

## Mini Brand Guide

2021

# Social Content Pillars

**Objective:**

Bringing quality, fuss-free, and authentic taste of nostalgia to the palette of the mass

## Product 40%

- Product Teaser
- Signature Products
- Showcase of product range
- Showcase of packaging



## Lifestyle 25%

- Lifestyle shots highlighting brand satisfaction
- Brand Professionalism: Showcase of smooth delivery process for customer
- Showcase of products being used in daily life



## Education 15%

- FDA Certified & what does that mean?
- Ingredient features with nutritional benefits mentioned
- Production Process: Handcrafted with care



## Promotion 20%

- Brand Launch Date Announcement
- Brand Launch Promotion
- Seasonal launch (e.g CNY etc)

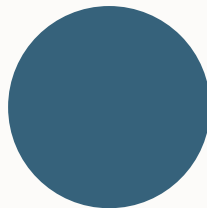


# This is ED Garamond Medium, the header font

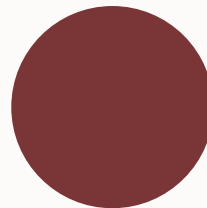
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\*Note: Refrain from using all caps when using copy. Keep to case sensitive sentences where possible.

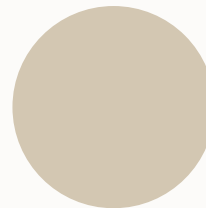
Download fonts [here](#) and [here](#)



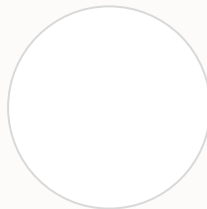
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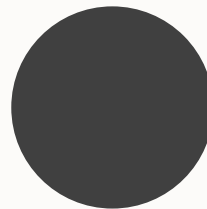
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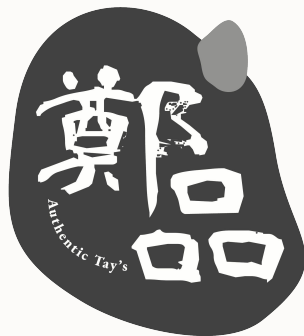
# Primary Logo



# Logotype Variations



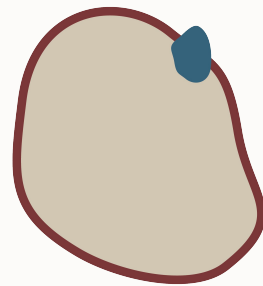
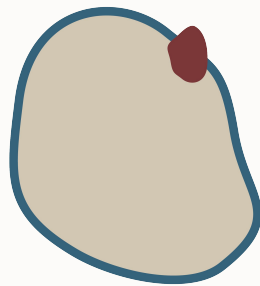
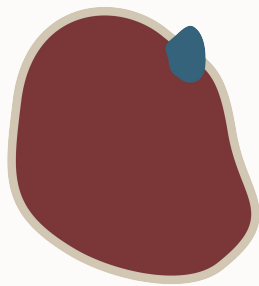
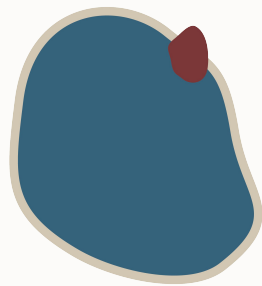
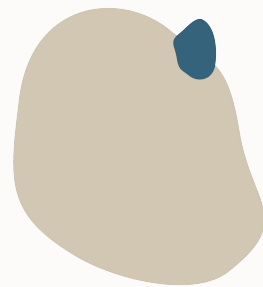
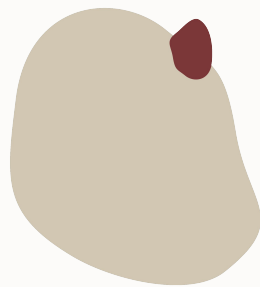
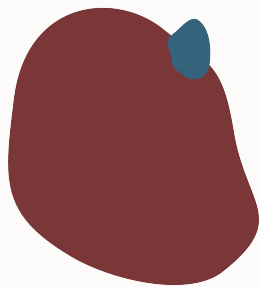
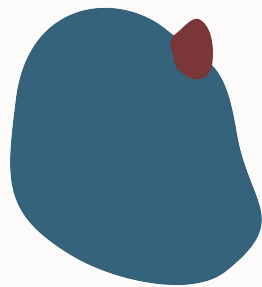
# Logotype Variations



# Logotype Variations



# Logomark Variations





# Sticker Label Ratio



Sticker Label Dimension

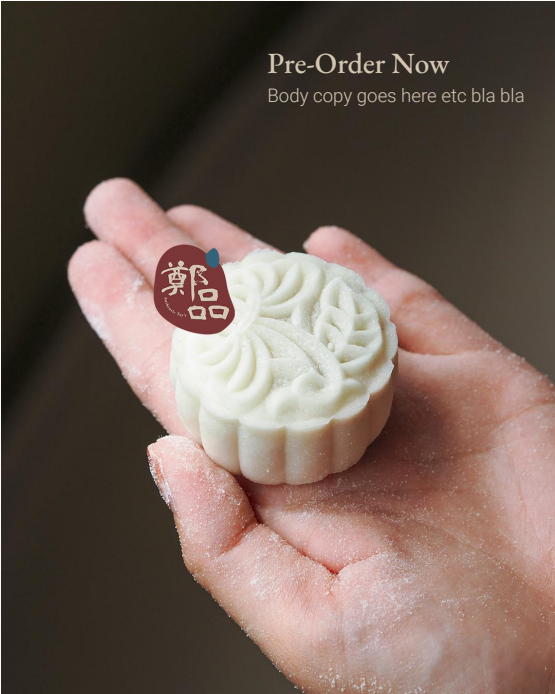
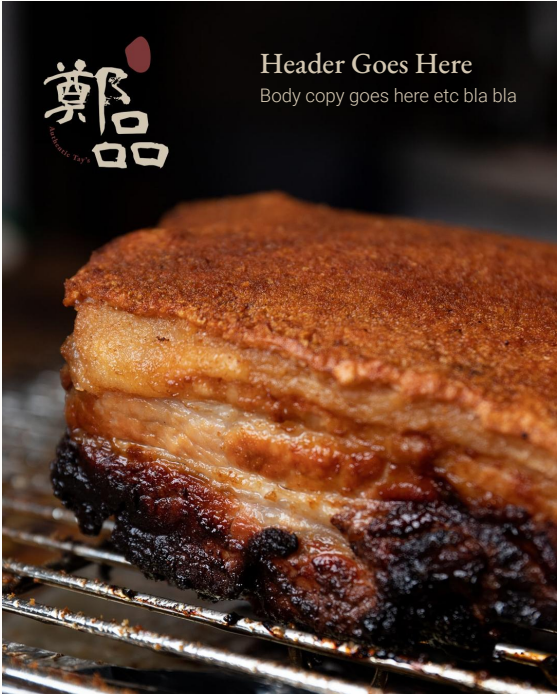
Packaging 1

Packaging 2

# Logo Implementations



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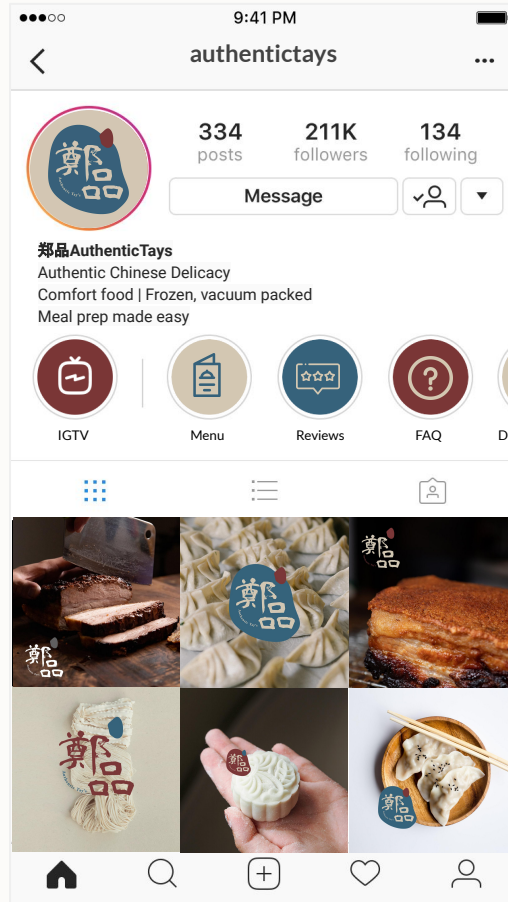


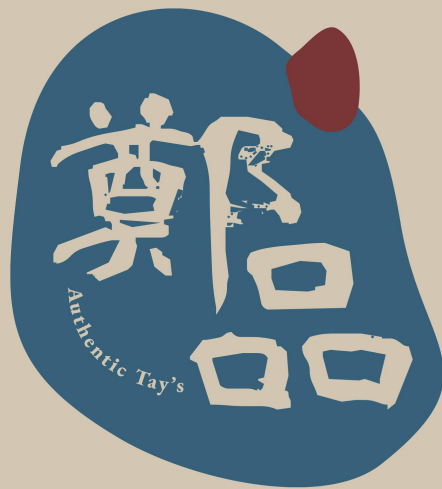
# Logo Implementations



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# IG Feed Sample





Thank You

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