

FOODABOX

Brand Guidelines

October 2018

FOODABOX
ENDLESS POSSIBILITIES

INTRODUCTION

Welcome to the FOODABOX Brand Guidelines. Foodabox is evolving as a brand. With the inclusion of a manufacturing asset, we are interacting with our customers and positioning ourselves in a new way. We position ourselves as an exciting, innovative and credible service.

This document is a basic overview of the brand identity and what we must do collectively to establish the brand identity and the fundamental message in the customer's mind. The guideline includes an overview of the look and feel of the brand as a whole.

CORPORATE SIGNATURE

The FOODABOX Signature is the primary connection to our customers. It is imperative to use it correctly everywhere it appears. The signature is composed of two components, the box symbol and the FOODABOX Logotype. Within the primary signature the symbol is nested within the type, whereas in the secondary symbol it is used separately.

The drawn artwork should never be redrawn or altered. Usage of either primary or secondary signature depends on space available and layout of designed materials.

FOODABOX

Primary Signature (Horizontal)

FOODABOX

Secondary Signature (Vertical)



Standalone Logo Symbol

SIGNATURE WITH TAGLINE

The signature with tagline has the added component of the FOODABOX tagline and motto. The signature artwork should never be altered, redrawn or rearranged in any manner of the brand as a whole.

FOODABOX
ENDLESS POSSIBILITIES

Primary Signature with Tagline (Horizontal)


FOODABOX
ENDLESS POSSIBILITIES

Secondary Signature with Tagline (Vertical)

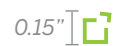
CLEAR SPACE

It is imperative to leave ample space around the signature to make sure that it stands out. Clear space is measure by the cap-height of the logo type, shown as the “X” in this example. The minimum clear space must always be 1X on all sides of the signature. When possible, more clear space should be added to increase visibility. The same rules apply to all configurations and variations of the signature.



MINIMUM SIZE

For optimal visibility the listed minimum sizes must be adhered to. When possible the logo should be bigger. If the application requires the use of a smaller size, the size must not be smaller than the minimum size specified.



SIGNATURE TYPOGRAPHY

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#%&*()

Poppins Thin

Poppins Thin Italic

Poppins ExtraLight

Poppins ExtraLight Italic

Poppins Light

Poppins Light Italic

Poppins Regular

Poppins Italic

Poppins Medium

Poppins Medium Italic

Poppins SemiBold

Poppins SemiBold Italic

Poppins Bold

Poppins Bold Italic

Poppins ExtraBold

Poppins ExtraBold Italic

Poppins Black

Poppins Black Italic

SIGNATURE COLOURS

For flexibility, the logo has various colour variations to meet different graphic needs. The signature uses specific colours in Pantone, CMYK and RGB. It is imperative that these values are maintained at all times. A supporting colour palette can be used for headlines, body copy & other graphics if needed. These values have been specifically chosen to compliment the main colours and play off those values. The signatures shown here is the primary signature with tagline. The same colour variations apply to all configurations of the FOODABOX identity.

PRIMARY PALETTE

 **Pantone:** 2757 C
CMYK: 100/94/31/29
RGB: 32/40/92

 **Pantone:** 375 C
CMYK: 47/0/100/0
RGB: 149/201/61

SUPPORTING PALETTE

 **Pantone:** CoolGray 11 C
CMYK: 6/57/51/29
RGB: 4/86/90

 **Pantone:** CoolGray 9 U
CMYK: 49/40/38/4
RGB: 137/138/141



Black and White



Black and White Reversed



Full Colour



Full Colour Reversed



One Colour



One Colour Reversed



INCORRECT USAGE

To preserve the integrity of the FOODABOX brand it is imperative that the signature is used consistently and correctly in all applications. Altering the signature in any way weakens the brand image.



Do not change signature colours



Do not reposition any element of signature



Do not distort the signature



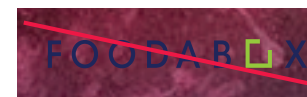
Do not rescale signature components.



Do not place signature within other text or add text next to it.



Do not repeat the symbol.



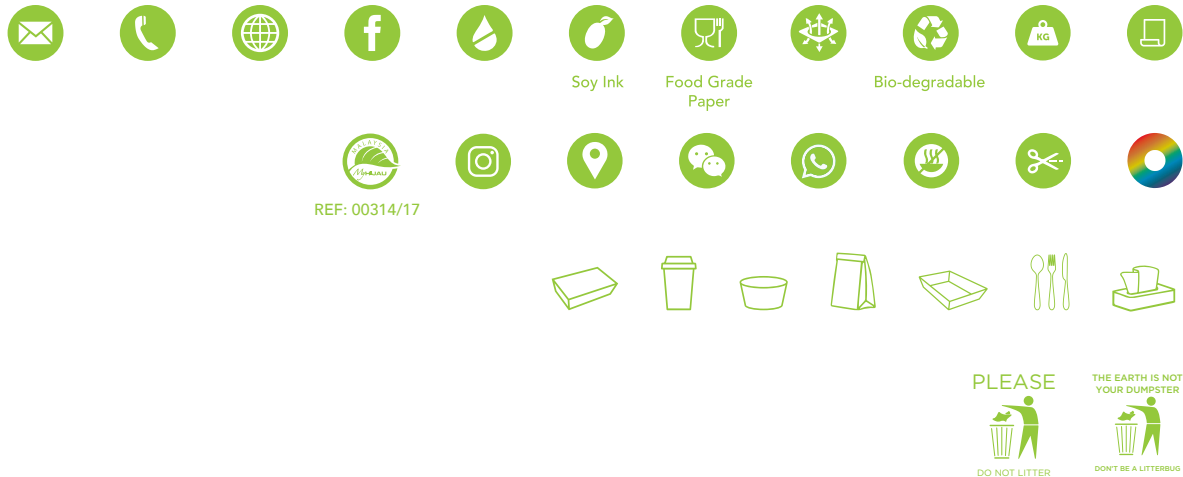
Do not place the signature against a background without sufficient contrast.



Do not place graphic elements too close to the signature. Imposing the logo on top of a graphic element is allowed.

SUPPORTING GRAPHICS

To keep in line with the brand identity the following icons may be used to design for web or print in the brand colours specified or black and white.



REF: 00314/17



PATTERN

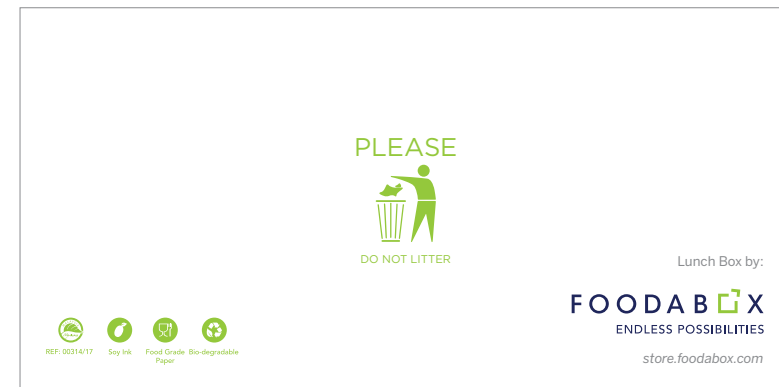
The logo may also be treated as a background element/graphic as needed for various designing needs. Above are a few examples on how it can be used.

APPLICATIONS

This section includes the various way the signature and the supporting graphics can be used across the board for various graphic design needs.



Business Cards



Lunch Boxes

FOODABOX DOT COM SDN BHD (1216083-P)

C-17-05, Colonial Loft, Empire City,
Jalan PJU 8/8, Damansara Perdana,
47820, Petaling Jaya, Selangor.