



It's Out of This World

# **BRANDING** GUIDE



# **LOGOS**



LOGO 1



It's Out of This World

LOGO 2

# Playfair Display

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

# Ubuntu

Ubuntu is used for logo, titles, and headers to draw attention to our company.

**R** 247

**G** 148

**B** 29

**R** 207 **G** 30

**B** 251

**R** 90 **G** 45

**B** 144

**B** 255

R 255G 255

**R** 224

**G** 144

**B** 49

R 155G 81B 160

**R** 102 **G** 45

**B** 145

**FONTS & COLOR PALETTE** 

### **LETTERHEAD**





#### AstroDough

70 Southwoods Rd Syosset, NY 11791 (516) 364-5675 ve.astrodough@gmail.com

Name

Title, Company Name 123 Address St City, ST 12345

#### Dear.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maccenas congue, arcu a ornare dictum, nisl neque aliquet est, et ultricies arcu mauris vel velit. Curabitur porta feugiat imperdiet. Duis id turpis seclerisque, cursus mauris iaculis, tempus orci. Nulla ornare cu augue ne pharetra. Aliquam erat volutpat. Suspendisse sagititis venenatis enim, eget porta nibh malesuada ut. Nullam feugiat euismod leo nec congue. Vivamus aliquet tellus pharetra massa rutrum convallis. Integer posuere massa nec iaculis ullamorper. Curabitur ligula nunc, tincidunt ac lorem facilisis, euismod feugiat tellus. In et consequat augue. Eliam fermentum inib nisi, vitae matis dolor consequat vitae.

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Sincerely.

IVAVAVAVAVAVAVAVAVAVAVAVAVAVAVAV

Name

Title Date



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

### **BRANDING APPLICATION 1**



Our 120z biodegradable container includes a wooden spoon.



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

## **BRANDING APPLICATION 2**

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**





