TO MEAT YOU's products.



C: 85 M: 14 Y: 100 K: 2
R: 0 G: 153 B: 68
009944



C: 3 M: 59 Y: 100 K: 0
R: 239 G: 130 B: 0
EF8200

06

LOGO TYPOGRAPHY

Typography is an important part of any visual identity. The correct typeface, in any language, helps us convey the message of handy – tasteful, casual, confident and personal.

DIAVLO

Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

07

LOGO VARIATIONS



ORIGINAL



BLACK



WHITE

08

BUSINESS CARD DESIGN

The business card uses two kinds of logo variations so that clients can recognize the brand in different color schemes. The design also has a clean look which reflects a premium feel to the brand.



FRONT



BACK