

CatalystMeals

## Brand Values

Catalyst Meals is the provider of prepared meals that act as a **catalyst for positive change in your health and wellness journey**. The meals are designed to provide the essential nutrients and fuel your body needs to **help you achieve your health goals, whether that's weight loss, increased energy, or better overall health**. Catalyst Meals believes that the food you eat can be a powerful catalyst for change, and our mission is to help you harness that power through delicious, convenient, and nutritious meals.

## Key Demographic

- Gen X (38–60 yrs)
- Active lifestyles with informed eating habits
- Value personalized experiences and time savings
- Seek transparency in the food industry
- Looking for maximum variety and a global eating experience



# CatalystMeals

At Catalyst Meals, we are dedicated to your well-being. **Our science-based approach, rooted in trust, fuels an active lifestyle and empowers you on your journey to a healthier you.** We're not about quick fixes; we're here as your steadfast aid, providing the smarter choice that keeps you moving forward. Think of us as your health-conscious friend, guiding you towards a better path. With our meals, you'll eat better, feel better, and ultimately, become your best self. **It's time to ignite the catalyst for positive change in your life with Catalyst Meals.**

## Brand Tone

- Health
- Trust
- Science based
- Active life
- Building a future
- Active
- Not a quick-fix but an aid
- Found by your health conscious friend
- The smarter choice in keeping you moving
- Eat better, feel better, be better

# CatalystMeals

## Brand Taglines

- *"Let food be your catalyst for change."*
- *"Catalyst Meals: The power to change starts on your plate."*
- *"Revolutionize your health with Catalyst Meals."*
- *"Catalyst Meals: Fuel your body, ignite your potential."*
- *"Change your diet, change your life with Catalyst Meals."*
- *"Catalyst Meals: Ignite the Spark of Health."*
- *"The Catalyst for a Healthier You."*
- *"Unlock Your Potential with Catalyst Meals."*
- *"Eating Well, Living Vibrantly."*

# Brand Elements

Primary

CatalystMeals

Secondary

CatalystMeals

Default (Dark)

CatalystMeals

DD6E42

Burnt sienna

F1FAEE

Honeydew

A8DADC

Non Photo blue

Default (Light)

CatalystMeals

02182B

Oxford Blue

067BC2

Honolulu Blue

## Branded Samples

