



SUNNY SNACKS

BRANDING GUIDE

VEI 2018 - 2019

OUR MISSION

Our mission is to expand the choices of those seeking an allergy-safe tasty treat. We will create and inspire communities that welcome a new understanding of health and happiness with just the bite of a snack.

GRAPHIC ELEMENTS

COLOR PALLETE

LOGO



Fonts

Microsoft Word

Times New Roman

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

This font will be used on all company documents such as, letters and envelopes

Adobe Photoshop

These fonts are used on the company graphics such as, packaging and newsletters

KITE SCRIPT

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

DIN Condensed

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



LETTERHEAD

SUNNY SNACKS
BRIGHTEN YOUR DAY WITH EVERY BITE



A letterhead, or letterheaded paper, is the heading at the top of a sheet of letter paper(stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern. The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery, but at lower cost. Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically. Letterheads are generally printed by either the offset or letterpress methods. In most countries outside North America, company letterheads are printed A4 in size (210 mm x 297 mm). In North America, the letter size is typically 8.5 x 11 inches (215 x 280 mm). Although modern technology makes letterheads very easy to imitate, they continue to be used as evidence of authenticity.

DESCRIPTION

Sunny Snacks originated in 2018 as a peanut/allergy-free snack online establishment. Sunny Snacks is a Limited Liability Corporation, as it provides financial protection to business owners and members. Cooper City High Schools VEl class, started the company under the direction of Sara Weiss, the CEO of Sunny Snacks. The company's current headquarters reside close to home in Cooper City, Florida. We are a healthier and environmentally safe alternative to snacks with peanuts without the risk of allergies. The product range currently contains granola bars, cookies, and chocolate cups; the minimal diversity allows for establishment in the market with room for greater product expansion in the coming years.



BUSINESS CARD

FRONT



BACK

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PACKAGING



The teal packaging is used in the month of October, in collaboration with the Teal Pumpkin Project, to promote non-food treats for a safer Halloween



APPAREL



COMPANY IMAGE

