



Brand Style Guide

**mealogic** 

## BRAND VALUES

This document is a set of visual guidelines to ensure consistency across all communications for the Mealogic brand.

The essential visual elements of our brand include our logo, color palette, and typography. The tone of voice principles, scale, and messaging examples will provide inspiration for you to express our brand's personality and articulate the work we do.

This is a living document. As we evolve our brand, we will add and amend elements within it.

Our brand journey begins here!

**Hello.**

**Welcome to Mealogic Brand Guidelines.**

**We created this document to give you a deeper understanding of our brand. It offers guidance and inspiration for everything we do.**

# Welcome to Mealogic

For **health and wellness leaders**

who **are seeking to grow their business,**

mealogic offers **integrated white-label meal-subscriptions-as-a-service.**

**Without requiring capital investment or operational lift,** mealogic **helps you launch and operate customized food programs for your end consumer, according to your goals and requirements.**

We exist to

**Increase access to good food.**

Brand Values

- **Trusted**
- **Stable**
- **Efficient**
- **Growing**
- **Technology**
- **Disruptor**
- **Safe**
- **Collaborative**
- **Innovative**

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LIGHT BACKGROUND

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BURST OPTIONS

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# COLORS

PRIMARY

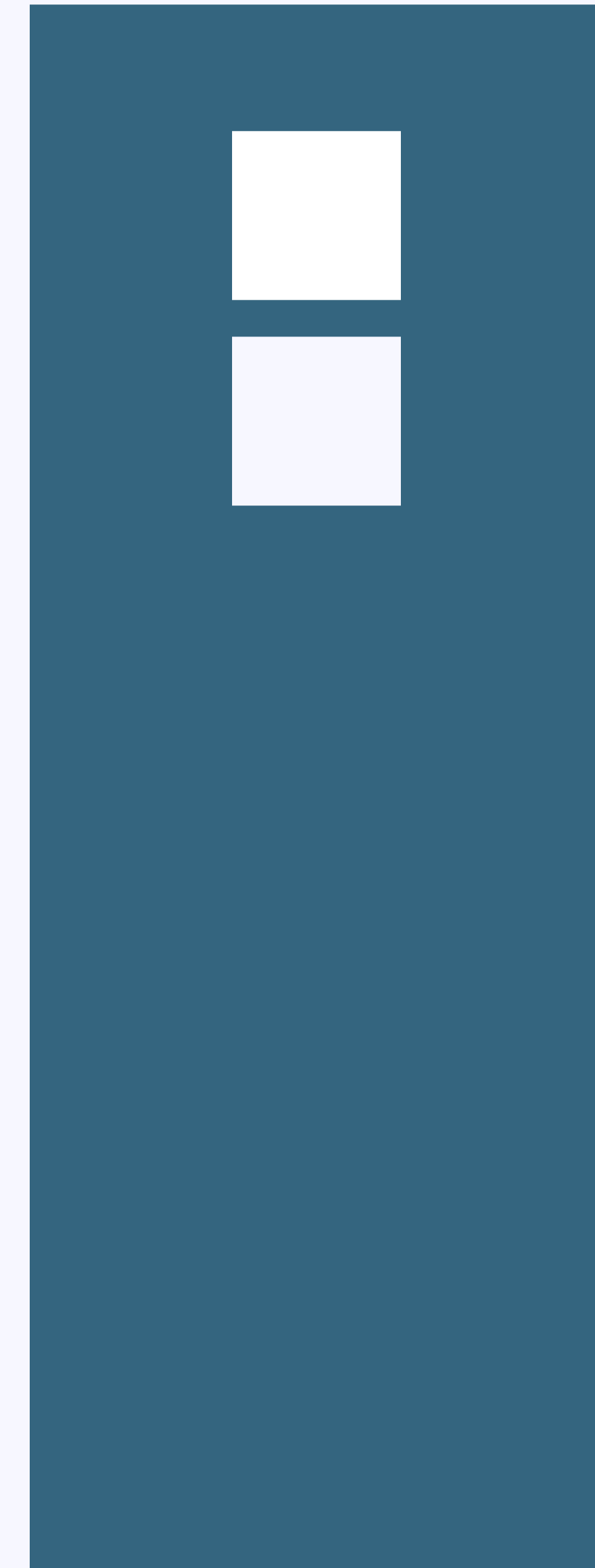
## Nautilus



**RGB** 4, 28, 44  
**HEX** #041C2C  
**Pantone** 296 C  
**CMYK** 91, 36, 0, 83

SECONDARY

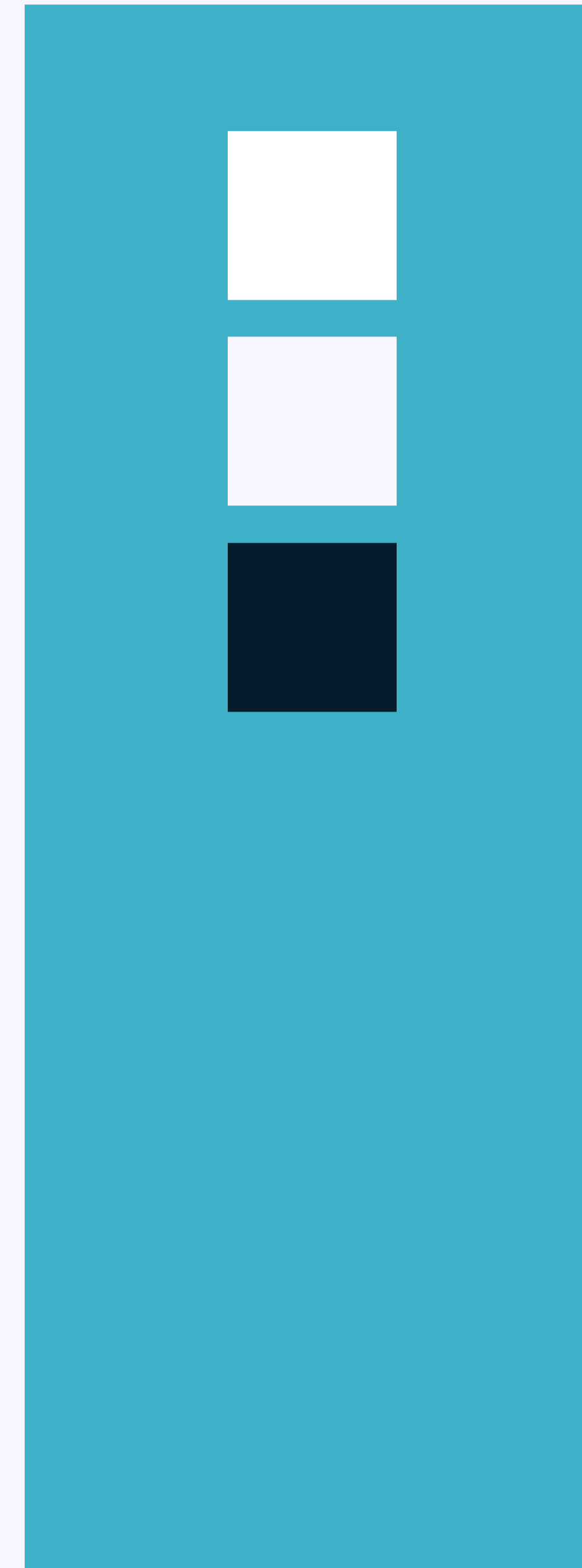
## Milford



**RGB** 52, 101, 127  
**HEX** #34657F  
**Pantone** 7699 C  
**CMYK** 59, 20, 0, 50

HIGHLIGHT

## Hitra



**RGB** 62, 177, 200  
**HEX** #3EB1C8  
**Pantone** 631 C  
**CMYK** 69, 12, 0, 22

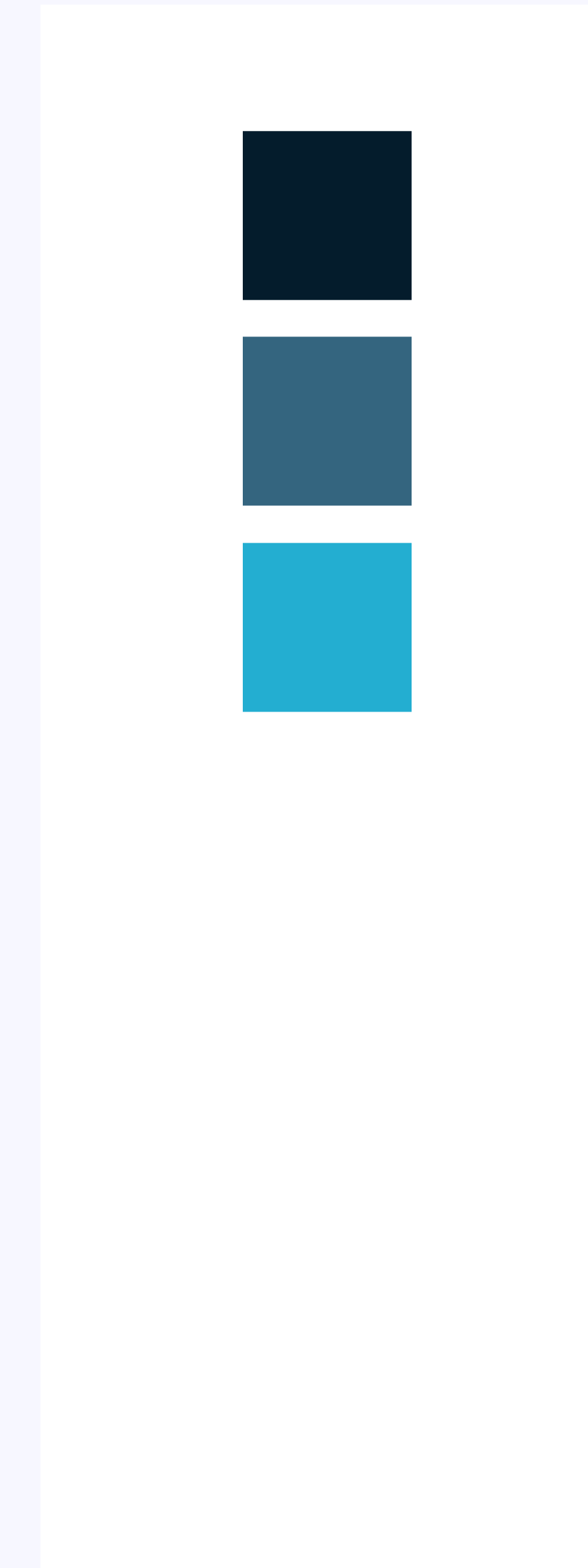
NEUTRAL

## Bridgton



**RGB** 247, 247, 255  
**HEX** #f7f7ff  
**Pantone** –  
**CMYK** 3, 3, 0, 0

## Thule



**RGB** 255, 255, 255  
**HEX** #ffffff  
**Pantone** –  
**CMYK** 0, 0, 0, 0

HEADLINES

**Poppins Bold**

BODY TEXT

Poppins Light

SAMPLE

**Good food with your name on it.**

SAMPLE

Here we've opted for both the headline and body font to be Poppins. Our criteria was to find a clean, san serif typeface that had a variety of weights to occodate as many use cases as possible. Poppins is both a Google Font and is widely accessible. It is our recommendation that this be used in marketing materials moving forward.

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BRAND COLLABORATIONS

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ICONOGRAPHY

