



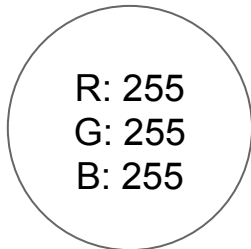
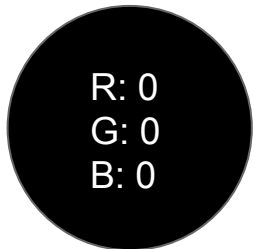
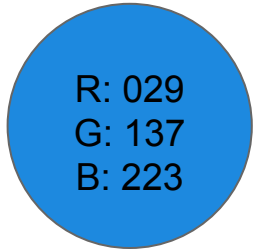
Branding Guide

GRAPHIC ELEMENTS

Shown below are general examples of our brand's graphic elements. These elements are the foundation of our visual brand.

COLOR PALETTE

Elluminate is a healthy, all-natural, fueling energy drink. And our color palette reflects that; it's clean, simple and energizing.



SYMBOL

Symbols are conventional representation of an object. Our symbol reinforces what Elluminate stands for as a whole.



LOGO



FONTS

Our fonts convey our marketing message in a consistent manner. It shows our energy while remaining pure and clear.

MONTSERRAT
Montserrat

OPEN SANS
open sans

The elluminate logo is practical and distinctive. It effectively communicates the brand's message.

LOGO VARIATIONS

Logo Variations



The Elluminate logo uses bright blue and green to enhance the natural essence of our brand. The “E” power button symbol, green leaf, and slogan; purely energizing, make it clear that our product is an energy drink that uses healthy and all natural ingredients to get you through your day. There are two variations of the logo; one will be used on light backgrounds and the other on dark.

Symbol

The natural “E” Symbol can be used as a stand alone graphic to reinforce the Elluminate brand. It should not be used as a substitute for the entire logo without context. The difference between the stand alone symbol and and the logo is that the stand alone symbol has a leaf wrapped around it depicting the natural and pure image of our company without using the name Elluminate.



COMPANY DESCRIPTION



Purely energizing. Elluminate is an all-natural energy drink made with green tea extract and stevia that replaces unhealthy sugars. Our product is the only one of its type in the Virtual Enterprise marketplace. In a marketplace where all natural, healthy foods and beverages are increasing in demand, it is surprising that there are no energy drinks like Elluminate. Our product fills this gap in the market with an all-natural, flavorful, and healthy energy drink that keeps you going throughout the day. Our energy drinks can be consumed by anyone from young adults to professionals to energize them through their school or workday. Since Elluminate consists of all-natural ingredients, our target market encompasses and expands on those of the largest and most successful energy drink corporations.

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lluminate.wixsite.com/pobjfkh

Letterhead

BRAND APPLICATIONS

- Business Card
- Letterhead
- Envelope



Purely energizing. Elluminate is an all-natural energy made with green tea extract and sweetened with stevia. Our product is the only one of its type in the Virtual Enterprise marketplace. In a society where all natural healthy foods and beverages are on the rise, it is surprising that there are no energy drinks like Elluminate. Our product fills this gap in the market with a healthy, flavorful, and all-natural energy drink that keeps you going throughout the day. Our energy drinks can be consumed by young adults and professionals to get them through their school or workday. Because it is composed of all natural ingredients, Elluminate's target market encompasses and expands on those of the largest and most successful energy drink corporations.

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ELLUMINATE: PURELY ENERGIZING

Front



Back

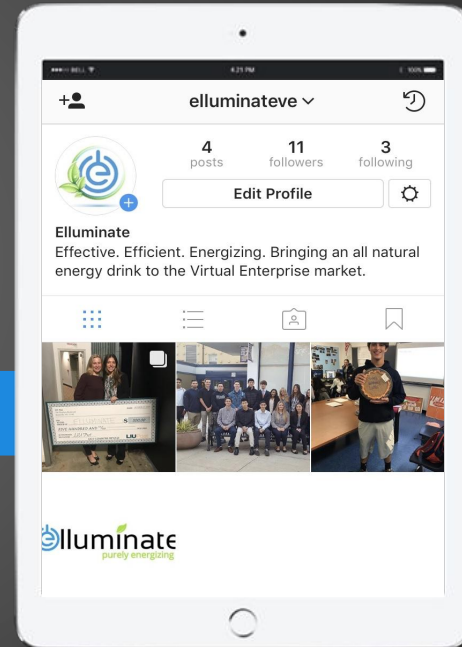
Company Apparel



Social Media Outlets



Twitter



Instagram