



PROFRESHIONAL

LOCAL STORE MARKETING

BRAND VISUAL GUIDELINES

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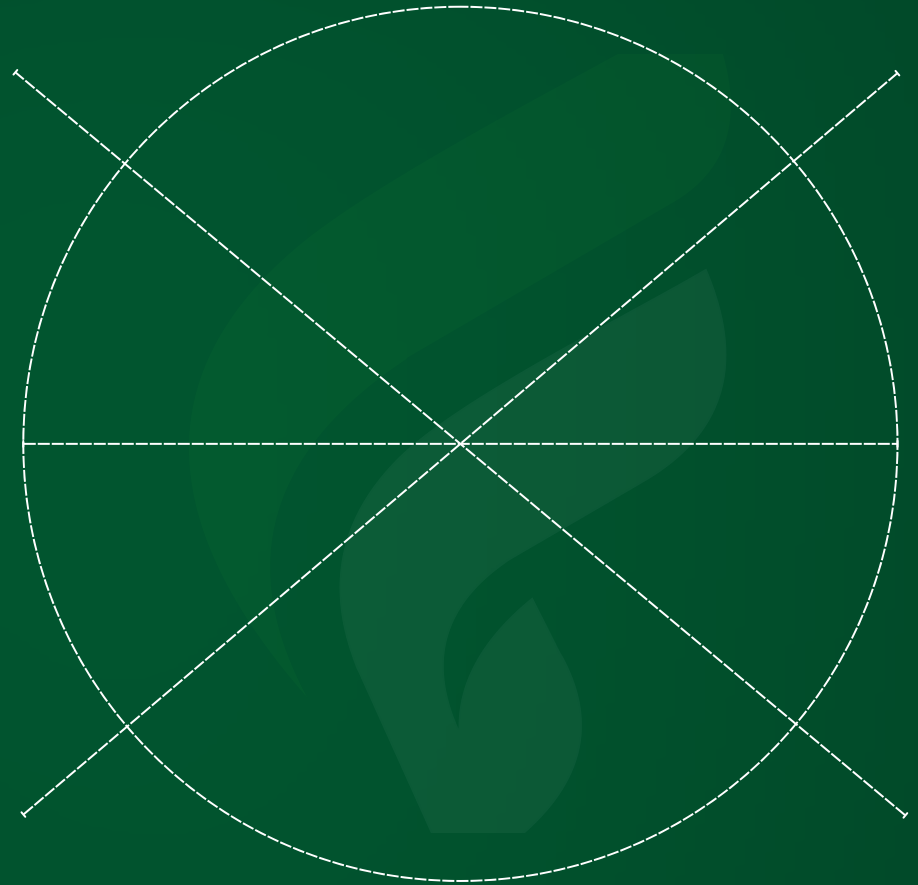
Brand visual guidelines serve as an essential owner's manual that outlines how to effectively utilize the brand and its elements. These guidelines act as a reference for anyone who interacts with the brand, both internally and externally. The primary objective of this guide is to establish a set of protocols for using key brand elements such as logos, typography, and colors, ensuring consistent and visually appealing representation across all communication channels.



PROFRESHIONAL
LOCAL STORE MARKETING

ICON LOGO

Your logo is much more than a mere representation of your name. It embodies your core values and sets you apart from your competitors. This section delves into the design reasoning behind your logo and offers direction on effectively utilizing it. Ensuring consistent utilization of your logo enhances brand recognition across all touchpoints and establishes a unique brand identity that distinguishes you from competitors.



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LOGO INTRODUCTION

PRO  RESHIONAL



LOGO INTRODUCTION

Distinctive and Purposeful Symbol: The ProFreshional logo features a bold and stylized 'F' that doubles as an abstract figure, encapsulating the company's focus on human-centric, innovative marketing strategies. The figure's upward movement represents growth and the proactive approach of driving sales at the local store level.



Energetic Color Scheme: The logo's green and lime color palette conveys growth, vitality, and a sense of professionalism. Green is often associated with prosperity and progress, aligning with the company's mission to empower franchisees and drive tangible results.

Modern and Professional

Typography: The clean and contemporary font used in the ProFreshional logo communicates the company's modern approach to marketing. The strong, sans-serif typeface suggests reliability and a forward-thinking mindset, essential attributes for a company that prides itself on agility and adaptability in the dynamic marketing landscape.

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Emphasis on

Expertise and Strategy:

The capitalized letters of "PROFRESHIONAL" assert the company's authority and expertise in the field of local store marketing. The emphasis on 'PRO' highlights their professional acumen, while 'FRESH' hints at the innovative and fresh strategies the company brings to traditional marketing concepts.



FULL-COLOR LOGOS

Primary Logo



Icon Logo



Square Logo





FULL-COLOR LOGOS

Primary Logo



Icon Logo



Square Logo





LOGO IN ENVIRONMENT

When using the logo in environmental contexts, use either of the ProFRESHIONAL white logos.

PRORESHIONAL

When using the logo in environmental contexts, if over medium color or photography with a busy background, you may add a light square behind copy, then use the logo.



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MILE HIGH
OVERLOOK
ELEV. 5250

MILE HIGH
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ELEV. 5250



COLOR PALETTE

The color palette crafted for ProFreshional embodies the essence of their innovative and results-driven approach to local store marketing. Growth Green, Vitality Lime, Professional Slate, Innovative Cyan, Agile Gray, and Sales-Driven Red have been meticulously chosen to represent the brand's vision and ethos.

- Growth Green symbolizes sales growth opportunities.
- Vitality Lime represents energetic grassroots campaigns.
- Professional Slate conveys expertise and commitment.
- Innovative Cyan reflects fresh, creative ideas.
- Agile Gray highlights adaptability.
- Sales-Driven Red shows a focus on driving sales.

Together, these colors form a cohesive visual identity that is as distinct and effective as ProFreshional's marketing methodologies. Consistency in the application of this color palette across all brand materials is vital in reinforcing brand recognition and impact.

PRIMARY COLOR PALETTE

CMYK: 100, 62, 76, 62 RGB: 0, 98, 60 HEX: #00623C	CMYK: 80, 20, 80, 20 RGB: 50, 205, 50 HEX: #32CD32	CMYK: 94, 95, 97, 94 RGB: 16, 12, 8 HEX: #100C08
GROWTH GREEN	VITALITY LIME	PROFRESH SLATE

ACCENT COLOR PALETTE

CMYK: 35, 0, 4, 0 RGB: 167, 255, 246 HEX: #A7FFF6	CMYK: 16, 13, 10, 10 RGB: 213, 223, 229 HEX: #D5DFE5	CMYK: 2, 79, 75, 2 RGB: 251, 54, 64 HEX: #FB3640
INNOVATIVE CYAN	AGILE GRAY	SALES-DRIVEN RED



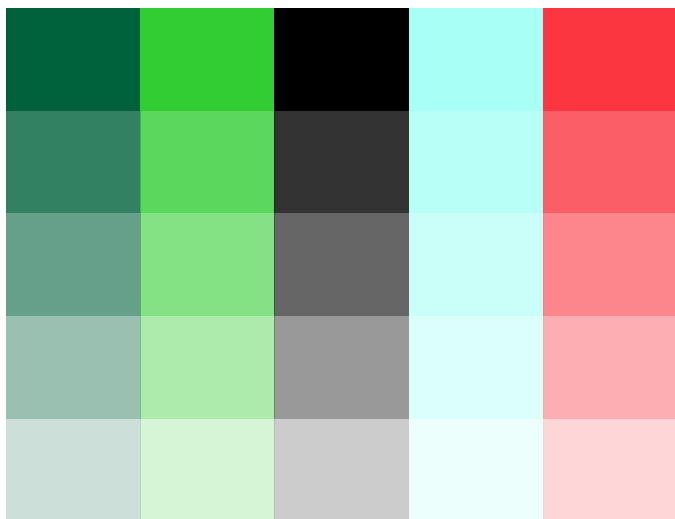
COLOR USAGE

In ProFreshional's branding, Growth Green stands as the primary color, symbolizing the company's dedication to fostering growth and representing its core philosophy of driving sales through innovative local store marketing. Vitality Lime serves as the secondary color, highlighting the company's energetic and dynamic approach.

ProFresh Slate, a deep and rich color, is utilized as the professional hue within the palette. It offers an alternative to traditional black, imparting sophistication and a modern edge to the brand's professional demeanor. This color is used for text and other critical elements where clarity and formality are paramount.

Innovative Cyan, Agile Gray, and Sales-Driven Red are the accent colors chosen to complement the primary and secondary shades. Innovative Cyan reflects the company's creativity and fresh ideas, Agile Gray represents the adaptability and responsiveness of their strategy, and Sales-Driven Red is a vivid call to action, signifying the urgency and importance of driving sales.

COLOR TINTS



COLOR TINTS

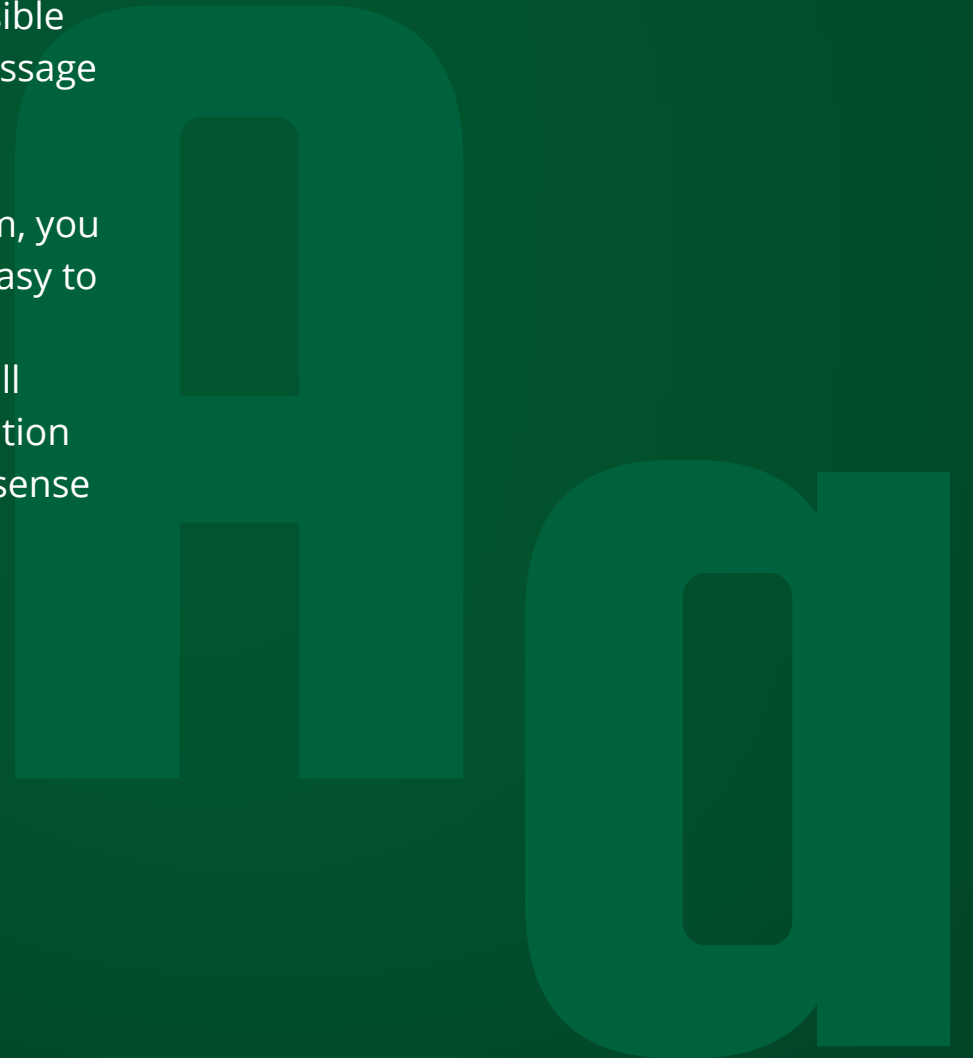




TYPOGRAPHY

Our typography system is carefully crafted to reflect our brand's values of clarity and modernity. With a clean and modern design, our typography enables your written communications to be highly accessible and engaging, providing a clear and cohesive message to your audience.

By becoming familiar with our typography system, you will be able to design communications that are easy to read and visually appealing, while maintaining a consistent and professional appearance across all touchpoints. This will help to build brand recognition and trust with your audience, while conveying a sense of professionalism and attention to detail.





TYPEFACE

Open Sans

Open Sans is a modern and adaptable typeface that enhances the readability and accessibility of your communications. With its clean and contemporary design, it's the ideal choice for conveying a sense of professionalism and sophistication across all touchpoints. Its widespread availability and extensive character set make it a reliable and trusted choice for designers and marketers alike. Using it for 90% of your communications will provide a strong and consistent visual identity that reflects your brand's values of modernity, accessibility, and professionalism.

Open Sans Regular

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
1 2 3 4 5 6 7 8 9 0

OPEN SANS

LIGHT

REGULAR

BOLD

EXTRA BOLD



TYPEFACE

Eczar

Squada One is not just a font; it's a statement. With its geometric construction and block-like appearance, it commands attention and speaks with authority. The typeface is characterized by its unique squared-off features, substantial letterforms, and a modern twist on the traditional sans-serif. This bold font is perfect for headers and any place where ProFreshional needs to make a strong impression.

With its solid, compact structure, Squada One embodies the professional robustness that ProFreshional stands for. Its assertive presence mirrors our direct and straightforward approach to driving tangible sales growth for local businesses. Despite its sturdy demeanor, Squada One has a friendly readability that makes it approachable—an essential aspect of ProFreshional's partnership with franchisees.

Eczar Regular

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

1 2 3 4 5 6 7 8 9 0

ECZAR

REGULAR

BOLD

EXTRA BOLD



TYPE USAGE

It is important to use the typography system consistently. Follow the designations to the right to understand the requirements regarding sizing, spacing, and alignment.

The logo should never compete with the text for attention.

Headline, title, or other display copy is set prominently large.

All caps may be applied sparingly, such as to subheads and by-line.

Body copy is left-aligned and smaller than the headline. Lines are not excessively long.

Important numbers should be set large to bring attention to display data.

Caption copy should be set very small but still legible.

PROFRESHIONAL

SUMMARY BRIEF

PEOPLE...NOT PIXELS

ABOUT PROFRESHIONAL

ProFreshional is redefining local store marketing for franchisees and businesses. We're not just about brand awareness; we're about driving tangible sales growth at individual store locations. Our innovative approach, inspired by Pandemic Marketing and Grassroots Selling techniques, delivers measurable results and ensures every marketing dollar contributes directly to local store growth and visibility.

Our Mission: Empowering franchisees with innovative marketing solutions that directly drive local store sales growth. We're your partners in success, not just another agency.

70%

chance of guest return after 3rd Visit.



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LOCAL STORE MARKETING

If you have any questions about this guidelines document and its use, please contact the ProFreshional Marketing team at dj@loveqsr.net