



true bleu

— CHARCUTERIE —

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01





MISSION



Our mission at True Bleu is to provide endless combinations of charcuterie that will keep you experimenting with new tastes and flavors, made always from fresh and high quality ingredients. We want to help you take charcuterie to the next level.



OUR STORY



It all started back in 1975 when owner, Avery Walker, would spend time alongside her grandfather during the holidays. Deep in Avery's pleasant memories, she remembered the immaculate array of cheeses and meats Grandpa Jo prepared for the family to enjoy together. She remembered the laughs, the smiles, and the love that was shared while gathered around

the pre-dinner snacks she later learned to be charcuterie. In that moment, she knew something bigger was to come. It is that very same combination of cheeses and meats that would make her feel so warm inside, giving her a reason to share it with others, and prospectively sparking the start of True Bleu.

THE TRUTH



We are a subscription box company that provides different creative combinations of cheeses, meats, crackers, mustards, olives, nuts, jams, and more. All of our ingredients are sourced locally and guaranteed to arrive fresh and on time. Each box comes with a perfectly sized charcuterie board and a thoughtfully curated choice of wine. We want to grow as a company every day and make a lasting, positive impression on our consumers' lives — we don't look to intimidate our consumer, we look to lend them a helping hand.





MARKET



Our box is catered toward the young to middle aged adults looking to host social gatherings. True Bleu is for the person who isn't quite of socialite status, yet still enjoys organizing and participating in a pleasant get togethers with food, drinks, and good times but needs a little assistance. Additionally, our box is not only limited to sharing with others, it also allows you to indulge on your own! The diverse, evergreen nature of True Bleu will leave all walks of consumers satisfied and awaiting for the next box to land upon their doorstep.

OUR VOICE



Our brand voice is sophisticated yet approachable. We look to visually and verbally portray to our consumer that we hold ourselves to quality standards yet always stressing the importance of a feeling of comfortability. Inspiration behind the logo and typographic decisions come from the natural and clean essence of True Bleu's nature, while its voice portrays a friendly and helpful frame of mind.





BEYOND



Our vision is to stay *true* to the nature of where our ingredients come from. We source every single ingredient from local farms, allowing us to ensure freshness with every bite. Since a key component of our company resides in its local aspect, the box's contents don't have to be shipped long distances, which in turn means less time on a truck and fewer emissions of greenhouse gases, all while supporting the local economy.

02



PRIMARY LOGO



The primary logo of True Bleu Charcuterie creates a visually pleasing appeal with its elegantly minimal typeface, paired with simple, mono-weight linework. The wordmark itself stands strong alone, but stands even stronger when combined with its visual.

True Bleu's tagline remains simple in concept yet direct in meaning, which in turn allows for growth and diversity within the company itself. The True Bleu logo will stand the tests of time with its evergreen design.



CLEAR SPACE



To ensure full legibility of the logo, make sure to utilize clear space around the logo. The height of the letterform “b” should be used as a guide to keep all other contrasting graphics, images, or other

elements at an appropriate distance. This allows for the logo to maintain its visual presence and standing when it appears in certain situations.

CLEAR SPACE
proportions remain the
same with logo resizing



LETTERFORM “b”
should be used to
create clearspace

VARIANTS



You can create a consistent visual identity outside of the primary logo with the use of variant logos. These help to bring about flexibility within the identity of True Bleu and can improve readability in smaller sizes. Simplifying the primary logo,

eliminating text, or rearranging graphic elements are all ways to create a new visuals for secondary variants. These need to keep the integrity of the original logo at the same time.



VARIANTS



COLOR VARIANTS



The primary logo not only works in black and white, but it works in multiple colors as well. Color utilized in the line work is acceptable usage, as well as color

when it is inversed in white. These nine versions are acceptable to be uses for designing on brand.



COLOR VARIANTS

o

IRON ORANGE



MUSTARD SEED



INVERSED COLOR LOGOS



ALPINE TEAL



BURNT JADE



DONT'S

o

There are many specific rules to follow to keep the integrity of the brand. These rules include unacceptable usages of the logo. View just some of the ways in which the logo should *never* be treated.

STRETCH OR BASTARIZED



OUTLINE LOGO ELEMENTS



CHANGE PROPORTIONS



CHANGE ORIENTATION



CHANGE COLOR OF PARTS OF LOGO



ADD DROP SHADOW



INVERSE COLORS ON MARK



PUT COLOR LOGO ON COLOR BACKGROUND



ROTATE LOGO



USE OFF BRAND COLOR



SQAUISH LOGO



OVERLAP LOGO ITEMS



03



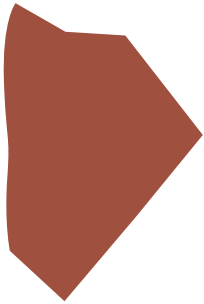


COLOR



True Bleu's identity consists of a 5 color palette that reflects the overall voice of the brand. Consistent usage of this color palette reinforces a consistent look across all uses and applications of the brand. The earth toned colors are extracted from the very root of the many combination of charcuterie itself.

COLOR



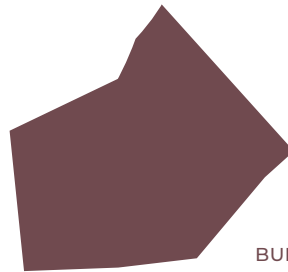
IRON ORANGE

PANTONE 7593 C

C: 27 M: 75 Y: 76 K: 18

R: 161 G: 81 B: 64

HEX: #A15140



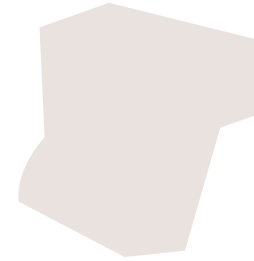
BURNT JADE

PANTONE 4103 C

C: 47 M: 69 Y: 55 K: 31

R: 112 G: 76 B: 79

HEX: #704C4F



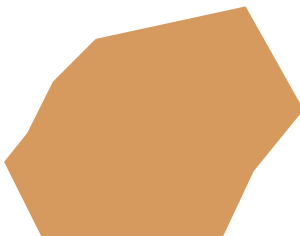
SMOKEY WHITE

PANTONE 7593 C

C: 27 M: 75 Y: 76 K: 18

R: 161 G: 81 B: 64

HEX: #A15140



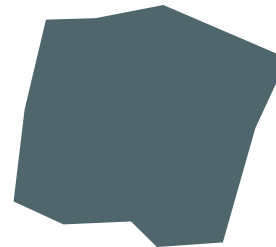
MUSTARD SEED

PANTONE 2009 C

C: 16 M: 42 Y: 71 K: 0

R: 214 G: 154 B: 95

HEX: #D69A5F



ALPINE TEAL

PANTONE 2213 C

C: 71 M: 49 Y: 47 K: 19

R: 81 G: 103 B: 109

HEX: #51676D



TYPE



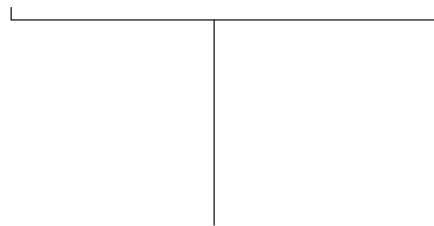
Typography is an important and powerful tool when used in branding. True Bleu relies upon two different fonts to carry out the brand. Aire Bold Std and the Montserrat font family are the prominent fonts used. These fonts when paired together portray the sophisticated yet approachable voice that is targeted toward the intended audience. The next page explains further use of the typography.

TYPE

o

LOGO, QUOTE, AND ACCENT FONT
(LOWERCASE AND ALTERED FOR LOGO)

aire bold std
abcdefghijklm
nopqrstuvwxyz



X-HEIGHTS of specific
letterforms are lowered
for aesthetic purposes

HEADLINE & TAGLINE FONT (UPPERCASE)

MONTSERRAT LIGHT

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

BODY COPY FONT (LOWERCASE)

Montserrat Light

abcdefghijklmn
opqrstuvwxyz



TYPE



TYPOGRAPHIC
QUOTE TREATMENT

PHOTOGRAPHY



True Bleu's photographic style remains simple and sophisticated, just like its logo. Images are often of close ups of nature, aerial views of charcuterie, and settings of people interacting. The coloring is not vibrant but is still compelling. Full color shapes are

placed behind the photos, showing on three sides.

A simple circle plattern is then placed on top in a sublte manner. When all three are combined, visual interest is created to work within the brand.



+



+



FLAT COLOR SHAPE

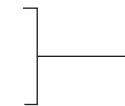
PHOTOGRAPH

SUBLTE PATTERN

PHOTOGRAPHY



BRAND ELEMENTS



PHOTOGRAPHIC
TREATMENT EXAMPLE

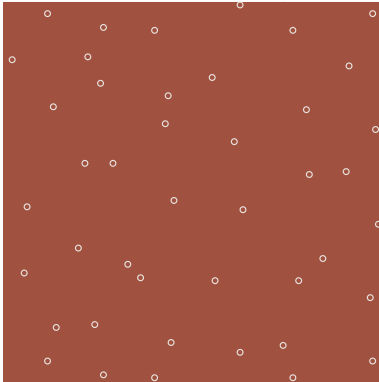
PATTERNS



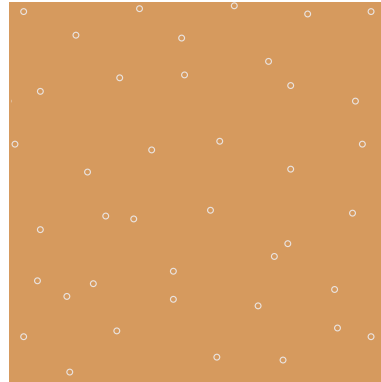
True Bleu has a view combinations of vector patterns that help progress the brand's identity. They consist of subtle and simple vector shapes that are arranged in a random sequence.

The patterns derive from elements in the logo, the shapes of charcuterie contents such as cheese circles, and the texture of granite.

BRAND ELEMENTS



IRON ORANGE DOTS



MUSTARD SEED DOTS



GRANITE PATTERN



LEAF PATTERN

04



STATIONERY



Stationery suite's allow for the company to establish a clear brand and a professional image on the platform of communication. Included are the letterhead, business card, and packing tape design.

LETTERHEAD
DESIGN

APPLICATIONS

BUSINESS
CARD DESIGN



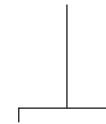
PACKING TAPE
DESIGN

WEBSITE



Having a website and online presence allows for marketing business online. In order to create maximum credability of True Bleu, designing within the brand on a web platform, as compared to a print platform, is very important.

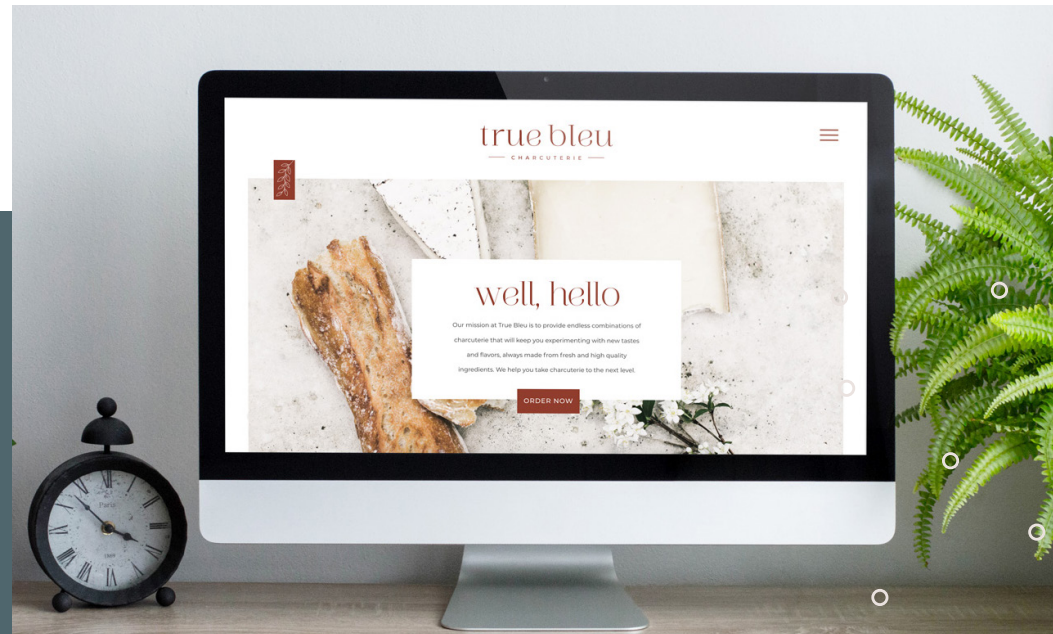
MINIMAL
NAVIGATION

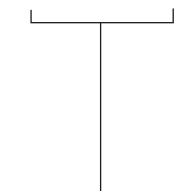
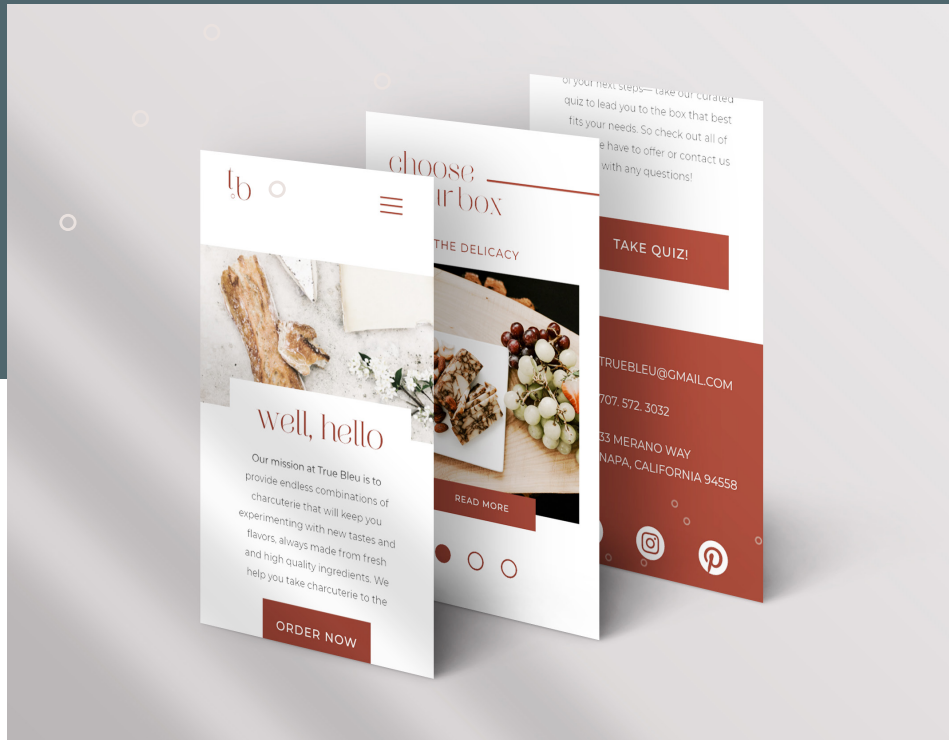


SIMPLE, FRESH,
CLEAN DESIGN



APPLICATIONS





LARGE BUTTON
DESIGN UTILIZED
FOR DIRECT CALL
TO ACTIONS



IRON ORANGE IS
PRIMARYLY USED

MOBILE

Phone usage is very prevalent in today's world. Having a mobile website and application can improve a company's success rate immensely. True Bleu implements simple UX/UI design and easy-to-order buttons

PACKAGING



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APPLICATIONS



PACKAGING



INSIDE CONTENTS



JAR PACKAGING



INTERNAL PACKAGING



FIRST VIEW INSIDE BOX

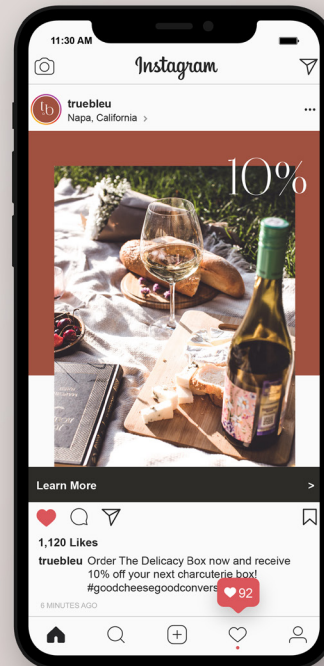


SOCIAL



Social media is a great platform for spreading the news and the love about True Bleu Charcuterie. Below features our current concept that “Good Cheese Leads to Good Conversation”. Instagram is an easy way to direct consumers straight to the site.

APPLICATIONS



good cheese
leads to good
conversation

good cheese
leads to good
conversation

A collection of small, white, hollow circles scattered across the bottom right portion of the image, creating a decorative pattern.