

BOOST BAR BRAND GUIDELINES

Brand Concept

The Boost Bar is a weekly smoothie subscription service for those looking for a daily boost in energy & a more nutritious lifestyle. Boost Bar customers will receive their weekly pre-portioned boxes of clean, fresh ingredients straight to their door to be blended into delicious smoothies. Boxes are customizable so brand new recipes can be explored every week while making sure they satisfy the customers' needs. Boost Bar stands out among competitors because we are not only passionate about encouraging healthy lifestyles physically but mentally as well. A subscription with Boost Bar includes a free self help book every month to spread positivity, confidence, and motivation to continue making nourishing choices.

Brand Logo



**logo can appear with or without colored circle*

Characteristics

Happy	Energy	Healthy	Inspiring	Clean
Modern	Fun	Confident	Balance	Fresh

Brand Colors



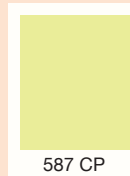
563 CP

Pantone 563 CP
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565 CP

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162 CP

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Brand Feel

We want every customer's sensory experience to feel refreshing and positive. The bright, colorful ingredients we provide create a sense of a balanced and nutritious diet. The smell of the smoothies created is fresh & every sip should taste satisfying & yummy. We want to encourage that pursuing a healthy lifestyle should mean still enjoying what you put into your body. Overall, our fueling smoothies should give the customer an overall feeling of energy and motivation to take on every day with a positive spirit. We are passionate about encouraging a healthy change for more than just the aesthetic.

Typefaces

WEDDING GOTHIC ATF LIGHT
primary headline

Pacifico Light
secondary headline

Helvetica Neue Light
primary headline

WEDDING GOTHIC ATF EXLIGHT
logo

Brand Look

The colors chosen for our brand are intended to create a fun & healthy brand identity. The greens used were chosen to create a sense of freshness in the mind of the customer. The blueness in the greens also add a sense of calmness. The pop of light orange provides an element of fun in the brand identity as the color orange exudes the feeling of cheerfulness and confidence. The specific fonts were chosen to look modern and sleek and the simplicity of the logo adds to this sense of cleanness. The leaf touch on the logo shows the target audience that our brand is fresh & natural. All Boost Bar marketing materials should look simple & clean with an element of fun. Photographs included in marketing materials should add to this overall look, be aesthetically pleasing, and look appetizing and fresh in order to attract customers.

AR Element

Boost Bar plans to implement augmented reality into our brand strategy by introducing our brand new Boost Bar app. This app will allow users to scan any of the ingredients in a Boost Bar box with the camera on their phone and information on the benefits of that particular ingredient for your health will appear on the screen. Our app will also provide positive inspiration through daily motivational quote notifications on user's phones, recipes to go with the ingredients received, resources to allow customers to continue to educate themselves on nutrition, etc.

Brand Identify Standards :

Lululemon: <https://kaseyxu.files.wordpress.com/2011/12/lulu-standard1.pdf>

Nike: <https://www.behance.net/gallery/3957697/Nikecom-Graphic-Guidelines>

Panthers: http://cltblog.com/files/2012/01/carolina_2012_logoslick.pdf

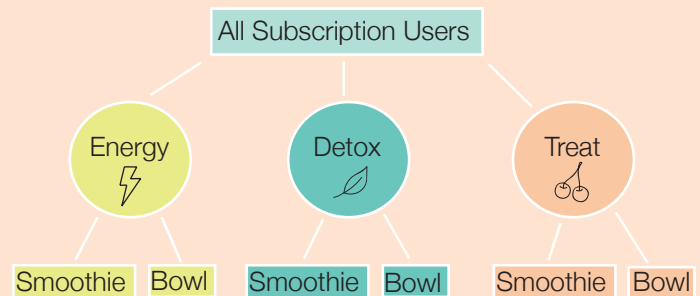
Photographic Imagery



all photos from pexels.com



Segmentation Marketing



*customers are able to customize their subscription for their goals through a survey