



ASTRODOUGH

It's Out of This World

BRANDING GUIDE





Playfair Display is an easy to read
and widely accessible font,
used in documentation.

R 247
G 148
B 29

R 207
G 30
B 251

R 90
G 45
B 144

R 255
G 255
B 255

R 224
G 144
B 49

R 155
G 81
B 160

R 102
G 45
B 145



AstroDough is an edible cookie dough company introduced to the VEI world on October 5, 2018. We provide cookie dough lovers with a delightful, safe, and environmentally friendly dessert experience. We give back to the community with our *Children of the Star* program by donating a percentage of profits to support children with autism. We pride ourselves on using biodegradable packaging to protect the Earth's environment.

BUSINESS CARD



FRONT



BACK



Our 12oz biodegradable container includes a wooden spoon.



For shipping, we use biodegradable boxes and include freezer packs to ensure the quality of our products.

Our galaxy ties appeal to our Generation Z target market, and stylishly promote our brand.



The double logo advertises our company from all angles, allowing us to reach every possible customer in sight.

We include our logo on both the front and back of our merchandise to increase brand recognition.



BRANDING APPLICATION 3

