

Design Description: *Soul Smoothies*

Who: A smoothie company that specializes in smoothies made from solely one ingredient; fruit.

What: A business that prides itself on its fresh and natural products. A company that puts health, and happiness first.

Goals: To be a profitable company that provides people with a healthy alternative to the sugar-filled smoothies out there today.

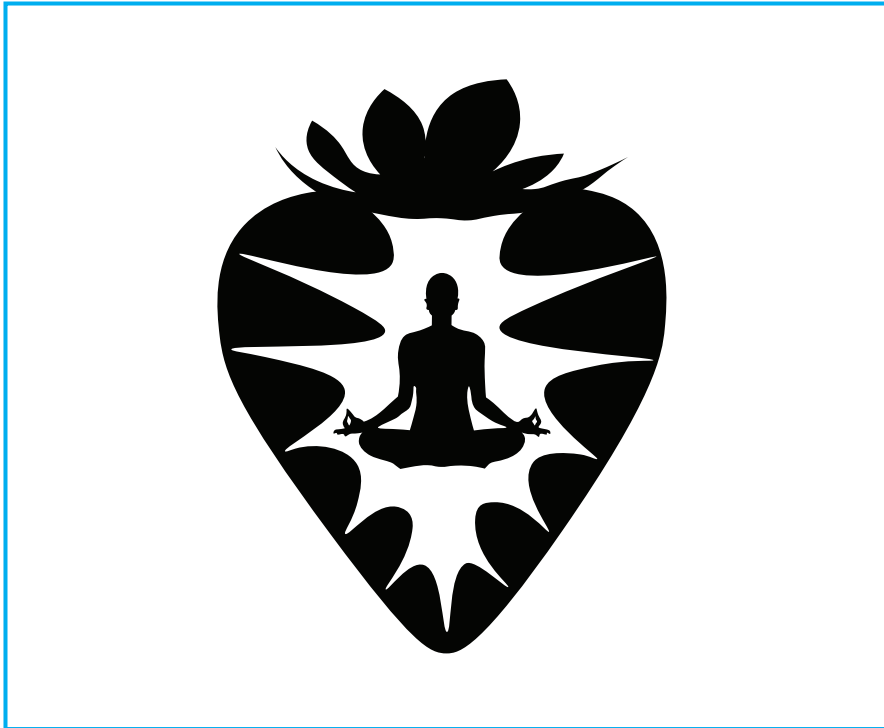
Products & Services: Smoothies and juices.

Target Audience: People trying to stay healthy, young or old, who need a drink to prevent them from too much sugar intake, while still wanting the same sweet taste.

Where did the logo come from? This logo uses the play on words with sole and soul to create the feeling that peace is within the fruit. The red color symbolizes health and life, while the green symbolizes tranquility and nature.

Guidelines: Logo Mark

Black & White Logo Mark



Color Logo Mark




Pantone Colors


 PANTONE bright red c


 PANTONE 7415 C

 PANTONE 7488 C

CMYK Colors

 0,90,95,0

 7,30,30,0

 56,0,93,0

Guidelines: *Logotype*

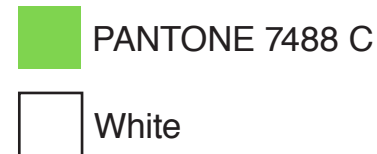
Black & White Logotype



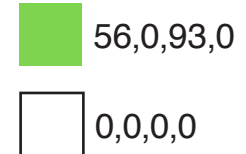
Color Logotype



Pantone Colors



CMYK Colors



Font: *Barrington*:

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 d e f g h i j k l m n o p q r s t u v w x y z

Guidelines: *Logotype*

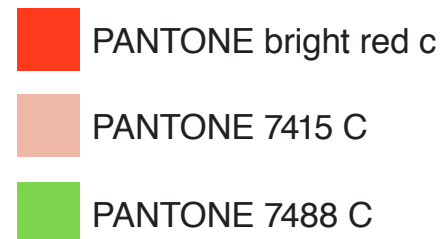
Black & White Logo Lockup



Color Logo Lockup



Pantone Colors



CMYK Colors

