

Cover



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The name of the company is Speedy Greens. The formula focuses on delivering fresh vegetables and food. The goal is fast transportation. The founder of the company is Janet Green. She founded the company in 2001 to provide fast, organic, and healthy dining. In my design, the overall design concept matches the meaning of the food delivery company.

Since its establishment, the company has always been firm in its belief: always ensure fresh supplies, enhance first-class service awareness, create an excellent corporate reputation, and unremitting pursue customer satisfaction! The company has a lower price, better quality purchase channels, a strict management system, and a strong service concept.

Within the scope of our business, we are determined to provide high-quality and affordable products and carefully create a customer-satisfaction brand. The company always insists that the interests of consumers are above everything and resolutely puts an end to fake and shoddy or substandard products with high prices. It is the best choice for urbanites to enjoy the original taste of the sea.

Logo *Color use*



Color guide

In terms of color, the company's primary business is transporting fresh fruits and vegetables, so I chose green and brown for fresh organic food and red for speed. The logo design uses arrows to indicate the rate, and the overall color of the arrows uses brown as the leading tone to add detail. The arrow feathers at the end of the arrow are red, and I added some green graphics to the arrow to suggest plants. The company's name also could use in red, brown, and green to achieve visual unity.



Pantone 375C



Pantone 485C



Pantone 7517C



CMYK (46.96, 0, 100, 0)



CMYK (5.84, 97.64, 100, 0.57)



CMYK (31.13, 76.44, 100, 30.01)



WEB (95, C9, 3D)



WEB (E0, 28, 26)



WEB (89, 44, 1e)



RGB (149, 201, 61)



RGB (224, 40, 38)



RGB (317, 68, 30)

Back ground color



Pantone 1-8C



RGB (255, 42, 0)



CMYK (0, 0, 100, 0)



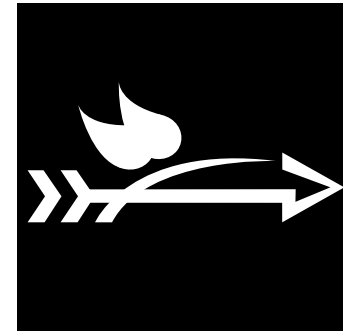
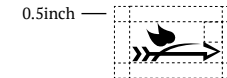
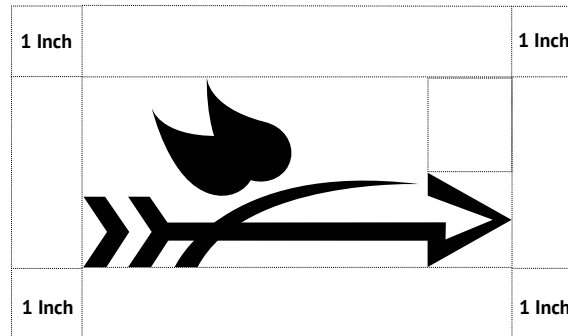
WEB (FF, F2, 00)

Logo *Single ink use*



The ink logo is used in trademark registration, patent application, copyright operation, and enterprise declaration.

Use the black and white logo when printing certificates, receipts, and checks.



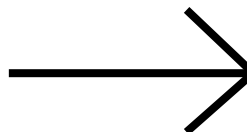
Logo *Incorrect use*



1. Do not distort. Reduce the image to equal proportions, and align the text with the font.

2. Use a marked font in the text.

3. Keep the position of the graphics and text the same.



Typography



Pt-serif with all its weights was chosen for its clean font fit with the body text in the article. Noto sans was chosen because its style fits the theme of Speedy Greens.

Pt Serif

ABCDE
FGHIJKLM
NOPQRST
UVWXYZ

abcdefgh
ijklmnopqr
stuvwxyz

123456789

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh eu-
ismod tincidunt ut laoreet
dolor magna Lorem ipsum
dolor sit amet, consectetur
adipiscing elit, sed diam
nonummy nibh euismod tin-
cidunt ut laoreet dolore
magna Lorem ipsum dolor sit
amet, consectetur adipiscing
elit, sed diam nonummy nibh
euismod tincidunt ut laoreet
dolore magna

Noto Sans

ABCDE
FGHIJKLM
NOPQRST
UVWXYZ

abcdefgh
ijklmnopqr
stuvwxyz

123456789

Lorem ipsum dolor sit
amet, consectetur adi-
piscing elit, sed diam
nonummy nibh euismod
tincidunt ut laoreet dolore
magna Lorem ipsum
dolor sit amet, con-
sectetur adipiscing elit,
sed diam nonummy nibh
euismod tincidunt ut
laoreet dolore magna tin-
cidunt ut laoreet dolore
magna

Branding *Stationery*



This is an example of stationery. The receipt will be a single ink-black color version of the speedy greens logo. The business cards will show the logo's color version, the slogan, and the founded years. The business cards take a simple Black and white color palette, for example showing a company CEO's business card with the company address, website address, work phone number, and CEO's work email.



Branding *Packaging*



I used green in the packaging design to wrap the logo, highlighting the brand's commitment to selling organic products. At the same time, I used leaves and colorful fruit patterns in the bag's design to increase the design's overall details. On the box, I used the pattern of vegetables to emphasize that the box will transport food made of organic vegetables. On the bottle's design, I used the line pattern of fruit to emphasize that the drink in the bottle is the juice made of organic fruit. The overall color of all the designs is orange. This bright color can increase the recognition of the packaging and add vitality to the overall design.



Branding *Outdoor promotion*



Outdoor promotion will be handled as these examples. It showcases the brand's large event center, using a single metallic color as the logo's primary-color. The activity center has a coffee area, food area, and peripheral product sales area. And for individual stores, the logo and slogan in the colorway achieve the best readability.

Brand logos and slogans are on the billboard, and the company slogan is printed on it. The overall billboard uses yellow as the background.



Branding *Transportation*



This is an example of a food delivery vehicle. The truck will be white with large size colorful brand logos on both sides of the truck, tagline social media, and website.

Another example shown is roller skating. The roller skating is blue, the logo will place on the front in a vertical structure, and the brand slogan will print on the bottom.

This is a bicycle, the bicycle is white, and the logo will print on the side in black font. In addition, the company's slogan will print on the bottom frame.



Branding *Clothing*



Staff uniforms include a black canvas apron, a white nylon T-shirt, and a gray cotton hat. The apron will print with the company logo, employee names, and positions, and the company slogan will print on the right side. The employee t-shirts will print with speedy greens employee positions and company slogans. The hat will print with the company logo. Additionally, all employees will have name tags on which they can write their first or nickname as they see fit.



Branding *Souvenir items*



Speedy greens Products authorized to include a tote bag, plush toy, pens, key chain, cutlery, and mug

Please note that cutlery, mugs, and key chains all use corrosion engraving to print the logo in color on the merchandise..

