

NET

FOODS **BRAND**
GUIDELINES

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Brand Values

Brand Identity

Next Foods is a plant-based meat company that provides its customers with healthier and more sustainable alternatives to meat.

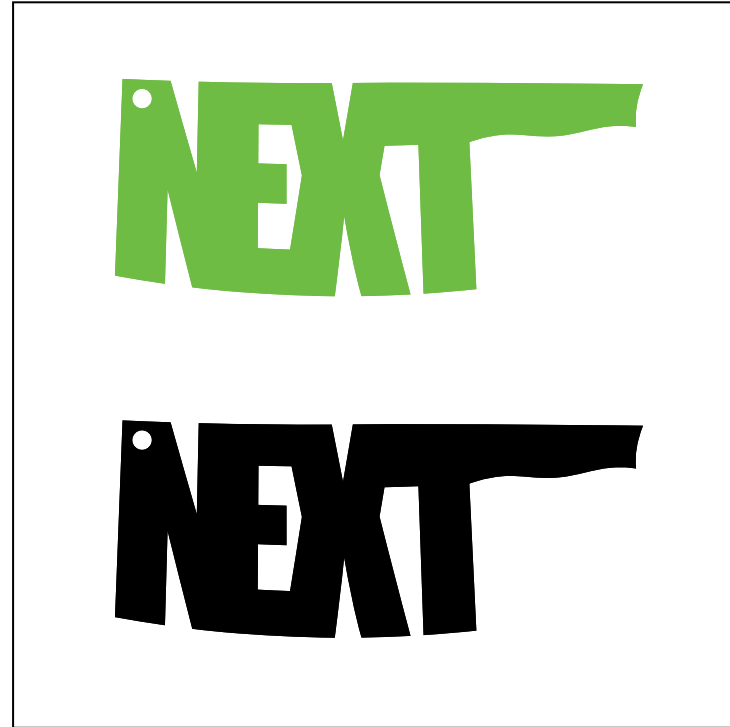
Next's goal is to bring delicious plant-based protein alternatives to the table for both meat-eaters and non meat-eaters alike, while reducing carbon emissions and water consumption. Next has a variety of plant-based proteins, which include plant-based burgers, hot dogs, sausages, chicken nuggets, and more.

Logo

Primary Logo



Logo Variations



*ONLY use primary logo on a light background.

Logo Usage



DO NOT stretch, rotate, or change the colors of the logo.

Typography

Font Families

Headings

PT Sans Pro Narrow ExtraBold

PT Sans Pro is a popular sans serif font created by Paratype. The narrow extrabold variant matches the Next Foods logo quite nicely, so it is a suitable font for headings.

Body Text

Houschka Pro Medium

Houschka Pro is a clean and legible modern sans font designed by Nick Cooke. It's rounded corners and humanist qualities give it a friendly, but professional look.

Type Colors

We're the
NEXT
Big Thing!

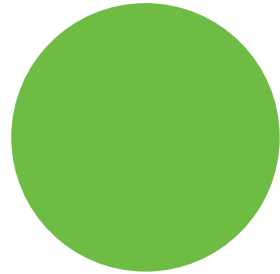
On white/light backgrounds,
use black or colored text.

Lorem ipsum
dolor eat mor,
plant burgers
adipiscing elit,

On black/dark backgrounds,
use white text.

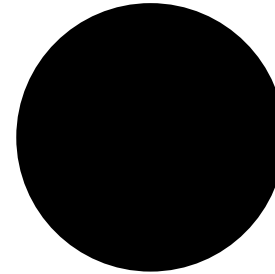
Colors

Color Palette



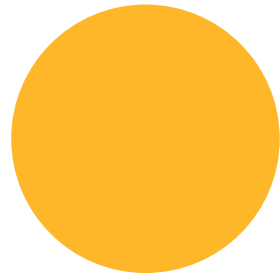
Verdant

#6EBC44
R:110 G:188 B:68
C:61 M:1 Y:100 K:0



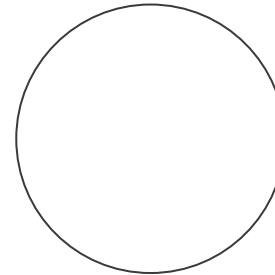
Black

#000000
R:0 G:0 B:0
C:0 M:0 Y:0 K:100



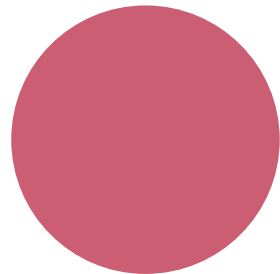
Lemon

#FEB728
R:254 G:183 B:40
C:0 M:31 Y:95 K:0



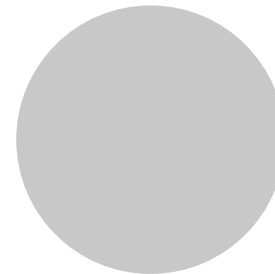
White

#FFFFFF
R:255 G:255 B:255
C:0 M:0 Y:0 K:0



Beet

#CC5E73
R:204 G:94 B:115
C:18 M:77 Y:41 K:1



Ingot

#C8C8C8
R:200 G:200 B:200
C:21 M:16 Y:17 K:0

Imagery

Overview



Imagery should show appetizing dishes and meals featuring Next Foods products, with a strong focus on the plant-based meats.