



newfresh

AUSTRALIA

BRAND GUIDELINE

INTRODUCTION

The following document has been designed as a guideline for Newfresh visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Newfresh logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The relationship between the monogram logo and logotype must not be altered in any way.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

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1

the brand

An overview of our brand,
highlighting the unique qualities
that set us apart in the market.



Newfresh Australia is dedicated to delivering top-quality, locally grown fresh produce to Australians from all walks of life. We work closely with trusted growers across the country to ensure every product meets our high standards for freshness, flavour, and sustainability. Backed by a passion for better food and better futures, Newfresh is proud to be first in fresh produce, every day, in every aisle.

fresh, friendly & naturally organic

Tone of voice is how a brand expresses its personality through words. It's not just what we say, but how we say it, shaping the way people feel when they read or hear our messages. A consistent tone of voice helps build trust, reflect our values, and ensure that every piece of communication sounds recognisably Newfresh.

2

the logo

An outline to inform your audience on how to use your logo correctly.



The Newfresh Australia primary logo is a key brand element and must be used consistently to ensure a strong, recognisable identity. Featuring a custom wordmark and leaf symbol, it reflects the brand's commitment to freshness, natural ingredients, and a modern, approachable personality.



This logo variation includes the official tagline “first in fresh produce” and is used to reinforce brand positioning and messaging. It should be applied in brand-led communications where tone and storytelling are key, such as advertising, packaging, or promotional materials.

CLEARSPACE



MINIMUM SIZE



Print: 35 mm W
Digital: 132 px W

Clear space around the logo ensures it stands apart from other images, text, and page edges, enhancing legibility and visual balance. Always maintain the specified clear space around the logo, as shown in the diagram, and do not place any elements within this zone.

3

brand colours

The brand's color palette, specifically chosen to reflect the brand's personality and identity

Deep Green

Color Code	RGB	CMYK
#0A3D29	9 61 41	87 47 82 57

Apple Green

Color Code	RGB	CMYK
#69B345	105 179 69	64 6 100 0

Pear Green

Color Code	RGB	CMYK
#DEE33B	222 227 59	16 0 91 0

Harvest Cream

Color Code	RGB	CMYK
#F4F0E7	244 240 231	3 3 8 0

Vermilion Red

Color Code	RGB	CMYK
#E34234	227 66 52	5 90 88 0

4

typography

A guide to your typography kit that shows how to use the chosen fonts and explains why they were picked.

Aa

Outfit

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234
56789

Aa

Lexend

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234
56789

Typography serves many purposes in design. Beyond promoting legibility, it helps convey the messaging, tone, and sentiment of a brand. The Newfresh brand typography features two typefaces: Outfit and Lexend.

Outfit, the primary heading font, provides a bold, contemporary look with clean, balanced letterforms that feel both friendly and confident. Lexend, used for body copy, enhances readability with its wide, rounded structure, supporting a clear and relaxed reading experience.

naturally fresh, every single day

first in fresh produce

At re eturepe lluptat late eum, occabor untibus maiorep
rovidel itatur molupta nihici cores rerum excest, sandelitatur
acerepe libusti comnimp orporerum quatibu sapienim et
magnam rerspedit maximo ium iur Dolectotatem haria
consed quuntio rumquid quid magnihiciis

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HEADINGS

Outfit Extrabold

- Lower Case
- Tracking: Metrics 0

ACCENT

Adobe Handwriting Ernie

- Lower Case
- Tracking: Metrics 0

BODY COPY

Lexend Regular

- Sentence Case
- Tracking: Metrics 0

SUBHEADING

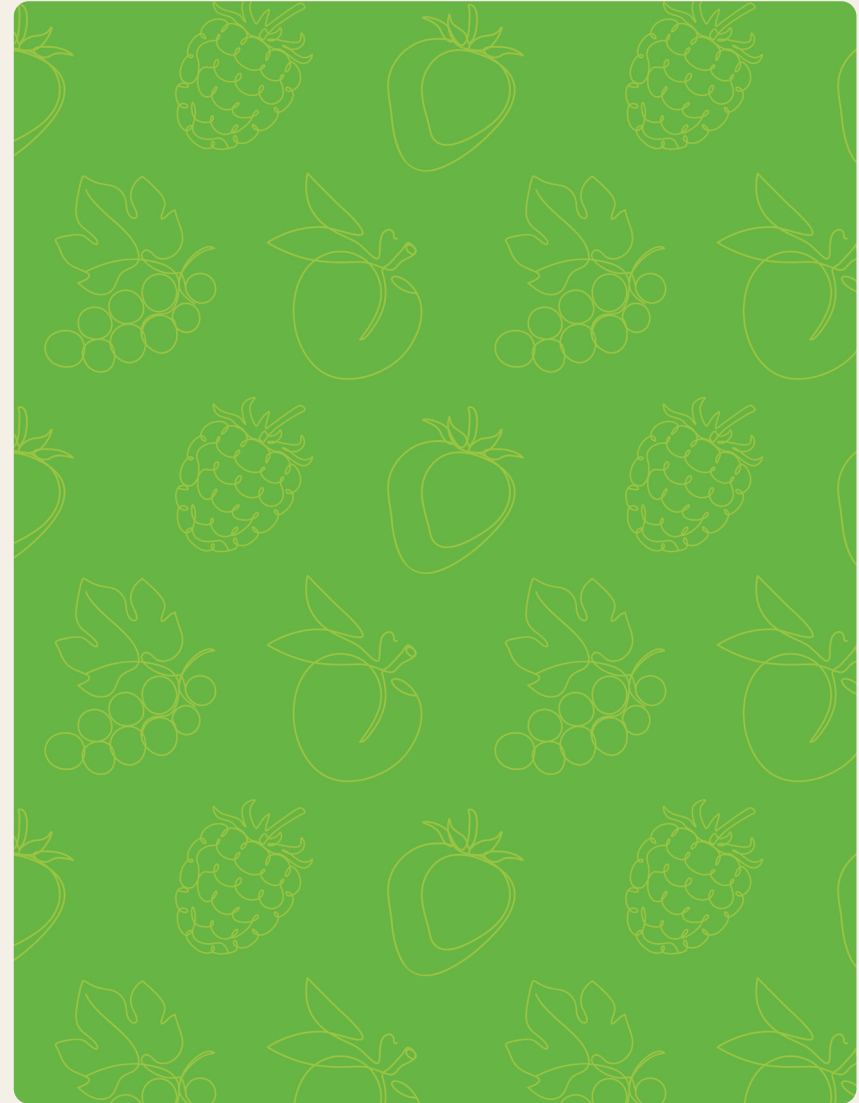
Outfit Semibold

- Upper Case
- Tracking: Metrics 80

5

brand elements

Secondary design elements that are used to help make up and strengthen a brand's identity.



The Newfresh brand pattern features a seamless arrangement of outlined fruits, rendered in a clean, minimalist line style. The soft lines and organic shapes evoke a sense of freshness, natural ingredients, and simplicity.

6

brand application

A representation of how the brand may look on different mediums of marketing collateral





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every single day**

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AUSTRALIA



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**fresh goods,
every single day**

GET YOURS TODAY



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**organic farm
produce**

Grown with care and harvested at peak ripeness,
our produce is free from artificial additives, just
pure, natural freshness straight from the farm.



This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

