

# SUNNY GREEN

## **WHO** are we talking to?

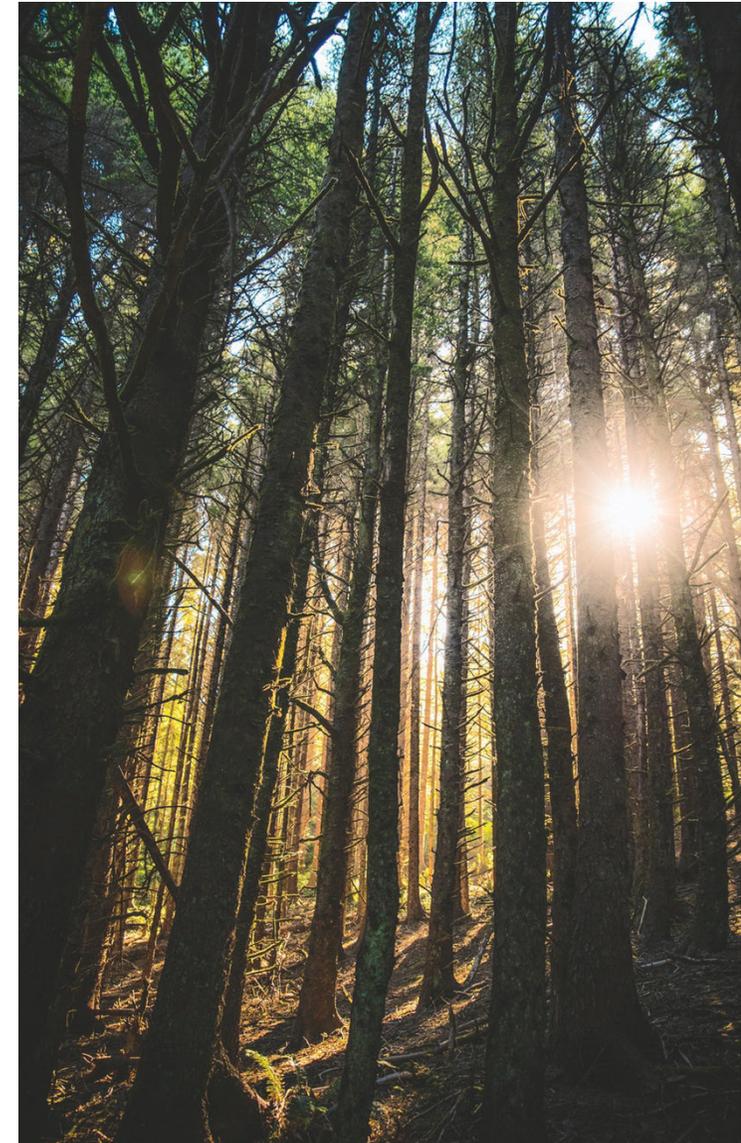
Adventurous, health-conscious millennials looking for new ways to supplement a healthy life

## **WHAT** are we selling?

Superfoods from the green world

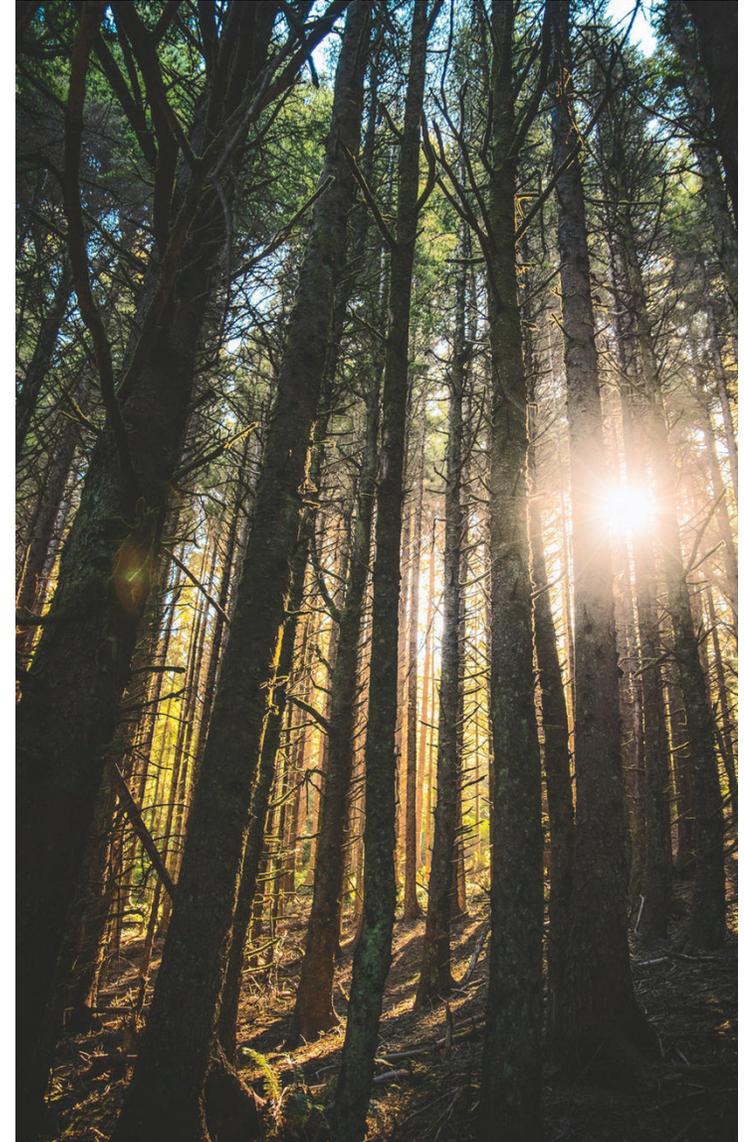
## **WHY** are we special?

- Unexpected green ingredients
- Unique forms (e.g., liquid chlorophyll)
- Unique formulations



## **WHY does it matter?**

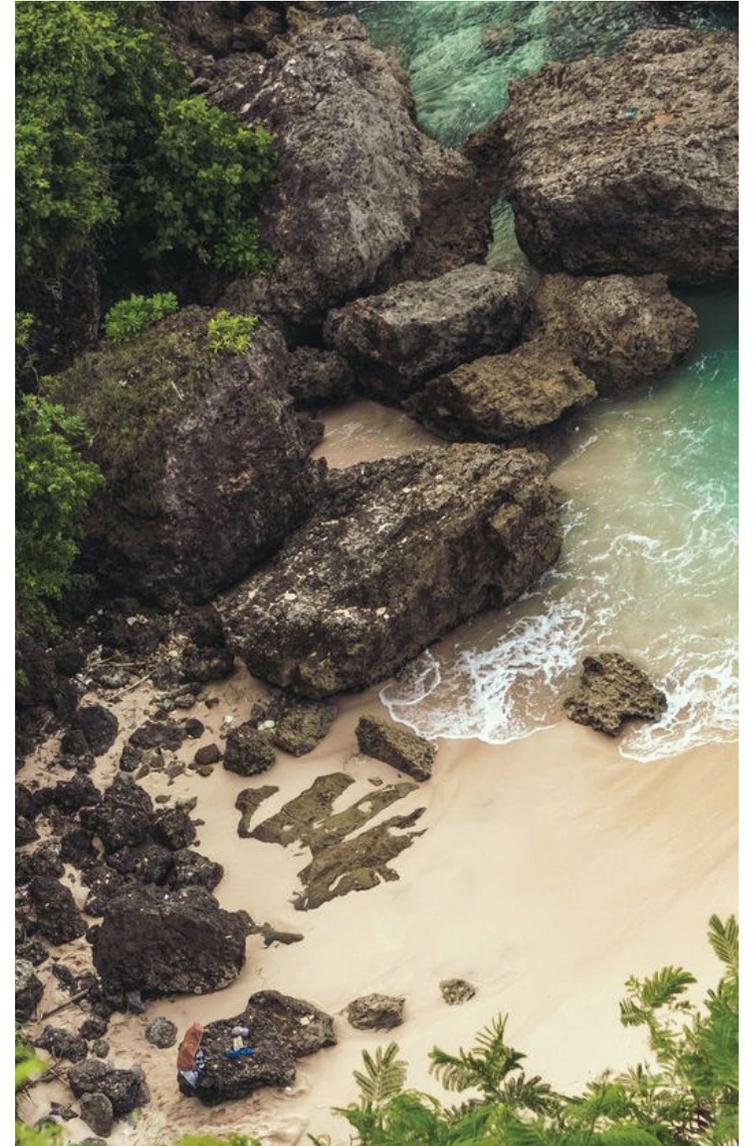
Because we harness the power of nature's superfoods and put them in your glass



## SUNNY GREEN

From the dense forests to the sapphire oceans, and everything under the sun, the earth offers us nourishment in countless forms; it is our life force. When we feed our bodies from nature, we care for ourselves inside and out. We fuel our health and inner strength and give ourselves the permission to live life to the fullest—whether we're climbing mountains or conquering the day.

At Sunny Green, we understand the importance of nature's role in supporting a healthy life, which is why we bring land and sea to the palm of your hand. From chlorophyll to spirulina, algae to pitaya, Sunny Green sources its superfoods from exotic regions worldwide so that you can enjoy the power and bounty of nature in your glass. Because we believe that when you nourish yourself from the earth, you become a force of nature.

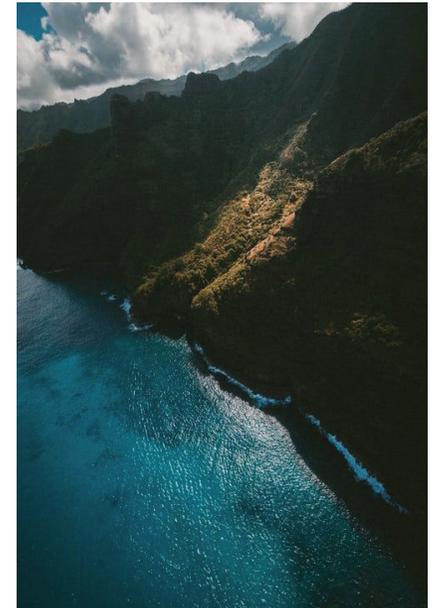
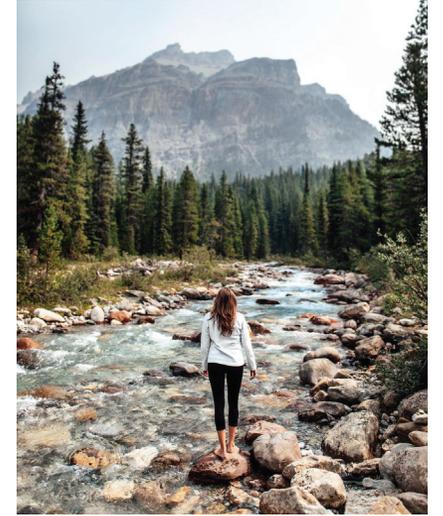


## TONE

Our target audience is youthful, adventurous and curious; it seeks out new experiences and thrives on discovery. The same can be said of the Sunny Green brand tone. It is action-oriented and confident, but never reckless. It is independent and enthusiastic, and casual yet purposeful in its communication.

## MOOD

At once earthy and bright, the Sunny Green aesthetic possesses depth, adventure and possibility. Nature features prominently as a reminder of nourishment, wellness and personal pride in caring for oneself.



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# PHOTOGRAPHY

Amidst a variety of locations, the photography captures the bounty available in both life and in nature. Locational diversity suggests Sunny Green's exotic ingredient sourcing, while broad visual scopes connote the adventure, nourishment and wellness that the product facilitates.

The use of perspective also helps to illustrate the Sunny Green values. Photos capture the breadth and expansiveness of nature, dwarfing subjects in relative comparison. Stylistically, this communicates discovery, vitality and bounty—a compelling reminder of how we are nourished by the earth in myriad ways.

A sense of exploration prevails as subjects interact with the natural expanse that surrounds them. Plain-clothed subjects give the impression of spontaneous adventure and achievable yet thrilling experience available to anyone who seeks it.

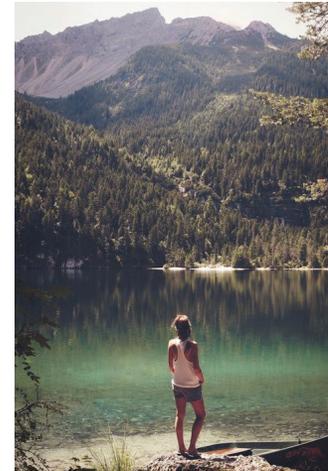
**Composition:** broad visual scopes and perspective communicate bounty and exploration; subjects appear small in comparison to the natural environment

**Subjects:** a diversity of ethnicities and body types; they are plain-clothed and unposed, appearing candid and engaged with nature

**Lighting:** natural and provided by the sun

**Please avoid**

- Posed or over-dressed subjects
- Overly produced or photoshopped images
- Proportionate composition



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# PHOTOGRAPHY PRODUCT

Sunny Green product photography aims to capture the nature-to-glass journey as raw fruits, vegetables and leaves surround in-the-moment preparations of food and beverages. In contrast to the broad-scoped nature photography, product photography is intimate and focused and communicates how we are able to condense the grandness of nature into each of our products.

Sunny Green packaging should appear in focus amidst the background of raw ingredients.

Product usage is dynamic and versatile, reiterating Sunny Green's unique ingredient sourcing and the target audience's desire for new ways to revitalize their wellness routine.

**Composition:** food and drinks are photographed from the top or at a 75 degree angle and should be the prominent feature amidst surrounding ingredients; background should be blurred or out of focus

**Product usage:** food and drinks should appear fresh, naturally colorful and appetizing and should be shown alongside raw ingredients

**Surfaces:** feature natural woods; medium to dark with lots of interesting texture is preferred

**Lighting:** bright, warm and always natural, letting the colors of the ingredients shine through

**Please avoid**  
Dark or dull lighting  
Too light or overly "clean" surfaces  
Unnatural colors or lighting

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# PHOTOGRAPHY

## LIFESTYLE USAGE

Sunny Green's lifestyle photography often features subjects holding Sunny Green-inspired food and beverages in a variety of locations and backdrops. In conjunction with tight cropping, these elements enable the audience to identify with any particular subject or place and reiterate Sunny Green's convenient availability and diverse usage as part of a daily wellness routine. Note: In certain cases, subjects may not be necessary.

**Composition:** should be cropped around the food/beverage and include out-of-focus environmental cues

**Product usage:** food and drinks must be in focus and central to the imagery

**Subjects:** youthful, with food and drinks in hand

**Lighting:** bright but always natural, letting the colors of the food/beverage stand out

**Please avoid**  
Posed or over-dressed subjects  
Full body shots



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## PALETTE



PANTONE #376 C  
CMYK 56/3/100/0  
RGB 127/188/66



PANTONE #7743 C  
CMYK 75/37/88/27  
RGB 64/104/61



PANTONE #7498 C  
CMYK 50/30/100/11  
RGB 118/135/30

Inspired by nature and Sunny Green's legacy colors, the palette is a collection of deep and vibrantly natural colors that lend the brand a sense of optimism and wellness.

Greens are the essence of the Sunny Green brand. Evocative of nature and vitality, they are both a literal reflection of the brand name and a reminder of the wellness expressed throughout nature.

When using any of the greens, please use the other color values shown.

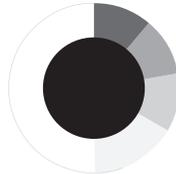
## SECONDARY



PANTONE #7421 C  
CMYK 38/93/61/45  
RGB 105/28/50



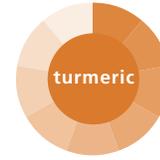
PANTONE #2006C  
CMYK 10/31/90/0  
RGB 230/176/58



Beet and ginger are our secondary colors. Rich and warm, these colors bring depth to the palette and offer continuity to the narrative journey of health and nourishment.

Black, and all its values, should be used for text and display copy only.

## TERTIARY



PANTONE #1385 CP  
CMYK 12/61/96/1  
RGB 217/122/45



PANTONE #556 CP  
CMYK 73/27/70/9  
RGB 75/137/103

Turmeric and sage are our tertiary colors. Brighter than their counterparts, these colors add a bit of natural liveliness to the Sunny Green palette, a reminder of discovery and adventure.

## VALUE EXAMPLES



These are just some of the many possibilities of our how our palette can be expressed. The greens are always the cornerstone of the palette and should be used on every occasion. Avoid combining too many colors at once and be sure to allow plenty of white space in order to stand out.

# FONT OPTIONS

A total reflection of the Sunny Green tone, these fonts are direct and confident but never reckless or overdone.

## MONTSERRAT

Named after the vibrant and colorful neighborhood in Buenos Aires, Monserrat is a bold typeface inspired by the urban posters found in that area during the first half of the 20th century. Its inviting and warm nature beckons the reader to engage without any pretense.

## FRUTIGER

Described as the best choice for legibility in nearly any situation, this font's ultimate goal is total clarity. It's clean and direct but with a hint of natural, organic curvature that honors the Sunny Green roots.

display: \_\_\_\_\_

## MONTSERRAT BOLD

123456789!&%?  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ

text: \_\_\_\_\_

## Frutiger 45 light

123456789!&%?  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy

## Frutiger 65 bold

123456789!&%?  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy

**ENJOY THE JOURNEY AS YOU STRIVE FOR WELLNESS**