



# BRAND GUIDELINES

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## BRAND STORY

Naturalz is committed to producing Pulp that is a 100% Pure Fruit Pulp. Our dedication to maintaining consistent premium quality begins with the fresh produce we yield from our native farms. Expert countrymen ensure the cultivation of fruits is complementary to the season, hence guaranteeing succulent fruits. These fresh fruits are then converted into pulp without the addition of preservatives, water, sugar or colouration. The end result is an easy to use, healthy fruit pulp that adds a burst of flavour to your mixology creations.



## BRAND MISSION / VISION

We aim to  
produce 100%  
Pure Fruit Pulps  
for healthier  
mixology  
adventures.

Our vision for the brand is to redirect mixology towards a healthier future by introducing 100% Pure Pulps which improve Taste, Time and Quality.



## BRAND TAGLINE

Our tagline embodies the signature trait of Naturalz, that is, the sheer ease by which the consumption of our product is possible. Anyone from a consumer to a professional is able to use the product proficiently.

# MIX. SHAKE. DRINK.



# PULP

Our Passion Fruit Pulp helps create drinks with an effortless touch even from the comfort of your home. This Pure Pulp is versatility at its best as it can be incorporated in various Mocktails, Cocktails, Juices and even in Pastry & Bakery goods.



# LOGO GUIDELINES



## MASTER LOGO

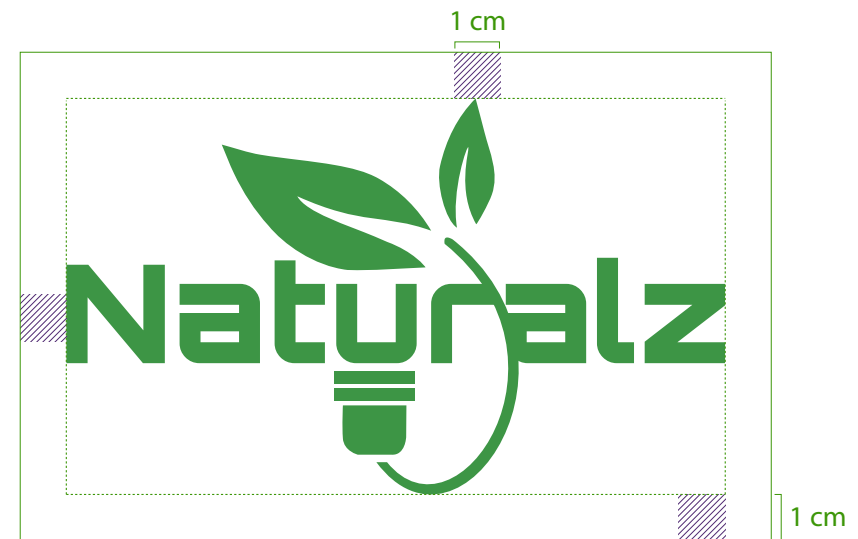
This logo should be used consistently for all internal and external communications. No alterations should be made to the logo while being used for branding purposes. The typography used for this logo is distinctly customized to match the personality of the brand and is not available as a font, therefore, should not be used for any headlines or apps.





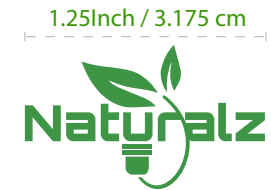
## LOGO CLEAR SPACE

The clear space around the logo ensures maximum clarity and impact. These spaces should be void of any literature or creatives and must be adhered to at all times of usage. The dimensions of clear space that Naturalz follows is 1CM above and below the logo, and 1CM on either side of the logo.



## LOGO MINIMUM SIZE

To ensure the legibility of the logo, the following guidelines need to be followed. The minimum size should not decrease below 1.25 inches / 3.175 centimeter, as it reduces the impact and clarity of the logo. On-screen, to maintain a clear image, the logo must not be smaller than 90 pixels in width at 72 dpi.



## LOGO PRIMARY COLOR

Naturalz' full-coloured logo consists of refreshing green and maintaining this as a constant helps with improving brand identity and should be used consistently where possible.



R 61	C 78
G 149	M 18
B 69	Y 100
#3d9545	K 4



R 249	C 2
G 195	M 24
B 45	Y 93
#F9C32D	K 0



## LOGO PRIMARY SINGLE COLOR

Across applications, every effort should be made to use the full-colour Logo. However, in instances where only one colour is available for printing, use the one-colour options to the right.



## LOGO ON IMAGES

The Naturalz logo may be used on different image backgrounds for advertisement purposes.

To ensure that the logo is distinctly visible on the image, it must be placed in a relatively clear area in the background. Furthermore, ample contrast must be maintained between the logotype and image background to emphasize the logo.



# LOGO DONT'S



## COLOR

Black should not be used as the text color.



## ORIENTATION

The orientation of the logo should not be changed by rotating it.



## DIMENSIONS

The size of the font should not be altered by decreasing or increasing it.



## SCALE

The proportions of the text should not be altered in any way.



## CONTRAST

The background color should never be interchanged with the text color on the packaging.

# COLOR GUIDELINES



# PRIMARY COLOR PALETTE

A brand's colour possesses the ability to positively influence customers and provides depth to the brand. Naturalz primary brand colours, namely; \_\_\_\_\_, have been carefully selected to reflect the brand's personality.

When assigning colours to the logo, \_\_\_\_\_ can be used alternatively as the background or typography of the logo.



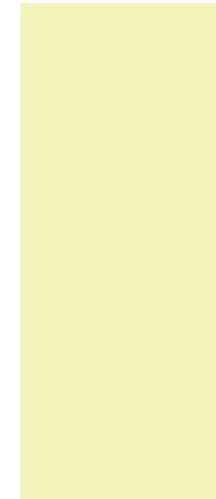
R 61      C 78  
G 149    M 18  
B 69      Y 100  
#3d9545   K 4



R 249    C 2  
G 195    M 24  
B 45     Y 93  
#F9C32D   K 0

## SECONDARY COLOR PALETTE

The secondary colours chosen for Naturalz, highlight and complement its primary colours. These colours include \_\_\_\_\_. A striking combination of these is used for the packaging to elevate the look of the brand.



R 244	C 5
G 244	M 0
B 187	Y 33
#f4f4bb	K 0

# TYPOGRAPHY

# TYPEFACE

To achieve a premium look for the brand, typography, kerning, leading and tracking play a vital role in providing a visually pleasing set-up. The primary font to be employed for Naturalz is Helvetica

A visual hierarchy in the typeface can also be established by the usage of different weights, although the light and airy feel of the brand should be maintained.

## Font Name

Helvetica

AaBb

## Font Styles

Regular / **Bold**

Teshrin AR+LT - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Teshrin AR+LT - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

## WHEN TO USE

This typeface should be used when producing branding materials for Naturalz like, packaging, signage, posters, brochures or merchandise.

# PATTERNS & SHAPES

## PATTERNS & SHAPE

Naturalz considers patterns and shapes to be extremely vital as they can help the brand stand out from the rest and also play a major role in branding and identity design. The light bulb like pattern is used for brand-related collaterals which makes the design interesting and adds depth that flat colours cannot achieve.



# PHOTOGRAPHY



# PHOTOGRAPHY

Naturalz considers photography to be an increasingly important feature as it helps them narrate their stories and connect with their customers. Through photography, Naturalz as a brand is able to convey emotions which helps in building brand trust and recognition.

# PRODUCT SHOTS

## STYLING

Naturalz product shots are creatively styled using the ingredients related to the passion fruit pulp and by creating different mocktails, however, the pulp remains as the focal point.

## CROPPING

The product shots may be cropped in a candid way to help intensify the focus on the passion fruit pulp and asymmetry may be employed to add a creative flair.

## LIGHTING

Naturalz emphasises the usage of lights in a way that helps the product look natural. A warm tone is generally employed for their product shots.



# PACKAGE SHOTS

## STYLING

Naturalz package shots are generally styled in a straightforward way ensuring that the packaging is clearly visible. However, under certain circumstances, creative liberty may be taken while styling the package.

## CROPPING

The package shots may be cropped in a candid way to help intensify the focus on the pulp and asymmetry may be employed to add a creative flair. In certain circumstances, the image may also be cropped and transposed onto a different background to highlight the flavours.

## LIGHTING

Naturalz employs the usage of studio lights for these shots in a manner that highlights the packaging. A warm tone is generally employed for their package shots.



# LIFESTYLE SHOTS

## STYLING

Naturalz lifestyle shots are styled in a manner that may feature both the product and packaging in one image. These shots may showcase facial imagery although the main concentration is on hand modelling shots.

## CROPPING

The lifestyle shots may be cropped in a candid way to help intensify the focus on the passion fruit pulp and packaging. Asymmetry may be employed to add a creative flair.

## LIGHTING

Naturalz' preferred setting for lifestyle shots is soft lighting without harsh shadows and is generally cool-toned.

## CANDID

For lifestyle shots, Naturalz prefers more candid movements with hand gestures and strays away from particularly staged shots. The aim of the image is to look effortless but should not be lacking in character.



## DO'S & DONT'S

Photography is prone to easily steer away from the brand's voice and personality. Hence, to ensure a uniform execution of the brand as a whole, the following guidelines have been created.

- Refrain from using unnecessary photography tools like fisheye lenses or extreme angles.
- Effects and colouring should be used appropriately, refrain from using any other effects or artificial colours and tones.
- Lifestyle photography must look candid and extremely staged poses must be avoided.
- Skin tones must be kept natural.
- Ample creative liberty may be taken for styling but a certain level of elegance should be maintained.

# VIDEOGRAPHY

# PROMOTIONAL VIDEOS

Promotional videos aim to bring awareness and excitement to a new product, announcement, collaborations or partnerships.

On-Screen text overlays and/or a strong voiceover are the most efficient ways to drive the message in these videos along with an outro bumper with appropriate CTAs.

## **Types of promotional videos:**

New Product Launch Video - Typically 25 to 45 seconds video showcasing the product. These videos may be enhanced by narrative elements such as voiceovers or text overlays complementing the on-screen visuals detailing its core benefits and value propositions.

Teaser Videos for social media - Typically 10 to 15 seconds video clips are used to generate product awareness on social media platforms. The creation involves the usage of still life photos, the featured scenes should not appear to be staged. Please refer to Naturalz Photography Guidelines for further information.



# ADVERTORIAL VIDEOS

Advertorial videos bring about brand awareness of Naturalz as a whole. These videos showcase narratives that drive the story behind the brand with subtle product placements in their respective environments. Refrain from using text overlays in these types of videos and only have an outro bumper with appropriate CTA.

## **Types of Advertorial Videos**

Brand Awareness Videos - 45 to 60 seconds videos showcasing the brand and its emotion through conceptual creative direction to drive the message to its customers. Actors/Models should be shown acting authentically in their familiar surroundings, without artificial gestures or expressions.

# SOCIAL MEDIA VIDEOS

Social media videos showcase the excitement of the brand while providing infotainment for customers. These should be easily understood without a voiceover. The text overlays on-screen should be displayed in a way that allows for easy translation.

Refrain from using actors/models, scripts etc. to preserve the sincerity of the brand. These videos are not for promotional materials but drive organic traction to the brand.

## Types of Social Media Videos

**Testimonial Videos** - Upto 60 seconds video showcasing customers, influencers or people from within the company, sharing their experience or opinion about the products and brand. They may also narrate the core benefits and value propositions. Scenes or sets should not appear staged and must have a natural flow in narration.

**Excitement Videos** - Typically 20 to 30 seconds video showcasing people from within the company or influencers taking part in announcements of competition/giveaway. The person on screen must showcase the product in an appealing form factor and make sure all details of the announcement are fulfilled with appropriate CTAs.

# QUALITY STANDARDS - POST PRODUCTION

## Video Editing

While working on videos, ensure to stick to the natural look and feel of the image.

Effects and Coloring to be used appropriately, refrain from using any other effects or artificial colours and tones.

Videos must be natural and bright.

Colouring and tone must be warm and contrasts must be soft but crisp.

## Music

Music should not overpower the scene on the screen and must compliment the video.

The goal of these videos is to bring awareness and enthusiasm to the brand or product.

For Social Media Videos, music should help drive the story forward without overpowering or compressing the testimonials/announcements.

Music Genres can be - Upbeat, New Age and Ambient.

## Video Quality

The video must be well lit and be free of noise, grain and digital compression.

The videos must not have black crushing and highlight compression.

Stabilizations must be blended well into the video without background jitter.

Skin tones must be kept natural.

## Sound Quality

Sound must be recorded with appropriate microphones giving minimum background noise without peak distortion.

The audio signals must not have clicks, clips, noise, hum or any analogue distortions.

Final edited audio must blend well with voice and mixed well to -6dB.

# QUALITY STANDARDS - POST PRODUCTION

## **Video Encoding Settings**

Container - MP4 and MOV

Video Codec - H.264

Frame Size - Refer to Platform being used

Video Bitrate - 8 Mbps (minimum)

## **Audio Encode Settings**

Channels - Stereo

Sample Rate - 96khz or 48khz

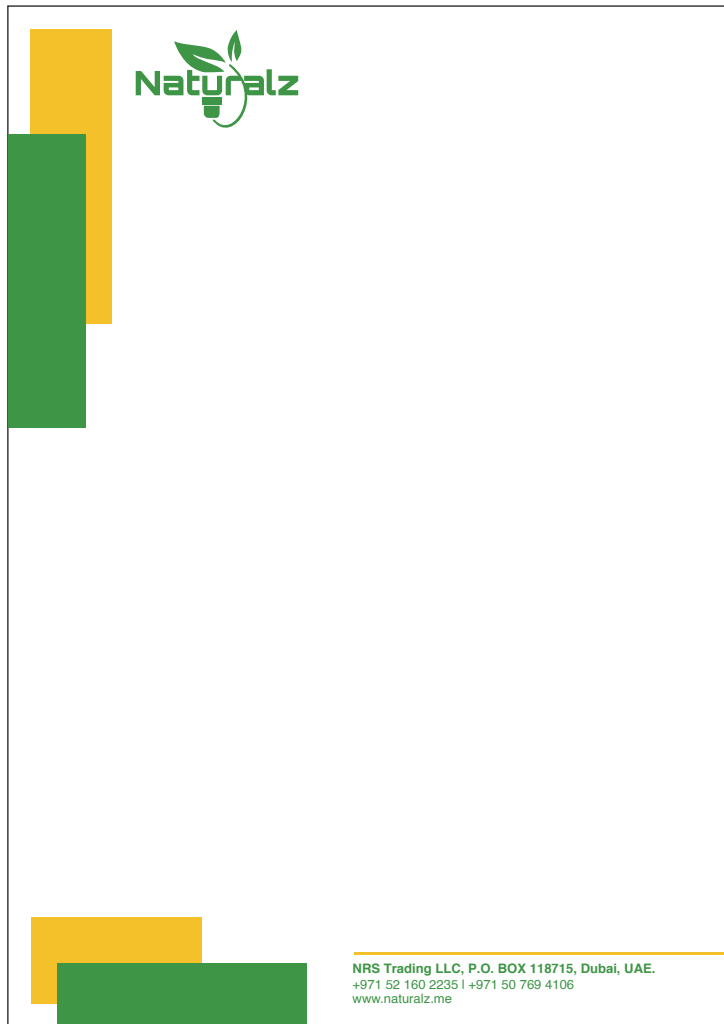
Audio Bitrate - 384kbps (minimum)

# APPLICATIONS

# BUSINESS CARD



# LETTER HEAD





# ENVELOPE





**THANK YOU!**