

 King's

Branding  
Competition

# King's



*ab0000*



*e9a31c*

*We chose red because it brings text and images to the foreground. We chose yellow because it is associated with joy, happiness, intellect, and energy. Yellow is also used to evoke pleasant cheerful feelings.*

# King's

For our logo we used the font “Hunters” because it allowed for a simple and clean logo design.

For tag lines we chose the font “MV Boli” because it is a combination of fun and formal.

For formal correspondence we chose a more traditional font “Calibiri”.





King's

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King's

*We have made the logo in our original colors but also a logo in black and white for when we need to print in only black and white it shows up well.*

## Letterhead/Company Description

301 West Hills Road Huntington Sta. NY 11746  
(631)812-3863 | Kings.NY@veinternational.org



### Company Description,

King's is not your typical "snack" company. One of King's primary goals is to create and produce baked goods that leave you feeling satisfied with what you're putting into your body. Our products are a healthier option to other baked goods on the market.


While our main line of products are protein-packed cookies, brownies, muffins, and other baked goods, we have limited-time seasonal options to complement whichever holiday or celebration that you desire. Furthermore, our product flavors vary greatly to ensure we cover everyone's personal flavor preference.

All this into consideration, our deliciously healthy products fall right into our company mission statement:

"Treat your body like royalty, snack with King's."

Sincerely,

Joseph Dowling  
Chief Executive Officer

*Treat your body like royalty, Snack with* 

**Joseph Dowling**


Chief Executive Officer  
King's

 **King's**

Kings.ny@veinternational.org  
(631)812-3863

**BACK**  
*Of business card*



  
**FRONT**  
*Of business card*

 **King's**

*"Treat your body like royalty,  
snack with King's"*

Branding Application  
Flyer

# King's

301 W Hills Rd, Huntington Station, NY 11746



kings-snacks.wixsite.com/newyork



kings.ny@veinternational.com



(631)812-3863



kings.ve



Natural  
Ingredients



100%  
Homemade



Sourced In  
The US



WITH KING'S YOU DON'T HAVE TO WORRY ABOUT HAVING ONE MORE



# Branding Application



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**King's**

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