



BRAND IDENTITY

PILLARS, PERSONALITY



MISSION STATEMENT

At Food 4 Fitness, our mission is to redefine healthy eating - proving it can be fresh, flavourful, and deeply satisfying. What began as a simple act of kindness, our brand has grown into a commitment to make nutritious, chef-crafted meals accessible to all.

We're here to make sure you get the fuel you need to feel your best - without compromising on taste, quality, or convenience.

tone of voice

FRIENDLY,
UPBEAT &
FULL OF FLAVOUR

BRAND PILLARS

These are the 4 brand pillars that help bring Food 4 Fitness to life:

1. Quality is the foundation of everything we do. We focus on using premium ingredients and expert preparation.
2. We embody the energy of a healthy lifestyle - clear, optimistic, and purpose-driven. We speak to real people on real journeys.
3. Our meals celebrate diverse flavors and cultural heritage, thoughtfully crafted to make food not just nourishing but meaningful.
4. Combining the ease of convenience with the refinement of gourmet quality, we offer premium meals without the hassle for those who want the best of both worlds.

UNCOMPROMISING QUALITY

①

When quality is at the core, every meal speaks for itself.

FRESH, ENERGETIC, MOTIVATING

②

We're here to fuel your progress with food that keeps you moving forward.

FLAVOUR WITH AUTHENTIC ROOTS

③

Real flavour comes from real culture, and that's something we never compromise.

CONVENIENT, YET ELEVATED

④

High standards.
Zero hassle.

LOGO

LOGOS, RULES



LOGO

The Food 4 Fitness logo merges two fundamental pillars of a healthy lifestyle: nutrition and physical fitness.

While the wordmark is bold and impactful, the handwritten "4" softens the overall look and adds personality and dynamic.

The Brand Mark may be used in cases where space is limited or size restrictions apply.

Main Logo



Brand Mark



LOGO COLOURS

Our logo may be used in the Black and Red variation, or White and Red Variation. A fully white version has also been supplied.

Use the highest contrasting colour against the chosen background to ensure the logo is completely visible and legible.

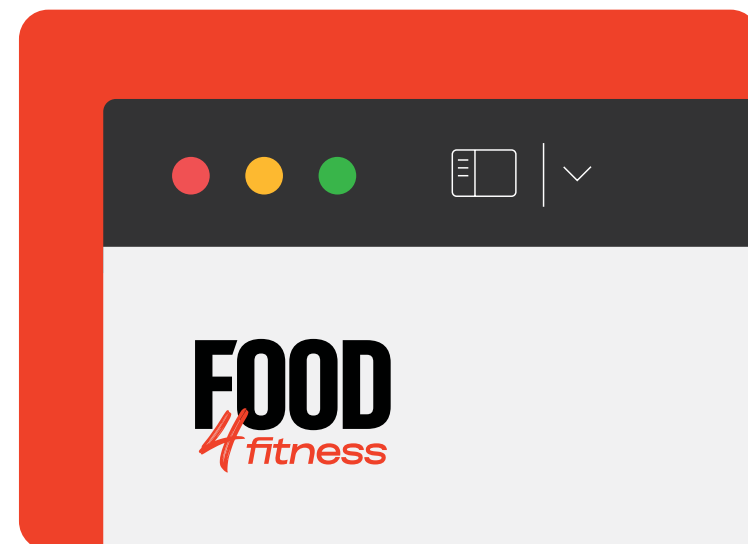


LOGO PRINCIPLES

Clearspace around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance.

Always surround logo with clearspace, as shown in the diagram. Do not place any other elements within the clearspace zone specified.

Minimum Space ensures that your logo is still legible at a smaller scale.



LOGO MISUSE

Under no circumstance should the logo be modified, distorted, or redrawn.

1. Do not change the colours of the logo
2. Do not make the logo 3D
3. Do not add gradients to the logo
4. Do not stretch the logo in any way
5. The logo should never be presented on an angle
6. Do not stroke the logo



COLOUR

COLOUR PALETTE



COLOUR PALETTE

A colour palette is a vital component of any brand’s identity. It evokes emotions and creates a cohesive visual experience, making your brand instantly recognisable and memorable.

White and Black are used to enhance the other colours of the palette and create higher contrast for legibility.

Primary Colour

BRIGHT RED

PANTONE Bright Red C

CMYK: 0 90 95 0

RGB: 239 65 41

#EF4129

Primary Colour

CHARCOAL

CMYK: 0 0 0 93

RGB: 51 51 52

#333334

Secondary Colour

TEAL

PANTONE 3258 C

CMYK: 62 0 35 0

RGB: 73 198 187

#49C6BB

Secondary Colour

LIGHT GREY

CMYK: 0 0 0 5

RGB: 241 242 242

#F1F2F2



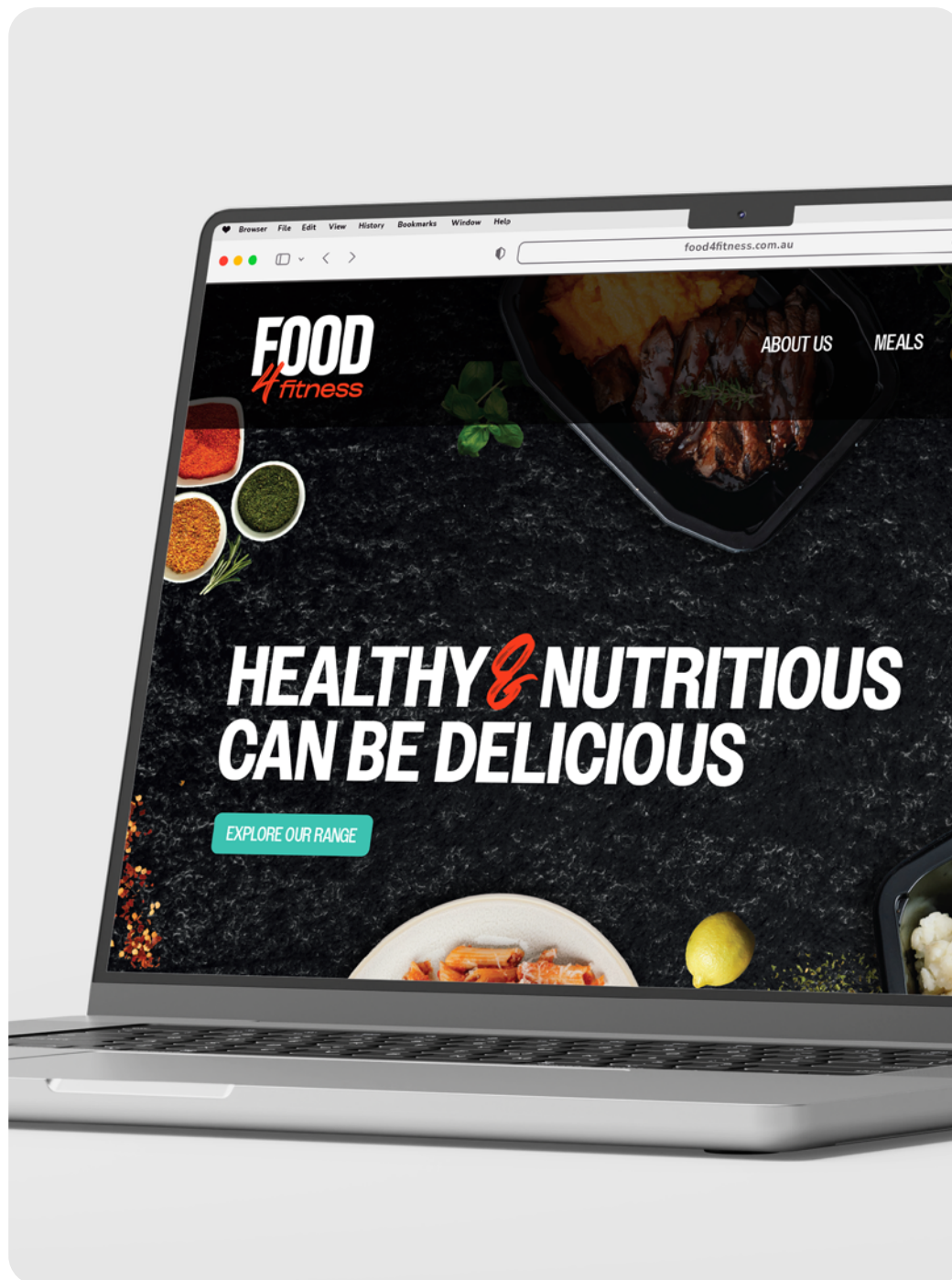
Brand
Identity

Logo

Colour

Typography

Brand
Elements



TYPOGRAPHY

FONTS, HIERARCHY



FONT KIT

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

Owners Narrow Bold

The bold, condensed structure brings strength and clarity to the brand, making a confident first impression.

Owners Medium

Adds balance with a clean, approachable tone that supports clarity across key messaging.

Questrial Regular

A light, minimal sans-serif. Open, rounded letterforms and balanced proportions give a clean, friendly, and contemporary feel

Aa

Owners Narrow

Bold

abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Owners

Medium

abcdefghijklmnopqrstuvwxyz
1234567890

Aa

Questrial

Regular

abcdefghijklmnopqrstuvwxyz
1234567890

**FONT
HIERARCHY**

Headline
Owners Narrow
Bold
Metrics: 0 Tracking
Upper Case

Sub-Heading
Owners
Medium
Metrics: 0 Tracking
Title Case

Body
Owners
Medium
Metrics: 0 Tracking
Upper Case

**OWNERS
NARROW
BOLD**

**Owners
Medium
0123456789**

Questrial Regular

Uscia corestin reped moloreic tem amus molorist etur? Sundaec tusdam estione catque re, culpari bustibu scipsam endigen tionse ommolupta ipicipidem ati que acepel in reprae nonse dolorehent. Aperferovid magnam, sitatem faccaborum id ut ad molupta tuscian daeriae occupti alic torehentium, quae aboritat in pro vendand itature ssitam, quatem

BRAND ELEMENTS

GRAPHICS, MARK-UPS



GRAPHIC DEVICE

Acting as an extension of the brand identity, this visual element or motif represents the brand consistently across various platforms.

Using the brandmark in this manner helps break up negative space and keep the company branding in the forefront of the consumer's mind.



BRAND MARKUPS

Brand markups are used as highlights and accents, and never to dominate a composition. Brush stroke styled lines are used to match the style of the '4' in the logo.

Where to use:

- Emphasising key stats or messages in marketing materials
- Adding personality to packaging or social content
- Drawing attention to promotions or call-to-actions
- Creating visual breaks or accents in presentations and web layouts



ARROW STYLE

The suggested arrow style is clean and minimal, reinforcing a polished and professional aesthetic.

Use arrows to guide viewers in:

1. Meal plans or recipes:

Show progression from ingredients → cooking → plated meal.

2. App onboarding or website flows:

Guide users through steps like
"Choose Your Meal," "Customise,"
"Checkout."

3. Swipe prompts or progression on
Social Media (e.g "See next tip").



ICONOGRAPHY STYLE

The icon style shown is modern, minimal, and outlined, with a friendly, approachable feel. Here are some key characteristics:

Outline-Based Design

Clean, consistent line weights, giving them a lightweight, contemporary appearance.

Rounded Corners

The use of rounded edges makes the icons feel soft and welcoming.

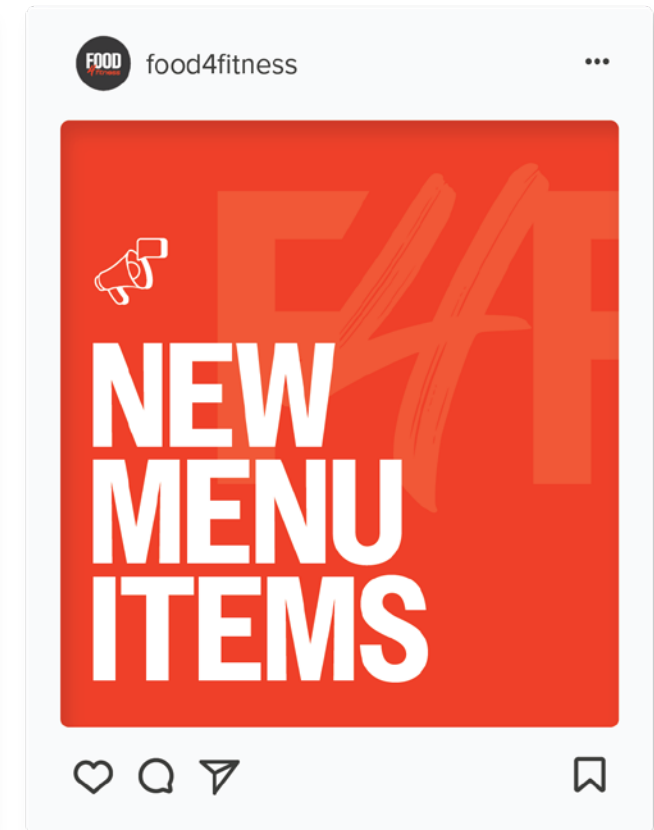
Simplified Forms

Simplified, recognisable shapes - perfect for quick recognition and digital use.

Friendly & Functional

The aesthetic is polished but not overly formal







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