

# Brand Identity Guidelines

PickMeGreen

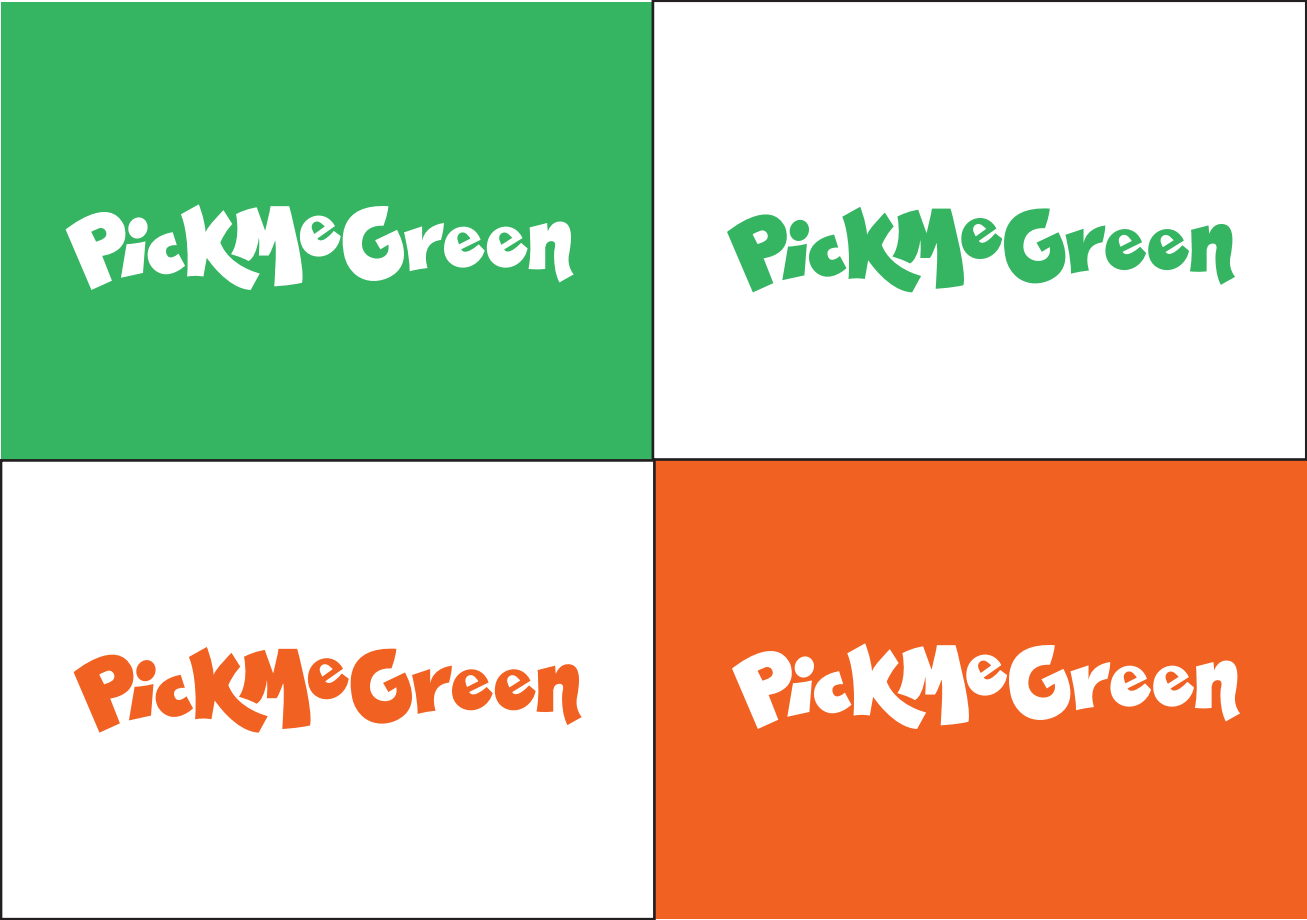
# Primary Logomark

PickMeGreen

# Secondary Logomark

PickMe  
Green

# Background



## Logo Variation

One Line and  
Stacked logomark  
can be displayed in  
all colors shown in  
"Background"



PickMeGreen

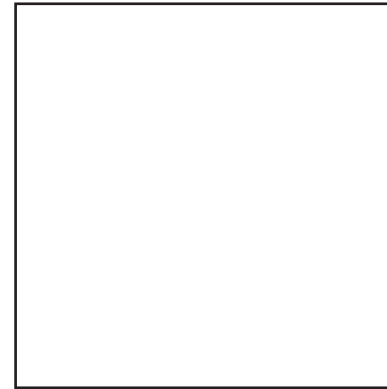
One Line



PickMe  
Green

Stacked

# Color Palette



CMYK

75 1 84 0

0 76 99 0

0 0 0 0

RGB

53 180 98

241 97 34

255 255 255

HEX

#35b462

#F16122

#FFFFFF

# Typeface Family

Avenir (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

**Avenir (Black)**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**YZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()**

# Business Card



PickMe  
Green

Tobias Cleaver  
support@pickmegreen.co.za  
www.pickmegreen.co.za  
@pickmegreen 📞 011 768 3619

# Elements

Can be used  
in green,  
orange  
and/or white

Can vary in  
size





# Packaging

Do not  
change or  
resize any of  
the elements  
or logo





Pick Me Green

Pick Me Green

Pick Me Green

From our  
kitchen to  
your table\*

\*With a friend or two or five

Pick Me  
Green

The best food  
grows in the best  
places



# Food List Design

The photos and descriptions can be modified when the weeks change

PickMeGreen

WEEK 1

[www.pickmegreen.co.za](http://www.pickmegreen.co.za)

## SANDWICHES



**2** Smoked Salmon Bagel Sandwiches  
(filled with onion, capers, and tomato, the bagel is low GI).



**2** Grilled Chicken Sandwiches with Chimichurri Sauce  
(filled with sweet peppers, red onions, peppery greens, generous slices of fresh tomatoes)

## CHARCUTERIE



- Poppyseed and Sea Salt Crackers
- 150g of mozzarella cubes
- Local grown grapes
- Container of hummus with a variety of veggie sticks for dipping
- Pack of air-fried salted & seasoned pretzels

Products manufactured in South Africa 🌱 011 768 3619 🌱 Weekdays: 7am – 6pm 🌱 Weekends: 8am – 4pm 🌱 [support@pickmegreen.co.za](mailto:support@pickmegreen.co.za)

## PASTRIES



**6** Sugar-Free Pastéis de Nata



**6** Air Fried Pork Belly Sausage Rolls

# Helmet Design

Do not  
change or  
resize the  
logo or  
graphic





# Hoodie Design

Do not  
change or  
resize the  
logo

