

# fresh mix

fresh mix Identity standards guide

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A consistent corporate identity is exceedingly important in the competitive business world. For small companies such as Fresh Mix, a good identity is essential for their success and growth. Their effectiveness at fostering recognition is invaluable, and can make or break a new business.

This being the case, the guidelines established in this manual are for the purpose of creating a strong and unified identity across many applications, through the use of various common elements.

Seeing as the guidelines in this manual are just that, and not necessarily rules; they needn't be followed to the letter all of the time, but doing so will ensure an elegant, professional and cohesive appearance.

logo

The Fresh Mix logo puts much consideration into both the target market and its products and desired image.

As the audience is mostly college students, bright and fun but sleek approach was taken. The letters are all lower-case to achieve a casual look, and green to convey the natural and healthy nature of the business. To bring out some of the emphasis on the smoothies that fresh mix is most known for, some more energetic colors were used, as well as a liquid, flowing 'f'. Finally, to top it all off, a small leaf was added to the shape to give it the feel of an unspecific fruit.

fresh   
mix



The strokes of the letter 'h' and 'i' should line up. Spaces between the letters in 'mix' should be equal to each other and the clearspace to the left and right of the logo.



# colors

logo  
colors



R 66    C 77  
G 152    M 17  
B 80    Y 91  
          K 3



R 237    C 1  
G 72    M 86  
B 152    Y 2  
          K 0



R 245    C 0  
G 133    M 58  
B 41    Y 96  
          K 0

other  
colors



R 255    C 0  
G 196    M 23  
B 15    Y 98  
          K 0



R 198    C 19  
G 92    M 78  
B 161    Y 1  
          K 0

These colors, along with the pink and orange from the logo, are used in the stripes and wherever else suitable.

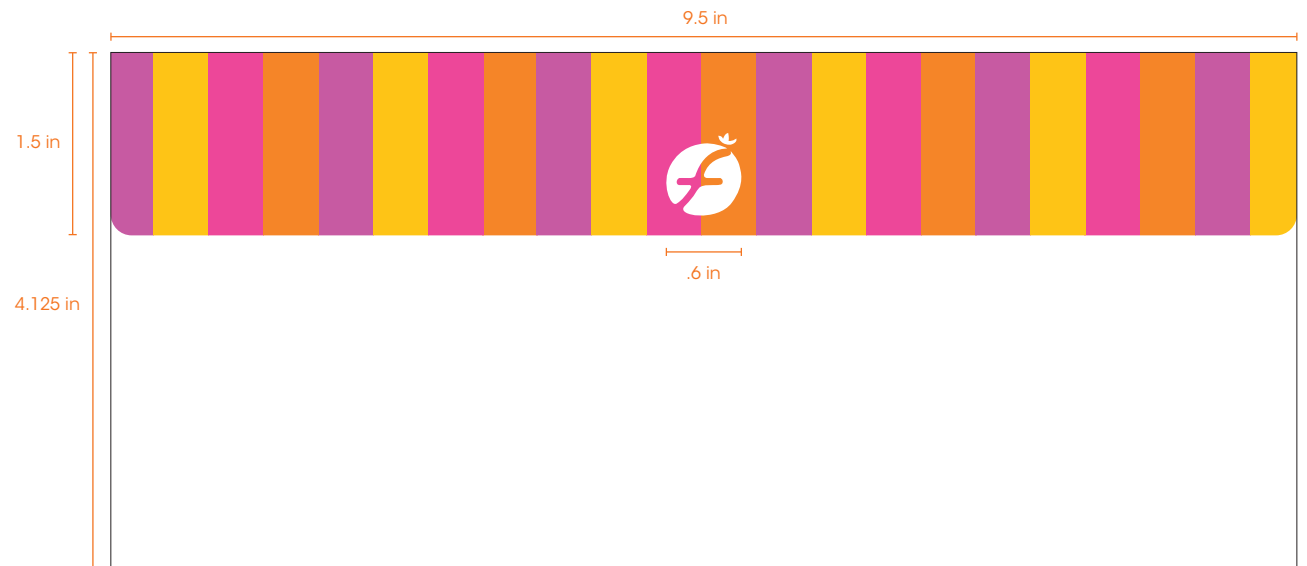
stationery

The main purpose of the stationery design is to be very purposeful and businesslike. That being said, it is also perhaps equally important to carry the feeling of the company throughout all applications. To accomplish both of these goals, various elements are carried from design to design. They are focused on being clean and professional while still maintaining a bit of the less serious aspects of Fresh Mix.



The letterheads are to be printed on paper with rounded corners.







The unique positioning and scaling of the elements on the business card along with the vibrant colors makes for a memorable business card. A somewhat more traditional envelope is made more interesting and eye-catching when Fresh Mix's stripes are applied to its back flap.

## typography



ITC Avant Garde Gothic Std is the typeface selected to be the primary font used in all Fresh Mix applications. Its playful yet modern and respectable appearance is a perfect match for the company.

ITC Avant Garde Gothic Std Book  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
!/?/@#\$\$%&()-+=;:,,.

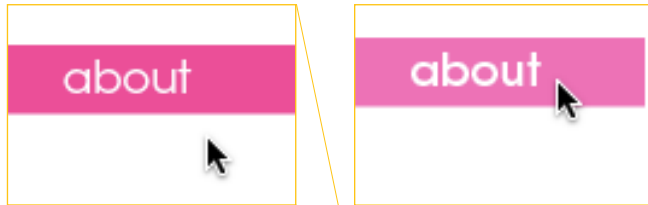
ITC Avant Garde Gothic Std Extra Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ  
!/?/@#\$\$%&()-+=;:,,.

**ITC Avant Garde Gothic Std Demi**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**!/?/@#\$\$%&()-+=;:,,.**

**ITC Avant Garde Gothic Std Bold**  
**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMNPOQRSTUVWXYZ**  
**!/?/@#\$\$%&()-+=;:,,.**

## application designs

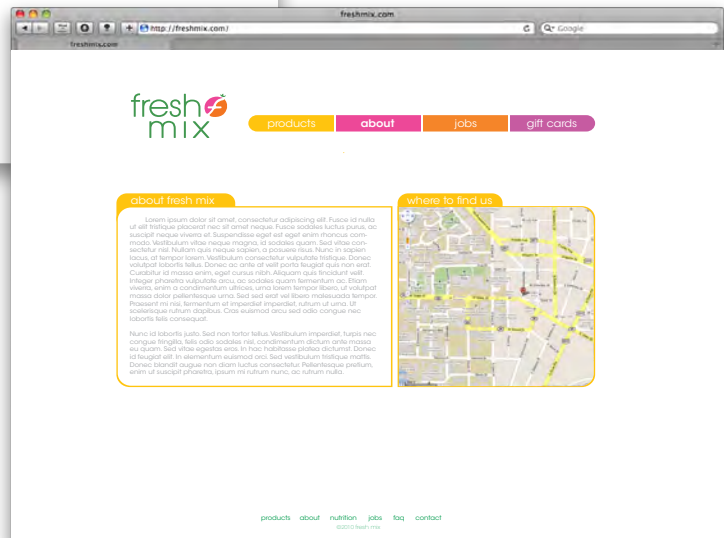
Having the basic necessities covered, there are still a few other applications that could greatly increase company presence. This being the 21st century, a good website is essential. Aside from that, some basic restaurant items such as cups, straws and napkins will also help elevate the restaurant to more than an average corner sop. Those along with a nice employee shirt should do an excellent job of promoting a good company image.



The top menu bar links turn a bit whiter and the text becomes bold when hovered over.



To maximize the website's effectiveness, a colorful but simple design aesthetic was used. The navigation bar at the top makes it easy to find things like the menu, about Fresh Mix and job openings. Also included are weekly specials and a fun, health-oriented "fruit of the moment."



## gift card / cup & straw / t-shirt



The gift card is a very festive and appealing design highlighting some of Fresh Mix' edible attractions.



The incredibly necessary cup and straw make an excellent pair as while the cup is relatively plain and minimal, the star is exceedingly vibrant.



The bright white employee tee shirts could help bring a certain amount of comfortability and cheer to the customers and employees alike.

## contact

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