tastewise

Brand Guidelines

This document sets out rules and standards to govern the effective and correct use of Tastewise's visual and written elements.

Contents

Brand Strategy

Brand story, values

Brand Voice and Tone

Tastewise's brand voice and tone is personal, professional, bold, fun, and people-focused.
We speak clearly and confidently. We are approachable and eager to share our expertise with our clients/potential clients. Our brand voice is reflective of our innovative, imaginative, forward-thinking approach to data and technology in the food and beverage industry.

Tips:
- Avoid passive voice; have an opinion
- Use clear and concise language
- Communicate using confident and assertive language
- Write positively. Use positive language rather than negative language.
- Consistency is key
- Avoid fluffy language (Don't miss out, you won't want to miss it, you can, this helps xx]
- ALWAYS consider the user journey for every piece of content you create

Style
Always use active voice. Avoid passive voice. To change passive voice to active, identify the performer of the action. If the performer is in a "by the" phrase, simply move the performer to the subject position, just before the verb.

Example:
❌ Our delicious food will be enjoyed by your family.
✅ Your family will enjoy our delicious food.

Values

We believe the future is ours to create and start each day ready to work hard, together, to channel passion into purpose.

Change is our recipe: Be uncomfortably excited

Change is the status quo. Lets adopt to it and embrace it while developing our agility and resilience. Faster is better than perfect. Do not fear making mistakes.

Get cooking: Get it done

Say yes. Make it yours, then make it happen. Be the chef and take ownership. Be accountable. No BS, no NS.

Supersize it: Think big, aim high

Feeding the actions and decisions that feed the world" sounds big, doesn't it? Ambition, an entrepreneurial mindset, and creativity are superfoods we consume every day.

Eat together: Help the team win

We feed on collaboration. Our commitment to one another allows us to go above and beyond. We are winners.

No artificial flavors: Be true

Be honest, authentic, transparent. Build with constructive criticism. Deliver the brutal truth in an un-brutal way. Great Collaboration always comes with communication.

Logotype

Logo, color options, minimal sizes, clear space,
logomark, violations, co-branding

Logo

Tastewise logotype is a distinctive mark consisting of the icon and company name.

The dimensions and spacing of the logo have been carefully designed to look optically correct. Keep it intact.

Color Options

Colorful default option

The colorful default option should be used only on white, pale or light-colored backgrounds

Monochrome options

For better contrast and readability monochrome options should be used in any other cases

RGB 62 94 226
HEX 3E5EE2
CMYK 73 58 0 11
Pantone 2726 C

RGB 25 7 80
HEX 190750
CMYK 100 100 30 30
Pantone 2745 C

RGB 255 255 255
HEX FFFFFF
CMYK 0 0 0 0
Pantone N/A

Minimal Sizes and Clear Space

Minimal Sizes

For most print applications, the logo should not be reproduced in width smaller than 25 mm.

For most digital applications, the logo should not be reproduced in width smaller than 65 px.

25 mm / 65 px

5 mm / 14 px

There is no maximum logo size limit. However, it should never be the most dominant element on the page but instead appear clearly as an identifying mark.

You can calculate approximate logo height by dividing the diagonal width of your format by 35.

Clear Space

Clearspace requirements are intended to keep the logo free from visual distractions. They also specify the minimum distance between the logo and the edge of a printed item.
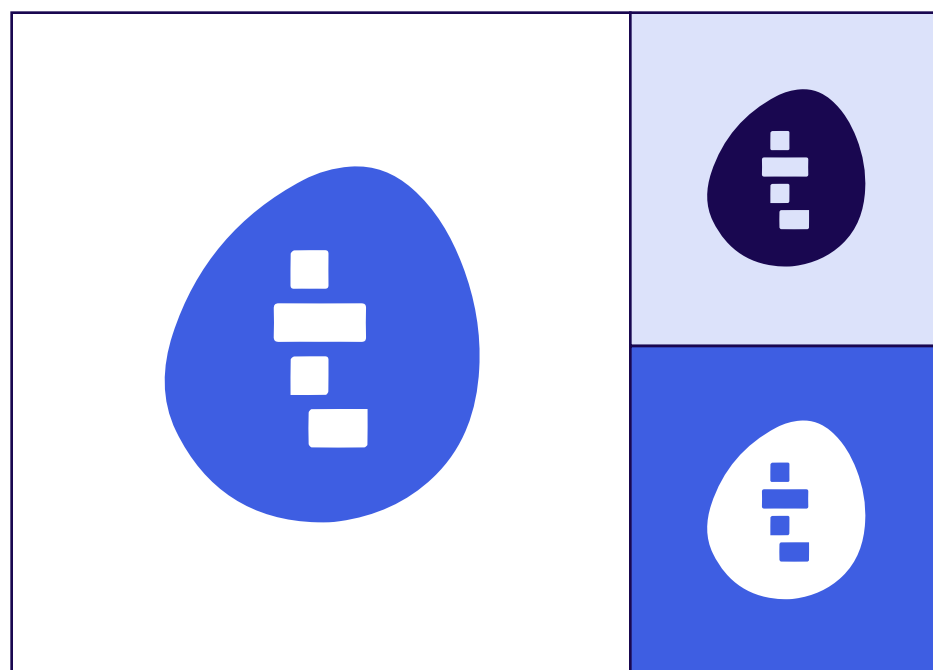
Logomark

Consider using the logomark alone where the legibility of the full logo
may be compromised due to print limitations or small-scale usage.
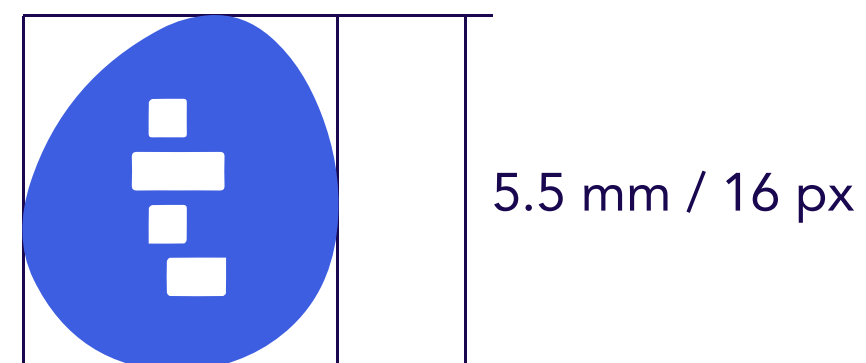
Color Options

Whenever possible, it should be
represented in it's default blue color
option. But it also may be displayed
in white or dark blue if necessary.

Minimal Sizes

For most print applications, the
logomark should not be reproduced
in height smaller than 5.5 mm.

For most digital applications, the
logomark should not be reproduced
in height smaller than 16 px.

Clear Space

Clearspace requirements are intended to keep
the logo free from visual distractions. They also
specify the minimum distance between the logo
and the edge of a printed item.

5.5 mm / 16 px

x/3   x/3

x

x/3   x/3
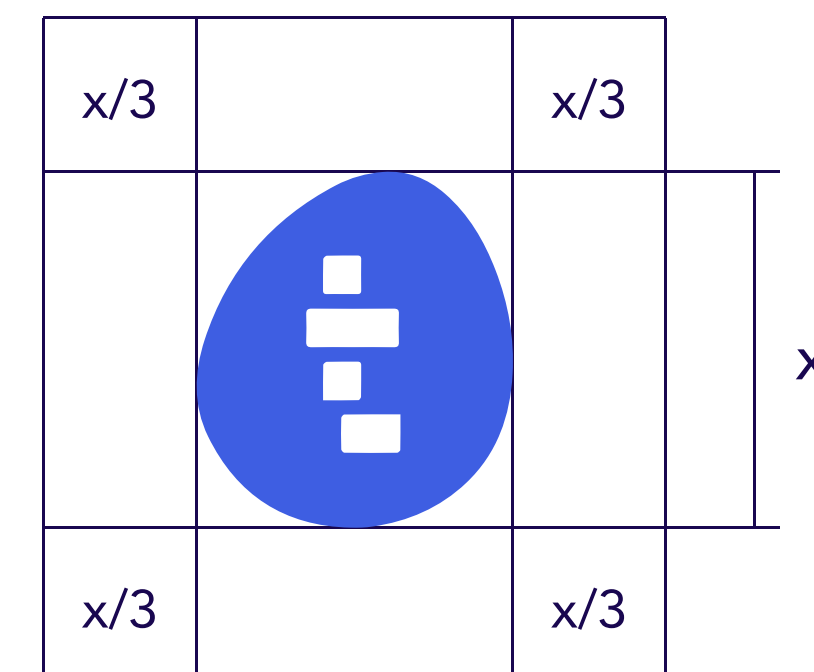
Violations

The logo is a valuable asset that provides our brand recognition.
Therefore, its orientation, color, and composition should remain
as indicated in this document – there are no exceptions.

DO NOT:

use low-resolution files in which the logo becomes pixelated or blurry	place the logo over any confusing background	use the wordmark without the icon
add an outline, shadows, gradient, transparenc or any special effects to the logo	change color of the logo except for the described options	typeset the logo
stretch, distort, reshape or resize the logo elements in any way	transliterate the logo into other languages	rotate the logomark
use the logo in a sentence instead of the word "Tastewise" — Without **tastewise** Givaudan wouldn't be able to answer 80% of their questions	create secondary logos on your own	

Co-branding

When Tastewise enters into a partnership with another company, the use of our logo must be carefully considered. If the partnership is partner-led, that organization may require its co-branding guidelines to be applied.

The lock-ups shown in the examples are not obligatory but highly recommended as a baseline.
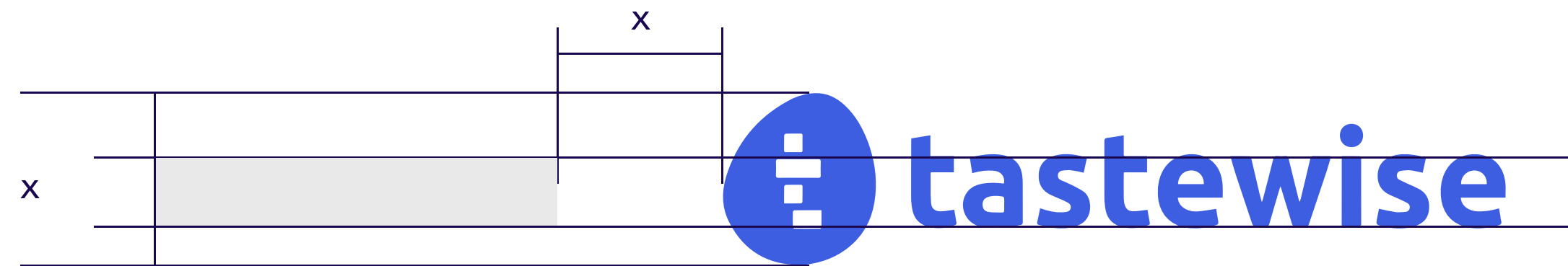
Typography

Typefaces, font system 1, typography usage, spelling and grammar conventions

Typefaces

Poppins

Poppins is Tastewise's main typeface family for all applications, mostly for headers.

License: Free
Designer: Jonny Pinhorn
Classification: geometric san-serif
Released: 2014
Weights: 9
Format: OpenType, TrueType

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

Avenir

Avenir is second typeface, that is mostly used for the main text on our website.

License: Paid
Designer: Adrian Frutiger
Classification: geometric san-serif
Released: 1988
Weights: 6
Format: OpenType

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

Font System

Font system 1 can be used both in print or digital design in cases where there are a few sentences of content.

—

Title

Get instant access to trend reports, business insights, upcoming webinars, events, and more
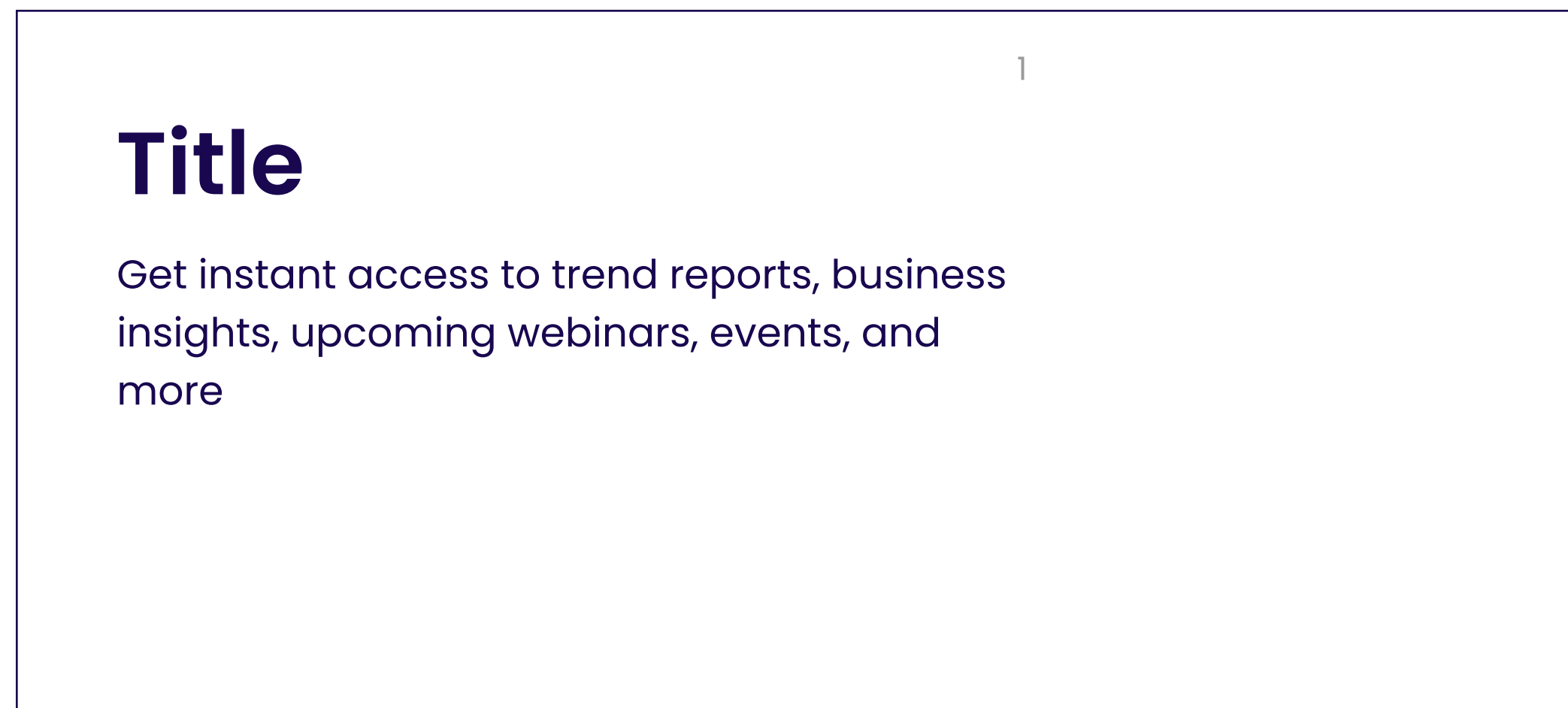
1. Header

for headings that represent highly important imformation

font: Poppins Semibold

size: 2.5x

Line height: 120%

kerning: auto

tracking: 0

2. Basic text

for explaining or completing the meaning of heading

font: Poppins Regular

size: x

leading: 130-140%

kerning: auto

tracking: 0

Typography Usage

Always address our audience directly using your/you language.

Avoid third person narrative when addressing clients as it creates distance and is impersonal.

NB: We are a B2B company, which is important to remember when crafting messaging. Always consider who is reading the materials, and what their user journey is.

Heading Style

Tastewise heading default: sentence case.

Example:

✅ Dominate the foodservice market

❌ Dominate the Foodservice Market

❌ DOMINATE THE FOODSERVICE MARKET

❌ Dominate The Foodservice Market

Title case

The following online resource has proven helpful: https://titlecaseconverter.com/

Should only be used when it makes sense from a design perspective.

CAPS

Should only be used when it makes sense from a design perspective.

Spelling and Grammar Conventions

US English

Default: Use American English spelling and grammar conventions for Tastewise branded content.

UK English (or other).

Use UK English in UK-facing content, decks, etc.

Language translation

Don't translate content to a different language for non-English markets on your own. Reach out to studio and we will find a translator or outsource one.

Preferred dictionary: Merriam-Webster Collegiate Dictionary

Online resource: Merriam-Webster Online

Preferred style: AP Stylebook/Mixed.

Date format

Dates are always written out in full (note comma usage, no letter suffixes at the end and always include the year).

Correct: March 12, 2023 / MM/DD/YY

Time format

Use 12-hour format

Correct: 11am, 11pm

Use colon when minutes need to be included

Correct: 11:30am, 11:30pm

Spelling and Grammar Conventions

Numbers

Always use numerals when writing out numbers. This includes ages, percentages, scores, measurements.

Use commas to set off each group of three digits in numerals

higher than 999. Correct 12,300

Use decimals (up to two places) for amounts in the millions and

billions that do not require a precise figure. Correct 3.7 billion

Amounts

Amounts and numbers are always written with a comma per thousand. Decimals are written with a period.

Correct: 3,000 or R3,150

Correct: 4.50 or 3.6%

Percentages

Always use the symbol unless it makes sense to use the spelled out variation

Correct: % or percent (one word)

Oxford comma

The Oxford comma, also known as the serial comma, is used.

Correct: Tastewise will help you innovate faster, market better, and grow sales.

Bullets / Lists

When writing a list using bullet points, sentences should not end in a period, whether the line is a full sentence or not.

When using a numbered list, sentences should end in a period.

Spelling and Grammar Conventions

Proper nouns

Proper nouns should always use initial caps. Example: New York

✅ Tastewise tools are considered proper nouns e.g. Foodservice Exec, Explore, Consumption Moments, New Product Development, TasteGPT, Content Agency

❌ Industries are not proper nouns. I.e. Should be food and beverage industry not Food and Beverage industry

❌ Job titles are not proper nouns when used generically

Example:

✅ A chief marketing officer is responsible for xyz (generic usage)

✅ Chief Marketing Officer, Jacques Botbol (non generic)

❌ Queries and Ingredients are not proper nouns

Example:

✅ Consumer interest in chocolate cupcakes has seen significant growth

❌ Consumer interest in Chocolate Cupcakes has seen significant growth

If you are talking about a specific query or platform instruction use quotation marks

NB: If you want to create emphasize bold the query/ingredient, but be consistent.

✅ Query "chocolate cupcakes" to find out xyz

Spelling and Grammar Conventions

Button style

At Tastewise buttons are written in sentence case (across website, emails etc)

Quotation marks

Double quotes (") are used for direct quotations

Single quotes (') are used to bring attention to a word

Use a mixed style when the situation calls for both i.e. quote within a quote. Example: John Smith believes that "you will not 'lose' your job to a machine."

Place commas and periods inside the quotation marks, even if they are not in the original material or a full sentence. For all other punctuation marks, unless the punctuation is part of the quoted material, it goes outside the quotation marks.

Abbreviations

Abbreviations should be spelled out in full when they are first introduced, followed by the abbreviation in parentheses. If the abbreviation is commonly used then this rule can be ignored.

Acceptable abbreviations:

CPGs

Spelling and Grammar Conventions

Dashes

(—) Use spaced EM dash in body text.

Example: Her speech on the economy — delivered in front of a crowd of 10,000 supporters — was the highlight of the conference.

Contractions

Use contractions instead of formal full words: isn't / aren't / don't / doesn't / won't / etc.

Italics

Italicize the names of books, long works and compositions, works of art and art exhibitions, legal cases, magazines, pamphlets, long poems, plays, movies, television series, television programs, symphonies and operas. Internet articles and journal articles must be in quotation marks.

● John Smith is the author of the acclaimed New York Times bestseller Marketing in a Digital World.

● Mary Johnson has been published in journals like Psychology Today and Washington Humanities. She has received global recognition for her article "AI in the workplace".

Spelling and Grammar Conventions

Apostrophes

If the word already ends in an s and it's singular, you add an 's.

If the word ends in an s and is plural, just add an apostrophe.

For singular common nouns ending in s, add 's

For singular proper names ending in s, use only an apostrophe

For singular proper names ending in s sounds such as x, ce, and z, use 's

Correct

The hostess's cupcake was stolen.

The cupcake thief ate the managers' cupcakes.

Someone ate Miriam's cupcake.

Someone ate Jacques's cupcake. ['s' in name not pronounced therefore 's]

Someone at Max's cupcake

Someone ate Socrates' cupcake

Colon

Capitalize the first word after a colon if it's a proper noun or start of a new sentence. Don't capitalize if it's a sentence that can't live on it's own

✅ Introducing Foodservice Exec: Dominate the market

✅ The grocery list includes: eggs, cheese, and milk

Hyphen

Use hyphens to link all the words in a compound adjective. E.g. real-world insights, problem-solving skills

Don't use a hyphen if the construction includes very or an adverb ending in –ly

Don't use a hyphen to replace an em dash or en dash

Ampersand

Use the ampersand symbol (&) in headings where applicable (space constrictions).

Don't use in body copy.

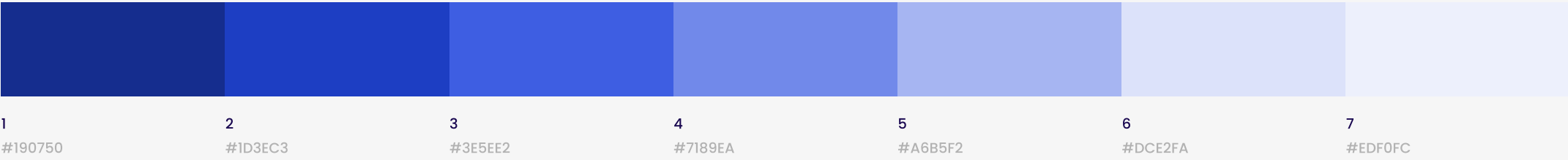# Colors

Main colors, color palette

Main Colors

Our brand revolves around a core set of brand colors.
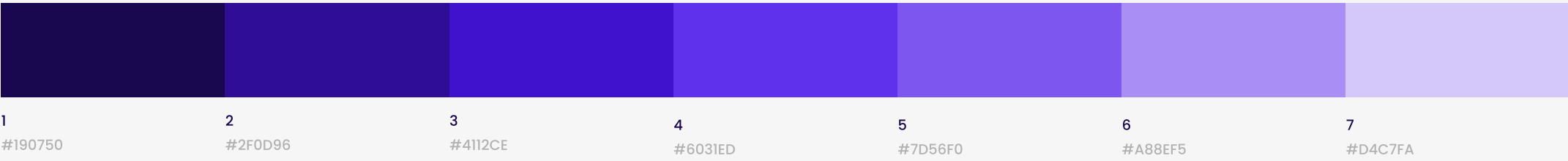These are the main colors that we use for digital and print.

Dark Blue Color
Used as text color

RGB 25 7 80
HEX 190750
CMYK 100 100 30 30
Pantone 2745 C

Blue Color
Used as main brand color

RGB 62 94 226
HEX 3E5EE2
CMYK 73 58 0 11
Pantone 2726 C

Violet Color
Used as accent color

RGB 125 86 240
HEX 37D56F0
CMYK 66 71 0 0
Pantone P 96-8 C

Green Color
Used as accent color

RGB 1 231 188
HEX 01E7BC
CMYK 61 0 41 0
Pantone 7479 C

White Color
Used mainly for background and as text color on dark or colorful background

RGB 255 255 255
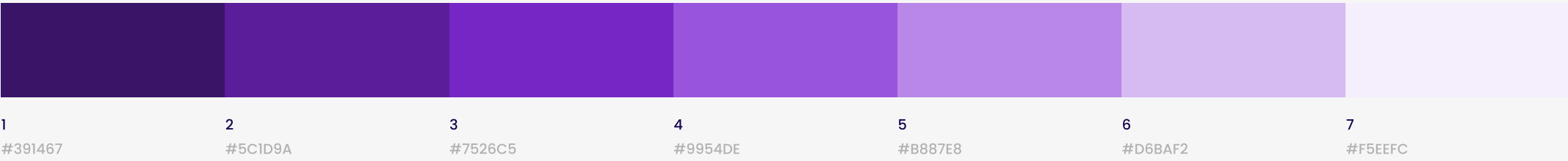HEX FFFFFF
CMYK 0 0 0 0
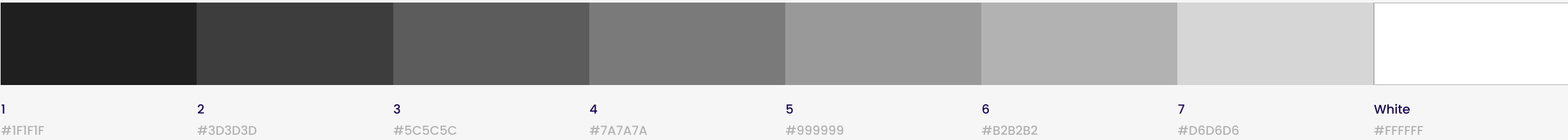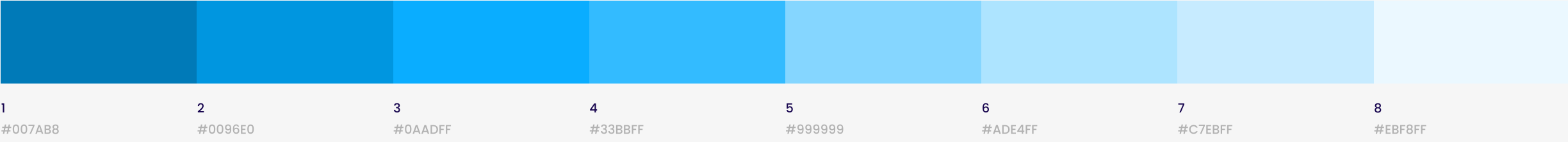Pantone N/A

Color Palette

Main

1	2	3	4	5	6	7
#190750	#1D3EC3	#3E5EE2	#7189EA	#A6B5F2	#DCE2FA	#EDF0FC

Dark Blue

1	2	3	4	5	6	7
#190750	#2F0D96	#4112CE	#6031ED	#7D56F0	#A88EF5	#D4C7FA

Violet

1	2	3	4	5	6	7
#391467	#5C1D9A	#7526C5	#9954DE	#B887E8	#D6BAF2	#F5EEFC

Neutrals

1	2	3	4	5	6	7	White
#1F1F1F	#3D3D3D	#5C5C5C	#7A7A7A	#999999	#B2B2B2	#D6D6D6	#FFFFFF

Foodservice

1	2	3	4	5	6	7	8
#007AB8	#0096E0	#0AADFF	#33BBFF	#999999	#ADE4FF	#C7EBFF	#EBF8FF

Additional

Red

1	2	3	4	5	6
#BB2511	#EA371F	#EE614D	#F59B8F	#FACDC7	#FDEEEC

Yellow

1	2	3	4	5	6
#E0AC00	#F5BC00	#FFC914	#FFD447	#FFE285	#FFF1C2

1	2	3	4	5	6
#CC7400	#F08700	#FF950A	#FFAF47	#FFC170	#FFD399

1	2	3	4	5	6
#017A64	#01B795	#01E7BC	#34FED9	#71FEE4	#AEFFF0

Gradient

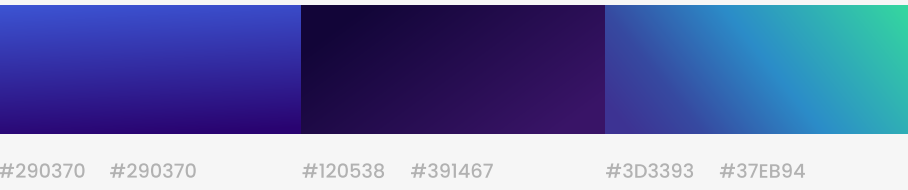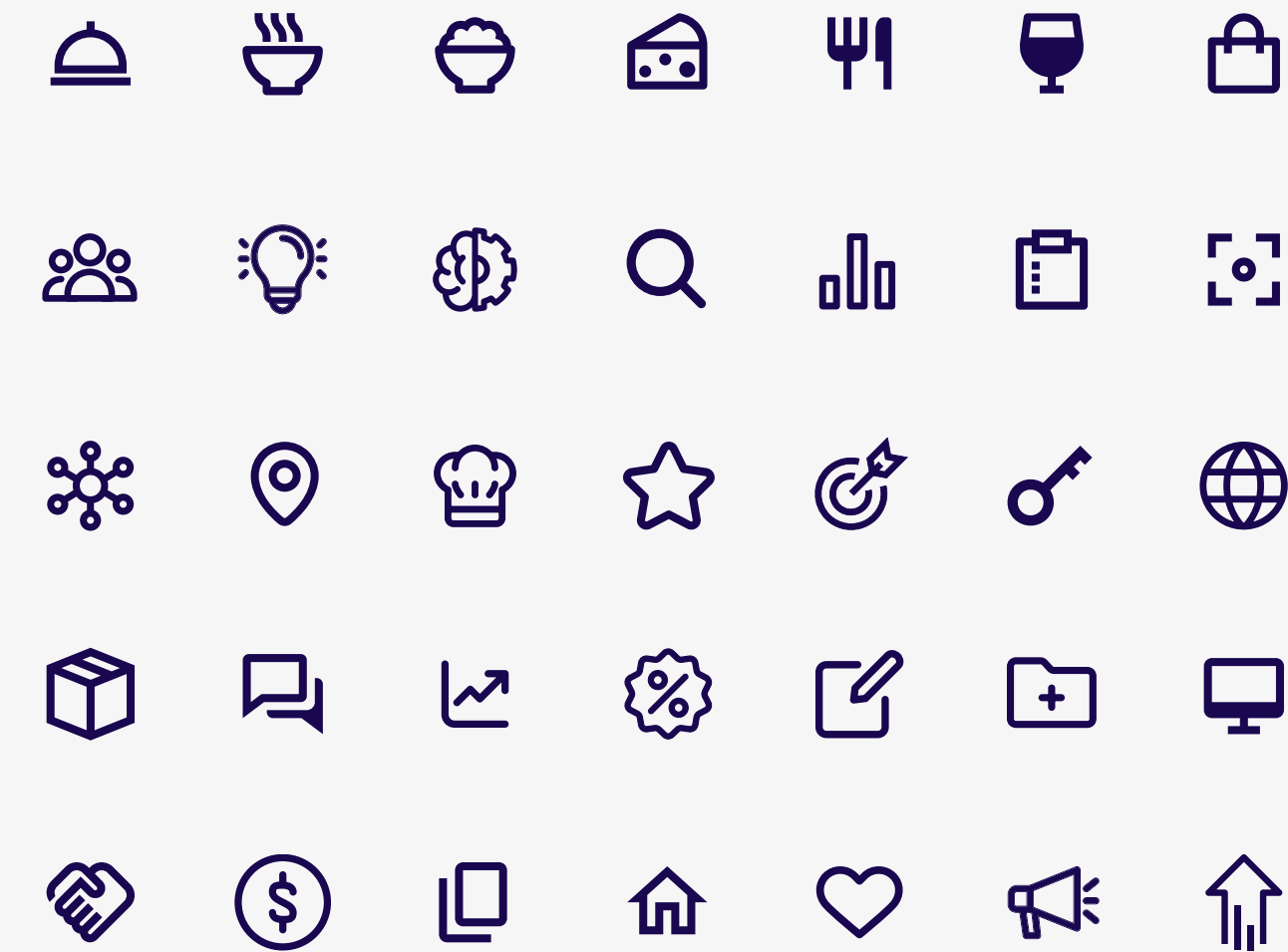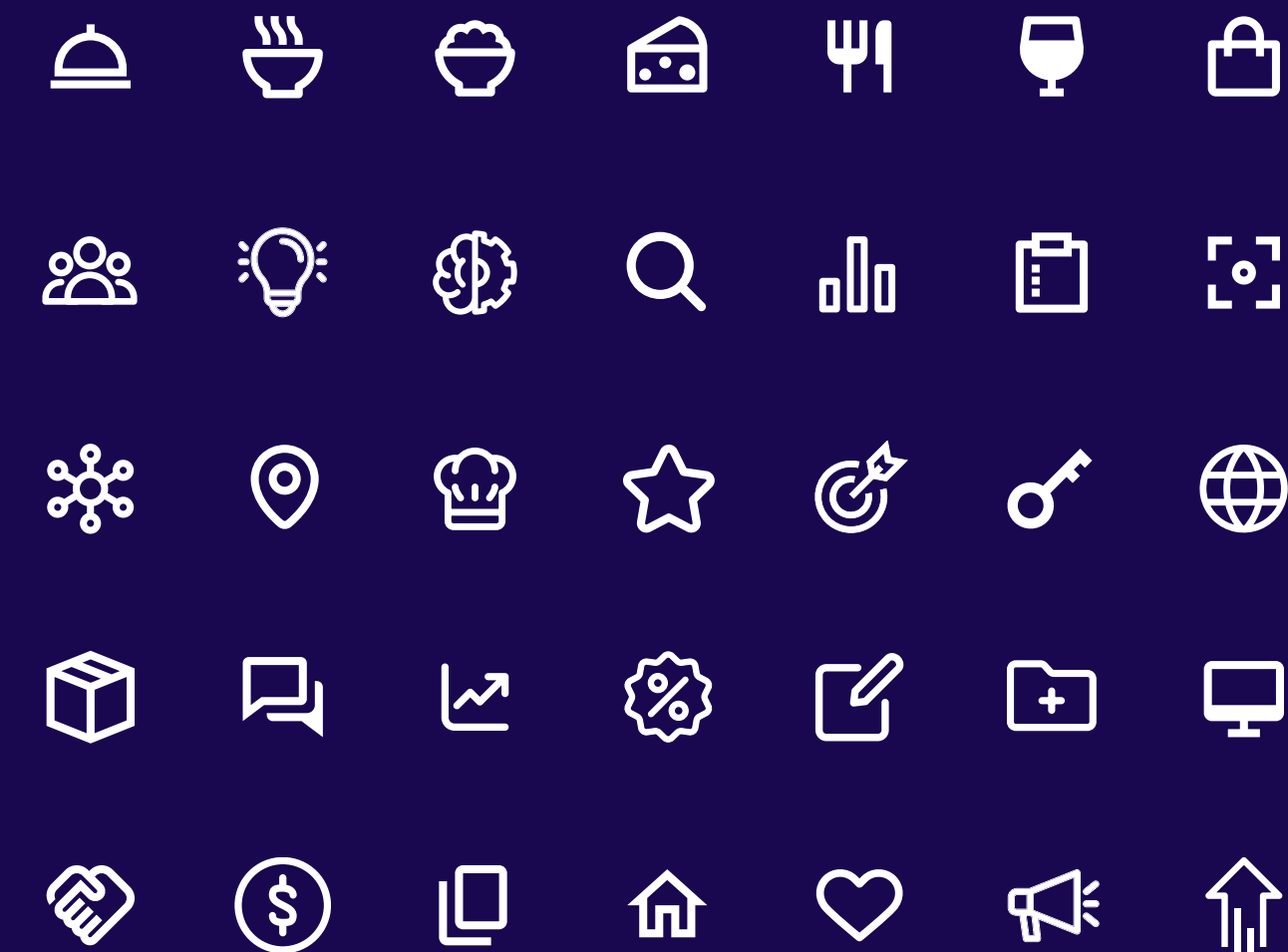| #290370	#290370	#120538	#391467	#3D3393	#37EB94

Icons

Icons for webpages, decks and reports

Icons for Webpages

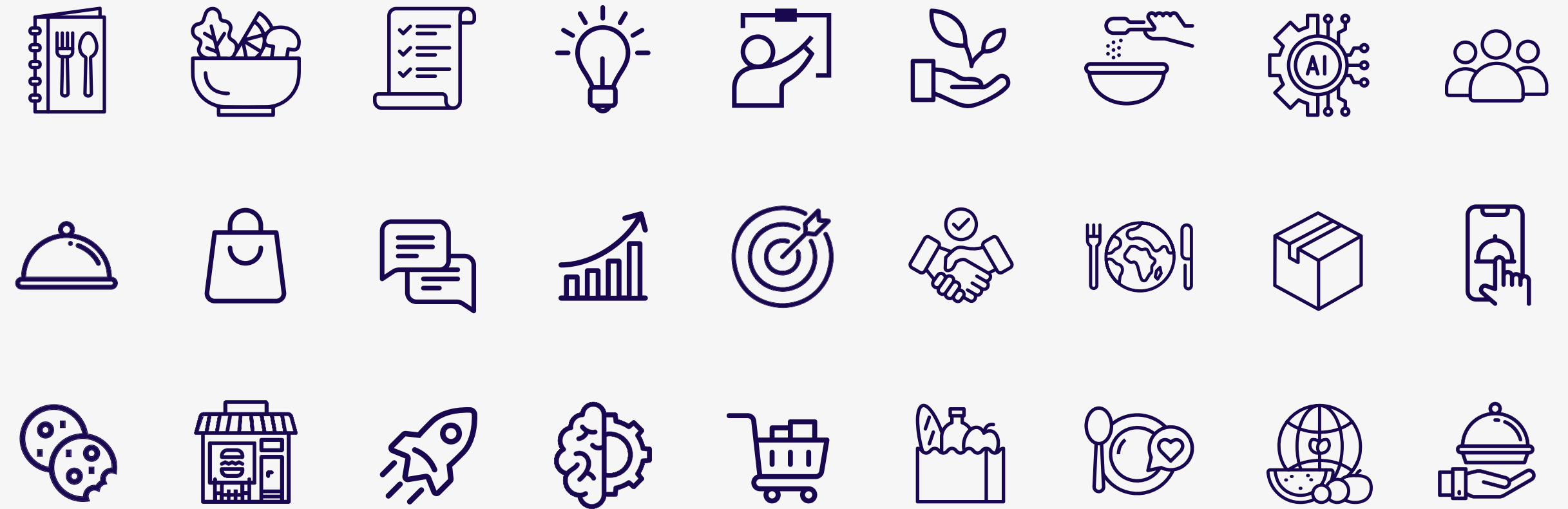Dark blue icons should be used on white, pale or light-colored backgrounds

White icons should be used on dark backgrounds

Icons for Decks and Reports

Dark blue icons should be used on white, pale or light-colored backgrounds

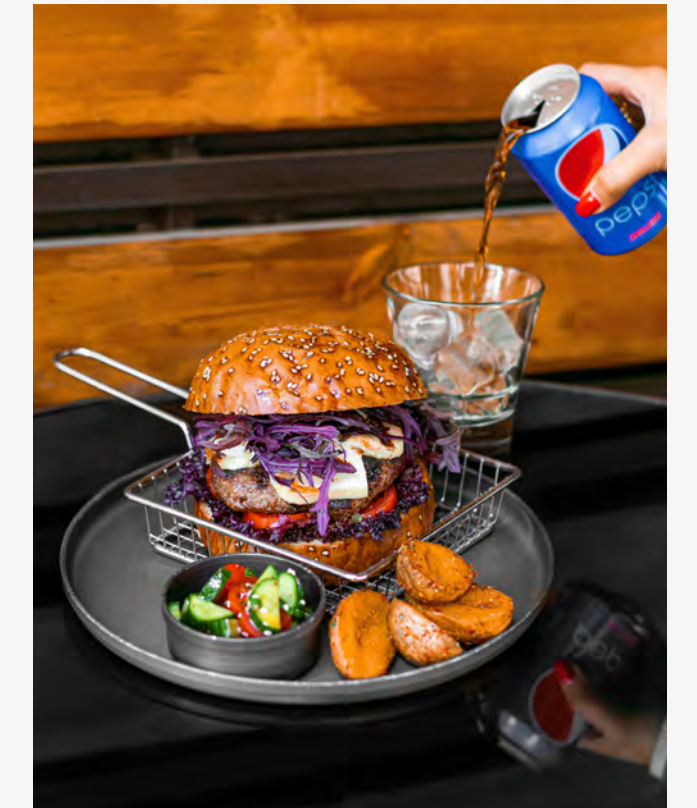White icons should be used on dark backgrounds

Imagery style

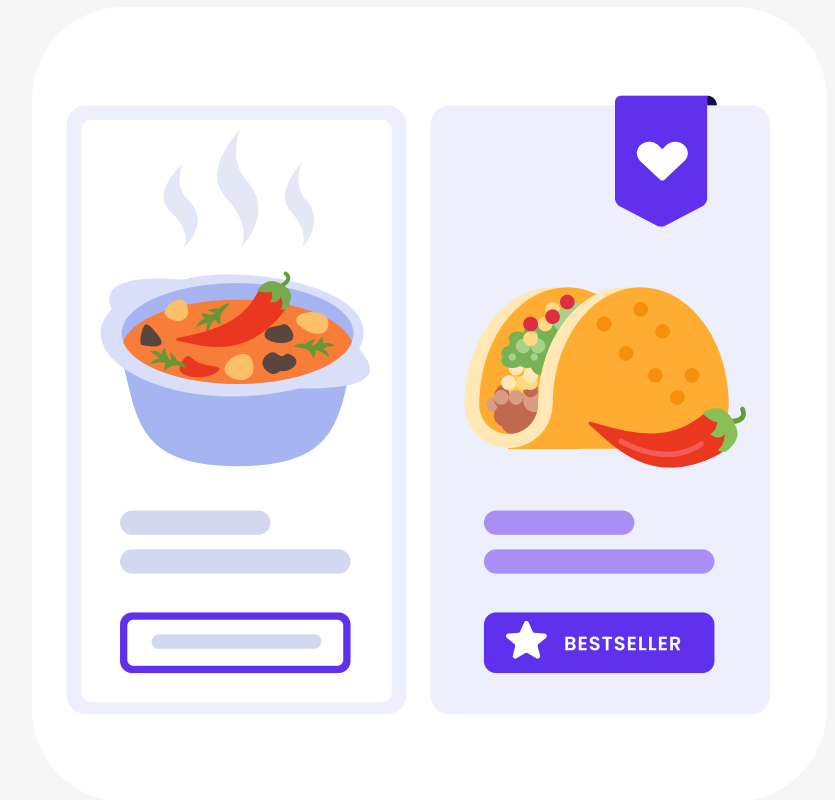Photos, illustrations, graphic elements

Photos

Photos must be high-quality, clear, and understandable.
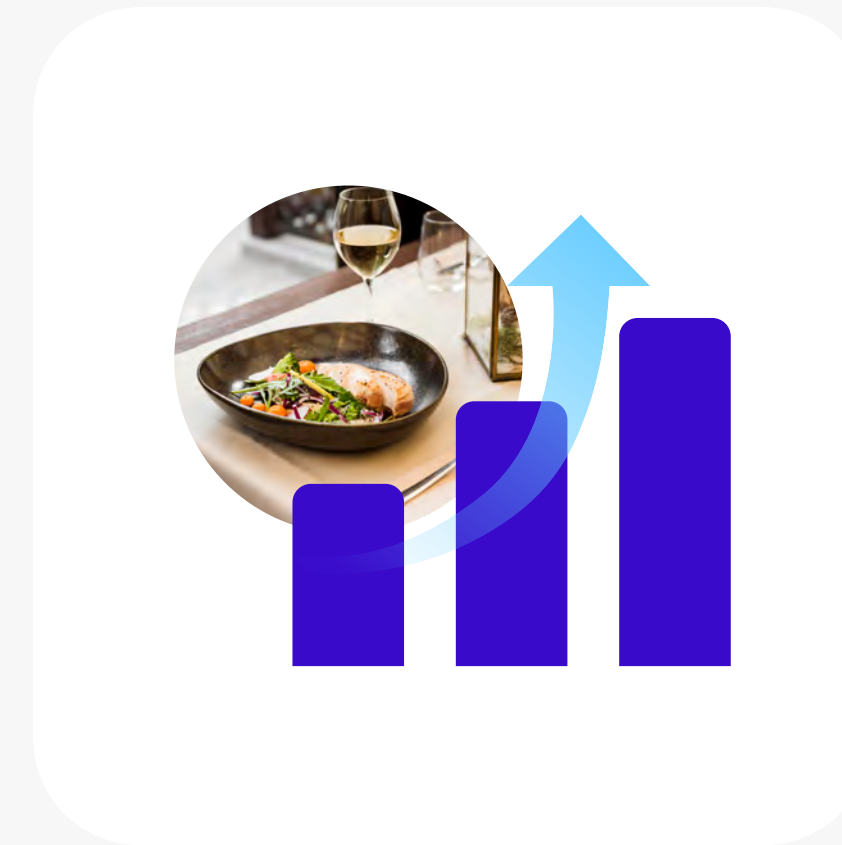Any orientation is acceptable.

Illustrations

We use flat illustrations without stroke. Illustrations should represent information shown in the design, and should not be used out of context.

Graphic Elements

Tastewise visual language connects food with AI. We use collages with photos, lines and graphs.
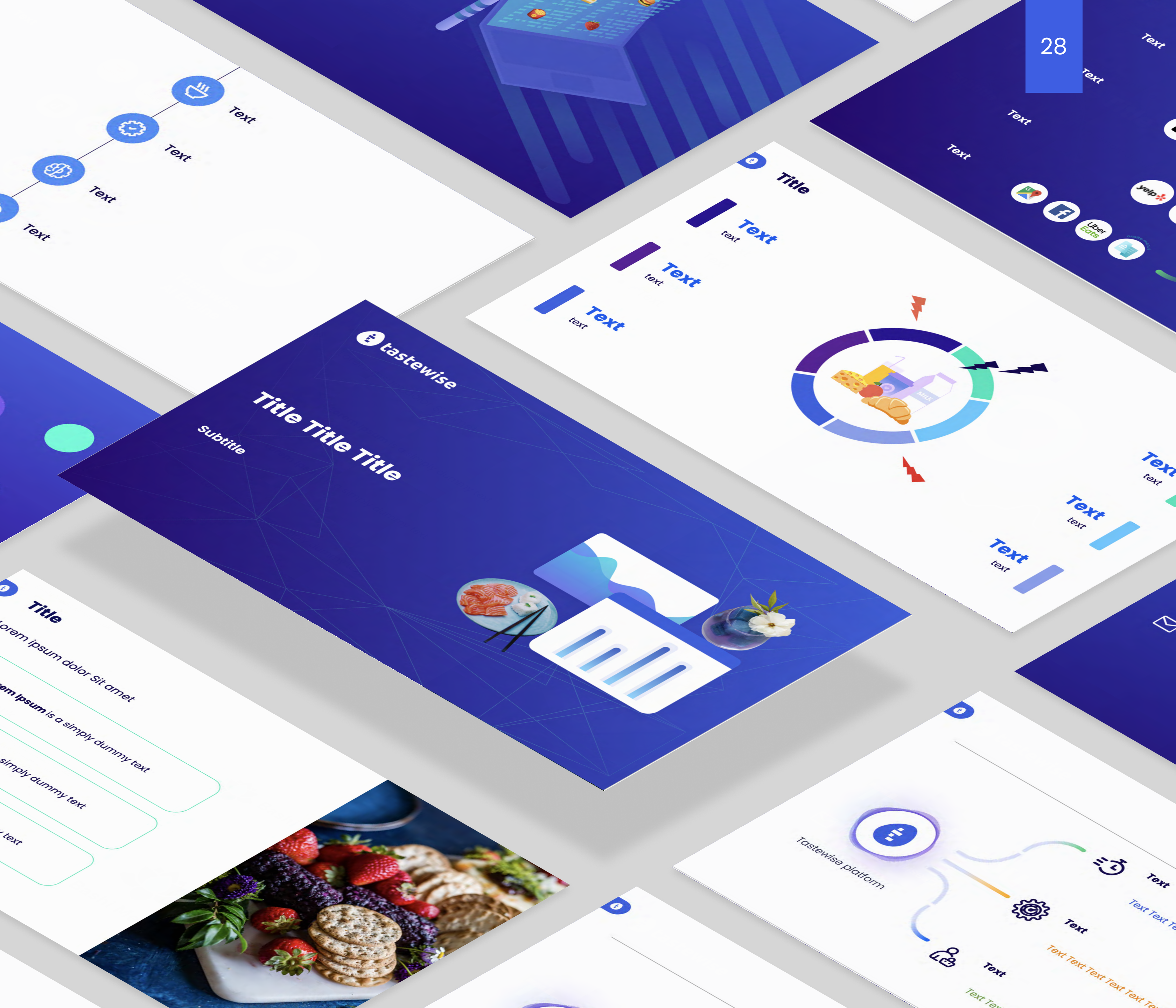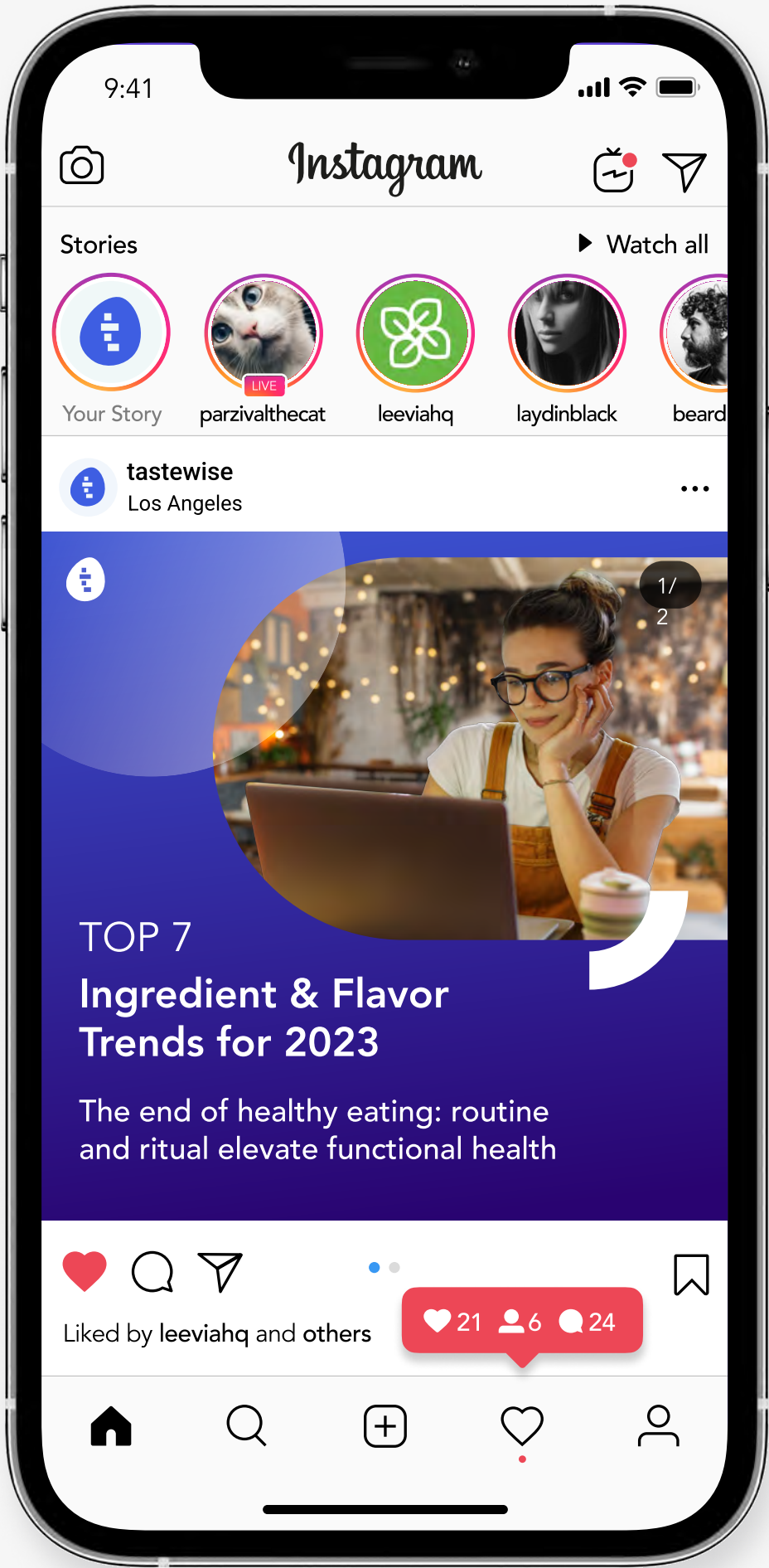
Examples of Use

Presentation, social media, business cards, banners

Presentation

To be consistent in presentations we use dark or light mode, and only three main colors for an entire presentation.

Social Media

Business Cards

Alon Chen
CEO

+1 516-243-1148
alon@tastewise.io

tastewise.io

Banners