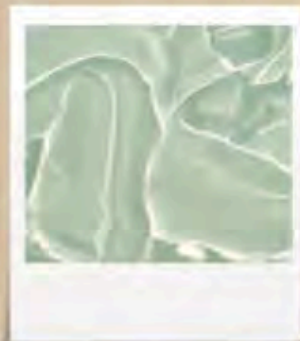


garamond bold



Primary Colors



#8ba4b9



#80868a



#bed1c2

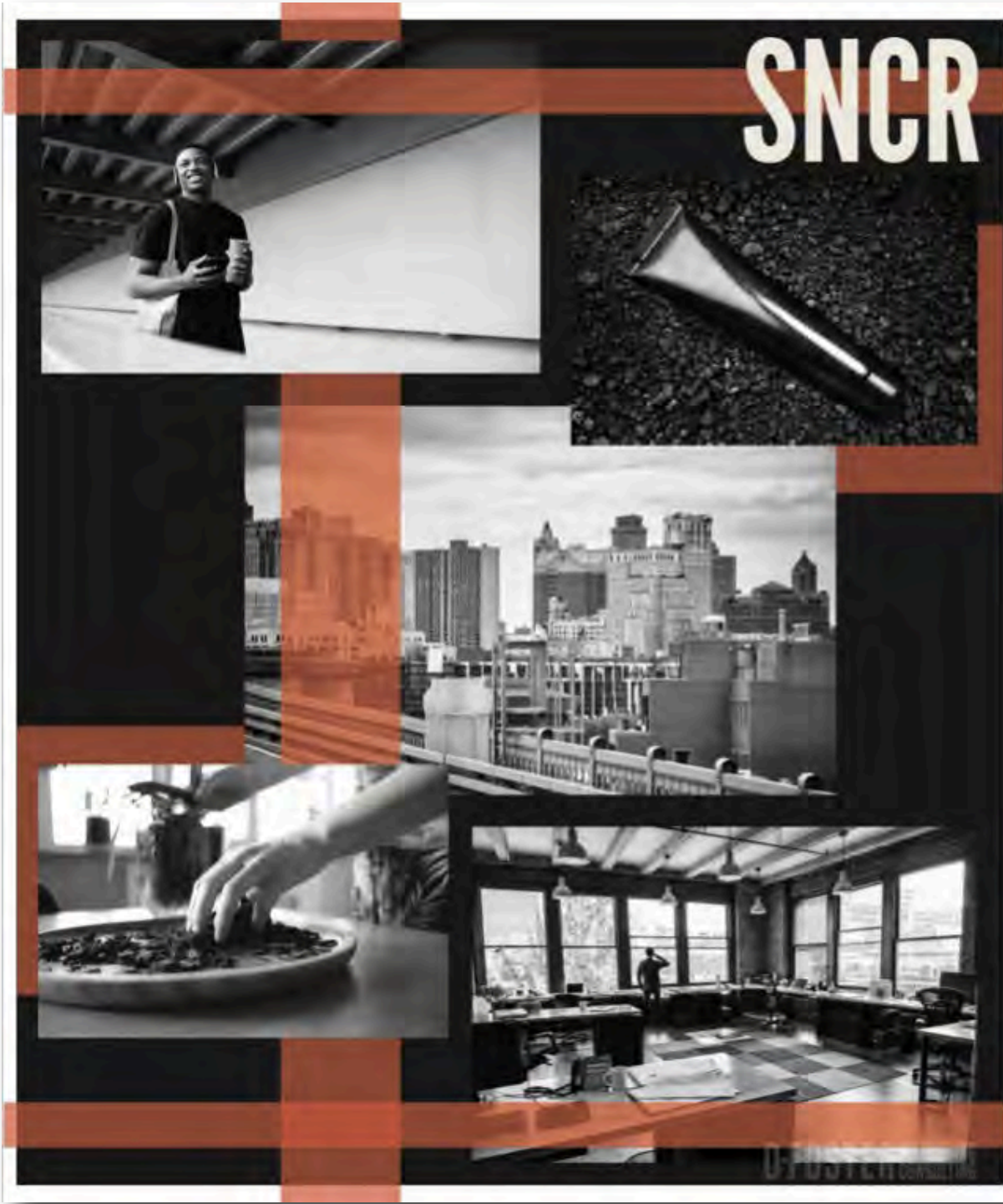
Design Elements

- Layered and singular Polaroid frames for primary photography
- Soft corner drop shadows for dimension
- Layered images and blocks of colors
- Soft cool abstract textured photography
- Soft drop shadows on photography
- Textured strokes
- Blurred sandpaper background textures
- Laydown product images

Primary Font

Garmond





Primary Colors



#2A3D51



#582A1D



#8F6934

Design Elements

- Black and white photography
- Red overlays and borders
- Black and white Lifestyle photography
- Relatable familiar photography

Primary Font

LEAGUE GOTHIC





Primary Colors



#6FCFF4



#F9ED32



#F7941D

Design Elements

Fresh bold colors.
Tropical imagery to highlight natural flavors and nature.
Round shapes.

Primary Font

Coaster
w/ Drop Shadow





Primary Colors



#161440



#952267



#F1B67D

Design Elements

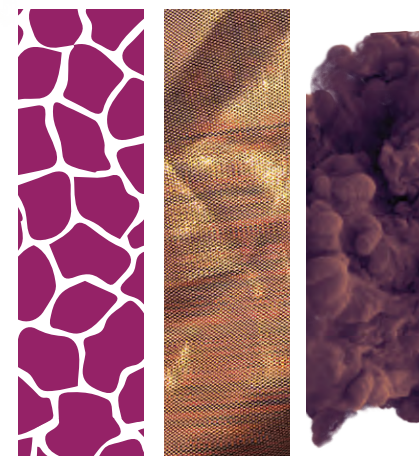
Neon Treated Photography
Candle flame

Textures

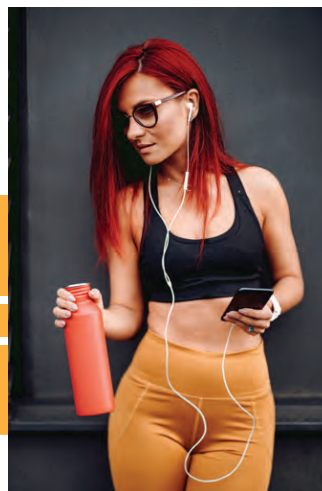
Smoke
Jaguar Print
Gold Fabric

Primary Font

Mr Eaves San OT



D-FOSTER MARKETING CONSULTING



Primary Colors



#6D0505



#FFFFFF



#8F6934

Design Elements

Vivid colors that contrast with darker and textured backgrounds to target younger, trendy and on the go, health and fitness conscious audience.

Squared off shapes with horizontal and vertical lines to convey movement and direction for the savvy consumer.

Primary Font

Gill Sans Regular
1pt stroke

