



# ELEVATED CALM & NEUTRAL CLASSIC & MODERN

## MOOD & CONCEPT

Care Package is an **elevated** brand focused on amplifying independent businesses. The word 'Care' is a key inspiration for the visual and conceptual identity of the brand, invoking a sense of **community and fellowship** among its customers. Visually, the brand conveys a sense of being both **classic and modern**, appealing to both Millennial and Gen Z customers.

The colors of the brand echo the **elevated** quality of products offered by each of its partners. **Calm, genderless** neutrals are accented by **artisan-inspired** shades of Clay and Palm. These colors underline the **tangible, hand-crafted** approach of many of the featured brands.



## PRIMARY LOGO

Care Package's primary logo is a modern take on a classic stacked serif lockup. The 'r' and 'k' playfully connect, demonstrating the connection that the brand creates within its community.

The font used to create this logo is 'Canela Medium'. The logo scales well and is legible at many sizes although it should never be scaled less than 1.5" wide.

This logo will be the primary branding, used across packaging, web, social media and other collateral materials. It is essential to the visual success of the brand that the logo is applied in accordance with the guidelines in this guide.

A large, bold, black serif logo for 'Care Package'. The word 'Care' is stacked above 'Package'. The 'r' in 'Care' and the 'k' in 'Package' are connected at their base, with the 'r' extending slightly below the 'k'.

A smaller version of the 'Care Package' logo, maintaining the same stacked serif font and the connection between the 'r' and 'k'.

## SECONDARY LOGOS

Care Package's secondary logos can be used in place of the primary logo but should never be used in addition to the primary logo.

'Take Care' is the main slogan and can be used in addition to the primary logo but should not be placed next to main logo.

Key examples of usage:

- Social Media Profile Picture
- Secondary Branding on packaging when the primary logo is already the focus
- Printed collateral



**Take Care.**



## BRANDED PATTERN

This repeated pattern can be used as an 'all-over' texture for packaging, social, web, and collateral.

The pattern can be used as a straight repeat or rotated 90 degrees.

Pattern should not be distorted or scaled to fit. The smallest recommended size for the phrase 'Take Care' is 1.5".

Colorways are flexible as long as the colors are from the core palette.

**ake Care. Take Care. Take Care. Take  
e Care. Take Care. Take Care. Take C  
ire. Take Care. Take Care. Take Care.  
Take Care. Take Care. Take Care. Ta  
ike Care. Take Care. Take Care. Take**



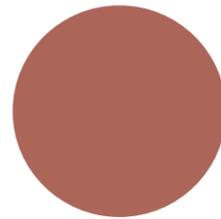
## COLOR PALETTE

The color palette helps demonstrate the core of the brand and underlines the hand-crafted quality of the products offered by Care Package's independent business partners.

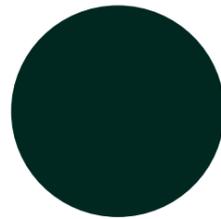
Baked Clay and Palm are focal colors. The neutral palette of cream, linen and anthracite offer a versatile base. Mint and Blue are accent colors for social and web artwork.

These colors are chosen to represent: **classic & modern styling, gender-neutral, elevated products, calm, tangible & hand-crafted.**

### PRIMARY



**BAKED CLAY**  
Pantone: 2341U  
CMYK: 28,66,63,11  
Hex: #a96558



**PALM**  
Pantone: 5467U  
CMYK: 87,56,73,72  
Hex: #002820

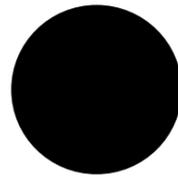
### NEUTRALS



**CREAM**  
Pantone: tbd  
CMYK: 4,5,7,0  
Hex: #f2ece7

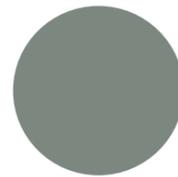


**LINEN**  
Pantone: 406U  
CMYK: 23,24,32,0  
Hex: #c5b8a8

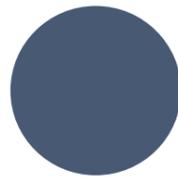


**BLACK**  
Pantone: tbd  
CMYK: 75,68,67,90  
Hex: #000000

### ACCENTS



**MINT**  
Pantone: 443U  
CMYK: 54,38,47,7  
Hex: #7c877f



**CREAM**  
Pantone: tbd  
CMYK: tbd  
Hex: tbd

# Care Package

*Take Care of yourself.*

*Take Care of others.*

Care Package Partner

## Revival



*Summer Collection*

***Take Care.***

## TYPOGRAPHY

This set of typefaces best represent the classic/moder feel of Care Package. These should be used across all print & web applications and should not be combined with any other fonts.

### CANELA MEDIUM

Main Font

Sentence Case  
Letter-spacing: 0

### Canela Medium

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

### CANELA MEDIUM ITALIC

Use for word 'Care' and other special emphasis

Sentence Case  
Letter-spacing: 0

### *Canela Medium Italic*

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

### ADELLE SANS ARA LIGHT

Secondary Font for body copy & details

Sentence Case  
Letter-spacing: 0

### Adelle Sans ARA Light

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



Take *Care* of  
yourself.

Take *Care* of  
others.

## ART DIRECTION FOR PHOTOGRAPHIC ASSETS

Photography: Angled Lay-Flats, Shadow Overlays, Refracted Light

Textures: Marble, Terrazo, Linen, Paper Textures

Color: Neutral base with accent colors from core palette



## SOCIAL MEDIA TEMPLATES

Color, art direction and typographic layouts for social media

