

DAIRY GOOD SMOOTHIES






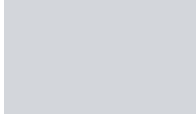
Style Guide

Table of Contents

Color Palette	3-5
Typography	6-7
Logo Variations	8
Fruit Icons / Illustrations	9





Primary Colors

The primary colors are shown to the right in Pantone, CMYK, and RGB color codes.

	Pantone CMYK RGB	7702 C 69/15/18/2 65/165/191
	Pantone CMYK RGB	7489 C 63/10/100/1 108/172/67
	Pantone CMYK RGB	513 C 45/91/0/0 153/62/151
	Pantone CMYK RGB	647 C 16/84/0/0 205/77/156
	Pantone CMYK RGB	446 C 22/0/0/83 59/75/83
	Pantone CMYK RGB	5315 C 16/11/9/0 212/215/220

Secondary Colors

The secondary colors are shown to the right in Pantone, CMYK, and RGB color codes.

	Pantone CMYK RGB	314 C 87/44/16/1 4/123/170
	Pantone CMYK RGB	804 C 5/35/82/0 239/172/73
	Pantone CMYK RGB	171 C 0/78/89/0 241/95/51
	Pantone CMYK RGB	198 C 9/86/47/0 221/75/102

Tertiary Colors

The tertiary colors are shown to the right in Pantone, CMYK, and RGB color codes.



Pantone 7686 C
CMYK 98/82/0/0
RBG 22/75/160



Pantone 7665 C
CMYK 73/90/23/9
RBG 97/58/119



Pantone 3268 C
CMYK 79/11/54/0
RBG 9/165/143



Pantone 215 C
CMYK 29/100/53/12
RBG 164/30/81

Primary Typeface

The typeface used in the logo and with selective headline placements is Atomic; shown to the right.

ATOMIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Secondary Typeface

The secondary typeface used throughout the print and marketing materials is Lato; shown to the right.

Lato Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo Variations

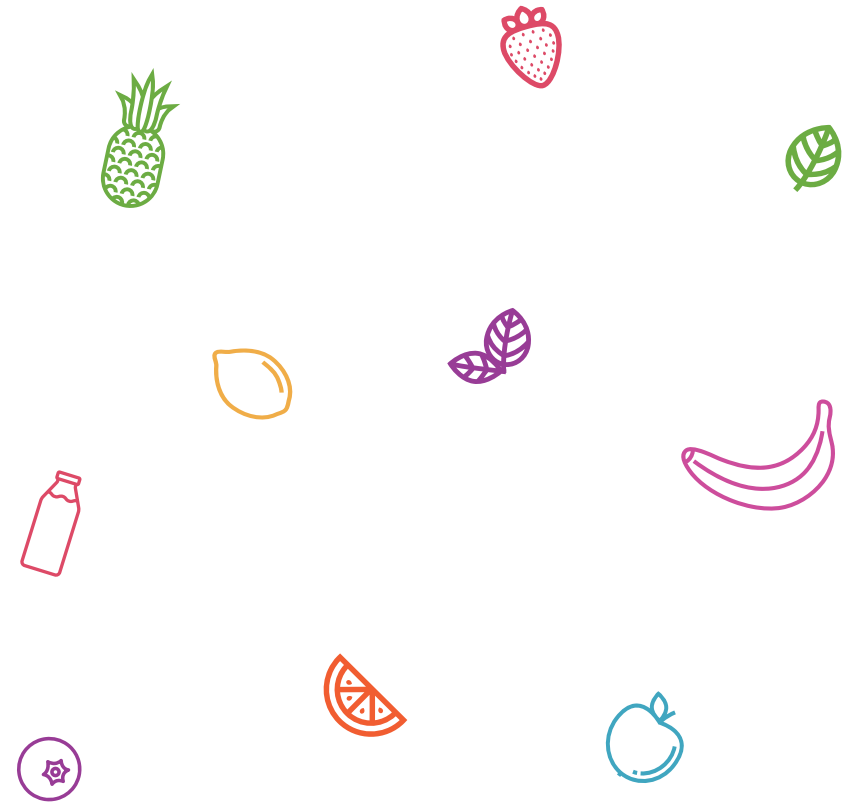
A secondary “badge” version of the logo is used when a less complex design element is needed. A text-only version has also been applied to individual recipe pages to maintain branding throughout all materials.



DAIRY GOOD
SMOOTHIES

Fruit Icons

Fruit icons are used throughout the marketing materials as a fun design element. Each icon can be used at any size, with any of the approved brand colors. Sizing with regard to real life proportions is not necessary (ie a berry may be used at the same size as an apple). Icons can be rotated in any direction. All variations in size, color, and rotation are encouraged to provide a fun and interesting visual element that represents movement and variety. A swirling dotted line is used along with the fruit in many cases, as shown below.





DAIRY
GOOD
SMOOTHIES