

AN OVERVIEW OF ALL NATURAL NYC'S BRANDING



"Organically Delicious"



Summary

Since the inception of ALL NATURAL NYC in September 2017, it has been our social mission to give the general public a way of embracing a healthier alternative lifestyle without the trade off of delicious tasting food. A healthy lifestyle is our endeavor, we ultimately strive to satisfy. This a means of caring for our consumers from known ills of the environment.

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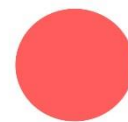
Logo Applications

Our logo is a means of representing exactly how we regard ourselves and it asserts an attitude that is apparent in notions promoting health and life style especially through the employment of its color palette.



Organically Delicious

Color Palette:



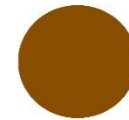
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G= 92
B= 92
C= 0%
M= 79%
Y= 58%
K= 0%



R= 37
G= 207
B= 187
C= 65%
M= 0%
Y= 37%
K= 0%



R= 245
G= 169
B= 71
C= 2%
M= 38%
Y= 82%
K= 0%



R= 137
G= 78
B= 0
C= 33%
M= 68%
Y= 100%
K= 28%

Font Selection:

The font “Love ya Like a Sister” is the selection of choice whereby it stands as the company's element of identity and method of advertisement basically it's primary font.

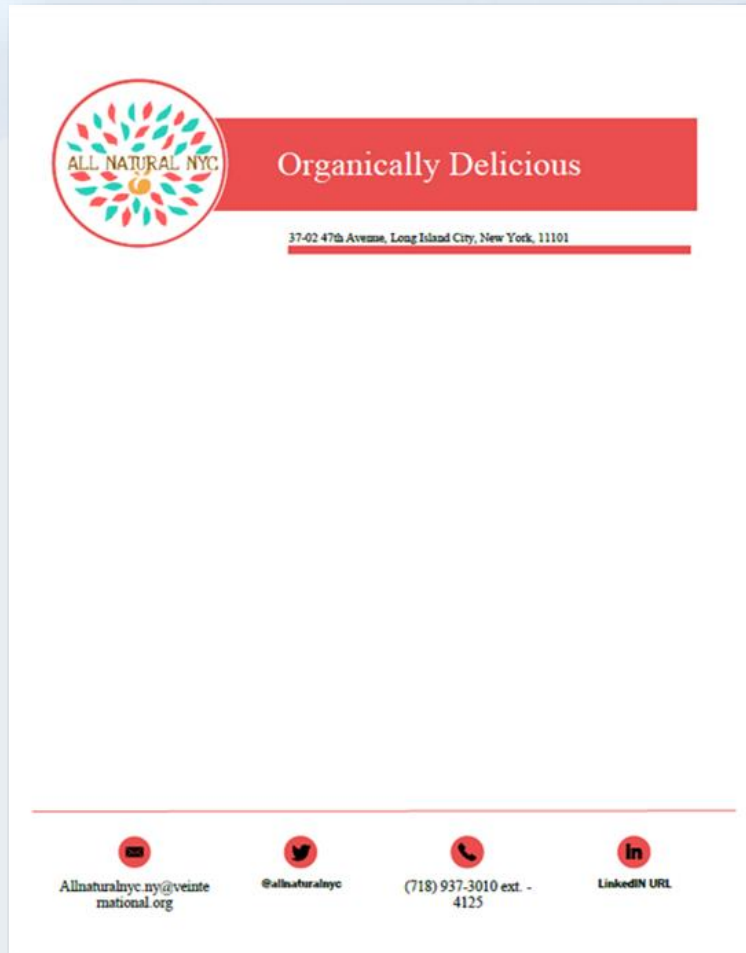
Love Ya Like a Sister:

12. Jordan joyfully jumped while playing Jumping Jacks

18. Jordan joyfully jumped while playing jumping jacks

24. Jordan joyfully jumped while playing Jumping Jacks

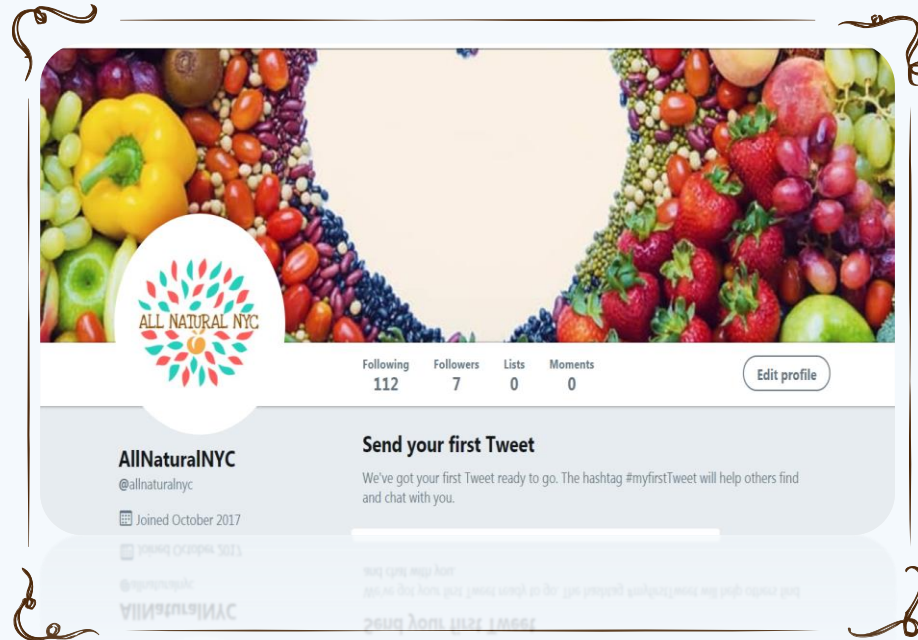
36. Jordan joyfully jumped while playing Jumping Jacks



Components of Corporate Identity

- Letter Header
- Business Cards

Social Media Outlets



Twitter



Instagram