

tasteclouds

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welcome to
tastebuds.

We are Tastebuds, the collective for Food and Drink Innovators. We bring food and drink people together, nourishing connection and cultivating success. Expect to collaborate, innovate, elevate.

The tastebuds brand comes from a the combination of the words taste, referring to the food and drink businesses we work with and buds, referring to the growth of the business we support. Together, these two themes form tastebuds, supporting, innovating and growing the food and drink industry.

The design for tastebuds incorporates organic and abstract circular shapes, along with wave-y lines and fun illustrations. These can be utilised to form designs used in presentations, social media, and anything else tastebuds creates.

Tastebuds is meant to feel natural, and all about growing, which is further reflected in the motion design of the project, specifically in how the logo grows into view.

All these elements have been carefully designed to reflect a brand that is young and full of life, that is excited to help the food and drink community grow and that is considerate of the sustainability of food too.

This document is a brief reflection and summary of the tastebuds brand, that should be used to help construct media and content for tastebuds while remaining within the brand's style. It will also explain how to use the logos in branded work



Tastebuds' main logotype, along with its tagline, contextualising the brand and what it does in one short sentence. This version of the logotype should be used in situations that allow a lot of space and in a large size, in order to not obscure or shrink the tagline.



tastebuds
collective



The secondary logotype includes the full name;
"tastebuds collective." This should be used in spaces
that have a large amount of text but still requires
the full logotype, or in formal situations.



taste
buds

taste
buds



taste
buds



taste
buds

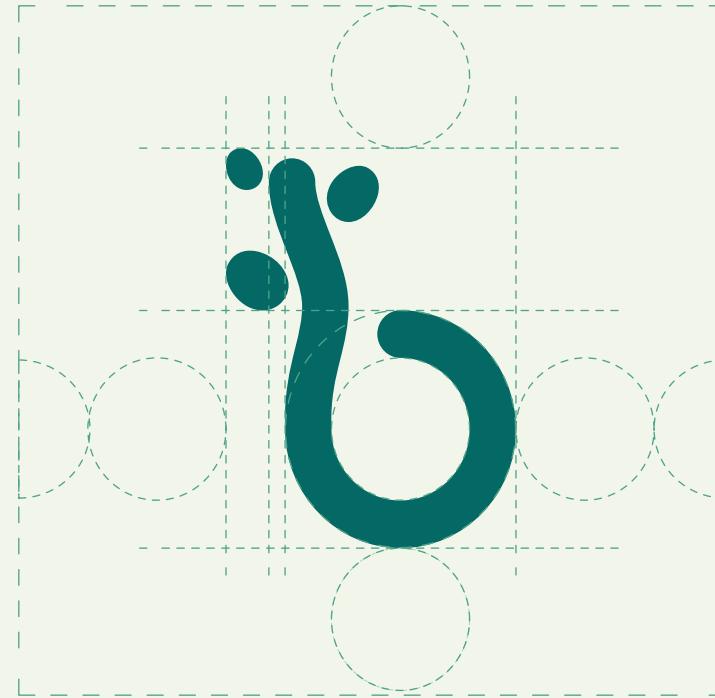
taste
buds

The logotype and mark can be separated and used together in a stacked format, which would ideally be used in left aligned content in order to save space on a layout or for content that is all left aligned.



The tastebuds logomark sits on its own in spaces where the logotype does fit. This can include icons, square frames, when there is already a large amount of text present or when it's been determined that tastebuds is being talked about.

An appropriate amount of space should be left around the logo when other content is being placed around it..

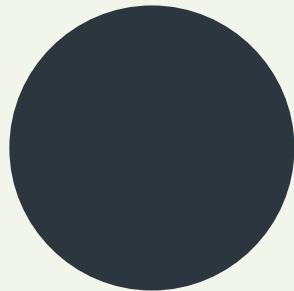


brand colours.

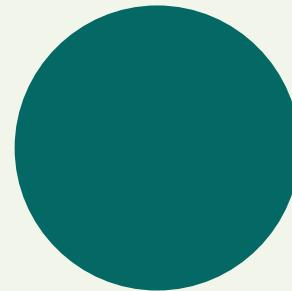
Bringing together the two elements, taste and bud.

Blackberry Black

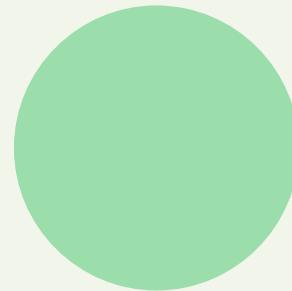
2C363F

C 78 M 66 Y 55 K 51
R 44 G 54 B 63**Mallard Green**

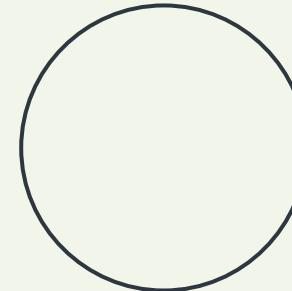
046865

C 89 M 40 Y 58 K 22
R 4 G 104 B 101**Budding Green**

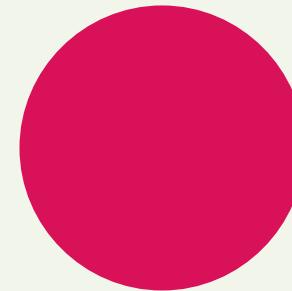
9BDEAC

C 38 M 0 Y 43 K 0
R 155 G 222 B 172**Wheat White**

F2F5EA

C 4 M 2 Y 8 K 0
R 242 G 245 B 234**Raspberry Pink**

D81159

C 9 M 100 Y 51 K 1
R 216 G 17 B 89

The colours bring a bright, fresh, natural feeling, while being bright and exciting. Combining the colours of tongue buds and the growth of plants, the two ideas present in the logo.

Lighter Budding Green

C7EACB

C 22 M 0 Y 25 K 0
R 199 G 234 B 203

Between Green

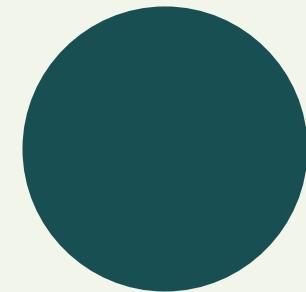
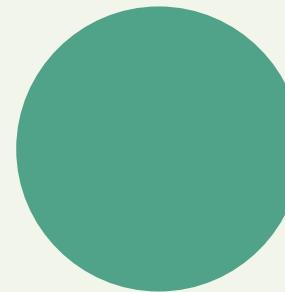
50A389

C 69 M 16 Y 56 K 1
R 80 G 163 B 137

Darker Mallard Green

184F52

C 87 M 52 Y 57 K 36
R 24 G 79 B 82



These supporting colours can be used to compliment the main colours in design work such as instagram or documents when there are more elements present.

However, they should not be used in the brand identity, only for complimenting the main colours.

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supporting colours

Academic Light Amber

FBA04B
C 0 M 44 Y 80 K 0
R 251 G 160 B 75

Academic Amber

EB6D1E
C 3 M 71 Y 100 K 0
R 235 G 109 B 30

Public Light Purple

C1ACF8
C 24 M 32 Y 0 K 0
R 193 G 172 B 248

Public Purple

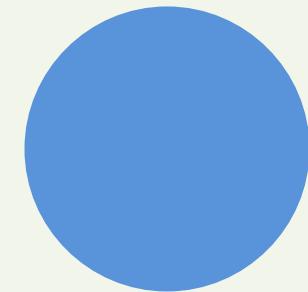
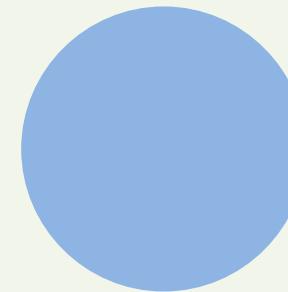
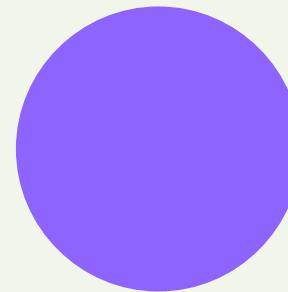
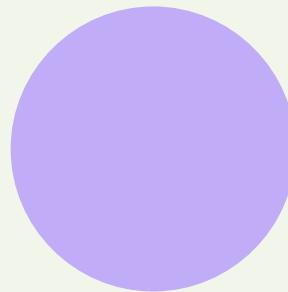
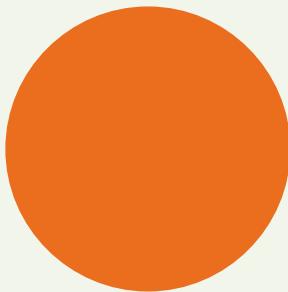
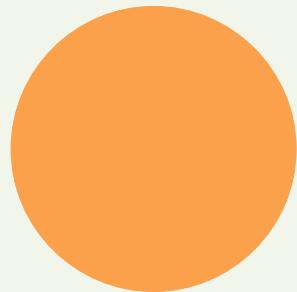
8E64FF
C 60 M 67 Y 0 K 0
R 142 G 100 B 255

Culinary Light Cobalt

8DB4E2
C 42 M 20 Y 0 K 0
R 141 G 180 B 226

Culinary Cobalt

5993DA
C 64 M 35 Y 0 K 0
R 89 G 147 B 218



The colours used for the partner brands match the brightness and liveliness of the primary colours.

For the businesses and retail brands, this is the above blue. Public sectors and sponsors will use purple as their complimenting colour. Finally, The education and research will be orange. These colours can be used in the logo, as complimenting colours, and in other brand assets used in relation to each sector.

typography.

A casual sans-serif paired with a fun, rounded typeface
to give the brand a fun but sensible personality.

Aa

Bodycopy — Jost light

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

Aa

Sub-Headings — Jost Regular

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

Aa

Headings — Jost Regular

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

Aa

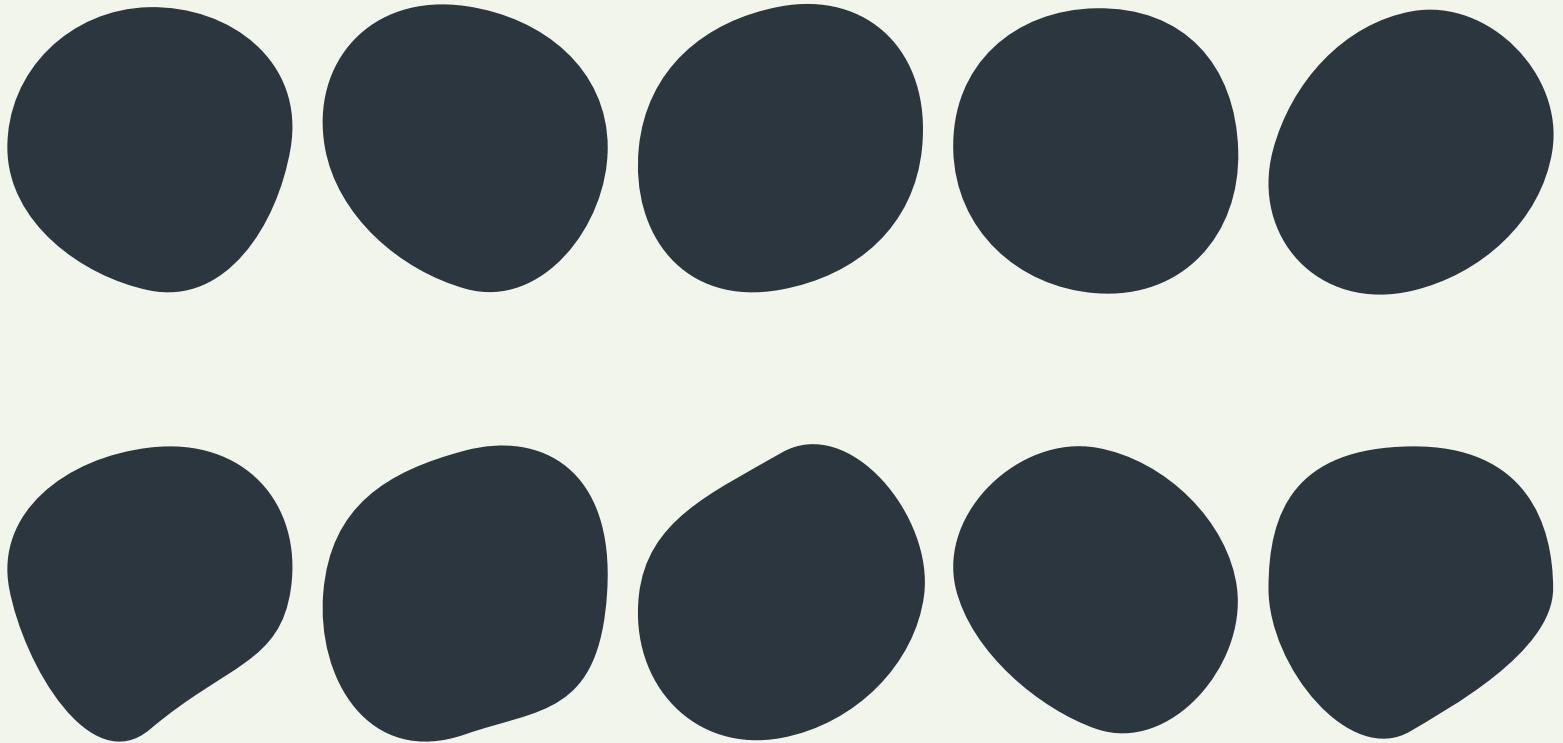
Titles — Dongle Bold

**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**

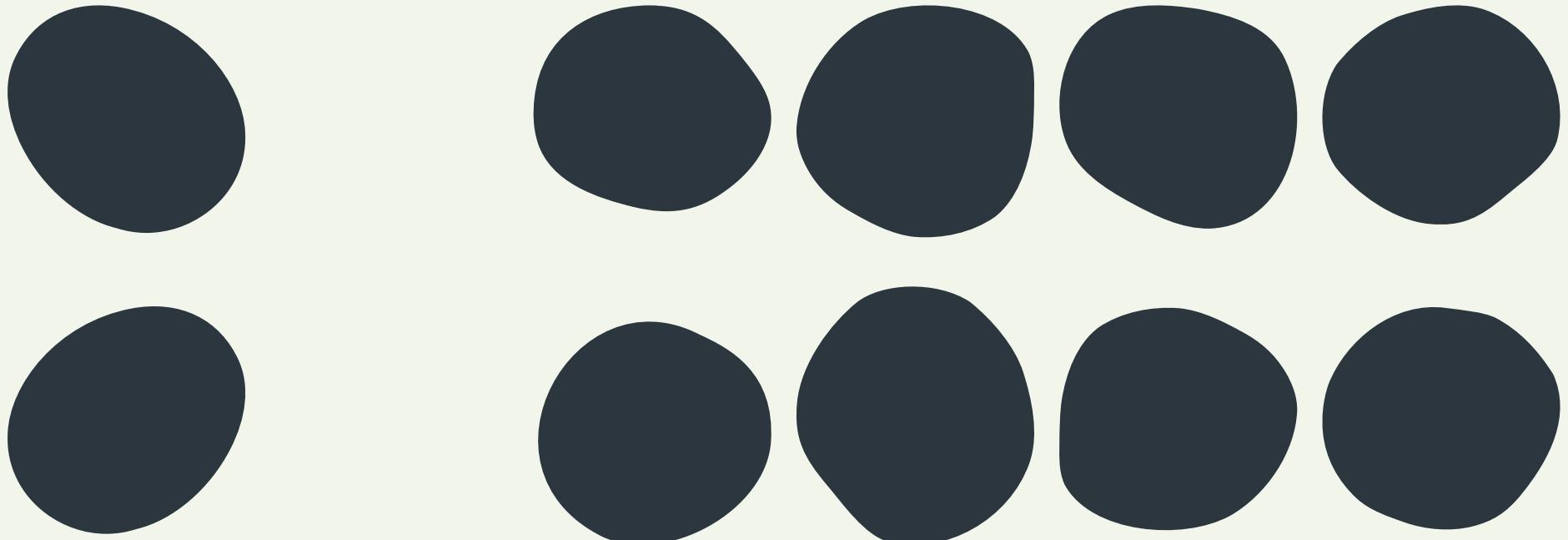
The education and research will be orange. These colours can be used in the logo, as complimenting colours, and in other brand assets used in relation to each sector.

brand shapes.

The playful shapes that give tastebuds its fun design that come together to form how tastebuds looks out in the world, that are recognisable regardless the logo



These shapes can be used playfully, layered on top of each other, on their own, or as an image mask to create content for tastebuds in the tastebuds style.

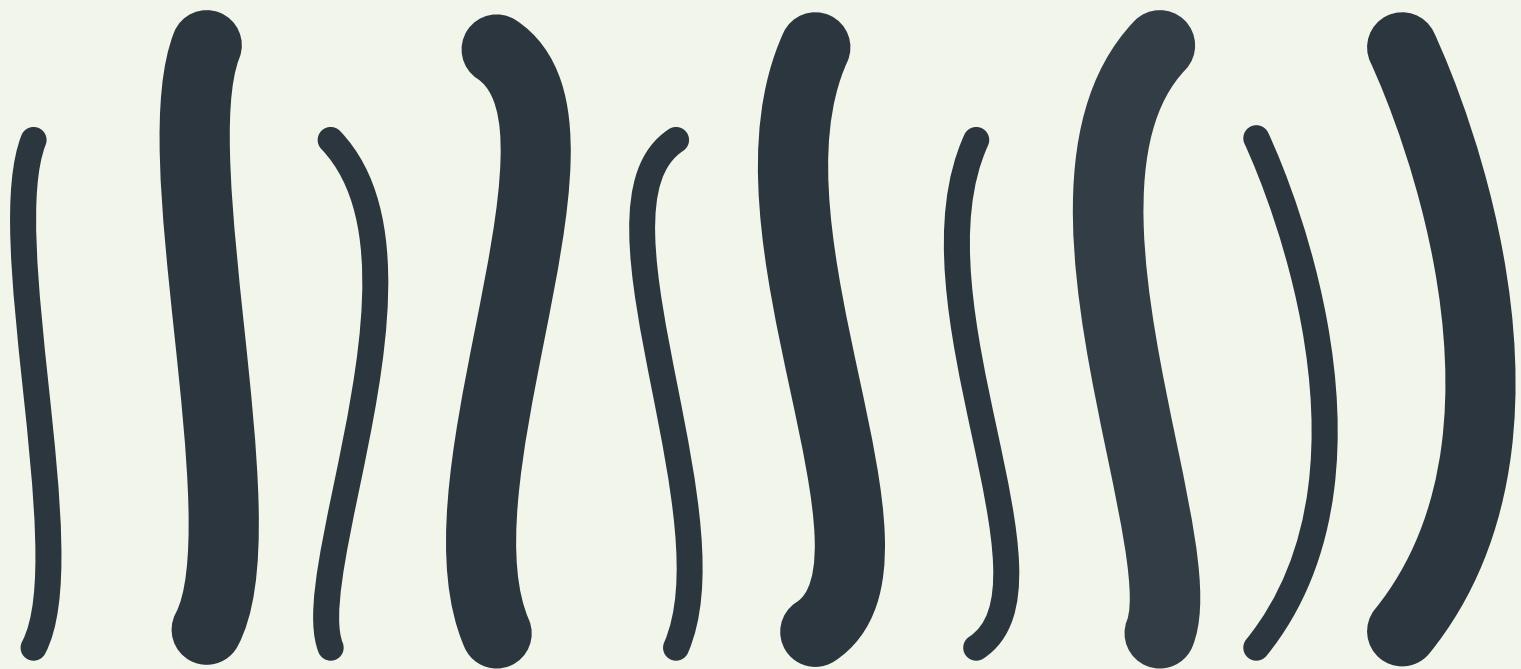


Similarly to the last selection of shapes, these shapes can be used in all the brand's colours to create patterns and designs. For inspiration, see the [tastebuds instagram page](#).

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The bud from the [tastebuds logo](#) can also be used.

extra wobbly shapes



The shapes can be paired with a wobbly line shape, which can be in a variety of styles. This shape can be used with any stroke thickness, amount of waves or direction, but should be used in a way that indicates growth, like a vine growing up a wall.

mockups

Seeing the brand in action and the best practices for
the identity to keep the design consistent



An example of how you might see the brand on your store front to make people aware of the partnership, while being subtle enough to not detract from the stores own branding.

This should be in a solid colour, either the beige, white or mallard (darker) green colour.