

# BRAND INTRO



Hi, we are Ave-Natur and we bring the taste of Finland to the world. We create high-quality sustainable oat-based products, using an approach based on our Finnish heritage. This approach includes our love of nature and desire for innovation.

Our production runs on renewable sources, has a low carbon footprint, and involves a minimal amount of water usage. Our packaging is eco-friendly and the natural resources (oats) are produced using nature-friendly farming methods.

We currently have a range of 12 products and five different flavours. We rely on decades of experience and the needs of our customers to constantly improve existing products and create new ones.



# OUR LOGO



## PRIMARY LOGO

This is our primary logo when we brand Ave-Natur. We always use our 'original' blue in the oat symbol.

The logo can be aligned on the left side or in certain circumstances in the middle when the logo is being emphasised.

**NEVER** align our logo on the right side.



# OUR LOGO



## CLEAR SPACE ALL AROUND

Our logo likes to breathe.

We've constructed a way to determine the minimum amount of clear space. This clear space is needed to ensure its visibility and impact.

No graphic elements of any kind should invade this zone.





# OUR LOGO



## COLOUR VARIATIONS

The colour of our logo can change in certain circumstances.

Depending on the type of background, light or dark, the regular or reversed logo can be used.

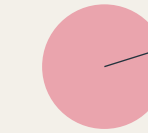
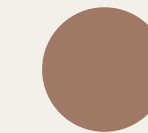
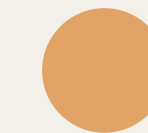
Different product colours can be used when referring to a specific product but these colours can never be used as the primary logo.

AVE-  
NATUR  
*Hello Nature!*

Regular Logo

AVE-  
NATUR  
*Hello Nature!*

Reversed Logo



AVE-  
NATUR  
*Hello Nature!*

Product colours can be used when referring to a certain oat-based product

# COLOUR PALETTE



## DIVERSE AND COLOURFUL

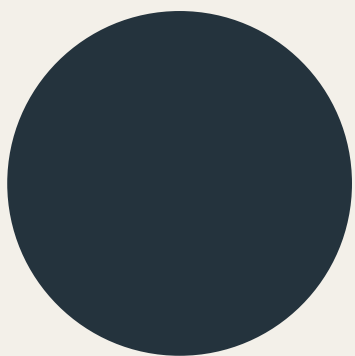
### Primary Colours

'Original' blue combined with simple dark navy and white form the backbone of our visual identity.

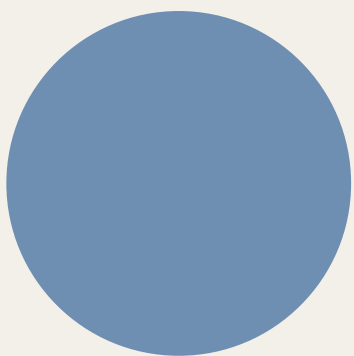
### Product Colours

A vibrant colour palette emphasizes diversity of our product range and our tasty natural goodness.

### Primary Colours

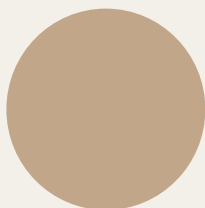


**Dark Navy**  
Pantone 432 C  
**C83 M67 Y54 K53**  
**R36 G51 B61**  
#24333D

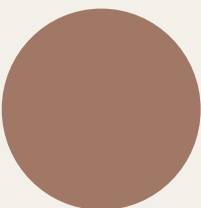


**Original**  
Pantone 7682 C  
**C60 M37 Y16 K0**  
**R111 G143 B178**  
#6F8FB2

### Product Colours



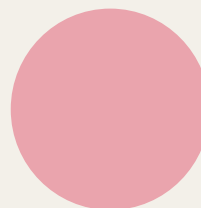
**Barista**  
Pantone 4735 C  
**C25 M33 Y47 K0**  
**R194 G166 B138**  
#C2A68A



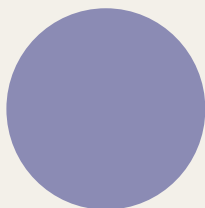
**Chocolate**  
Pantone 7504 C  
**C34 M52 Y58 K10**  
**R161 G120 B102**  
#A17866



**Matcha**  
Pantone 577 C  
**C38 M18 Y71 K0**  
**R166 G179 B108**  
#A6B36C



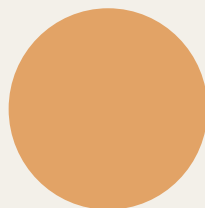
**Strawberry**  
Pantone 494 C  
**C5 M42 Y18 K0**  
**R234 G164 B173**  
#EAA4AD



**Blueberry**  
Pantone 7674 C  
**C49 M44 Y11 K0**  
**R139 G193 B180**  
#8B8BB4



**For Whipping**  
Pantone 557 C  
**C50 M10 Y42 K0**  
**R131 G186 B162**  
#83BAA2



**For Cooking**  
Pantone 7411 C  
**C10 M39 Y67 K0**  
**R226 G163 B102**  
#E2A366

# OUR TYPOGRAPHY



## FONT: GESTA

We use Gesta as our brand font. Its a san-serif font with subtly curved strokes. Gesta combines a modern look with a warm feel.

- Regular
- Medium
- **Bold**
- **Bold** - with 1pt stroke

**Our safe font:** When Gesta can't be used for whatever reason please use Tahoma.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

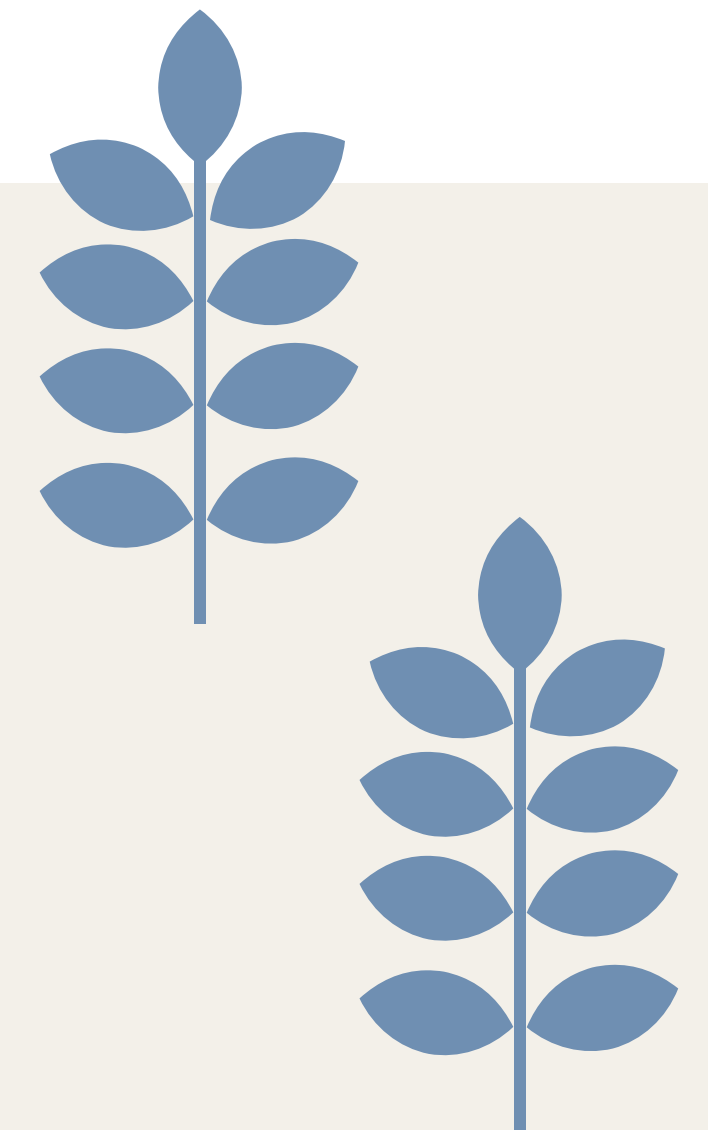
1234567890!@#\$\$%&\*!?

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%&\*!?



# GRAPHICAL ELEMENTS



## ICONS FOR KEY MESSAGES

We also created an icon selection to communicate key product features and messages.

Icon text can be treated in a circle format or on a straight line depending on what works best for alignment.



Circle Format



100%  
Plant-Based



Gluten-Free

Straight Line Format

# THE PRODUCT RANGE



## SCANDINAVIAN DESIGN

For our packaging we focused on a clean, simple, structured design and used big colourful blocks to distinguish ourselves from the rest.

The ratio of colour to white space is also important to us. The ratio is as follows:

**40%** white space

**60%** colour





# APPLICATION EXAMPLES

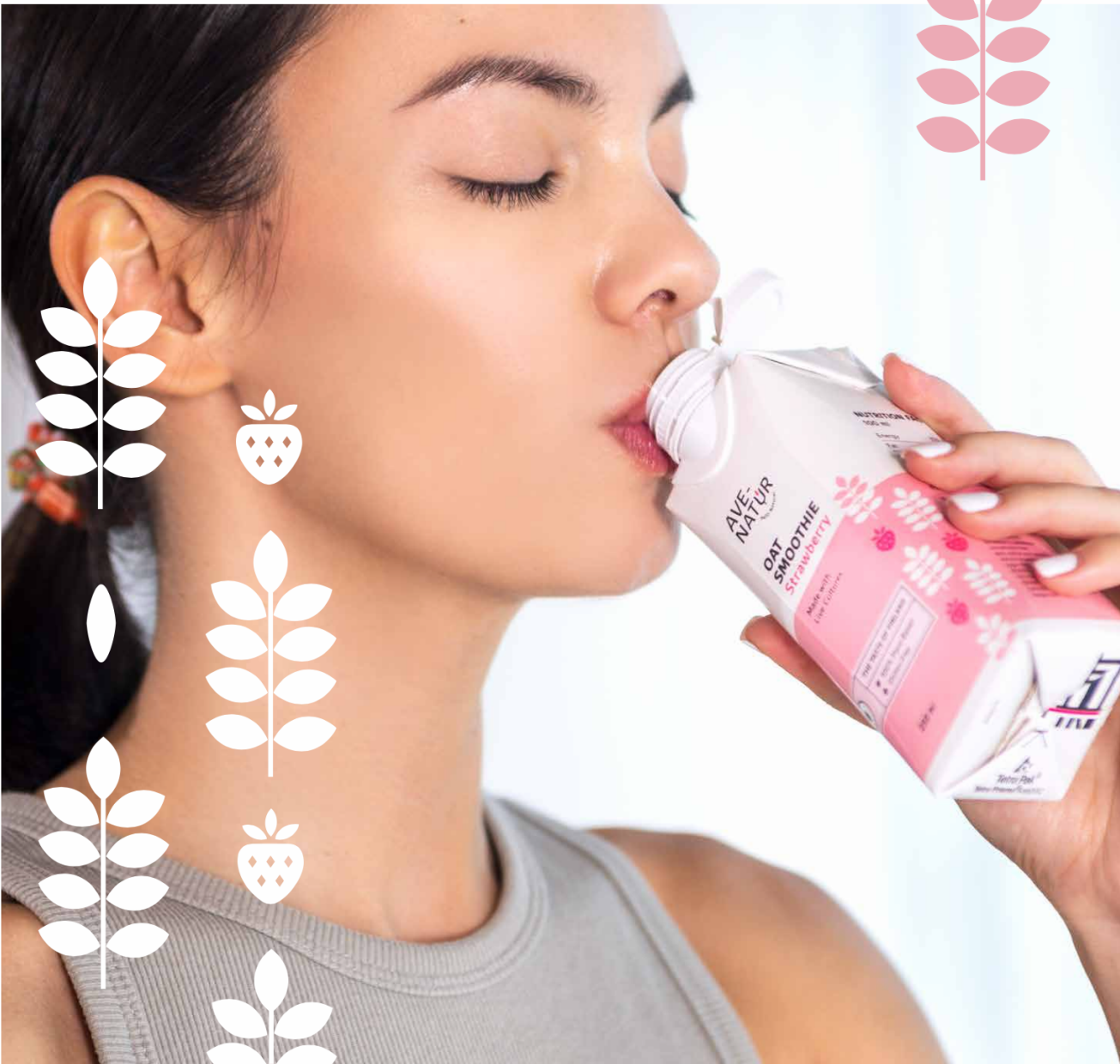
## SHOWCASING THE BRAND

A few design examples for inspiration.  
Product Catalog - Layout design

AVE-  
NATUR  
*Hello Nature!*

## PRODUCT CATALOGUE

The Taste of Finland



## OAT SMOOTHIE Strawberry

*Hello berries!*

### Made with Live Cultures

Sweet strawberries, oats and live cultures blended to make a deliciously smooth breakfast drink or healthy, on-the-go snack.

### NUTRITION FACTS 100 ml

Energy	374 kJ / 88 kcal
Fat	1.3 g
of which saturates	0.2 g
Carbohydrates	18.3 g
of which sugars	8.0 g
Fiber	0.5 g
Protein	0.6 g
Salt	0.0 g

### Ingredients

Oat base (water, 12% oats), strawberry jam 8% (strawberry, sweetener concentrate from pear, native corn starch), sugar (5%), modified starch (E1442), stabilizer (E418), non-dairy cultures (Streptococcus thermophilus, Lactobacillus delbrueckii subsp. bulgaricus).

### LOGISTICS

Shelf life	12 months
Units/ case	15 pcs
Pallet size	1.2 m x 0.8 m
Cases / pallet	161
Units / pallet	2415
Pallets / 40 ft container	24



Available in 250 ml





# APPLICATION EXAMPLES



## INSTORE POS APPLICATION



# ONLINE STORE BANNER DESIGN EXAMPLE

