

Brand Guidelines

BE
MEALS

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the book of **BE**.

BE
MEALS **[**

BE MEALS [

Logo

Your logo acts as a symbol for the brand. It is the first impression, the subtle and unique visual communicator that sets the initial tone for the company. This mark has the longevity to withstand time, along with the simplicity to effortlessly complement the brand.

helium creative

FINAL LOGO

The BeMeals logo is clean, modern and bold; a typographic mark that stands strong on packaging and POS systems. This logo is intended to stand out within a sea of competitors, communicating an approachable and superior product. The bracket offers a nod to an open meal container while also creating an implied symbol for further dialogue.

BE MEALS [



FINAL LOGO WITH TRADEMARK

The BeMeals logo is paired with a trademark icon and used in this format whenever necessary. The trademarked logo can be found in any brand color or combination allowed within this guideline or as provided by BeMeals.



FINAL LOGO WITH REGISTRATION

The BeMeals logo is paired with a registration icon and used in this format whenever necessary. The registered logo can be found in any brand color or combination allowed within this guideline or as provided by BeMeals.

BE
MEALS [be happy,
be healthy,
be you.

FINAL LOGO WITH TAGLINE

The BeMeals logo can be paired with the tagline in its standard form, featured above. This is the primary usage for the tagline in relation to the logo, however the tagline can be broken apart from the logo and used as a design element to work within a composition. Only use the tagline with logo in colors provided.

be happy,
be healthy,
be you.

BE
MEALS [

be happy, be healthy, be you.

TAGLINE USAGE

The BeMeals tagline can play within a composition when not married to the logo. As a general rule of thumb, the tagline will ALWAYS still maintain the same grammatical structure - using commas and a period to complete the statement. It can be used in a single line or stacked in three lines. The tagline will also maintain the same typographic treatment but can be used in either two main brand fonts (Circular or Omnes). It is best used when playing off of the logo itself, following implied grid lines as demonstrated in the example on this page.

BE
MEALS [

be happy, be healthy, be you.

logo [proper logo usage]

PROPER LOGO USAGE

To maintain consistency of your brand and the integrity of the logo, proper usage must be followed.

The following outlines proper logo usage.

PRIMARY //
RED + BLACK



COLOR

The BeMeals logo is primarily used in the main brand colors of red and grey. The ideal version offers a contrast where the bracket is black. When deciding which color to move forward with, consider contrast first and foremost. The logo needs to stand strong on whatever color or background image it is used against. Solid black and white logo options are provided for use only when absolutely necessary, such as color restrictive printing or difficult background where color contrast is lost. Trademarked or registered logo formats can be used in any of these brand color variations as well.

GREY + BLACK



RED

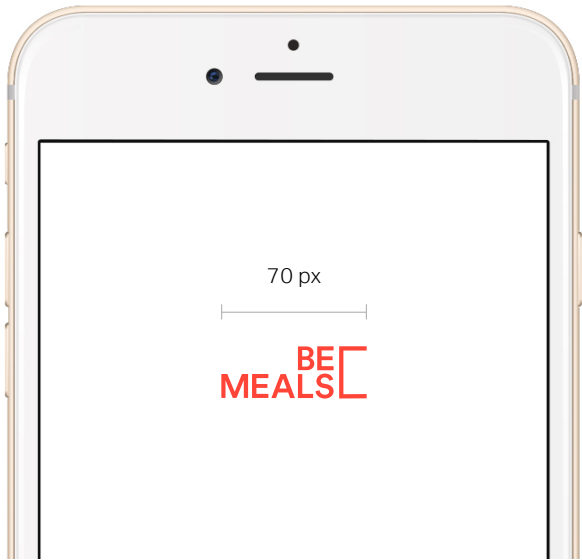


GREY



BLACK





SCALING

The logo mark can be scaled to a minimum size of .5" wide for printed material. This minimum sizing should only be used when absolutely necessary. Anything smaller will make the icon too small.



PADDING

Allow for at least one proportional bracket size surrounding the BeMeals logo to pad appropriately. No competing elements such as text should interfere with this negative space. More white space is generally a good thing. Use your best discretion!

logo [proper logo placement]



BE
MEALS [real meals here

ANCHORING
The BeMeals logo is intended to have fun within a composition! Anchor the logo to the right side of a composition, either vertically or horizontally. Allow for a .25" minimum to the right of the bracket for proper padding when anchoring the logo to the edge of a composition.

ALTERNATIVE
When a phrase or statement is attached to the logo, it can be left justified within the composition, or thrown slightly off center.

Avoid central or symmetric placement.

BE
MEALS [

15
BE
MEALS [

logo [proper logo usage]



LOGO ON BRAND ELEMENTS + PHOTOGRAPHY

When the logo is used over any photography, image, pattern or color, it is important to make sure there is clear space for it to reside. No distracting backgrounds, patterns or textures. Use these examples or any other examples throughout this book as a guide. The logo cannot stand against busy backgrounds, so be mindful of selecting an image that allows space for it to shine. If necessary, you can scale or manipulate the photograph to give the proper breathing room. Color contrast is also important, making sure the logo is against a background that does not distract or blend in.

IMPROPER LOGO USAGE

It is easy to ruin a good thing! Don't let your logo fall victim to inconsistent handling. Always maintain proper guideline standards.

The following outlines improper logo usage.

x



x



x



x



x



ADDING ELEMENTS

Adding other graphic elements such as strokes or drop shadows are not permitted.

SKEWING THE LOGO

The logo must always be scaled proportionately. Never skewed or stretched.

ALTERING THE LOGO

Don't mess with a good thing! Let it be. No playing with sizing, scale, composition, etc.

CHANGING COLOR

No weird colors, please! Stick to our brand colors and proper usage. Keep it classy.

ALTERING FONT

The logo must always maintain its integrity. Do not change the font please!

logo [improper logo usage]

LOGO ON BACKGROUND

When the logo is used on any photography, image, pattern or color, it is important to make sure there is clear space for it to reside. No distracting backgrounds, patterns or textures. Use these examples as a guide of what not to do.



X TOO BUSY / FIND AN AREA OF THE PHOTO THAT HAS OPEN SPACE OR LESS DISTRACTION

X NOT ENOUGH CONTRAST ON PHOTO

X NOT ENOUGH CONTRAST ON SOLID BACKGROUND

CIRCULAR STD

Circular is a clean, modern sans-serif web and desktop font that is easily readable on all platforms. A versatile typeface with multiple weights, Circular creates a solid typography foundation for the brand without overpowering with unneeded additives. Most importantly, Circular is a rounded, quirky typeface with subtle characteristics that give it a friendly, identifiable design.

BOOK

Circular Book

BOOK ITALIC

Circular Book Italic

MEDIUM

Circular Medium

MEDIUM ITALIC

Circular Medium Italic

BOLD

Circular Bold

BOLD ITALIC

Circular Bold Italic

CIRCULAR STD

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

!@#\$%^&*()-_+={}

Typography

Brand typography is broken down to illustrate how to use the proper type formatting and font selection for various uses.

OMNES ITALIC

This quirky typeface adds refined character and approachability to the BeMeals brand. Used for secondary items, Omnes is easily read and harmonizes well with main brand font, Circular.

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
!@#\$%^&*()-_+={}

ITALIC

Omnes Italic

HELVETICA

Helvetica was developed in the late 1950s by a Swiss typeface designer. This font family has proven through the decades to be both timeless and contemporary. It is a font ideal for body copy on both web and printed materials, with various weights for emphasis.

LIGHT

Helvetica Light

REGULAR

Helvetica Regular

BOLD

Helvetica Bold

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
!@#\$%^&*()-_+={}

DISPLAY TYPE

headline

secondary headline

Body Copy

SUPPORTING

DISPLAY
Circular Bold
0 pt tracking
Suggested leading: pt. size = font size
All Caps
Right Justified

HEADLINE
Omnes Italic
10 pt tracking
Suggested leading: 5 pt. > font size
All Lowercase
Right Justified

SECONDARY HEADLINE
Circular Book
0 pt tracking
Suggested leading: 3+ pt. > font size
All lowercase

BODY
Helvetica Light
0 pt tracking
Suggested leading: 2 pt. > font size

SUPPORTING
Circular Bold / Medium
50 pt tracking
All Caps

DISPLAY

PRODUCT NAME
TITLES
BOLD STATEMENT

HOW TO USE DISPLAY
This display typeface is used for any showcased/primary display typography, such as a primary product name. It is ideal for a short statement that you want to stand out or pack a visual punch. Display usage is great against a photograph or high contrast background. Display type should be used sparingly, as it is used primarily to contrast the mainly lowercase BeMeals typography.

- SUPPORTING**
- CALL OUT
 - DISPLAY
 - SHORT QUOTES
 - DECORATIVE

HOW TO USE SUPPORTING
This supporting typeface is used for any minor or subsidiary text, such as punctuating contact information, web buttons, singular bold words. Supporting text is not intended for full sentences or statements. This is primarily for highlighting a word or organizational purposes.

HEADLINE

main headlines
ingredients
long statements / call out

HOW TO USE HEADLINE
Headline type is used for the headline of a paragraph or introduction. It's also great for elongated quotes that will not work for display type. This typographic treatment is best used for information, menu items, etc. and is often paired with body copy or used on its own. Headline text is ideal when paired in contrast with Display text.

SECONDARY HEADLINE

call to action
short quotes
quirky brand statements

HOW TO USE SECONDARY HEADLINE
The Secondary Headline is used to help punctuate a typographic composition or collateral. This supporting type can be used in conjunction with the main headline or overall composition to add contrast, or simply used to showcase quirky or brief brand statements.

typography [usage]

1 **HEADLINE**
Omnes Italic
Size: 14 pt
Leading: 19 pt
Tracking: 10

2 **SECONDARY HEADLINE**
Circular Bold
Size: 10 pt
Leading: 13 pt
Tracking: 0

3 **BODY COPY**
Helvetica Light
Size: 10 pt
Leading: 12 pt
Tracking: 0

4 **SUPPORTING**
Circular Medium
Size: 8 pt
Tracking: 50

5 **BODY COPY**
Helvetica Regular
Size: 8 pt
Leading: 10 pt
Tracking: 0

6 **DISPLAY**
Circular Bold
Size: 45 pt
Leading: 43 pt
Tracking: 0

7 **HEADLINE**
Omnes Italic
Size: 21 pt
Tracking: 10

OVERVIEW:
These pages serve to show examples of typography usage for better understanding of hierarchy and application.

Varied samples of body copy and headlines are showcased to demonstrate the ratio of headline to body copy, as well as the importance of maintaining clear and legible body copy with appropriate leading and sizing.

1

asperci re conecus sa nonsedi psaeper feratur mo cus vel mollam, sunti quae consecum re ne sapienitio. Et volupta pore veleseque magnim quibusam xquodi in et aut rehent. Utemporatis qui aut explab id que

2

*be happy,
be healthy,
be you.*

3

asperci re conecus sa nonsedi psaeper feratur mo cus vel mollam, sunti quae consecum re ne sapienitio. Et volupta pore veleseque magnim quibusam xquodi in et aut rehent. Utemporatis qui aut explab id que corehen ihicimi, nem quibus ad mo qui rem faceptat audam, quid asperci re conecus sa nonsedi psaeper feratur mo cus vel mollam, sunti quae consecum re ne sapienitio. Et volupta pore

4 **INGREDIENTS** asperci re conecus sa nonsedi psaeper feratur mo cus vel
5 mollam, sunti quae consecum re ne sapienitio. Et volupta pore veleseque magnim quibusam xquodi in et aut rehent.

6

SAMPLE
DISPLAY
HERE

7

headline example here

1 **DISPLAY**
Circular Bold
Size: 19 pt
Leading: 17 pt
Tracking: 0

2 **SUPPORTING**
Circular Medium
Size: 6.5 pt
Tracking: 50

3 **BODY COPY**
Helvetica Regular
Size: 7.5 pt
Leading: 9.5 pt
Tracking: 0

MOBILE 305 322 9867
michael@bemeals.com | bemeals.com
5966 S. Dixie Hwy. Suite 300, Miami, FL 33143

MOBILE 305 322 9867
michael@bemeals.com | bemeals.com
5966 S. Dixie Hwy. Suite 300, Miami, FL 33143

Elements

Color, texture, and supporting accents each help to communicate the brand language and enhance the brand experience. They are used interchangeably, but never all together. These additional elements help breathe life into your brand.



COLOR

The BeMeals color palette is inspired by the modern vibrance communicated throughout the brand. A warm red acts as the main brand color, while warm grey and stark black ground the palette to create balance. An overall exciting, bold color palette speaks to the fresh engery and excitement of BeMeals.



PANTONE®

The proprietary color matching system used in printing to create inks and maintain color integrity; the Pantone numbers listed refer to the Pantone Matching System.

RGB

[Red, Green, Blue] – the method by which video monitors and projectors display color; the numeric values listed refer to the amount or intensity of red, green, and blue in each of the colors.

CMYK

[Cyan, Magenta, Yellow, Black] – also referred to as “process colors,” the method by which images are printed using cyan, magenta, yellow, and black. The specific numeric values refer to the percentages of each of the four process colors.

HEX

The colors used in display devices [PC monitors and scanners]; the numeric values listed refer to the amount or intensity of red, green, and blue in each of the colors.



BE RED

PANTONE Warm Red
RGB 240, 70, 62
CMYK 0, 88, 80, 0
HEX #F0463D

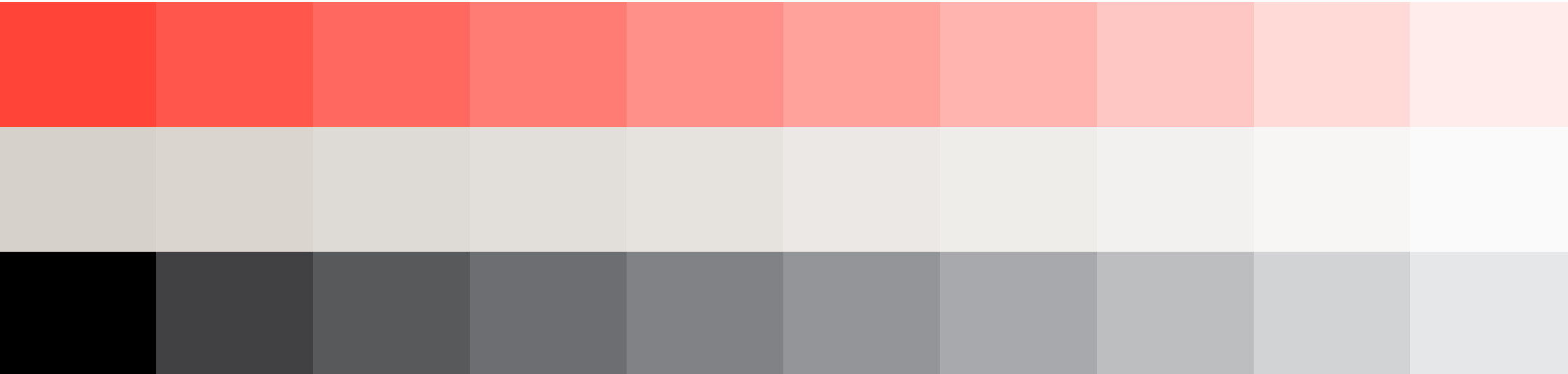
BE GREY

PANTONE Warm Grey 1
RGB 215, 210, 203
CMYK 15, 13, 17, 0
HEX #D7D2CB

BLACK

RGB 0, 0, 0
CMYK 0, 0, 0, 100
HEX #000000

100% 90% 80% 70% 60% 50% 40% 30% 20% 10%



TINT

A color tint can be used to work with an overall composition and create contrast or monochromatic imagery. Tints are not meant to be used on the BeMeals logo.

GRAPHIC ELEMENTS

Graphic elements are used to further the brand identification and help to visually communicate it. These items can be used sparingly so as not to overwhelm or clutter a composition.



BRACKET

The BeMeals open bracket is used for design composition, creating a bold graphic element when needed. This item is intended to be used sparingly and never multiple brackets in a single design (excluding the logo). It can punctuate an image frame, anchor to the side of a page, or highlight text.



**IMPLIED BRACKET**

An implied bracket is created using negative space around an image or within a design, acting as a partial frame.



be happy,
be healthy,
be you.



The Difference

What makes the brand unique? How are we going to stand out from the herd? The positioning statement, mission, and overall values help define who you are and why you do what you do unlike anyone else.

When there’s not enough time in a day, no way to say I need a few more hours. To get home, to get back - to work, to school, to family, to you. The quick trip from point A to B with no minute to spare, the hustle. The movement of life, living so in-sync with the fluidity of existing in a society of *what now*, *what’s next* and *when*. Sometimes the thought isn’t *what’s best*, but rather *what’s quickest*? The shortest route or fastest ready, time has become a luxury we can so easily lose or let slip by if not prioritized. It’s not good or bad, not right or wrong, just a simple fact of our culture and the product of a society that yearns for maximum gratification with minimal effort.

But if we could just freeze frame for a moment, could soften the focus for a split second. Hold a microscope to our fast paced lives and examine the truth behind the day to day motion. Pockets of time allotted for pockets of circumstance - the nine to five grind, the daily agenda, the commute to and from - the gym, the goodnight story, the lunch break or ring of a dinner bell. Some days, sometimes most days, those pockets of time are stitched so closely together and we’re left making choices that would otherwise be made differently had time allowed. Like the fast food meal because the kids have practice in ten minutes, the store-boxed preservative-filled dinner that makes life so much easier, skipping lunch because of that work deadline. Those realities we all share and have become immune to questioning.

BRAND STORY

The story is the foundation of a brand. Not only does is give a general understanding of who the company is, but also helps to set the groundwork for showcasing what the unique positioning and selling point are. Understanding the overall brand statements, key terms and language will help gain a strong grasp on who the brand is and what the differentials are.

But what if you could have that time back? What if those choices lost their power and you had the innate understanding your meal was not only taken care of, but was a meal of substance made from only the finest sourced ingredients. That day you need a quick bite, the night you want to spend in bed, the tick-tock of a pressing project - those pockets when you don't have time or a desire to worry about eating.

Time is the most important thing we have. We deserve the best cuisine even when short on hours. Food that will make you smile. Food that will make you think, *damn this is good.*

And that's it.

Real meals that taste great and are great for you, prepared to the highest standards then flash frozen to preserve all nutrients and culinary integrity. A method that enables your meal to taste exceptional while being exceptionally good for you. Most importantly, its real food that is available in real time and conveniently accessible. We take the leg work, the thought process, out of meal time so you can have the comfort of knowing BeMeals is always here when you need it. On the fly or at your leisure, we remove the hassle so your only choice is what to do with your time.

Farm-sourced ingredients paired with chef-driven recipes are paired to architect a variety of delicious core and seasonal meals. Utilizing the flash freezing method made popular in Europe, each entree allows all nutritional value and culinary integrity to remain in tact. This instantaneous freezing process naturally preserves your meal so every bite is as good, if not better, than the last. Within minutes heating in a BeMeals commercial grade microwave oven, fresh and all natural meals are available to you in moments.





We believe in absolute transparency. From listing where ingredients are sourced to precisely what's in your entree, eating smart means trusting what you're eating. And most importantly, the culinary wellness team behind your food. BeMeals is the collaborative efforts of three friends from three diverse professional backgrounds, each with a common passion to fill a void they so clearly saw in the fast-casual food industry. Three entrepreneurs who knew together they could make a difference in an otherwise saturated and stale market, three friends who set out to disrupt the way our culture has been programmed to eat. A simple concept fueled to ignite the fire of change - *why can't we eat all natural, whole meals that taste great, are great for you and available on the fly?*

To provide on-demand convenience, BeMeals proudly collaborates with small businesses to create partnerships where both parties benefit. A fully self-operating food service with minimal real estate within partner locations, BeMeals believes in the strength of well nurtured teamwork. We ask for no investment from location partners, no hidden agenda or secret fee for housing BeMeals. Partners simply allow for space and BeMeals does the rest. Our culture stems from the idea that no single entity can truly excel without connecting to its community and giving back.

To further this mission, our flash frozen methodology ensures only a minor contribution of food waste, allowing BeMeals to maintain optimum integrity for six months after freezing. With an average of 40% - 60% of fresh food thrown to the garbage in the United States each year, BeMeals aims to generate the least amount of waste possible in the healthiest manner.

So when time escapes and life binds, when the day races and you lift more than you can carry - BeMeals effortlessly folds into your life with the power of convenience and feel-good substance, sustenance and satisfaction. More than a meal, larger than a health focused concept, BeMeals is a movement. A mission to connect us back to our life by offering real foods in real time for the real eater.

the difference [positioning statement + tagline]

BeMeals offers whole meals for individuals looking for the most convenient and nutritious culinary option for their on-the-go lifestyle. Made with farm sourced, all natural ingredients then flash frozen to maintain nutritional integrity, BeMeals entrées are readily accessible, competitively priced and deliciously real. Flash freezing allows for a fully self-operating POS service with no monetary investment required from participating location partners, supporting these local businesses with minimal real estate occupancy or added labor for carrying BeMeals product. Additionally BeMeals freezing method generates the least amount of food waste in the healthiest manner over any other meal service.

POSITIONING

The positioning statement defines what makes a company unique in the industry. It is used primarily only for internal purposes to collectively understand the brand ‘niche’ or position. The positioning statement is not shown to anyone outside of the company. It is the foundation for all additional messaging and materials. The position answers three questions: Who are we targeting? What does the company offer / problem do they solve? How does the company offer a unique vantage over competitors?

In short, what foot is leading and why is that footing unique?

be happy, be healthy, be you.

TAGLINE

A corporate tagline is intended as a nod to what the brand offers, who the company is or the company essence. It is a short, simple, direct line.

A culture aimed to connect people back into their life by serving real foods in real time for real eaters.

MISSION STATEMENT

The mission statement communicates the goal and passion of a company. It is a 'romantic' statement based off the positioning statement. In it's essence, the mission addresses the WHY and WHO. Who is the brand and why does it exist? What is the company's reason for being? Mission statements can vary. Some are more robust and factual, others are short and ethereal. Often times a mission statement is shared on a company website, expressed to clients, etc. It is not strictly an internal statement like the positioning.



Transparent

BeMeals believes in a developing a customer relationship founded upon an honest dialogue of all culinary efforts, establishing integrity-driven business practices that ensure the quality of our product for the overall wellness of our customer.

Mindful

A conscious effort to connect with our community and empower small businesses through in-store sales. BeMeals also takes every stride to minimize yearly food waste in the best, healthiest manner possible.

Convenient

BeMeals offers fresh frozen entrées at accessible locations that can be heated in minutes to accommodate any lifestyle. BeMeals removes the leg-work from meal planning so customers eat great food without the hassle of decision or preparation.

Gourmet

Above all, BeMeals maintains a keen focus on meal taste, quality and integrity. Rich flavor profiles, health-oriented entrées, and outstanding execution delivers consistently superior meals.

Real Meal

Our foods focus on substance, utilizing only ingredients that honor the body and are mindful of a nutritionally balanced, whole meal.

Value

Inspired meals are always available at competitive prices to ensure the approachability, affordability and accessibility of the BeMeals brand.

KEY TERMS

When the brand is discussed, there is an emphasis on several main terms to describe it. These terms will help when communicating the brand both verbally and in writing.



Language

The voice of your brand is key to its success. Proper language is a huge component when verbally communicating your brand experience. Everyone involved should use the same verbiage to describe how they personally feel about the company and what the client will ultimately feel or take away.



BeMeals is:

- Relatable
- Trusted
- Honest
- Friendly
- Modern
- Cool
- Progressive
- Quirky
- Educated
- Vibrant

BeMeals is not:

- Preachy
- Wordy
- Cold
- Lost in their 'cause'
- Negative
- Traditional
- Vague

VOICE

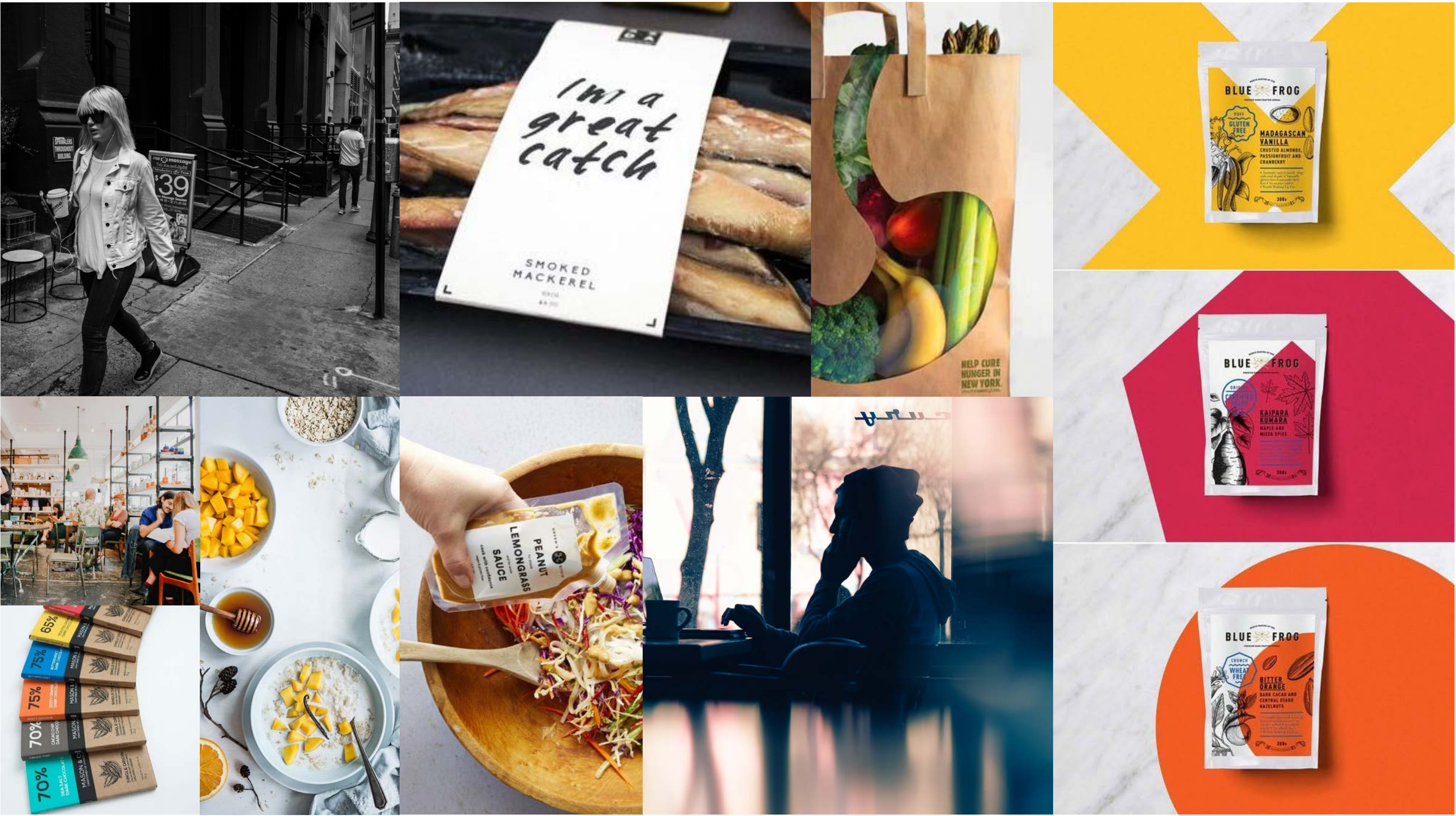
The BeMeals brand voice is bright and progressive. Words that uplift and motivate without preaching or sounding overtly corny. The emphasis is on the quality of food, ingredients and convenience. BeMeals is relatable to the consumer and understands the market need for great, health-centered meals that are fast and convenient. Rather than talk down or educate the consumer, BeMeals talks with them as a friend, as a trusted resource who has been in their shoes and also wants the same great product.

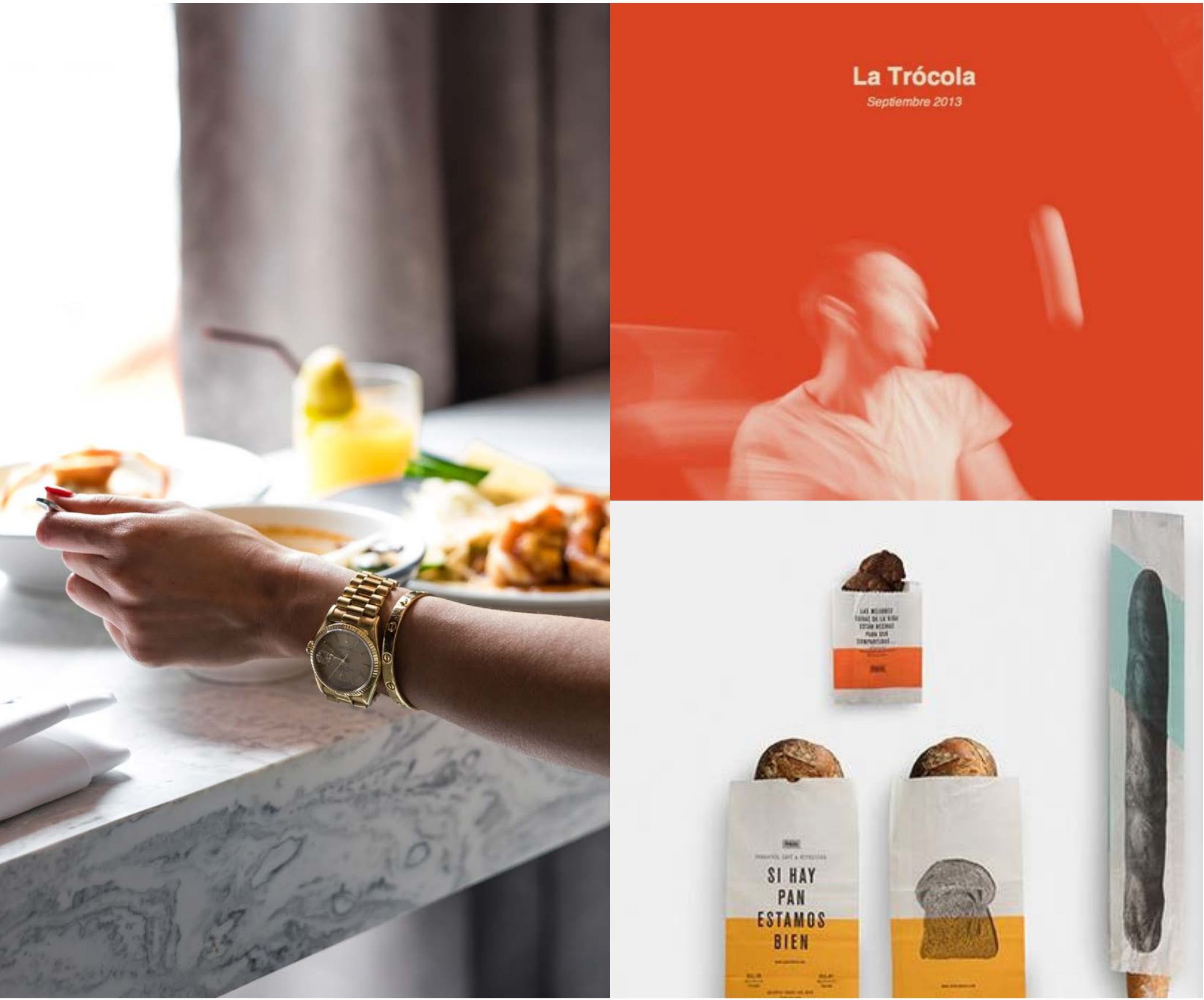
MOOD + INSPIRATION:

Taking inspiration from colorful pop art, modern design elements and the brand story, BeMeals' mood boards are rooted in contrast. A contrast of bold typography to minimal design, the contrast of vivid color paired with neutral tones, and rich textures alongside stark color blocking. This playfulness speaks to the diversity of our market. While quirky by nature, the BeMeals mood is always sophisticated, refined and showcases elevated design to represent the quality of product. Ultimately, BeMeals is serious about food, health, ingredients, value and their customer - this mindfulness is woven throughout the BeMeals mood.

Mood + Inspiration

The tone + style of the brand is woven throughout all advertising, promotional, and brand-related material. These visual references offer insight into the mood of the company and how the market will perceive you.





OVERALL STYLE

The BeMeals photography covers three main areas: Lifestyle, Product, Story. All photography is bright, uplifting and candid. If models are used, shots will capture the subject in a moment rather than posed images. BeMeals is about authenticity and transparency, so all photographs should speak to these values as well as all other key terms.

The images used to portray BeMeals are carefree, inviting, and colorful. Ensure all images showcase vibrant tones, high contrast, and brightness.

Brand color, duotone or monochromatic imagery is also encouraged.

Photography

Photography helps tell your brand story, bringing all ideas and tones together to evoke an emotion and connect to the consumer. The style of photography, photo selection, and consistency of images is important for brand standards.



photography



LIFESTYLE

These photographs should always be candid, not posed. Most importantly, lifestyle shots will speak to BeMeals core pillars of convenience and quality - showcasing customers eating or acquiring BeMeals in convenient locations. Photographs of our customers in their day-to-day life, experiencing moments they may have otherwise missed if not for BeMeals. The goal of lifestyle shots is to inspire our audience, while engaging and relating with them.

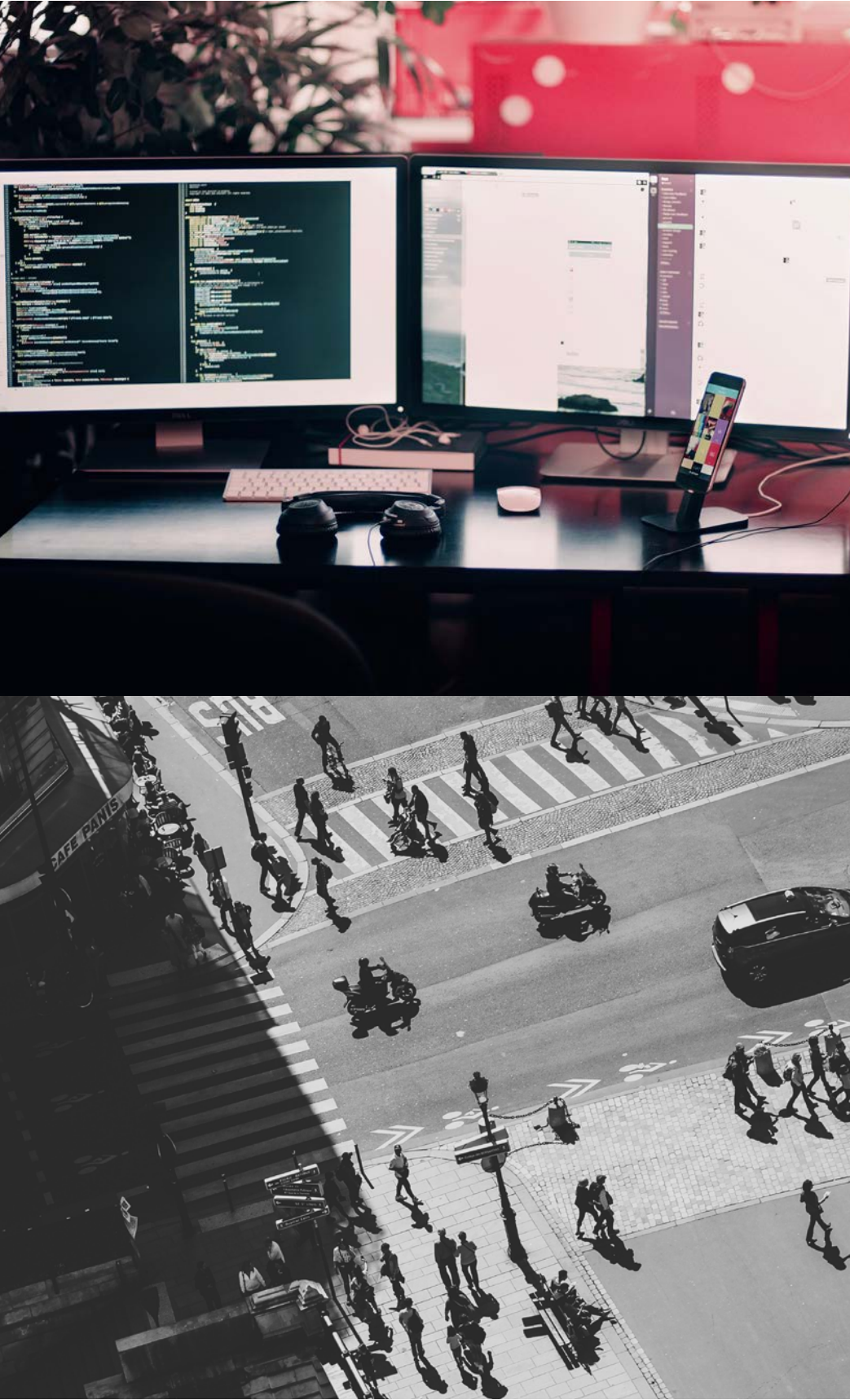




PRODUCT

Food photography is to be executed meticulously, highlighting color, texture, and composition to communicate the quality of BeMeals. As this is a frozen product, it is important that food photography is full of life. Whether showcasing a specific meal, ingredients, or behind-the-scenes cooking - all photos will be bright and avoid dark or complicated backgrounds.

photography



STORY

Similar to lifestyle photos, these images will speak to the core values of BeMeals but highlight specific areas of the brand story. From offering convenience to a customer who may have a busy life, to farm-sourced foods, to the overall hustle and bustle of a day, to specific areas where a customer may eat BeMeals. These brand images can be abstract, playful, interesting in composition. The goal is to further the dialogue by subtly painting who BeMeals is and portray what is offered.





be happy, be healthy, be you.

BE
MEALS