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## BRANDING GUIDE

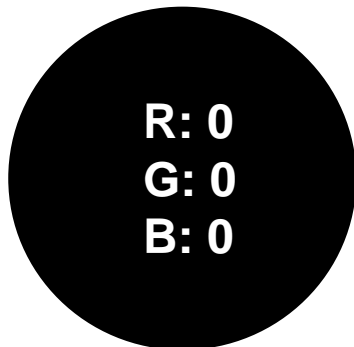
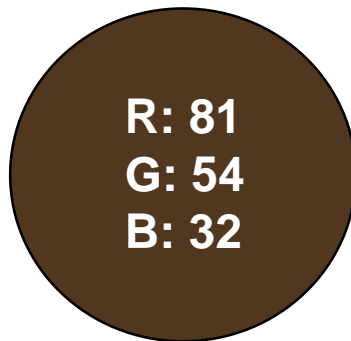
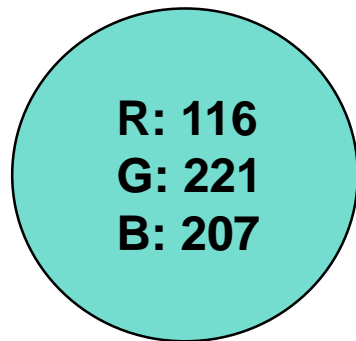
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# Graphic Elements:

Shown below are general examples of our brand's graphic elements. These elements are the foundation of our visual brand.

## COLOR PALETTE

Holesome Doughnuts is a plant-based doughnut company. Our color palette reflects the company's characteristics; wholeness, purity, natural and simple.



## SYMBOL

Symbols are conventional representation of an object. Our symbol reinforces what Holesome Doughnuts stands for as a whole.



## LOGO



## FONTS

Our fonts convey our marketing message in a consistent manner. It demonstrates our wholeness and purity while remaining simple.

ROBOTO

roboto

*BRUSH SCRIPT MT*

*brush script mt*

The Holesome Doughnut logo is unique and distinctive. It effectively communicates the brand's message.

# Logo Variations:

## LOGO VARIATIONS



The Holesome logo uses a bright turquoise to enhance the wholeness and naturalness essence of our brand. The “doughnut” and slogan; plant-based doughnuts, make it evident that our product is a plant based doughnut that uses healthy and “plant-based” ingredients to achieve a tasty yet plant friendly doughnut. There are two logo variations of the logo; one will be used on dark backgrounds and the other will be used on light backgrounds.

## SYMBOL

The “H” symbol can be used as a stand alone graphic to reinforce the Holesome Doughnuts brand. It should not be used as a substitute for the entire logo without the context. The difference between the stand alone symbol and the logo is that the stand alone symbol has a bed of leaves depicting the natural image of our company as well as a hanging doughnut to show our product.

By doing this, we are able to show our image of the company while not using the name Holesome.



# Company Description:



Brought into the market in October 2019, Holesome Doughnuts sets out to create a sweet treat that could be loved by people following a plant-based lifestyle. Being plant based, it is often very difficult to find a treat that is compatible with this specific lifestyle. When dining with family and friends who don't have to be cautious of what's on their plate, it prompted us to find a solution to this desire. Our doughnuts are strictly derived from plants grown at local farms and are of the highest quality. People with a plant-based lifestyle have never been exposed to such a doughnut, and they will certainly not be let down when they get their hands on this one.

516-434-3125  
50 Kennedy Drive,  
Plainview NY 11803

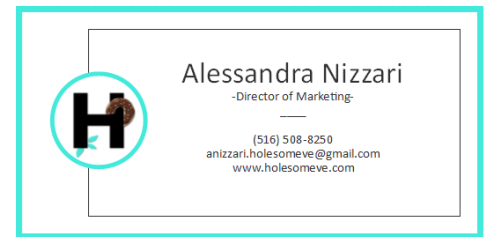
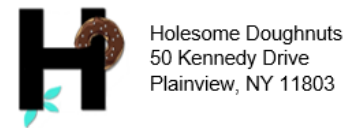
# Brand Applications:



- Letterhead
- Envelope
- Business Card

Brought into the market in October 2019, Holesome Doughnuts sets out to create a sweet treat that can be loved by people following a plant-based lifestyle. Being plant based, it is often very difficult to find a treat that is compatible with this specific lifestyle. When dining with family and friends who are health conscious, we have to be cautious of what's on their plates. This need prompted us to find a solution to this desire. Our doughnuts are strictly derived from plants and sourced from local farms and are of the highest quality. People with a plant-based lifestyle have never been exposed to such a doughnut, and they will certainly not be let down when they get their hands on this one.

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Front

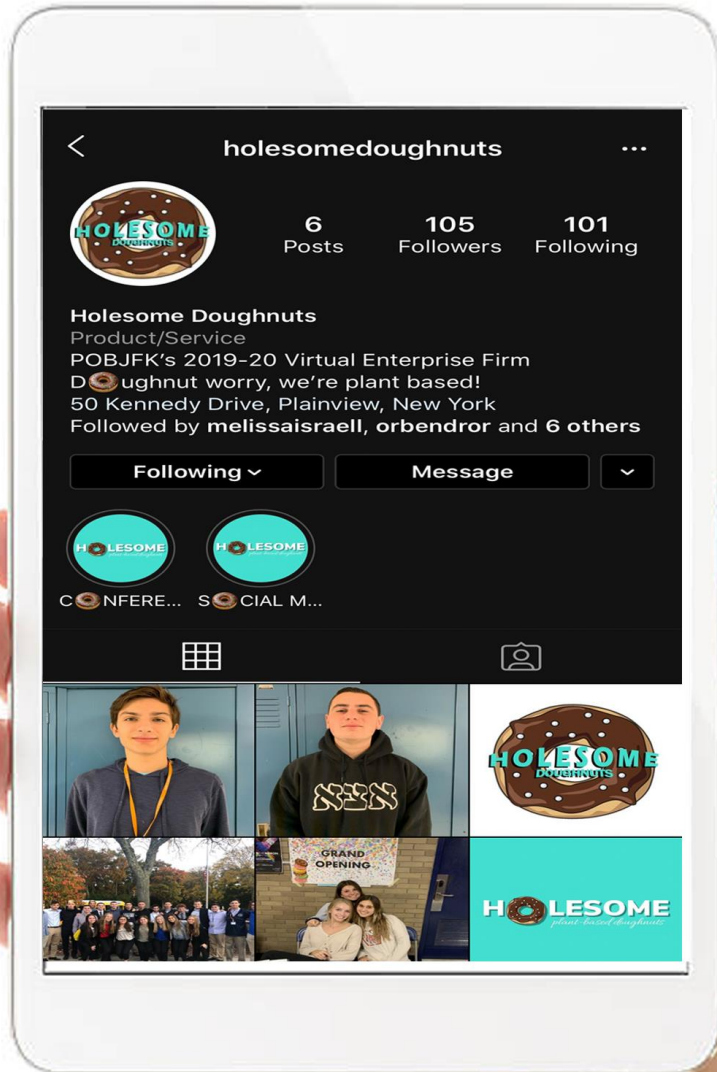


Back

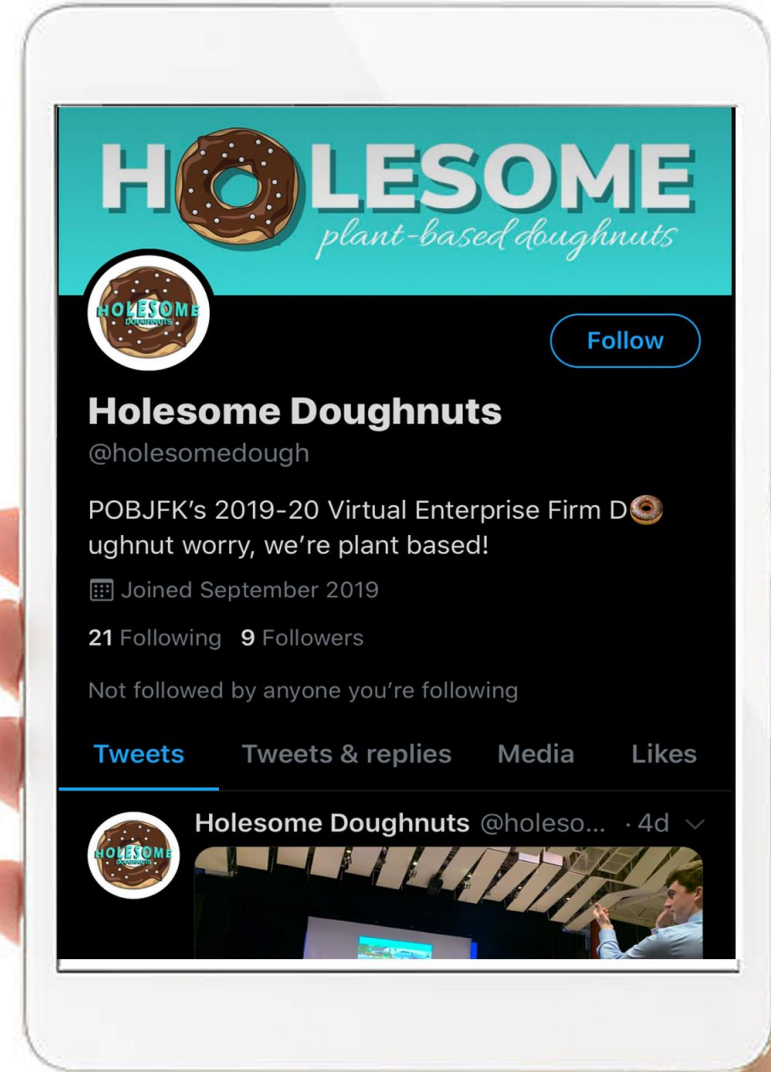


# Brand Applications:

## Instagram



## Twitter



# Brand Applications:



Company Apparel