

Meatily Yours

BRANDING PRESENTATION

BRAND POSITIONING

As a meat lover bites into the perfect quality of food, there's a certain joy and delight that is felt within him. A feeling so pristine, it almost takes you back to the moment you cherish the most. And when we bring forth Meatily Yours, we try to make it synonymous with a feeling of heartfelt joy and our love for food, a taste so good that it brings out an emotion.

With the facets of our brand shining on *Approachability, Affordability, High Quality and Purity* when it comes to our products. We too have replicated the brand's ethos in terms of the style of packaging & our logos wherein we have taken the minimalist approach in terms of our design language and peculiarly shaped it primarily focussing upon our product and its branding.

With packaging styles that are coupled with premiumness & class, and with a product that boasts of purity and quality, we directly connect with our targeted consumers in India; whilst standing out amongst our competitors. And what might be a better way to reach out to them, than by decoding our love affair with quality, texture and trust in the measures taken while procuring our food.

ILLUSTRATION STYLE

Less is more may sound like a cliché but herein we have brought forth the power of minimal yet full bodied illustrations that showcase the innate ability to instantly convey an idea to the consumer.





OPTION ONE

MINIMAL & CLEAN



With the usage of solid fonts and a logo style that is dynamic in nature, we iterated on using a font style that is simple & easy to read for consumers who purchase products off the shelves.

With an identity so distinct - *Meatily Yours* is further elevated with the tagline *Truly & Tastefully*, wherein we've made it synonymous with the purity and taste that the products proudly behold.

Further, the placement of the tagline is presented in two choices and is changeable. And the dynamic illustrations on the logo can be adapted to wide ranges of meat in future.



TYPOGRAPHY

Typeface: Pluto (Regular & Bold)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9



MEATILY YOURS

TRULY
AND
TASTEFULLY



MEATILY
YOURS

TRULY & TASTEFULLY



COLOR STORY

With a versatile play of colours, we have tried to bring forth two distinct hues that showcase and define attributes that connect with the brands ethos.

Aqua: This shade radiates a vibrant, striking tone which subtly marks itself on the notions of peace, calm and tranquility.

Midnight: This shade represents trustworthiness and reliability.

A solid rectangular swatch of a teal or aqua color. The word "AQUA" is written in white, uppercase letters in the lower-left corner of the swatch.

AQUA

A solid rectangular swatch of a dark navy blue or midnight color. The word "MIDNIGHT" is written in white, uppercase letters in the lower-left corner of the swatch.

MIDNIGHT





MEATILY YOURS

TRULY
AND
TASTEFULLY

SMOKED SALMON

Meatily yours brings the very best fresh seafood from our oceans straight to your table.

We are pioneers in quality and taste. Our products have no antibiotics, no added hormones and are rich in diverse nutrients.

500 GMS





**MEATILY
YOURS** FRESH
AND
NATURALLY

SMOKED SALMON

Product packed through our state-of-the-art facility, using the finest ingredients available. We use only the best quality salmon, and our products are packed in airtight, tamper-evident packaging. For more information, visit our website at www.meatilyyours.com.

500 GMS

SMOKED SALMON

The very best fresh seafood from
our oceans straight to your table.

500 GMS



JUMBO PRAWNS

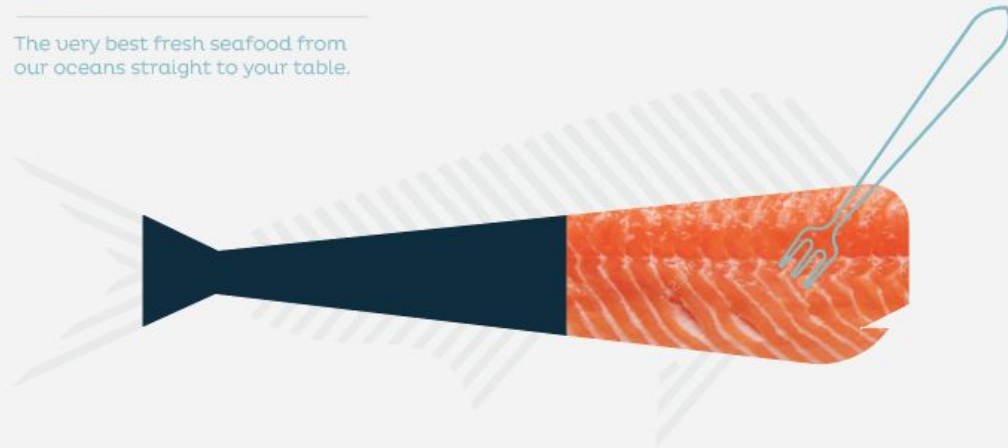
The very best fresh seafood from
our oceans straight to your table.

MEATILY YOURS

TRULY & TASTEFULLY

SMOKED SALMON
500 GMS

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OPTION TWO

RUSTIC & REFINED



This particular logo has been inspired by the rustic & earthy elements of nature. The typography is specifically designed for the brand & amalgamates a bold and strong visual identity. The design play on the thin & fat strokes used in the font are hinting at the types of lean & fat meats available under the brand's product offerings.

The font style that is simple & easy to read for consumers who purchase products off the shelves. With an identity so distinct - *Meatily Yours* is further elevated with the tagline *Truly & Tastefully*, wherein we've made it synonymous with the purity and taste that the products proudly behold.

Further, the dynamic illustrations on the logo can be adapted to wide ranges of meat in future.



MEATILLY
• YOURS •



TRULY & TASTEFULLY

COLOR STORY

As the selection of the right colour plays a tremendous part in capturing the consumer's attention, their imagination and even evoking certain feelings; we wanted to invite them into a world of pure tasting food, with a palette that is inspired by nature itself.

Mineral Green: This shade reflects that calm of the sea, prosperity, freshness, and progress.

Sand: This shade represents elements that are natural, earthy and eye-catching but not overwhelming— but rather more comfortable & secure.

Wheat: This shade is seen as being dependable, conservative, & flexible with a penchant for understated elegance.





MENTILY • YOURS •



TRULY & TASTEFULLY

• SMOKED SALMON •

**The very best fresh seafood from our
oceans straight to your table.**

NO PRESERVATIVES • NO ADDED HORMONES





Small circular logo on the top container lid.

SEATTLE SOLE

SMOKED SALMON



SMOKED SALMON



JUMBO PRAWNS



OPTION THREE

MINIMAL MEETS ILLUSTRATIVE



With the amalgamation of a bold and cursive font, we wanted to showcase the illustrative intimacy between the words “Meatily” & “Yours” that are intermingled effortlessly within each other.

The font style is easy to read for consumers who purchase products off the shelves. With an identity so distinct - *Meatily Yours* is further elevated with the tagline *Truly & Tastefully*, wherein we've made it synonymous with the purity and taste that the products proudly behold.

Further, the dynamic illustrations on the logo can be adapted to wide ranges of meat in future.



MEATILY

journeys

TRULY
& TASTEFULLY



COLOR STORY

Herein, we chose the right set of colours and created a customized typeface keeping in mind your brand's vision and values.

Midnight: This shade represents trustworthiness and reliability.

Forest: This shade represents endurance, persistence in following one's goals, therefore it is often used as a symbol of stability. It is also associated with one's strength to cope with adversity.

A dark navy blue rectangular color swatch with the word "MIDNIGHT" written in white, uppercase, sans-serif font in the center.

MIDNIGHT

A vibrant green rectangular color swatch with the word "FOREST" written in white, uppercase, sans-serif font in the center.

FOREST



MEATILY

yours TRULY
& TASTEFULLY

Meatily yours brings the very best fresh seafood
from our oceans straight to your table.



**KING
PRAWNS**

200 GMS





PACKAGING MOODBOARDS





This style of packing heavily emotes the concept of **Sustainable Luxury**. With food wrapped in eco-conscious packaging.





This style of packing can be denoted as **Supreme Luxury**, that is synonymous with class & minimalism.

The well-formed boxes would have the Meatily Yours branding on top and would create an enrapturing unboxing experience for the consumers.





This is the style of packaging that we recommend as its **Simple & Clean**. It puts forward the product in light and lets the consumer explore the freshness of the product.



THANK YOU



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