

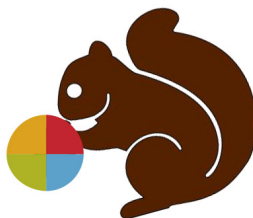
# ***Brand Identity Book***

  
**Kind**

# Our Logo & Icon



*Kind Snacks proudly present a logo design with the use of contrast color font: Black font and white background. Plus a squirrel holding a circle that filled with four signature colors of Kind snacks. We are aiming to use the squirrel to symbolize the active and energetic brand theme as well as the natural ingredients that contain in Kind snacks.*



*Kind snacks introduce a new icon along with the logo. Simply by using the squirrel with the circle snack to represent the healthy, natural and energetic power of KIND snacks provide.*

# Logo & Icon Usage Rule



*Kind Snack logo can be presented into two versions, either with black font white background or white font black background with the squirrel and it's circle snack unchanged.*

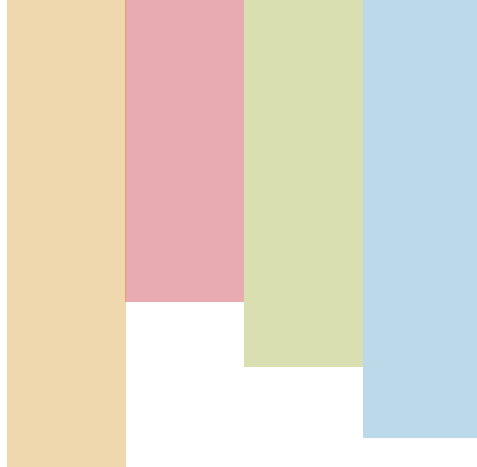


*(Wrong snack color)*



*(Wrong animal)*

# Typography



## Brand Title Typeface

Helvetica Bold

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z a b c l a i r d e l u n e f g h i j k l m  
n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ #  
\$ % ^ & \* ( )

## Body Copy Typeface

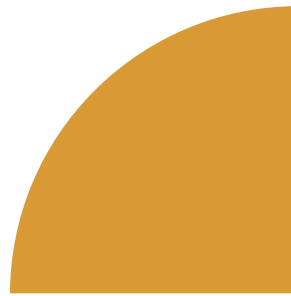
Helvetica Light Oblique

A B C D E F G H I J K L M N O P Q R S T U V  
W X Y Z a b c l a i r d e l u n e f g h i j k l m  
n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 ! @ #  
\$ % ^ & \* ( )

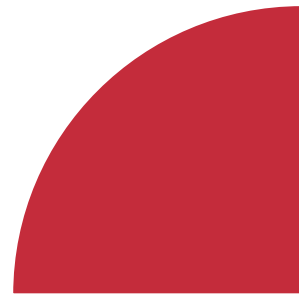
# Color Palatte



# 512311



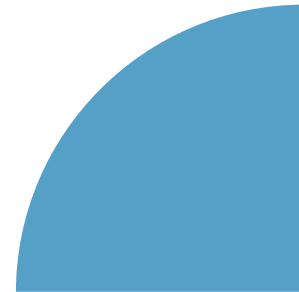
#e4a515



#c2252f



#adb225



#5ca1ca

# Logo Applications



*KIND snack bar with new logo*



*KIND Foundation volunteer uniforms*