

Changing Habits Brand Guidelines



CHANGING HABITS



BRAND GUIDELINES 2019



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01
STRATEGY



STRATEGY

PURPOSE STATEMENT

We are influencing how our food is produced, classified and marketed.



STRATEGY

VISION STATEMENT

A close-up photograph of fresh green leafy vegetables, likely spinach or kale, with vibrant green leaves and stems. The background is dark and blurred, making the vegetables stand out.

We are the ethical and
trusted authority in the
whole food industry.



BRAND ARCHETYPE

DISRUPTOR:

- Challenges existing authorities, establishments, and so-called experts particularly when they lack integrity.
- Seeks out new paths, new ways for a better, more authentic life.
- Teaches and encourages personal responsibility.
- Promotes critical thinking to liberate people from outdated philosophies and approaches.
- Disrupts when change is needed, and creates new opportunities that improve the world.



02
VERBAL



VERBAL

INTRODUCTION

What is a Verbal Identity?

A Verbal Identity is the articulation of the brand through the use of distinct and focused language, expressed through words.

How is a Verbal Identity used?

- Guides all outbound marketing and corporate communications.
- Dimensionalizes the Brand Values, Brand Attributes, and Brand Voice.
- Infuses the brand's personality in messaging to be used in actual content and copy.
- Aims to distinguish a brand from competitors.
- Creates a consistent personality and voice of the brand across all communication channels.

Components of a Verbal Identity

1. Brand Promise
2. Brand Story
3. Brand Values
4. Brand Attributes
5. Brand Voice



VERBAL

TARGET AUDIENCES

PRIMARY CUSTOMER:

Proactive Attitude towards Health, High level of action-taking

Our primary customers believe that a healthy lifestyle doesn't happen by accident. They know they are in control, and thus are willing to do "whatever it takes" to achieve their goals. While they have the will, they might not have the way, which is why they turn to Changing Habits to guide them with the actions, advice and means to develop a truly healthy lifestyle.

SECONDARY CUSTOMER #1:

Reactive Attitude towards Health, High level of action-taking

While the notion of living a healthy lifestyle may be the result of a health-condition or situation, once they make the decision to make a change they are willing to spring into action to make these changes a reality. This customer may need to be made aware of how their reactive attitude towards their health can have a negative impact, and then be given a plan that guides them on the exact steps they need to take to reach their goals.

SECONDARY CUSTOMER #2:

Proactive Attitude towards Health, Low level of action-taking

These people "know" that they want to live healthier than they currently are. They are willing and able, but often won't spring into action unless it's made very clear what needs to happen. Knowing they are not prone to taking lots of action, this customer needs reassurance, instruction, and incentive on how to reach their goals. They don't want to feel overwhelmed, and will be more prone to take action if the steps required to achieve their goals are broken down into manageable steps that feel doable.



VERBAL BRAND PROMISE

A **brand promise** articulates the idea of your brand at the highest level in a way that speaks to the primary benefit and feeling you want your brand to elicit. While not necessarily a consumer-facing message, the promise speaks to the mission of the brand itself.

Our Brand Promise: Generational Health

Our Brand Promise focuses on two key components: our commitment to leading with health over profit AND our commitment to making a long-lasting, continual impact – one that not only improves the lives of our community but also creates a ripple of positive change that lasts for generations to come.





VERBAL

BRAND STORY

**You are what you eat.
So how well do you know just what you're eating?**

We believe that everything begins and ends – with food.

We know that everyone wants to eat healthfully.

We know that most people know that eating healthy is important.

And we know that on the surface, this should be an easy proposition for most people.

And yet, too many people are suffering.

- Consuming foods that have little to no nutritional value
- Purchasing products that harm the environment.
- Living off a diet of chemicals, additives, and preservatives.

They're doing it blindly because no one has taught them to question where their food comes from. The worst part? Too many don't even realize it.

We are being fed a diet of misinformation.

Marketers have gotten dangerously savvy in an age of "eating healthy."

They know we don't consciously want to eat foods that aren't good for us. But rather than creating healthier products they utilize healthy-sounding buzzwords to make products sound healthier than they actually are.

The truth is that there is nothing "natural" about "natural flavoring."

"Certified Organic" doesn't always equal healthy. Too often, what we see, smell and taste isn't the result of better ingredients, but because of sophisticated chemicals designed in a lab.

It's confusing. It's unconscionable. And it's time, we tell the truth about the majority of the companies who make our food.

Most companies are not worried about our health. It's never been about health. It's been about yield and profit.

At Changing Habits, we believe that educating people about whole food is the key to a rebellion.

We believe that everyone has a right to understand what makes food healthy.

We believe that when we know better, we eat better.

When we eat better, we live better.

And when we live better, we create a ripple effect that impact generations to come.

You see, it's hard for us as a community not to do things differently when we know the truth.

We are the most authentic, innovative and impactful whole food company. Whether through the food products we make, the support programs we offer, or the educational guidance we provide, we are influencing how our food is produced, classified and marketed.

We do it because, in the end, we truly do believe we are what we eat.

It's why we remain committed to making only healthy, wholesome foods without the fancy marketing speak.

We do it because we believe we deserve to have confidence that the healthy foods we eat, should actually be what they say are -- healthy.

CHANGING HABITS.



VERBAL

BRAND VALUES

Your **brand values** are the guiding principles of behavior that deliver on your brand. They inform the decisions and actions that your company takes to ensure that you are always behaving in alignment with those values.

BRAND VALUE

PURITY

We are driven by **Purity**. We believe that everything we offer should be delivered in its most whole, clean and purest form.

- We only offer products that meet our own rigorous standards for quality and health. If they don't, we won't offer it to our community.
- We refuse to endorse products or programs that are not in alignment with our standards, regardless of the monetary opportunities.

BRAND VALUE

THE TRUTH

We believe that creating trust with our community begins with always telling **The Truth**.

- We have the courage to call out deception and misinformation and call attention to those who do so for their own profit.
- We offer an honest education about how food is made, and provide tools and resources to support a more discerning and enlightened customer.
- We put honesty above profitability.

BRAND VALUE

PROGRESSION

Everything we do is to create a forward **progression** that leads to a **continual impact**.

- We create opportunities for growth and development through our products and programs, both within our company, and for the people that we serve.
- We create the space for people to know better. When they know better, they do better, and ultimately live better.



VERBAL

BRAND ATTRIBUTES

Your **brand attributes** constitute the core personality characteristics of your brand. They serve as an articulation of your brand values, informing how the voice, tone, and attitude that your brand ultimately uses in its communications.

BRAND ATTRIBUTE

TRANSPARENT

We are as **transparent** as possible. Too many companies muddy the water with marketing speak and jargon – our approach is to be direct, honest, and clear.

- We won't mince words and are **matter-of-fact**. We don't believe in further confusing an already confused marketplace.
- We stand behind every product we sell and every program we offer. When you have nothing to hide, you have nothing to fear.
- We will always tell you every side to the story. The good, the bad, and the often confusing.

BRAND ATTRIBUTE

INQUISITIVE

We are **inquisitive** and empower our community to be the same.

- We believe that in order to become the authority, we must never be afraid to question authority.
- You are what you eat. Shouldn't you know just exactly what it is you're eating?
- Education is power. Ask the right questions and remove the cloud of confusion.

BRAND ATTRIBUTE

LIBERATING

We believe in **liberating** those around us. The way we all move forward is by lifting each other up, and arming them with the tools and resources to reach their goals.

- We are creating a community that is dedicated improving the health, nourishment and well-being of everyone involved
- When members of our community succeeds, everyone succeeds.



VERBAL

BRAND VOICE

Your **Brand Voice** is your brand's personality, come to life. It is the way your brand communicates directly in its content, copy and overall language. It's not just about what you're saying, but the manner in which it is being said. It's the unique turn of phrases and attitudes you showcase when communicating.

Changing Habits Brand voice is:
authentic, real, direct, aspirational, curious, and inclusive.



*We **strive to uplift everyone** around, but **refuse to make false promises** and tell people what they want to hear. While sometimes uncomfortable in the short run, in the long run it creates trust and authority. We are **not afraid to shy away from what we believe**, and are **unafraid to challenge the status quo** and **call out falsehoods** wherever we see them. We **speak plainly** in language that anyone can understand, and **avoid marketing buzzwords** that create the potential for misinterpretation. We believe in the **power of positivity**. We **don't see problems**, we see **challenges and opportunities**. We **don't make demands but encourage instead**. And while we take ourselves seriously, we are also **unafraid to throw in a little snark and playfulness** when appropriate.*





VERBAL

KEY MESSAGING EXAMPLES

Below you will find a sampling of some new key messaging to help illustrate Changing Habits Brand Voice. These messages can be used in email headlines, blog posts, for advertising and more.

- We believe that everything begins and ends – with food.
- Every person is responsible for their own health, and that begins with feeling empowered to act in your own best interest.
- There's nothing "natural" about "natural flavors."
- Real blueberries are grown in the ground. Real "blueberry flavoring" is cooked up in a lab.
- Are you eating a diet of misinformation?
- You are what you eat. Isn't it time to know exactly what you are eating?
- There's nothing natural about the Ethyl methylphenylglycidate found in "natural strawberry" flavoring.
- "Health Food" should actually be healthy.
- Redefining health food.
- Our Whole Food Products Are actually made from whole foods.
- Imagine that: "Whole Food" products made from actual whole foods.
- Some companies rely on clever marketing. We just rely on quality products.
- Healthy food shouldn't be about great marketing. It should be about healthy ingredients.
- We believe in eating products you can pronounce.
- If it's not good enough for our family, it's not good enough for yours.
- Whole foods are the closest thing to a magic pill.
- Educating people about whole food is the key to a rebellion.
- How well do you know your food?



03
VISUALS



VISUAL MASTER LOGO

The Changing Habits logo is a combination mark that consists of a wordmark & icon. The symbol is a stylized leaf with a circle shape enclosed in the center to create a minimal tree. The veining of the leaves inside create the trunk and branches of the tree. This conceptual logo is meant to symbolize generational health, as trees are often representative of life, family, longevity, and the leaf as a symbol of health.

It is very important that designers do not attempt to construct the logo themselves, as the lettering, placement of the symbol and laurel leaves has been sculpted especially for Changing Habits.

Alternatively, there is a horizontal version of the logo that should only be used when height space is limited.

Please download authorized logo files with original artwork.

Master



Horizontal Logo





VISUAL LOGO USAGE

Monochrome Logos

The preferred Changing Habits logo is the full color version with the signature turquoise and black text. In some cases, a full color may not be practical or possible due to limitations in printing. For these instances we may use a gray version (Granite Gray, see page 21) or a one-color black or white logo.

Background images

Our logo may also be used on an image background with sufficient contrast. Use an all-black logo for use on light colored backgrounds, and an all-white version for darker backgrounds.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.



Master logo in Granite Gray



White logo on Granite Gray background



Black logo on white background



White logo on black background



Black logo on imagery



White logo on imagery



Do not use full color logo on color image



Do not use full color logo on color image



VISUAL BRAND ARCHITECTURE

Cohesiveness is important in branding, Changing Habits takes on a monolithic approach when building out the brand architecture. A monolithic brand is an overarching brand used across multiple related products.

This page provides an overall look of the current brand architecture. Please refer to this page as a guide of how to create logos.

Specifications

Typeface: The typeface (Interstate) is an integral part of our visual identity and should not be changed or substituted.

Tracking: The name of the product/offering letter-spacing templates is set to 0. Do not adjust this setting.

Alignment: The name of your product/offering should always align left in relation to the Changing Habits symbol and should be sized to be centered with the symbol and vertical rule. Tracking in the endorsement template is set to 25. Do not adjust this setting.

Color: The symbol is always to remain in the primary turquoise color, the title of the program/offering & the endorsement should always remain black, or white if necessary.

Core Offerings	Programs				
		Lifestyle	Educational	Leadership	Impact
Masterbrand					
Marketing Properties		  			  
Endorsed Properties					  



VISUAL ALTERNATE LOGOS

Alternate stacked/vertical versions of the brand architecture logos have been created for limited usage. These logos are only to be used in instances where the logo has limited horizontal space. But it is preferred for the suggested logos on page 16 to be use always.

Specifications

Typeface: The typeface (Interstate) is an integral part of our visual identity and should not be changed or substituted.

Tracking: The name of the product/offering letter-spacing templates is set to 0. Do not adjust this setting.

Alignment: The name of your product/offering should always center aligned in relation to the Changing Habits symbol and should be sized to be centered with the symbol. Tracking in the endorsement template is set to 25. Do not adjust this setting.

Color: The symbol is always to remain in the primary turquoise color, the title of the program/offering & the endorsement should always remain black, or white if necessary.

Master



Alternate (Vertical Logos for Program Offerings)
Lifestyle



Program Offerings
Education



Program Offerings
Leadership



Program Offerings
Impact





VISUAL LOGO CLEARSPACE

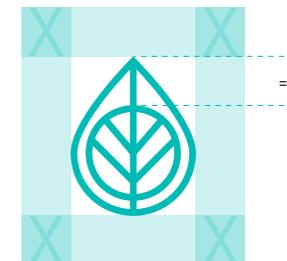
The master Changing Habits logo (top) should always be surrounded by a minimum area of space. This area of isolation ensures that other visual elements do not encroach on the logo. A margin of clear space equivalent to 'C' is drawn around the logo to create the invisible boundary of the area of isolation.



The alternative Changing Habits logo (middle) should always be surrounded by a minimum area of space. This area of isolation ensures that other visual elements do not encroach on the logo. A margin of clear space equivalent to 'H' is drawn around the logo to create the invisible boundary of the area of isolation.



The Changing Habits symbol (bottom) should always be surrounded by a minimum area of space. This area of isolation ensures that other visual elements do not encroach on the symbol. A margin of clear space equivalent to 'x' is drawn around the logo to create the invisible boundary of the area of isolation unless being used as a watermark. When the symbol is being used as a watermark, the opacity should be set between 10-20%.

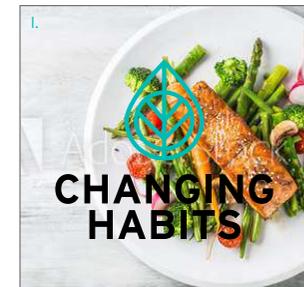




VISUAL LOGO MISUSE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way – that includes adding unnecessary and unattractive text decorations such as dropshadows or outlines. Here are a few examples of some ways you should NEVER consider using the logo.

- A. Do not rotate the logo.
- B. Do not stretch or skew the logo.
- C. Don't resize any part of the logo.
- D. Don't use off-brand colors.
- E. Don't add dropshadows to the logo.
- F. Don't outline the logo.
- G. Don't change the font of the logo.
- H. Don't add logo on to similar background colors.
- I. Don't add logo onto busy imagery, if using logo on top of imagery please reference the photography how to page.





VISUAL

PRIMARY COLOR PALETTE

The primary color palette for Changing Habits is fairly minimal. Turquoise and Black are the primary colors of the brand, accent shades and tints of these colors have been provided to support and complement the two primary colors. These colors enable flexibility and variety in design.

BRAND GUIDELINES

Turquoise

Pantone : 3262C
RGB : 0, 187, 180
CMYK : 89, 0, 40, 0
HEX # : 00BBB4

Registration Black

Pantone : n/a
RGB : 0, 0, 0
CMYK : 75, 68, 67, 90
HEX # : 000000

Bottle Green

Pantone : n/a
RGB : 0, 94, 90
CMYK : 91, 43, 60, 28
HEX # : 005E5A

Dark Cyan

Pantone : n/a
RGB : 0, 140, 135
CMYK : 91, 43, 60, 28
HEX # : 008C87

Medium Turquoise

Pantone : 3262C (60%)
RGB : 100, 216, 209
CMYK : 53, 0, 25, 0
HEX # : 64D8D1

Light Turquoise

Pantone : 3262C (40%)
RGB : 159, 229, 224
CMYK : 34, 0, 16, 0
HEX # : 9FE5E0

Jet

Pantone : n/a
RGB : 51, 51, 51
CMYK : 69, 63, 62, 58
HEX # : 333333

Granite Gray

Pantone : n/a
RGB : 102, 102, 102
CMYK : 60, 51, 51, 20
HEX # : 666666

Spanish Gray

Pantone : n/a
RGB : 153, 153, 153
CMYK : 43, 35, 35, 1
HEX # : 999999

Pastel Gray

Pantone : n/a
RGB : 204, 204, 204
CMYK : 20, 15, 16, 0
HEX # : CCCCCC



VISUAL

SECONDARY COLOR PALETTE

The secondary color palette brings in contemporary colors for a fresh palette that is distinctive in our industry where traditional shades abound.

BRAND GUIDELINES

Sheen Green

Pantone : 375C
RGB : 147, 213, 0
CMYK : 47, 0, 100, 0
HEX # : 93D500

Gold

Pantone : 7548C
RGB : 255, 198, 0
CMYK : 0, 22, 100, 0
HEX # : FFC600

Dark Magenta

Pantone : 2602C
RGB : 138, 26, 155
CMYK : 57, 99, 0, 0
HEX # : 8A1A9B

Blaze Orange

Pantone : 1505C
RGB : 255, 107, 0
CMYK : 0, 72, 100, 0
HEX # : FF6B00

Avocado Green

Pantone : n/a
RGB : 74, 107, 0
CMYK : 71, 37, 100, 25
HEX # : 4A6B00

Inchworm

Pantone : n/a
RGB : 190, 230, 102
CMYK : 29, 0, 76, 0
HEX # : BEE666

Bronze

Pantone : n/a
RGB : 128, 99, 0
CMYK : 43, 52, 100, 25
HEX # : 806300

Mustard

Pantone : n/a
RGB : 255, 221, 102
CMYK : 1, 11, 72, 0
HEX # : FFDD66

Russian Violet

Pantone : n/a
RGB : 69, 13, 78
CMYK : 77, 100, 33, 37
HEX # : 450D4E

African Violet

Pantone : n/a
RGB : 185, 118, 195
CMYK : 30, 62, 0, 0
HEX # : B976C3

Chocolate

Pantone : n/a
RGB : 128, 54, 0
CMYK : 31, 81, 100, 36
HEX # : 803600

Pink-Orange

Pantone : n/a
RGB : 255, 166, 102
CMYK : 0, 42, 65, 0
HEX # : FFA666



VISUAL TONE ON TONE

Color is used as one of the key elements to define the look of our Visual Identity. We use a tone-on-tone approach of compatible colour combinations. They are neighbours on the colour wheel and live harmoniously.

**PROVIDING A NURTURING
COMMUNITY FOR YOU,
YOUR FAMILY &
GENERATIONS TO COME.**

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COMMUNITY FOR YOU,
YOUR FAMILY &
GENERATIONS TO COME.**

**PROVIDING A NURTURING
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**PROVIDING A NURTURING
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YOUR FAMILY &
GENERATIONS TO COME.**



PRIMARY TYPOGRAPHY

Typography is a strong extension of our Brand's personality and plays a major role in creating a consistent look for Changing Habits across all communications and promotional materials.

Interstate has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

The integrity of the font should be maintained at all times.

Aa Bb Cd Dd 1234

Interstate Bold | Headlines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Interstate Bold italic | Headlines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Interstate Regular | Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Interstate Italic | Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Interstate Light | Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Interstate Light Italic | Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



SECONDARY TYPOGRAPHY

When the primary typeface, Interstate is unavailable for use, use Roboto in its place. Roboto is readily available within Google Documents, spreadsheets and slides and will be used for all internally produced documents as well as for correspondence. Common usage includes: letters, labels, memos, PowerPoint, invoices, forms and binders.

Aa Bb Cd Dd 1234

Roboto Bold | Headlines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Roboto Bold Italic | Headlines

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Roboto Medium | Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Roboto Medium Italic | Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Roboto Light | Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

Aa Bb Cd Dd 1234

Roboto Light Italic | Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet



SAMPLE TYPE SETTING

Headline

THIS IS A HEADLINE

Subhead

THIS IS A SUBHEAD

Body Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Block Quote

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

Emphasis

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Bullets

- sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.
- sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat.

Pull Quote

“ *Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.*



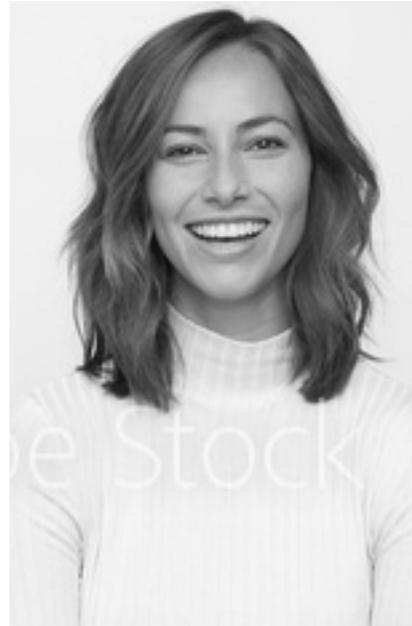
VISUAL

B&W PHOTOGRAPHY

Black and white photography is crucial to the Changing Habits brand as it is distinctive in our industry. Black and white photography should be studio portraits of the ideal Changing Habits target client. It is highly recommended that photographs are professional and high quality. It is preferred if the backdrop is a clean white background, if the photograph is an outdoor or location shot it is important that the photo has a clean background with little going on so that the individual is the primary focus of the photograph. It is acceptable to include more than one person in the photo, interactions should look natural/candid and not forced.

When doing a photoshoot, the photographer is not obligated to shoot in black and white. Photos can be altered to black and white during editing. Color photography can be used for other purposes, such as the blog, newsletters, and other marketing materials.

How to alter an image to black and white: Open photo in desired software, and convert to black and white. Sometimes the greyscale photo will require some retouching - brightness/contrast.





VISUAL LIFESTYLE PHOTOGRAPHY

Lifestyle photography is another crucial visual in the Changing Habits brand. Lifestyle photography allows for the viewer to connect with the brand, with the help of messaging and carefully selected photography we can communicate directly to the Changing Habits target audience. Lifestyle photography is commonly used for the purposes of social media (posts, covers, etc.), blog posts, newsletters, ads, digital marketing campaigns, lead magnets, etc.

In order to maintain a consistent look throughout the Changing Habits visual system it is important to carefully choose photography that looks like they belong in the same system. Unlike the black and white photography, lifestyle photography is in color, and have a surrounding environment in the background. The subject of the photos can be of food (healthy dishes, organic ingredients) or of a healthy person partaking in a healthy activity such as enjoying a healthy meal, cooking a healthy meal, exercising, spending time with loved ones or on their own. The colors in the photo should be bright, and have a lot of white in the background.





VISUAL FOOD PHOTOGRAPHY

Last, but not least, food is another important theme in Changing Habits photography. Food photography is also another way Changing Habits includes a bit more color into their visual system. In this page we illustrate three types of photographs with food:

1. Lifestyle Food Photography

- Food neatly positioned on a bright background with lifestyle elements (a table, silverwear)
- Photos of a prepared dish/recipe
- Do not include people in the photo

2. Studio Food Photography

- Photos of food on a solid bright white background
- Natural shadows/no composited images

3. Zoomed in images of food

- It is important that these images are zoomed in enough for you to be able to recognize what the subject is.
- Ideal for product packaging.

All photos should be high quality and professionally taken.





VISUAL PATTERN

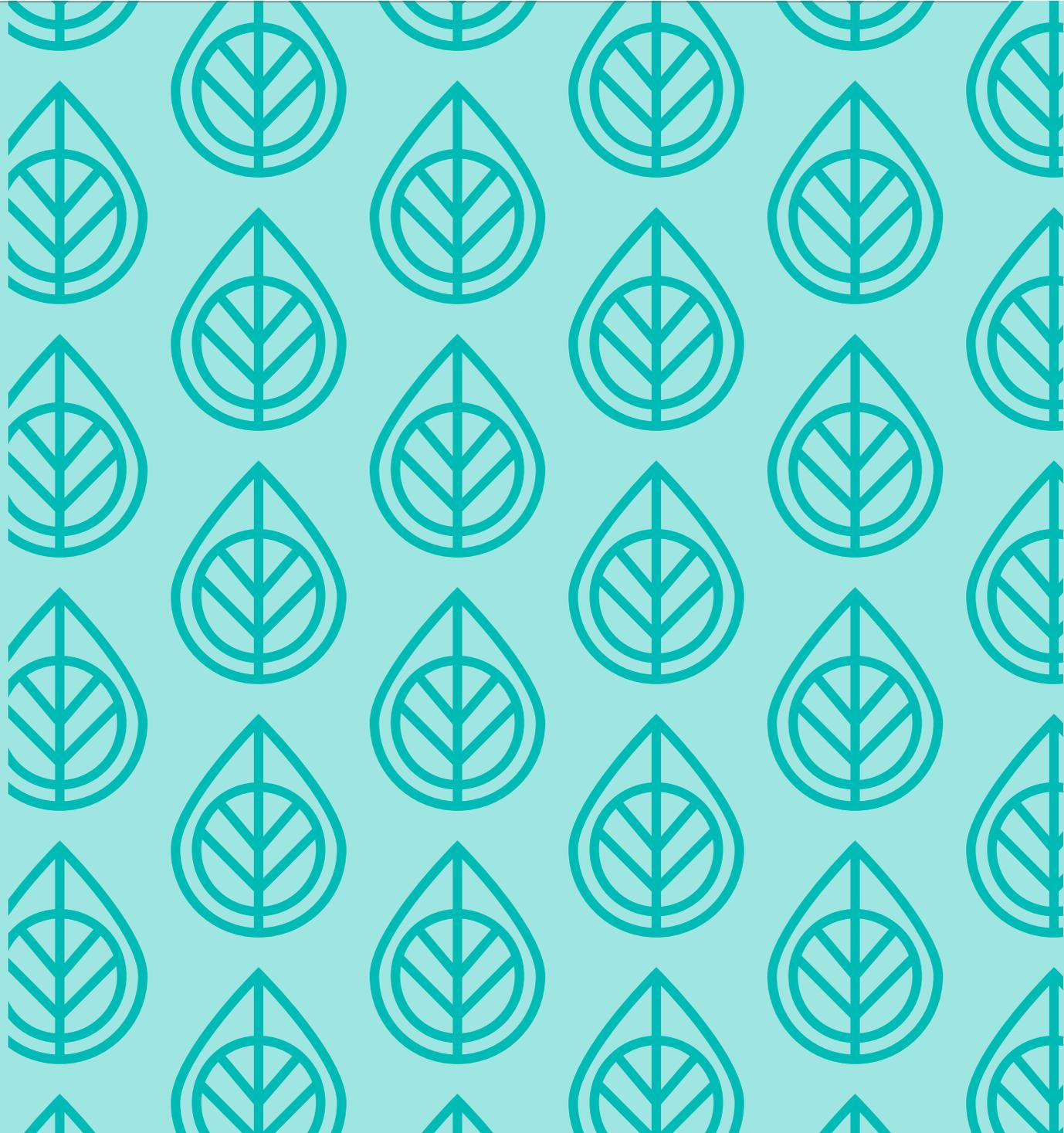
By repeating the symbol from the Changing Habits logo we've created a unique pattern that is directly related to the brand.

Used in combination with the logo, fonts, colors, this pattern can achieve an ownable look for Changing Habits across many different forms of media and environments.

Brand touchpoints such as waterbottles, jute bags, shirts, stationery are all examples of environments where the pattern may be used.

Artwork note:

An illustrator pattern swatch can be found in the "swatches" panel. You can use these swatches to fill any shape with the pattern. To adjust the scale of the pattern, double-click on the swatch icon that will open the pattern in an isolated editing environment.

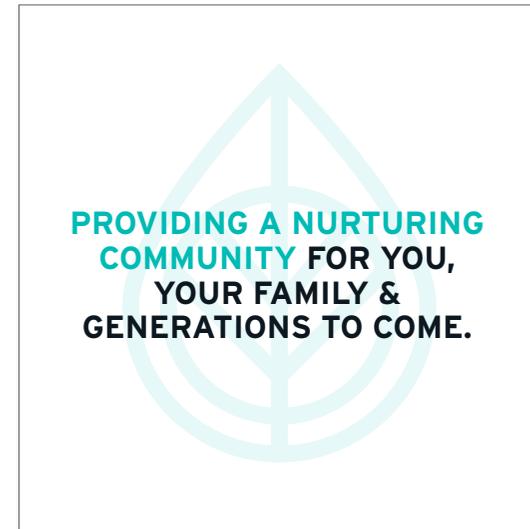
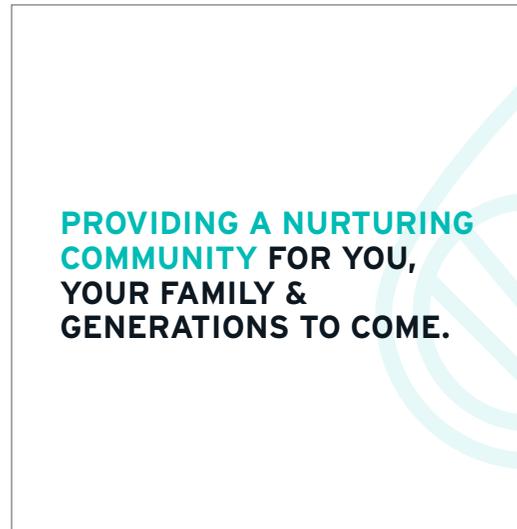
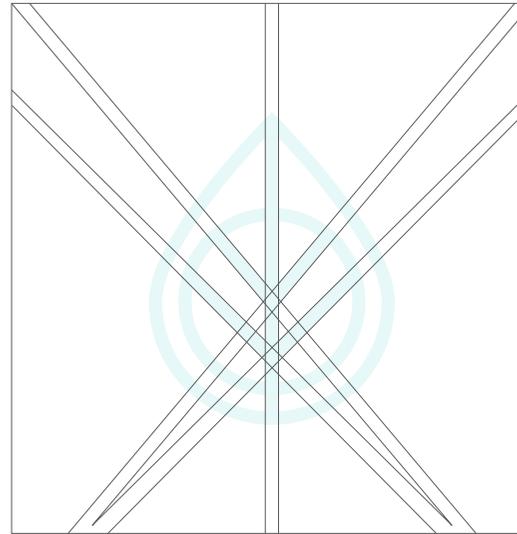




VISUALS

GRAPHIC ELEMENTS

The diagonal graphics are derived from the Changing Habits symbol. They are meant to be a visual interpretation of the disruptive attitude of the Changing Habits brand archetype. At their core, the angles used to create these are found inside the Changing Habits logo. We use these graphics alone, in arrangements with plenty of surrounding space, or paired with photography.





04

MARKETING



MARKETING
BUSINESS CARDS





MARKETING
BOOK COVER





MARKETING

SUPPLEMENT PACKAGING





MARKETING

TINCTURE PACKAGING





MARKETING

GLASS BOTTLE PACKAGING



BRAND GUIDELINES



MARKETING

CLEANING PRODUCTS





MARKETING
INSERT CARD





MARKETING
TOTE BAG





MARKETING
WATER BOTTLE





MARKETING
SOCIAL MEDIA

The screenshot shows a Facebook page for 'Changing Habits'. The page header includes the Facebook logo, the name 'Changing Habits', a search bar, and navigation links for 'Home', 'Messages', and 'Notifications'. The profile picture is the 'Changing Habits' logo, and the cover photo features a woman holding a child with the text: 'PROVIDING HEALTHY HABITS TO YOU, YOUR FAMILY & GENERATIONS TO COME.' Below the cover photo are buttons for 'Liked', 'Following', 'Share', 'Contact Us', and 'Send Message'. A post from December 27 at 6:50pm contains the text: 'Lorem ipsum dolor sit amet timeti ergo sum Lorem ipsum dolor sit' and a large image with the quote: 'EVERY TIME YOU EAT, YOU ARE EITHER FEEDING DISEASE OR FIGHTING IT.' attributed to HEATHER MORGAN. The right sidebar shows the website 'www.changinghabits.com.au', a 'Community' section with 109,899 likes and 110,800 followers, and an 'About' section with contact information: phone number 0123 4567 8900, website, and a 'Suggest Edits' option.



MARKETING WEBSITE

