



Style Guide for Nourimyx

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INTRODUCTION

This style guide is developed for Agromyx's brand of Nourimyx which used to be known as Nourimeal.

In order to build a visual identity and compete effectively among the many competitors, this set of guidelines should be used as recommended.

Company's internal communication such as memoradum and notice board postings, and external communication including both print and electronic advertisings should follow strictly this guideline for consistency.

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נשמה



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nouri = Nouritious, healthy products.

myx = The act of preparing the products,
a mixture of good ingredients.

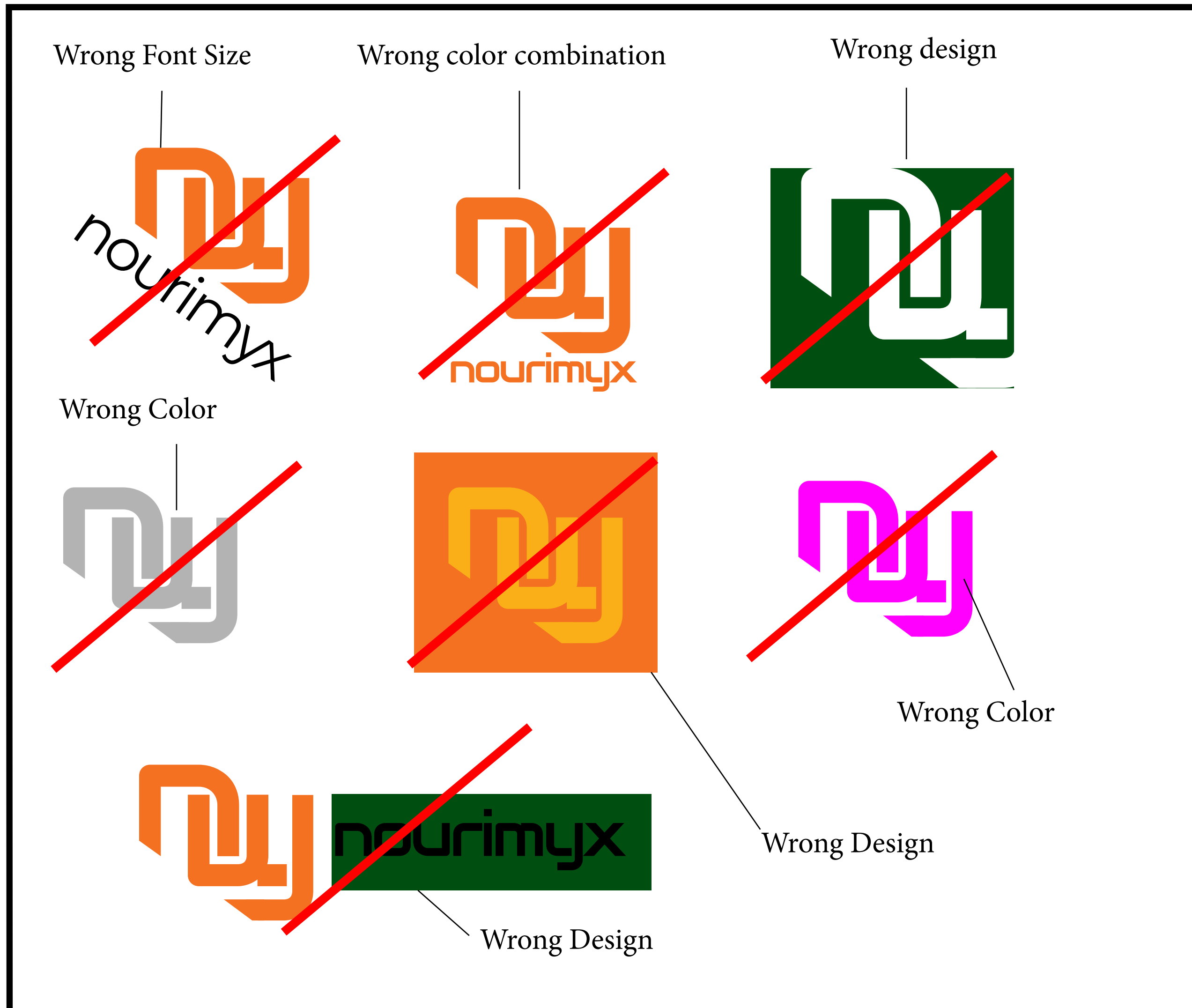
Nourimyx connects better with Agromyx.

Correct Logo-Usage



The logo comes in either a stand alone or with the nourimyx inscription.

- The Orange logo can be used with every dark background and mostly suitable with purple, black and dark blue.
- Similar colors in the same spectrum (as long as they're dark) will work perfectly with orange.
- Green is popular for energy, technology, finance, household and food. This logo will do well on the company's website which will attract the youth and the middle aged customers.
- Through the introduction stage, all external communications should have the logo with the brand name on it for easy recognition.



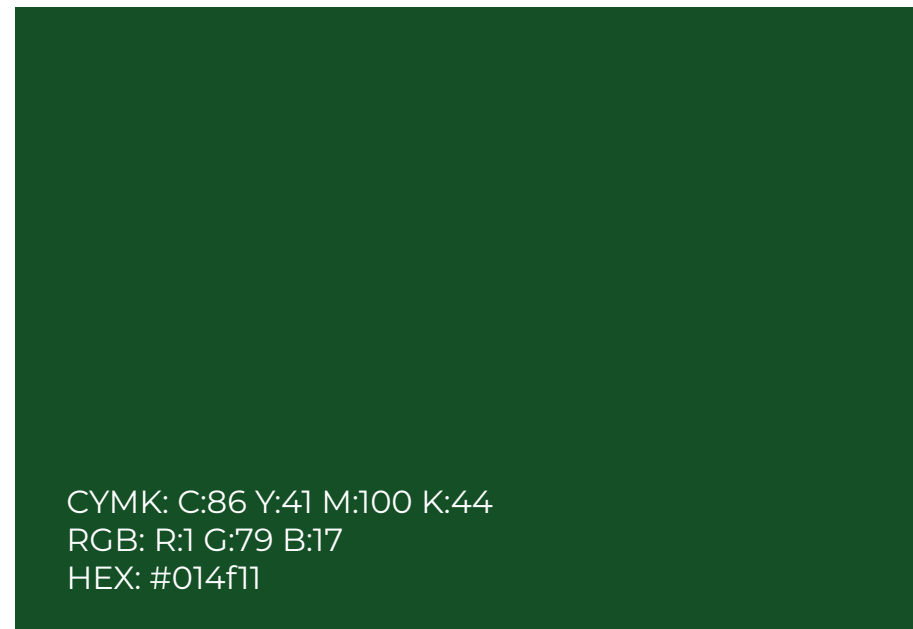
Incorrect Logo-Usage

Any of these styles will not appropriately represent the brand. Management has to make a conscious efforts to prevent the use of any of them in any communication with customers and those outside the company.

Core Colors

Green and Orange

- Fruits & Plants
- Vitamins
- Healthy bodies

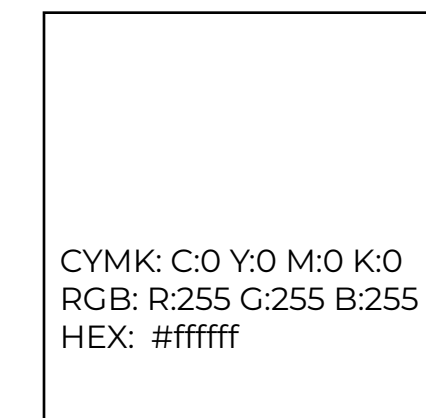
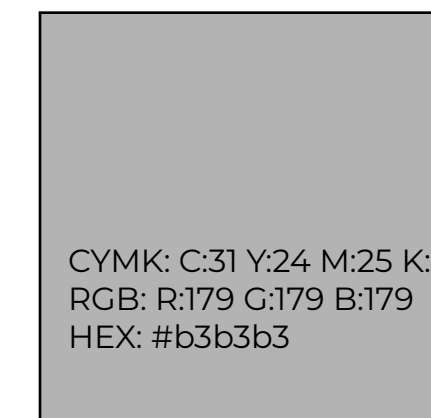


In accordance with the values Nourimyx represents and the products it produces and sells, usage of the colors presented allows the customer to have a coherent mental representation of the company. For logo usage, highlighted content or headings, it is highly suggested to use the primary brand colors. Secondary colors are intended to be used mainly as background colors or for presenting details and more variety. Tertiary colors should only be used for specific purposes (e.g. presentations or on merchandises specifically used in business promotion).

Secondary Colors



Tertiary Colors



Brown and Yellow

- Ancient grains
- Rich soil
- Carbohydrates

Gray and White

- Modern Life
- Convenience
- High Quality



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f67101



#ffb000



311f16



b3b3b3

CLIENT PERSONA PROFILE

Name: Frank Mensah
35 years of age

Joyce Mensah - By Carrita Tanna
30 years of age



Interests

- Taking family vacation
- Participating in Sports
- Educational opportunities

Motives

- Maintaining personal health standard
- Seeking personal satisfaction

Core Values

- Responsibility
- Health
- Professional
- Sensitive
- Integrity
- Respect
- Knowledge
- Family centered
- Careful
- Growth
- Efficiency
- Effective
- Civil
- Expertise
- Steady
- Thorough

Communication

- Social media platforms
- Current website information
- Emails
- WhatsApp
- Phone texting and calls

Marketing Strategies

- Trade shows
- Public events
- Social events
- Promotions
- Online

TYPOGRAPHY

Consistency in style of writings will make it easier for the brand to be easily recognized. It creates a lasting impression on the minds of audiences and so they are able to associate with the brand. Two typefaces have been identified and can be used in all communications.

Audiowide is recommended for major headings/headlines while Montserrat should be used for all body text.





TYPOGRAPHY CONT.

To ensure visibility and a clear structure to all documents, exclusively use **audiowide** for headings and content that is intended to be highlighted. Therefore, font size should generally be greater for the text parts using **audiowide** than the ones using **Montserrat**.

For body copy, stick to Montserrat font in sizes that fit the document in which they are used (view **Guidelines for Using Text** for more information). To highlight or differentiate parts of the body text, consider using either Montserrat **Bold** or *Italic*, optionally together with a change in colors according to the Color Guide.

AUDIOWIDE

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz á ç ê ñ ö ù š
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MONTSEERRAT

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Guidelines For Using Text

The following text guidelines as recommended by should be used in all professional communicaiton.

Pay attention to size.

Font size affects professionalism and clarity. On most larger documents, 10-point font looks better than 12-point font. Headings should be larger than body text. Avoid font sizes smaller than 9 when writing more than a single sentence. Font size can be smaller than 9 on small documents like business cards.

Don't use ALL CAPS.

All caps is often interpreted as yelling or “flaming.” Don't use all caps when communicating to customers or co-workers for any reason.

Be careful with reverse type.

“Reverse type” refers to putting white text on a colored or black background. Reverse type can be difficult to read if the font is too thin. In most cases, increase the weight of the font when putting white text on a colored background.

Use ideal line lengths.

Long line lengths (the length of a line of text on a page) are more difficult to read and are less enticing for people to read. Documents look more professional when white space is intentionally built into the communication. Use a line length roughly twice the point size of a font in picas (a 12-point font should be no longer than 24 picas long, or 4 inches [there are 6 picas to an inch]).

Avoid line breaks.

Don't allow your text to be hyphenated at the end of a line. Line breaks are not only harder to read, they look and feel less professional.

Highlight text appropriately.

There are many ways to highlight text when necessary: with italics, color, size, underlining, boldface, or a combination of these (like italicized text that is a different color). But don't do too many highlighting techniques at once and rarely, if ever, underline text.

Use correct punctuation and spelling.

Use only punctuation you are comfortable using. Be careful to edit for spelling and puncutation errors. If you are unfamiliar with the usage of a punctuation mark, have another person review it before sending or avoid its usage all together.

Taken from Branding Communication Guide
prepared for Integrity First Lending

By Westminster Communication