



sustenance

Style Guide
November 2013



Sustenance offers a
fresh outlook for healthy,
organic, Australian food.

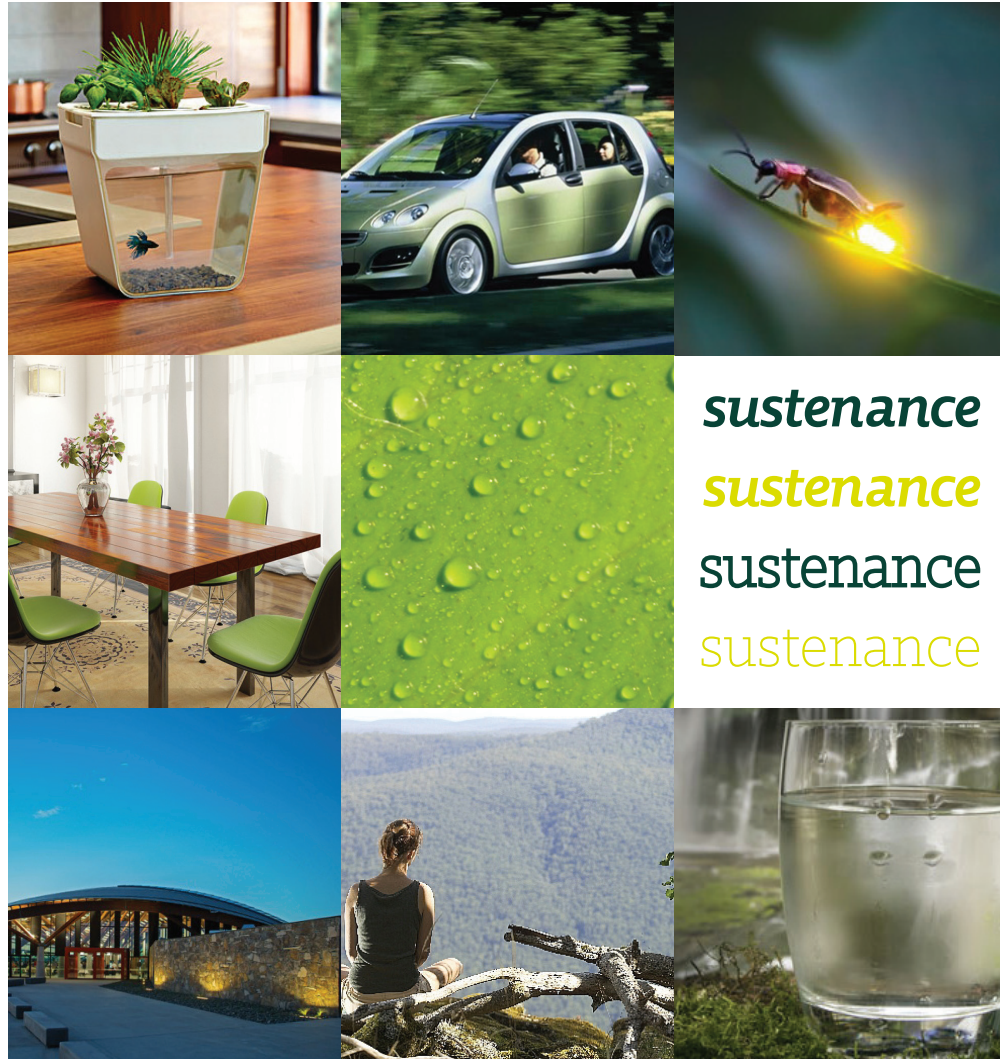
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Mood

The Sustenance brand can be defined as:

- » Australian
- » Fresh
- » Bright
- » Sustainable
- » Healthy
- » Ethical
- » Proud



About

Sustenance aims to be one of the top producers of high-quality, healthy food, Australia wide. We offer a range of specialty meals that cater for people with dairy, wheat, and nut allergies, as well as gluten-free options.

With the vision of wellbeing and health for all Australian families, our products are all locally sourced and grown.

We support the Australian economy and provide the Australian public with healthy and environmentally sustainable goods.

Sustenance represents the true Australian outlook and only supports suppliers that promote Australian grown and made, and those that operate in a highly ethical manner. All profits remain in Australia, and by giving healthy meal solutions to families at reasonable prices we help to sustain the future of our economy.



Logo Concept

The logo is a contemporary reflection of having a fresh outlook for providing nutritious, organic, Australian food products.

The leaf-like symbol is a graphic representation of both a leaf (to represent our ethical, healthy, and organic nature), and the Southern Cross constellation (to represent that the food is Australian sourced, and that the company is supportive of the Australian economy).

A triangular shape is also suggested, which promotes the idea of being inline with the 'food pyramid'. Because of this, no other logo versions (i.e. stacked logo) are available.

The logo must be placed in the top-centre of all products and promotional material, to maintain the idea that the logo is symbolic of the Southern Cross constellation, and that the company is "looking over" Australia.



Logo scale & variations

It will sometimes be necessary to increase and decrease the size of the logo depending on the print area.

Always keep the logo in proportion, and do not decrease the size of the logo to below a width of 20mm. There is no maximum width.

For light backgrounds, use the standard logo colouring. The alternative colour variation must only be used with a dark green (Pantone 3308 C) background.

Where colour printing is not available, the black logo can be used on a white background. The logo may also be used as white reversed from black when appropriate.

The logo must never be used on a busy, textured, or interrupting background.



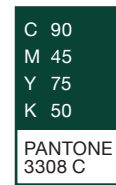
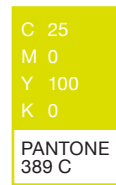
Colour & typefaces

The colours of Sustenance represent a fresh, organic approach to the Australian food industry. The light green colour represents new, fresh, sustainable life, and the dark green (and secondary colours) are reflective of earthy tones found in the Australian bush.

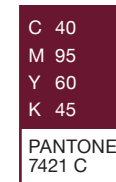
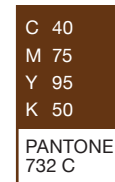
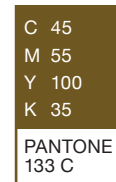
The primary colours should be used for all general communications such as advertising, marketing, and point-of-sales, and the secondary colour palette is to be used for additional product lines. The colour of the logo must not be changed.

The main font to be used for all products and communication is Klinik Slab. The word 'Sustenance' should always be bolded and italicised, and all other text must use Light, Regular, or Medium versions of the font.

Where text is required to be smaller than 7pt (such as listings of ingredients etc), Helvetica Neue Regular is to be used to maintain legibility.



Primary colour palette.



Secondary colour palette.

Klinik Slab Bold Italic — Used when writing the word 'Sustenance'.

Klinik Slab Bold — Used for headings.

Klinik Slab Light — Used for all other text.

Helvetica Neue Regular — Used when text is 7pt or smaller.

Logo Margins

A defined area of clear space must be maintained around the logo, and no other elements should appear within this area. The clear space can be calculated by the width of the leaf symbol, as shown.



Keep this space clear from text, images, or any other interrupting elements.

Logo misuse

Misuse of the Sustenance logo can devalue the brand. To help maintain logo consistency, do not misuse the logo in these ways.



Do not use any other typefaces in the logo.



Do not compress, stretch, or otherwise distort the logo.



Do not place the logo on an angle.



Do not separate the elements of the logo.



Do not place the logo on a busy, textured or interrupting background.



Do not use any other colours other than those specified in these guidelines.

Packing Box

The packing box design aims to create a feel of ethical, organic, fresh food within. All box packaging must use 100% recycled cardboard.



Truck

The Sustenance truck is recognisable, using the company colours and horizon image. The design aims to give passers by a “fresh outlook” by recreating an image of a fresh landscape.



T-Shirt

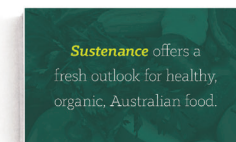
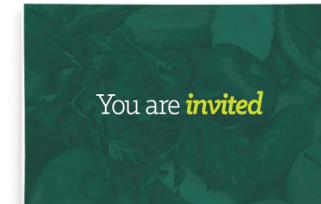
The promotional t-shirt comes in both mens and womens v-neck style t-shirt. The t-shirt is used as a uniform for public-facing Sustenance employees.



Stationary

The sustenance stationary range uses the horizon image frequently, and aims to create a feel of a “fresh outlook”.

All stationary should be printed on 100% recycled paper stock.



Media

All promotional media should use the primary colour palette predominately, and aim to give a feel of a “fresh outlook”.

Use of landscape images are encouraged, and the logo must always be placed at the top-centre of the advertisement.



