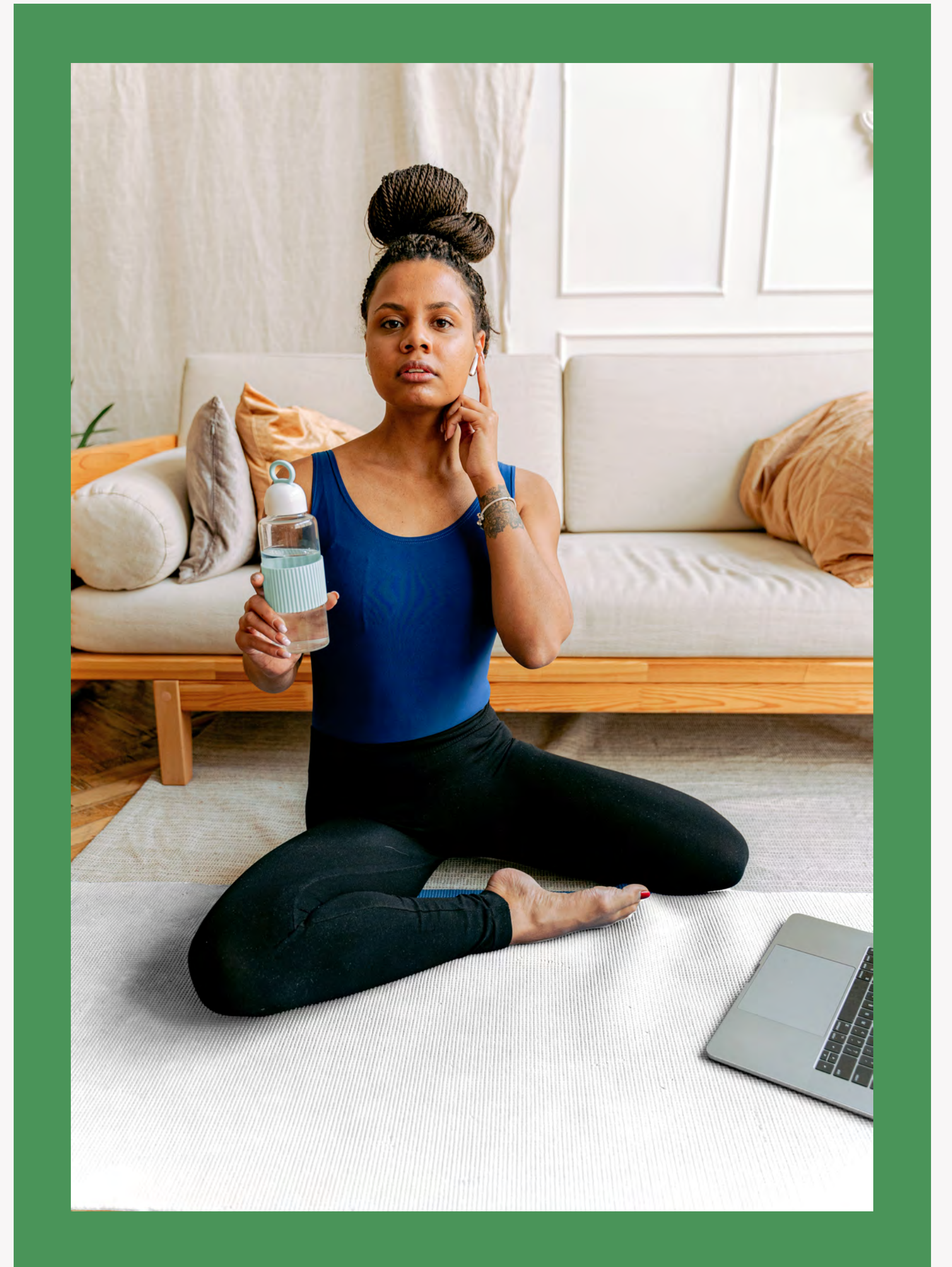


# NOLA

BRAND STYLE GUIDE



# CONTENTS:

01/ BRAND

02/ TYPOGRAPHY

03/ IMAGES

04/ APPLICATIONS





# 01/ **BRAND**

BRAND STORY

TAGLINE

FINAL LOGOS

REVERSED LOGOS

CLEAR SPACE

LOGO SIZING

ICON/FAVICON

PALETTE

# BRAND STORY

A brand story is a cohesive narrative that encompasses the facts and feelings that are created by your brand

## HELLO!

You're probably asking yourself some questions about who we are, what we make and maybe even why we do it. Or maybe because you're bored and scrolling on the internet. We don't mind, we do that too.

Can we get a bit philosophical on you? At Nola, we have three simple rules in life. (We actually have a few more, like please put the plant milk back in the fridge when you've finished with it, and shut the door, it's draughty in here. But these are the three big ones.) We believe that kindness, joy and health are the most important things to take care of. And the good thing is, it's really easy to do that.

**IT STARTS WITH KINDNESS.** Be kind to yourself, and take care of yourself. Once that's in place, you can easily be kind to your friends, colleagues, and even strangers you pass on the street. Kindness spreads!

**NEXT IS JOY.** Joy comes from a lot of things, like lying on the ground on a sunny day and listening to birdsong and feeling glad that those people with a frisbee moved away in the end because you didn't want to get hit in the head with it. It also comes from being fulfilled in what we do and the impact we make.

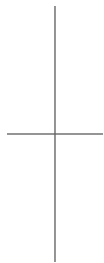
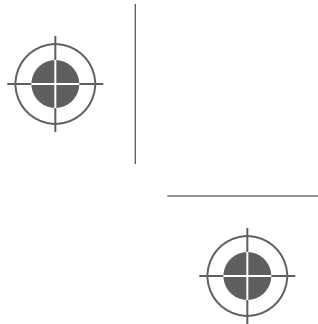
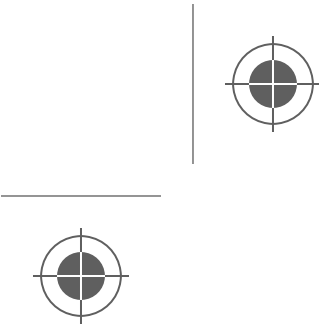
**AND HEALTH. HEALTH IS A BIG ONE.** Eating healthily helps but it's not super easy to do that when all around high street chains are suggesting that their pastries are really tasty and you think that yes, a pastry would be very nice right now. But we are here to say that these temptations don't have to affect you. With the right planning and the right attitude, you can overcome them, because you can see the bigger picture.

So after going a bit philosophical, let's talk about who we are and what we make. We are Nola Healthy Foods, and we create delicious plant-based foods that make you feel joyful as well as healthy. Our products are carefully made with love by our wonderful chef, Boyejo.

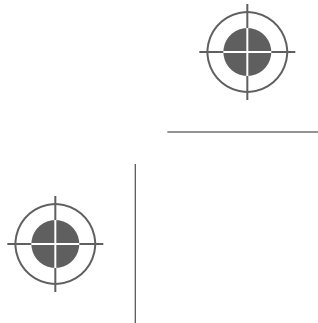
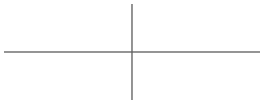
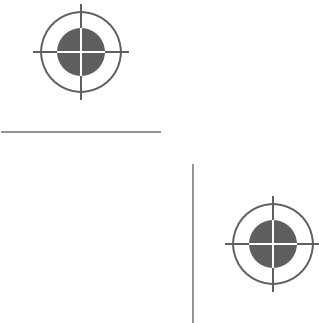
We want to help you overcome those challenges. We want to feed people with healthy, delicious food so that they can put their heart and soul into their life and then, they can spread that joy and kindness. It's pretty simple really.

# BRAND TAGLINE

Brand tagline should explain the unique value that your business offers as clearly as possible.



MORE JOY!



# PRIMARY LOGO

The primary Nola Healthy Food logo is the preferred logo and should be used for all purposes unless the space available is not appropriate.



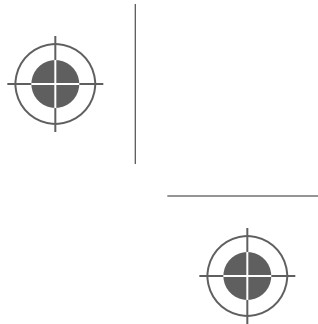
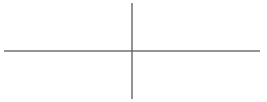
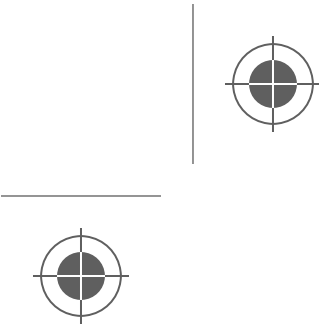
# PRIMARY LOGO

The primary Nola Healthy Food logo should be shown in the colour variations opposite.

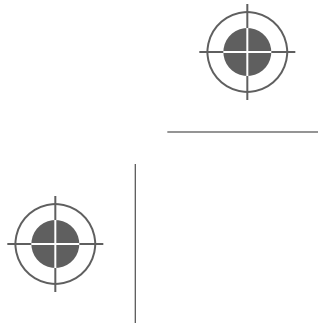
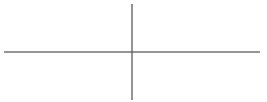
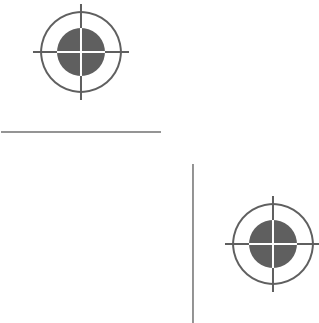


# SUBMARK

The Nola Healthy Food submark can be used on website, back sides of business cards



**NOLA**





# LOGO REVERSED

It is important that the logo can be reproduced in a single color such as black or white while still being recognizable.



**NOOLA**  
HEALTHY FOOD

# LOGO CLEARSPACE

The Exclusion Zone ensures the legibility and impact of the Logo by isolating it from competing visual elements such as text and supporting graphics.

This zone should be considered as the absolute minimum safe distance, in most cases the Logo should be given even more room to breath.



# LOGO SIZING

Nola Healthy Food logo has a minimum width.

The logo should not go below this size in order to preserve both legibility and flexibility.



250PX

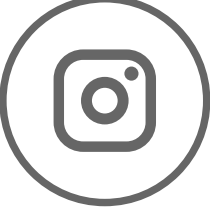
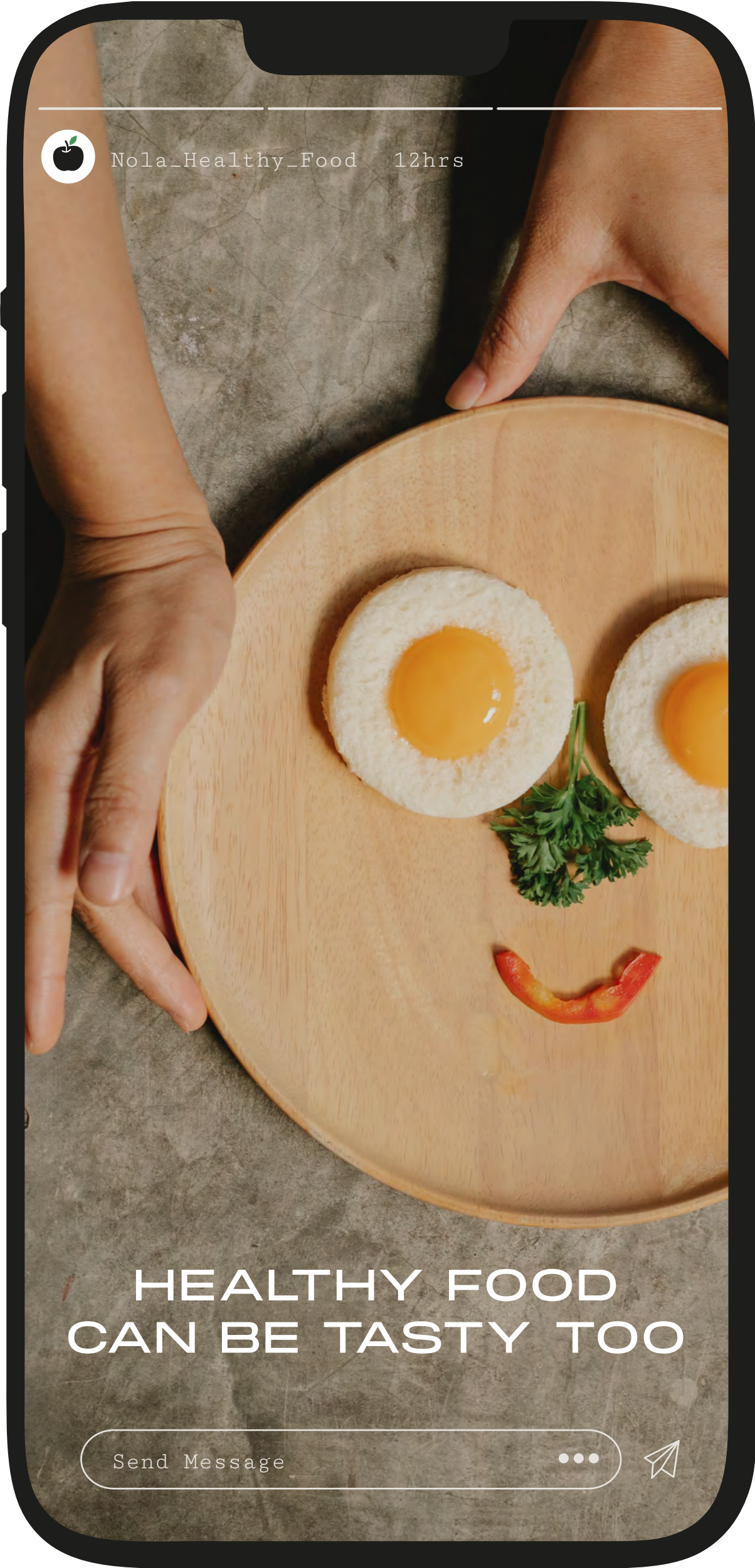
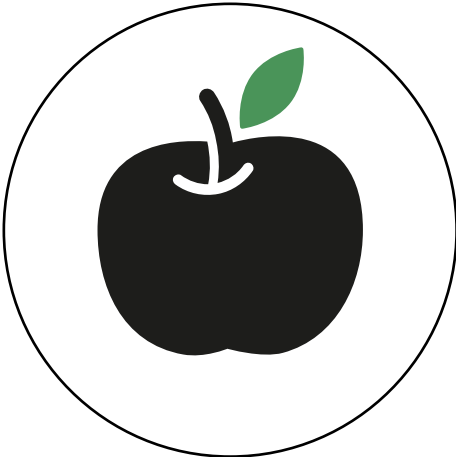


250PX

# ICON/FAVICON

Nola Healthy Food icon or favicon is used to represent the brand on websites & social media.

AVATAR

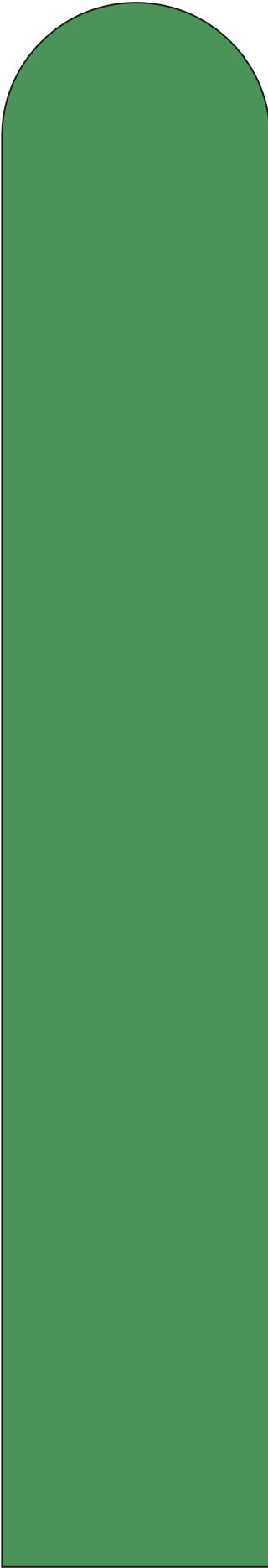


# COLOUR PALETTE

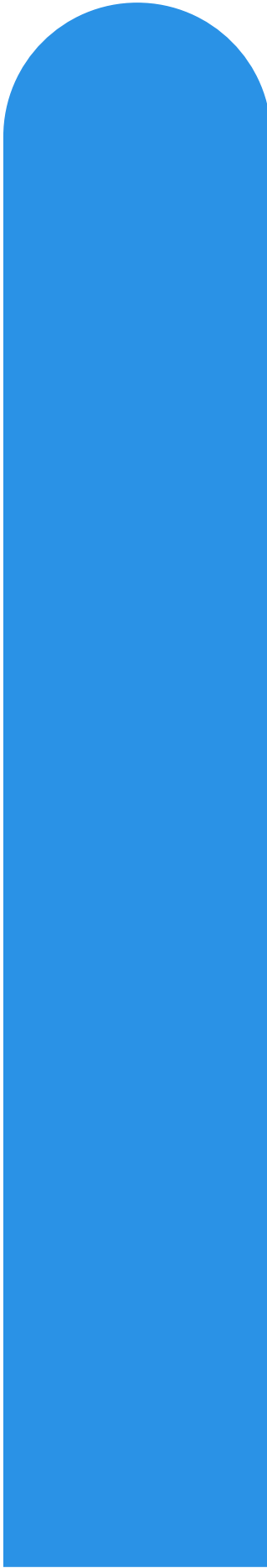
These colors are formulated to work well with each other while promoting interesting and often unusual combinations. Do not use colors that are not found in the core color palette.



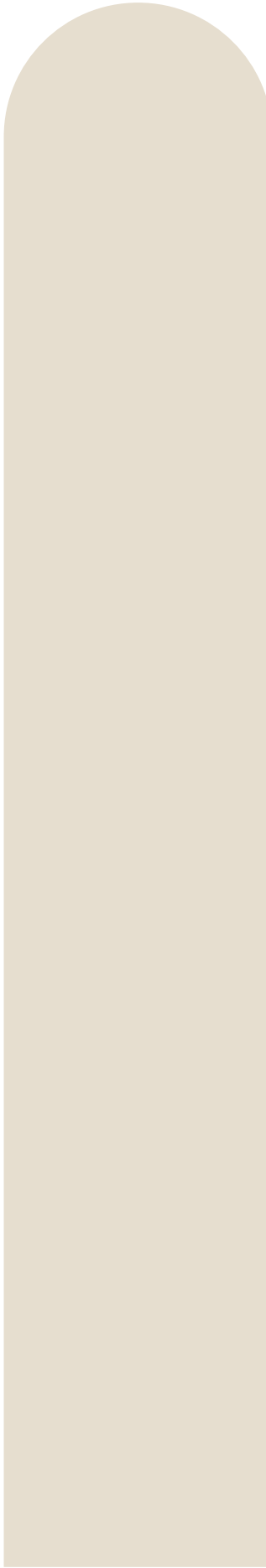
Ash  
Accent colour  
#1A1A1A



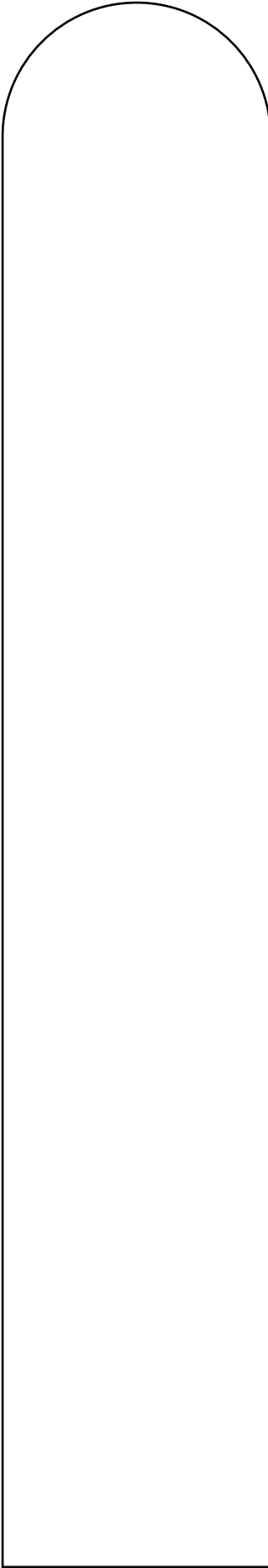
Avocado  
Accent colour  
#4A9459



Sky  
Accent colour  
#2A93E7



Beige  
Main colour  
#E7DFD0



White  
Main colour  
#FFFFFF

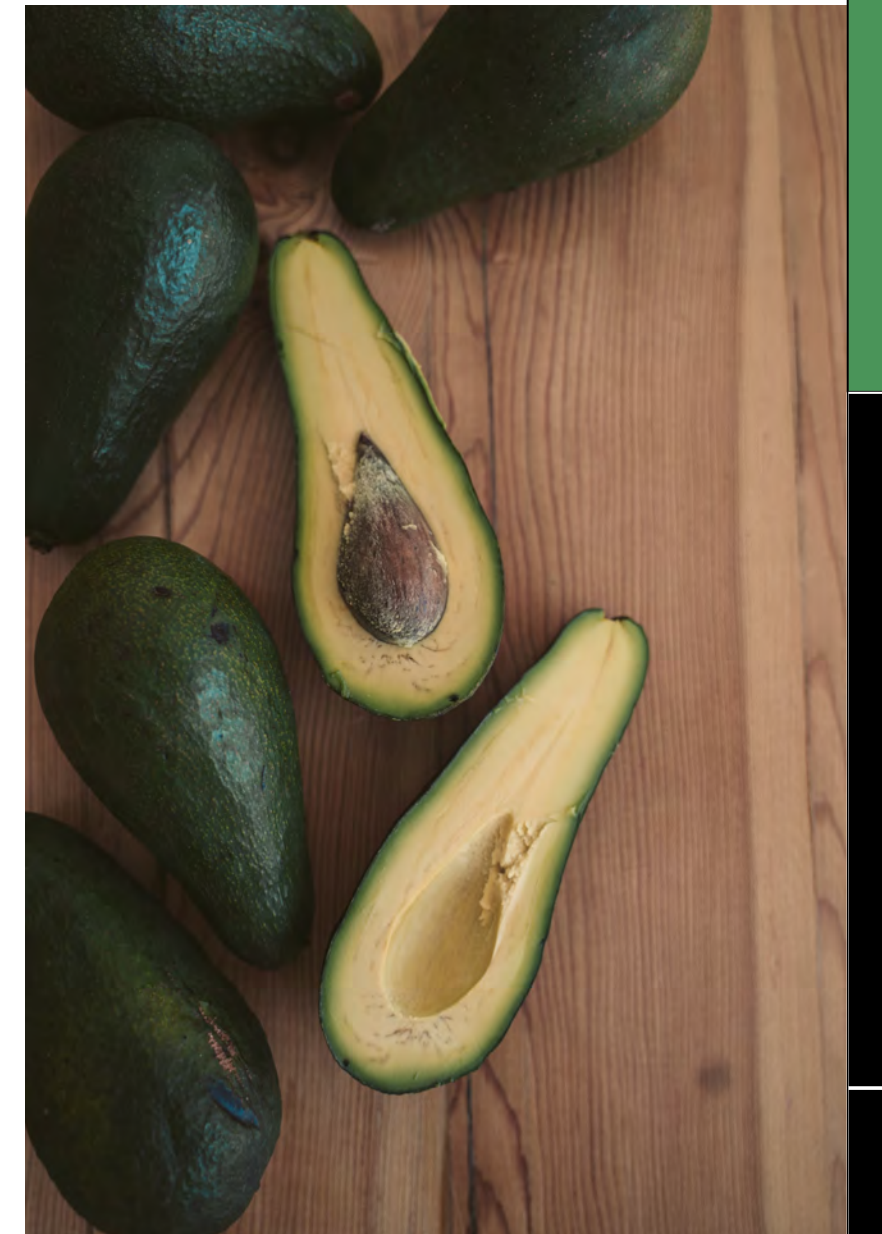
# 02/ TYPE

PRIMARY TYPEFACE

SECONDARY TYPEFACE

PARAGRAPH TYPEFACE

TYPE HIERARCHY



# PRIMARY TYPEFACE

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process.

We use this typeface in all-caps for all headings.

PP MONUMENTUM EXTENDED REGULAR

ABCDEF  
0123456789  
\$ & @ ! # \$ % ( ) } {

Monument Extended Regular is a powerful quality extended typeface with great versatility

# SUPPORTING TYPEFACE

The supporting typeface is the go to secondary typeface for the brand. We use this typeface in all-caps for sub-titles, buttons and tags.

MONTERRAT MEDIUM

A B C D E F

0 1 2 3 4 5 6 7 8 9

\$ & @ ! # \$ % ( ) } {

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulano-vsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.



# PARAGRAPH TYPEFACE

Montserrat is also used for body copy & paragraphs.

## MONTSERRAT MEDIUM

A a B b C c D d E e F f

0 1 2 3 4 5 6 7 8 9

\$ & @ ! # \$ % ( ) } {

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulano-vsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

# TYPE HIERARCHY

A typographic hierarchy is a system that uses typography – the size, font and layout of different pieces of text – to create a hierarchical division that can show users where to look for specific kinds of information. It is an organizing system for establishing order in a set of data.

TITLE

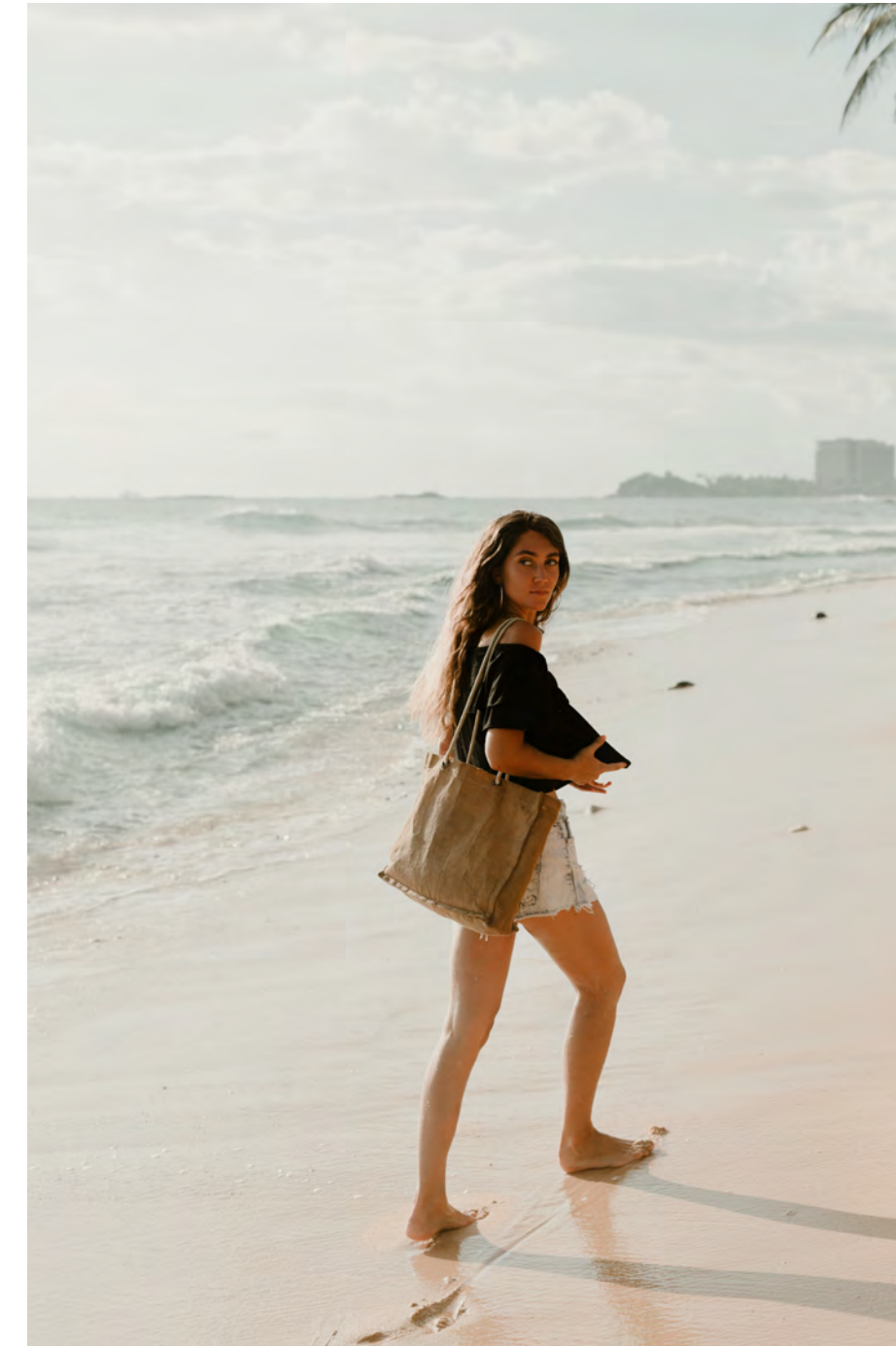
**PP MONUMENTUM  
EXTENDED REGULAR  
IS OUR TITLE**

HEADER

**MONTERRAT MEDIUM  
IS OUR HEADLINE**

BODY

Montserrat regular s is used for body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation.



## 02/ **IMAGES**

PHOTOGRAPHIC STYLE  
HERO IMAGE

# PHOTOGRAPHIC STYLE

Our photographic style reflects our brand ethos, images should be joyful and high quality at all times.

Images showing people should be full of joy and sincere emotions. It is necessary to demonstrate a healthy lifestyle full of positivity. Colors should be bright, people and objects in the photos should be clearly visible.



# HERO IMAGE

Hero images are defined as large, prominent visuals in print media. These are the images that define your brand in a single image.

Hero images for Nola Healthy Food should be background visuals, which enable text to be clear & readable layered over the top.



# 04/ ASSETS

- WINDOW SIGN
- POSTER DESIGN
- BUSINESS CARD
- PACKAGING



# NOLA

HEALTHY FOOD

**NOLA**  
HEALTHY FOOD



OUR BRAND

TYPOGRAPHY

IMAGES

APPLICATION



**NOLA**

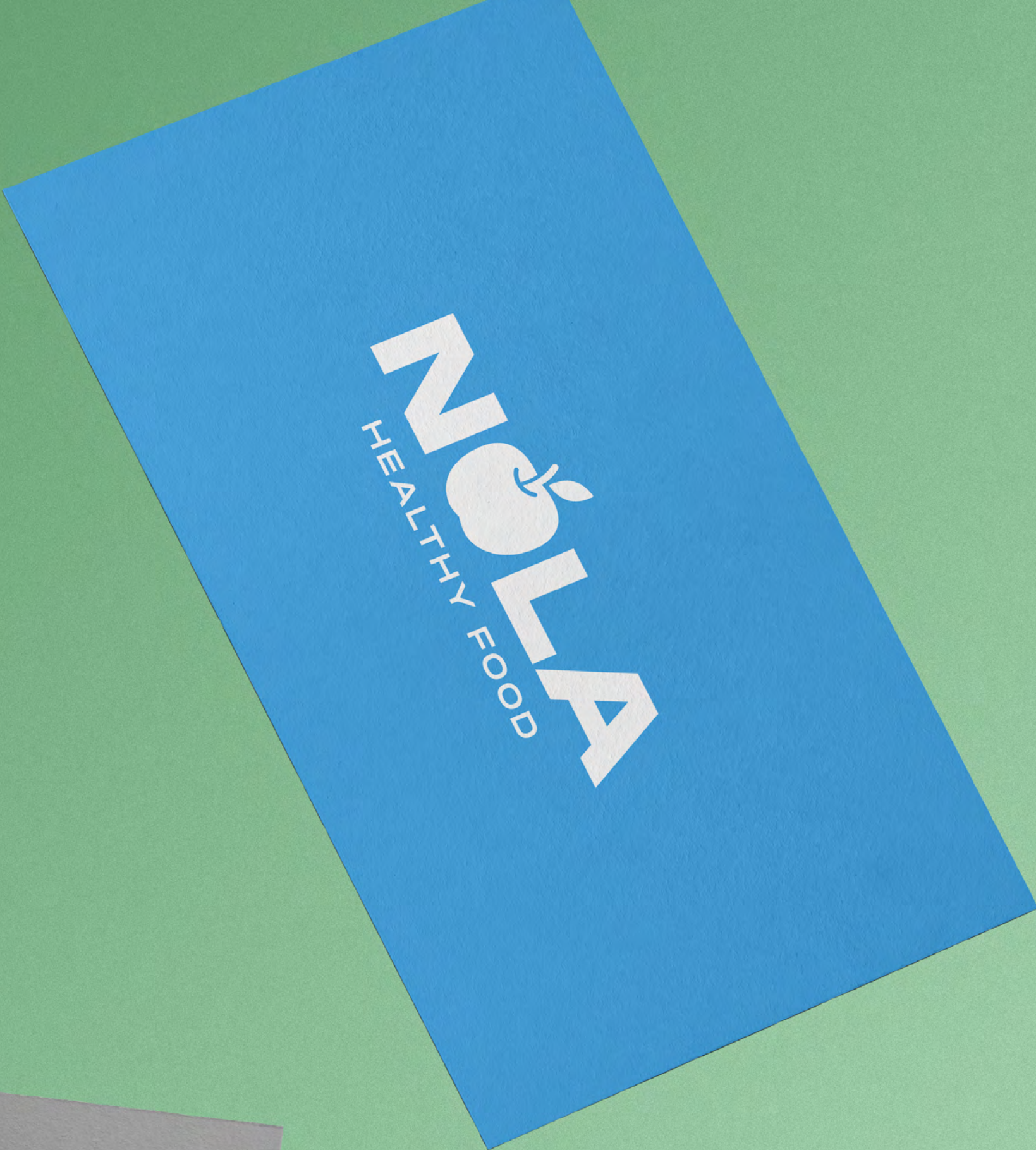
**NOLA**

**NOLA**

**NOLA**

# BUSINESS CARD

US Size:  
3.5 x 2"





OUR BRAND

TYPOGRAPHY

IMAGES

APPLICATION

THANK YOU  U

