

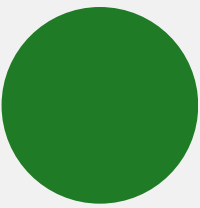

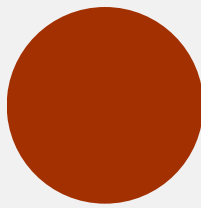


# STORY BEHIND THE LOGO

The logo needed to be clean and uncluttered this will ensure easy recognition for our customers. We understand that our target market is health conscious hence the logo includes a vegetable, when one sees the logo it automatically screams healthy which reflects the organic nature of our products

## WHY OUR COLOURS

Our brand identity is rooted in the vibrant synergy of green and red. These colours evoke fresh vegetables and natural ingredients, perfectly capturing the essence of our products. From packaging to marketing materials and even our website, this powerful combination seamlessly weaves its way throughout our brand. Remarkably versatile, these colours adapt to various design elements while ensuring brand recognition remains constant. While green is a familiar sight in health food branding, the inclusion of a deep red elevates our brand. It hints at unique flavour profiles and adds a touch of sophistication, setting us apart from the competition.

		
#1f7b26	#85CE26	#a230000

## TYPOGRAPHY

As a brand it was fundamental that we use easily readable fonts that convey the brand personality, We found that script fonts convey a personal, and clean look, while Sans-serif conveys modern appeal. Hence we opted for a mixture of the two font groups.

Aa

San-serif

Aa

Script

## Images to be used on website







# WHY OUR COLOURS

## Dark Green

- Symbolism: Often linked to nature, health, and sustainability, dark green evokes a sense of freshness and organic quality, ideal for veggie-based products.(Branding Compass, 2019)
- Psychological Impact: This shade projects stability and reliability, reassuring customers of your product's wholesomeness.(Branding Compass, 2019)
- Brand Positioning: Dark green positions your brand as environmentally conscious and health-focused, attracting consumers seeking natural, healthy snacks.(Branding Compass, 2019)

## Light Green

- Symbolism: Light green still embodies nature and health, but with added vibrancy and energy. It suggests growth, freshness, and vitality.(Branding Compass, 2019)
- Psychological Impact: Light green is refreshing and calming, making your brand feel approachable and friendly. It also highlights the natural and nutritious aspects of your veggie crisps.(Branding Compass, 2019)
- Visual Appeal: The brightness of this green grabs attention and creates a lively, energetic vibe, making our packaging pop on supermarket shelves.(Branding Compass, 2019)

## Deep Red

- Symbolism: Deep red signifies warmth, richness, and flavour, symbolizing the ripeness and savoury taste of vegetables.(Verywell Mind, 2023)
- Psychological Impact: Red is a stimulating colour that creates a sense of urgency and excitement. It can enhance appetite and attract customers seeking a tasty and satisfying snack.(Verywell Mind, 2023)
- Contrast and Balance: When paired with the greens, deep red provides a striking contrast that grabs attention. It adds depth and richness to the colour palette, ensuring your branding is visually appealing and memorable.(Verywell Mind, 2023)



# TYPOGRAPHY

## Script Fonts: A Touch of Personality

We've opted for script fonts family to inject a personal touch into our brand. They echo handwritten styles, fostering a friendly and approachable feel. Their clean lines and elegant curves strike a balance between sophistication and accessibility.(Digital Silk, 2024)

### Brand Identity Through Fonts

These script fonts family whisper of care and craftsmanship, reflecting the quality and natural goodness of our veggie crisps. This choice aligns perfectly with our commitment to providing wholesome, thoughtfully made products. (Digital Silk, 2024)

## Sans-Serif Fonts: Modernity with Clarity

Sans-serif fonts, with their clean and uncluttered look, they embody a modern and simple feel. They lack the little decorative features (serifs) at the end of strokes, giving them a sleek and contemporary feel.(Creatopy, 2024)

### Prioritizing Readability

Sans-serif fonts shine in terms of legibility, especially on digital screens. This makes them ideal for packaging, advertising, and online content. Their straightforward design ensures our message is clear and easy for consumers to understand.(Creatopy, 2024)

## The Power of Combination

The magic happens when we combine script and sans-serif fonts. This marriage strikes a perfect balance between a personal touch and a modern feel, ensuring our brand appears both professional and approachable.(Creatopy, 2024)

## Hierarchy & Emphasis: A Visual Guide

Script fonts used for headlines or key phrases draw the eye and add a distinctive flair, while sans-serif fonts in the body text guarantee clarity and readability. This hierarchical approach to typography guides the reader's eye and emphasizes important information.(Digital Silk, 2024)

### Versatility Across Branding

This font pairing offers versatility across branding materials. Whether it's packaging, promotional materials, or the website, the combined fonts maintain a cohesive yet dynamic visual identity.(Creatopy, 2024)





## Our Story

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Our snacks are made with real wholesome veggies like peas, chickpeas or black beans you can actually see!






# Our Products




## Chickpea Chip


Our Veggie Crisps are a deliciously crunchy veggie snack made with real chickpeas seasoned with black pepper and onions. Our tasty Veggie Crisps are gluten-free, Non-GMO Project Verified, plant based, and packed with flavour because we believe in great tasting snacks you can feel good about.




Plant Based




Made with  
Real Veggies



Non-GMO  
Project Verified



No Artificial  
Flavors, Colors,  
Preservatives



Gluten Free

Nutrition facts



BUY NOW



Carrot Chip



Beetroot Chip



Sweet Potato Chip



Butternut Chip





## Receipes

### Chickpea Curry

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### Beetroot Salad

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Sweet Potato Chip

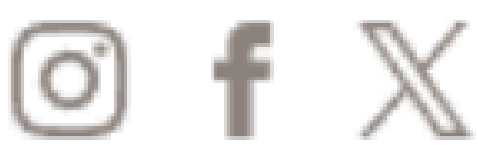


Beetroot Chip



Butternut Chip

[VIEW PRODUCT](#)





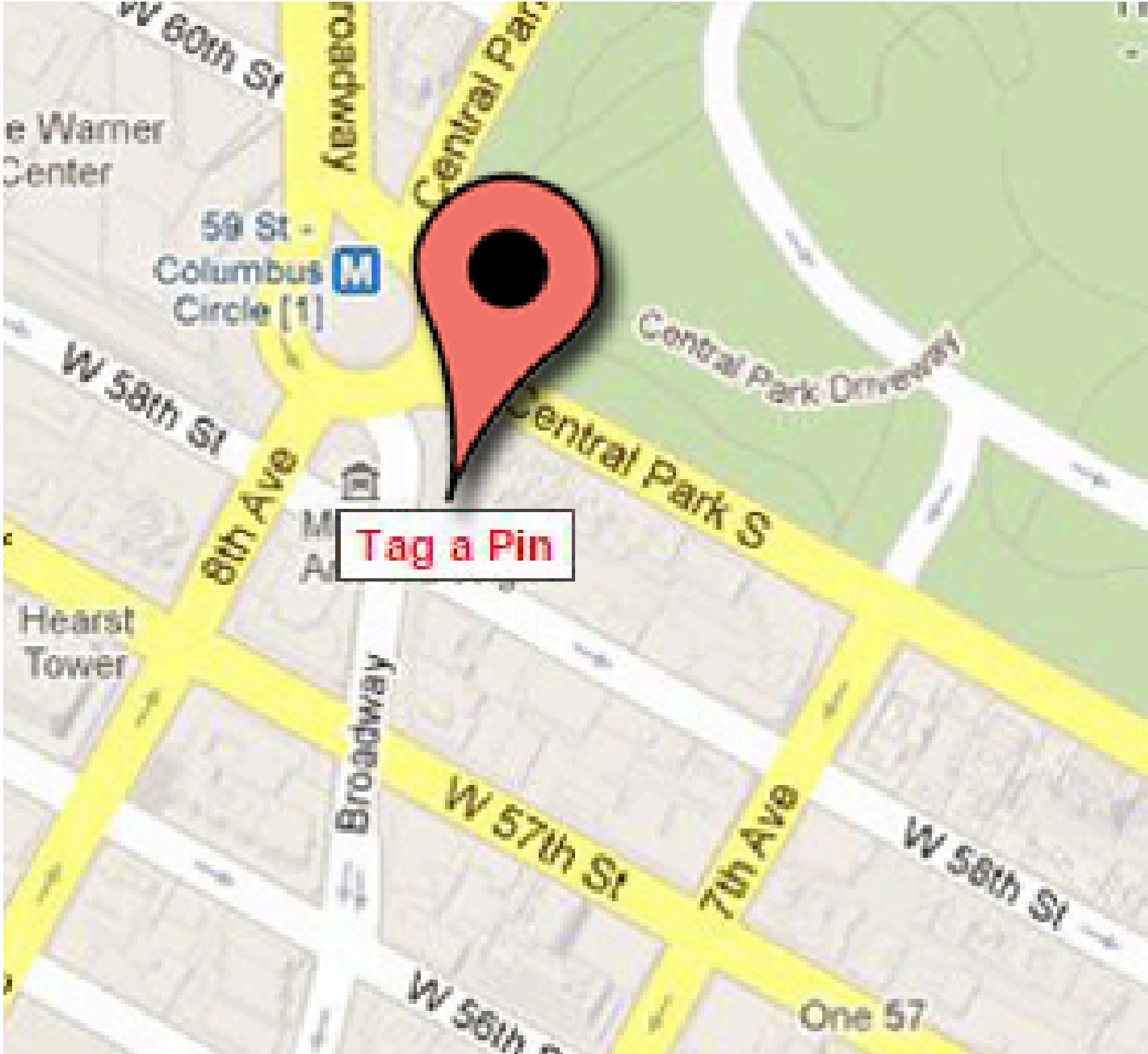
# Contact Us

**Tel:**       xxx xxxx xxx

**Email:**    lorem ipsum

**Address:** Victory Lane Shopping Centre  
Johannesburg North  
Shop no 250 next to Woolworths

# Where to Shop



[VIEW PRODUCT](#)



Tel: xxx xxxxx xxxxx

Email: lorem ipsum

# References

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