

# CRAVE

ELEVATE THE URGE.

# | Brand Overview

CRAVE was built on a single belief, that indulgence and discipline are not opposites. They are a choice. Designed for modern urban professionals who refuse to compromise, CRAVE is a premium dark chocolate experience that fits inside a controlled, intentional lifestyle. Not a guilty pleasure. Not a cheat day. A deliberate moment, taken on your own terms. The brand lives in the space between craving and control, where the best decisions are made.

# Visual Identity Guidelines

# | Logo Design

Primary logo

CRAVE

Logo monochrome

**CRAVE**

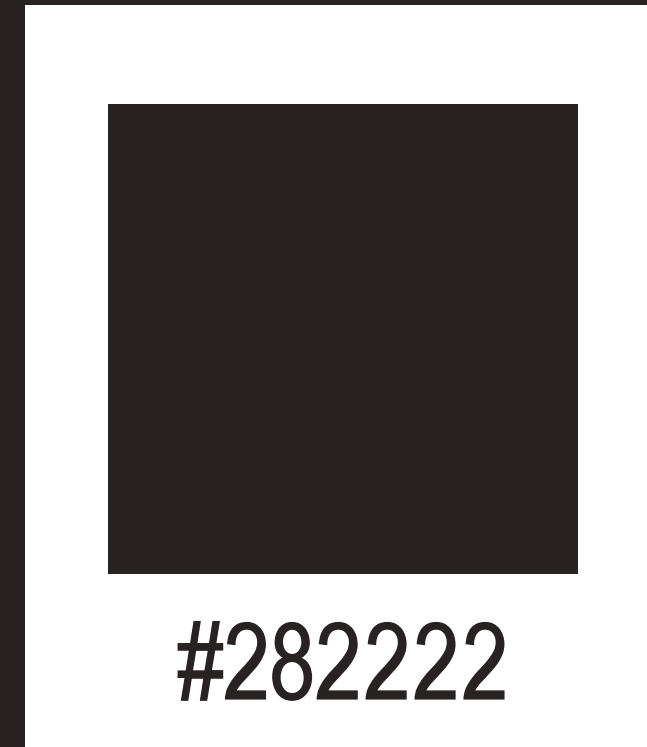
**CRAVE**

Logo clear space

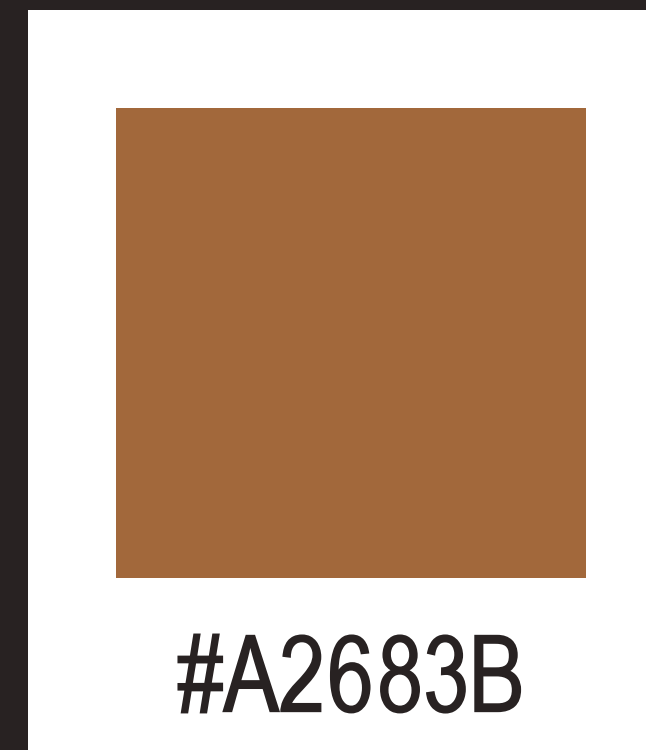
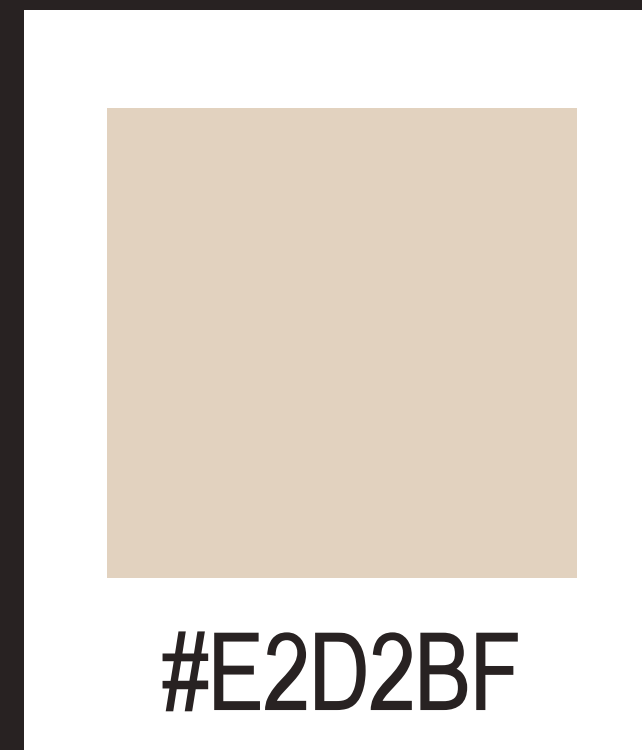


# Color Palette

## Primary colors



## Secondary colors



# Color Usability

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# | Typography

Headings

Panorama

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

Body Text

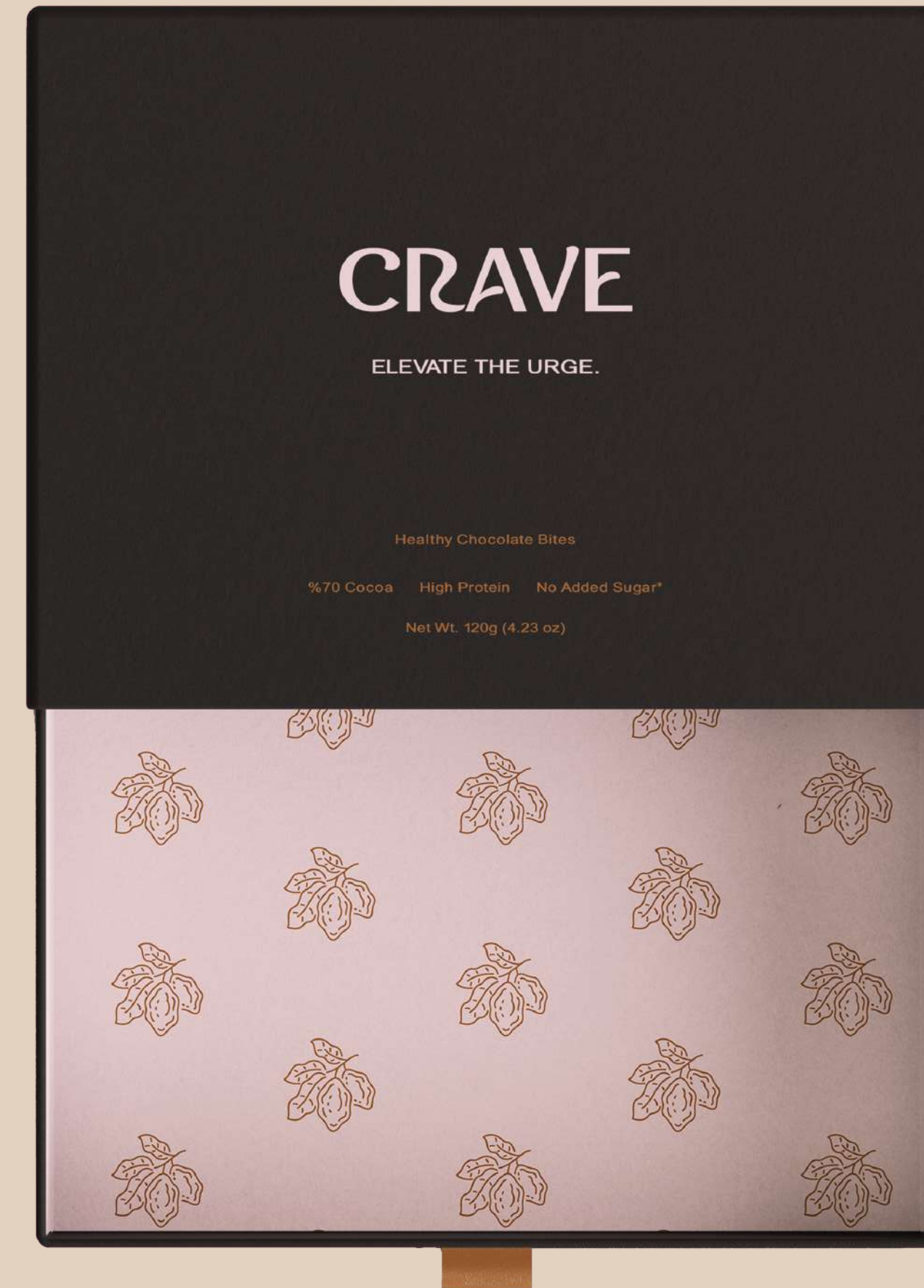
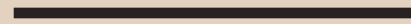
BabelSans

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

Signature &  
Personal  
Messages

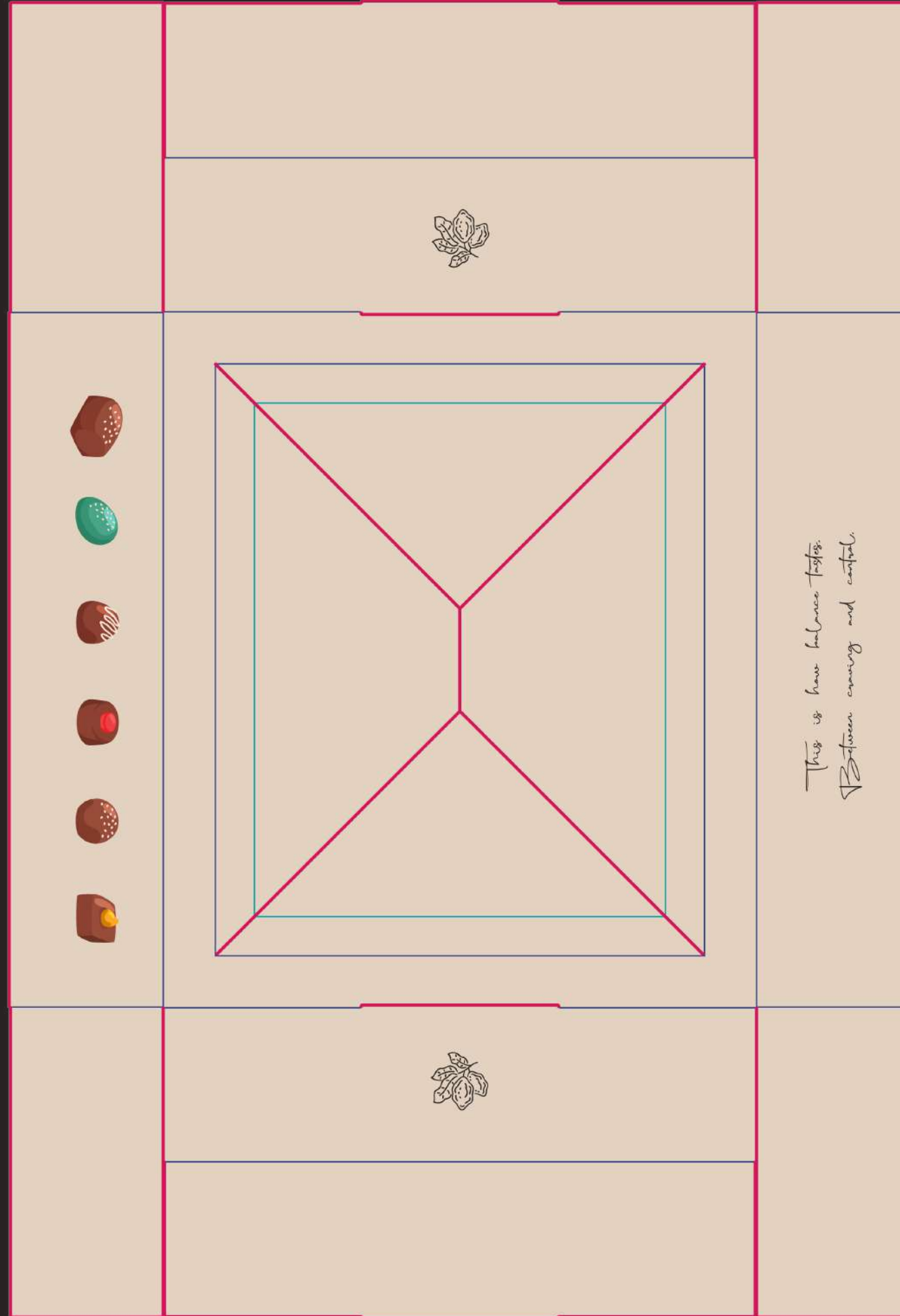
*Indesign Signature*

# | Brand Pattern



# Package Design

# Die Cut



*This is how balance tastes.  
Between craving and control.*



CRAVE

%70 Cocoa  
High Protein  
0g Added Sugar  
Net Wt. 120g  
10g Protein per Serving

Store in a cool, dry place. Avoid direct sunlight.

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Healthy Chocolate Bites

%70 Cocoa High Protein No Added Sugar\*

Net Wt. 120g (4.23 oz)

At CRAVE, we believe indulgence should never come with guilt. Our chocolate bites are crafted with high cocoa content and better ingredients, so you can satisfy your cravings confidently.

**Ingredients**

Cocoa Mass., Cocoa Butter, Whey Protein Isolate (Milk), Erythritol, Stevia Extract, Natural Vanilla Flavor, Emulsifier (Sunflower Lecithin).

Contains: Milk.

May contain traces of Nuts and Soy.

**Nutrition Facts**

Serving Size: 30g (about 4 bites)

Servings Per Container: 15

Calories: 120

Total Fat: 7g	8%
Saturated Fat: 4g	19%
Trans Fat: 0g	
Cholesterol: 5mg	
Sodium: 35mg	
Total Carbohydrates: 8g	9%
Dietary Fiber: 4g	
Total Sugars: 0g	16%
Includes 0g Added Sugars	
Protein: 10g	42%

Manufactured by:  
CRAVE Foods Ltd.  
City, Country

www.cravefoods.com

hello@cravefoods.com

Barcode area  
Batch No:  
EXP:

01/01/2026  
01/01/2028







# | Art Direction



ABOUT THE BRAND



Slogan

ELEVATE THE URGE.

# Brand Core & Purpose

## Brand Idea

When you crave sweets, choose better without sacrificing pleasure. CRAVE transforms indulgence into an intelligent decision. It removes the emotional conflict between desire and discipline.

## Brand Purpose

To eliminate guilt from indulgence by offering premium healthy chocolate that satisfies both craving and control. CRAVE exists to prove that balance is stronger than restriction.

# Vision & Mission

## Brand Vision

To become the leading premium brand in the “smart indulgence” category where pleasure meets conscious living.

In 5–3 years, CRAVE expands into functional snacks and becomes a lifestyle symbol for modern balance.

## Brand Mission

To create elevated chocolate experiences that feel luxurious, taste indulgent, and align with ambitious lifestyles.

# Brand Personality

## Core Traits:

- Modern
- Confident
- Elegant
- Controlled

## Secondary Traits:

- Intelligent
- Warm
- Self-aware

## Tone Of Voice:

- Short sentences.
- Controlled
- confidence.
- No exclamation marks.
- No guilt-based messaging.
- No extreme health claims.



THANK YOU.