

LOGOS



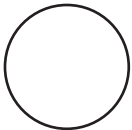
Spearmint

COLOURS



HEX: #66cd00
CMYK: 61/0/72/0

SECONDARY



HEX: #FFFFFF
CMYK: 0/0/0/0



HEX: #000000
CMYK: 0/0/0/100

BRAND STORY

Hello, We are Spearmint, a company that focuses on branding and merchandising. We focus on creating a strong and memorable branding for small-time candymakers as well as can candy companies looking to rebrand themselves and their product. We are different from other branding companies as we specialize specifically into candy & chocolate branding. We focus on what the customer wants. We prioritize their needs and what they are looking for in their branding. Furthermore, we offer merchandise designs, in order to sell this candy branding as more than just candy branding, but personal branding as well.

VOICE

Our mission is to make the candy packaging as beautiful as the candy itself. To properly represent the craftsmanship and care put into candymaking in the packaging. We value the time and effort put into candymaking and we do not want to overshadow the beautiful products. Our goal is to match and properly represent the goodies inside.

TYPOGRAPHY

Title Font
DM Serif Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*

This serif font was chosen as title font because it is modern yet classic as well as professional.

Body Text Font
Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*

Font was chosen because it is a very simple sans-serif, looks approachable, young and modern

IMAGERY

