BRAND IDENTITY & GUIDELINES

FreshCart

Smart Groceries. Fresh Living.

A modern grocery brand that brings freshness, convenience and trust together in every order.



Prepared by
Talha Hamid | Brand Designer

Brand Overview

FreshCart

Smart Groceries. Fresh Living.

MISSION

To simplify everyday grocery shopping through intuitive technology and thoughtful design.

VISION

To become the most trusted digital grocery companion for modern households.

POSITIONING

FreshCart is the smart choice for fresh groceries, delivered with care and convenience.



CONVENIENCE

Making grocery shopping easier and faster.

FRESHNESS

Delivering only the freshest products.

TRUST

Ensuring quality, safety and transparency.

INNOVATION

Using technology to create smarter experiences.

Brand Values & Personality

Our brand is built on strong values and a distinctive personality that shapes every experience we create.

BRAND PERSONALITY

MODERN
We embrace innovation and stay ahead to make shopping smarter.

FRIENDLY
We are approachable, warm and always ready to help.

EFFICIENT
We save time and simplify grocery shopping.

RELIABLE
We deliver what we promise, every single time.

SMART
We use smart technology to create better experiences.

BRAND VALUES

CONVENIENCE
Making grocery shopping easier and more accessible.

FRESHNESS
Delivering only the freshest and highest quality products.

TRUST
Building trust through transparency and honest communication.

INNOVATION
Continuously improving with smart ideas and technology.

TRANSPARENCY
Clear information and honest practices in everything we do.

BRAND VOICE

CLEAR
We communicate in simple, easy-to-understand language.

HELPFUL
We provide solutions and are always here to assist.

HUMAN
We speak like a real person, not a machine.

CONFIDENT
We are experts you can rely on for a better shopping experience.

Logo Concept

The FreshCart logo is designed to represent convenience, freshness and a smarter way of grocery shopping. It combines a shopping cart with a leaf to create a simple, memorable and meaningful mark.

FreshCart

Smart Groceries. Fresh Living.

LOGO MEANING

CART

Represents convenience, easy shopping and seamless delivery.

LEAF

Symbolizes freshness, natural products and healthy living.

FRIENDLY SHAPES

The rounded typography and soft shapes reflect approachability and trust.

OVERALL MESSAGE

FreshCart makes grocery shopping simpler, smarter and fresher for everyone.

SMART SHOPPING | FRESH PRODUCTS | TRUSTED SERVICE | HAPPY CUSTOMERS

Logo Variations

Our logo is designed to be flexible and recognizable across different platforms and applications.

PRIMARY LOGO



The complete logo with tagline. Preferred for most use cases.

LOGO WITHOUT TAGLINE



Used in spaces where tagline is not needed.

ICON + WORDMARK



Horizontal lockup for wider applications.

ICON ONLY



Used for app icons, favicons and small size applications.

PRIMARY LOGO ON GREEN



BLACK & WHITE



REVERSED (WHITE)



GRAYSCALE



SMART SHOPPING
Simplifying your grocery shopping experience.

FRESH PRODUCTS
Delivering only the freshest and highest quality.

TRUSTED SERVICE
Your trust is our priority, always.

HAPPY CUSTOMERS
We're here to make you smile every time.

Icon Mark & Logo Usage

Our icon mark is a simplified representation of our logo. It ensures strong brand recognition even in small spaces.

ICON MARK

This icon represents convenience, freshness and smart shopping.

LOGO USAGE EXAMPLES

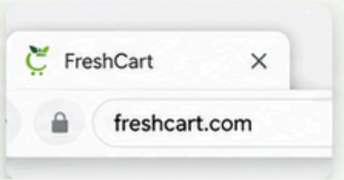
APP ICON

Used in mobile applications and app stores.

SOCIAL MEDIA

Perfect for social media profile pictures and posts.

FAVICON



Used in websites as favicon for easy recognition.

PACKAGING / PRINT



Used on packaging, print materials and merchandise.

USAGE GUIDELINES

CLEAR SPACE
Always keep enough clear space around the icon.

COLOR CONSISTENCY
Use brand colors consistently for strong recognition.

SCALABILITY
The icon is designed to be clear and legible at any size.

DON'T ALTER
Do not change colors, shapes or proportions of the icon.

BACKGROUND
Use on clean and contrasting backgrounds for best visibility.

Color Palette

Our color palette reflects freshness, trust and simplicity. The greens represent nature and health, while the neutrals ensure clarity and balance across all touchpoints.

PRIMARY COLORS

FOREST GREEN
#0D3B2E
R: 13 G: 59 B: 46
Trust • Growth • Stability

FRESH GREEN
#2E7D32
R: 46 G: 125 B: 50
Freshness • Health • Nature

LEAF GREEN
#2E7D3A
R: 46 G: 125 B: 50
Freshness • Naalth • Vitality

NEUTRAL COLORS

CHARCOAL
#222222
R: 34 G: 34 B: 34
Text • Strong • Clarity

LIGHT GRAY
#F2F4F2
R: 242 G: 244 B: 242
Background • Subtle • Clean

WHITE
#FFFFFF
R: 255 G: 255 B: 255
Purity • Simplicity • Space

COLOR USAGE

PRIMARY GREENS
Use for key brand elements like logos, buttons, headings and highlights.

SECONDARY GREEN
Use for icons, illustrations, accents and interactive elements.

ACCENT GREEN
Use for subtle backgrounds, badges, success states and highlights.

CHARCOAL
Use for primary text, headings and important information.

LIGHT GRAY
Use for section backgrounds, borders, dividers and UI elements.

WHITE
Use as the base background for a clean, open and minimal look.

Typography (Headings)

Our typography is clean, modern and easy to read. We use a strong and friendly typeface for headings to communicate confidence, clarity and approachability.

Poppins

(Bold / SemiBold / Medium)

A modern, geometric typeface that reflects simplicity, friendliness and trust.

TYPEFACE	EXAMPLE	USAGE	SPECS
Poppins (Bold / SemiBold / Medium)	**Fresh Groceries. Fresh Living.**	H1 — **Main Headings** Used for hero titles, big statements and key messages.	Size: 48px Weight: Bold Line Height: 120%
	Smart Shopping Made Simple.	H2 — **Section Headings** Used for major sections and important headlines.	Size: 32px Weight: SemiBold Line Height: 130%
	Quality You Can Trust, Every Single Time.	H3 — **Sub Headings** Used for secondary headlines and content introductions.	Size: 24px Weight: SemiBold Line Height: 140%
	Shop Fresh. Live Healthy.	H4 — **Small Headings** Used for smaller titles, cards and highlight sections.	Size: 18px Weight: Medium Line Height: 150%
	Delivering Freshness to Your Doorstep.	H5 — **Supporting Headings** Used for minor titles and supporting information.	Size: 16px Weight: Medium Line Height: 150%

Typography (Body Text)

Our body typography is designed for comfort and readability across all digital and print platforms. It supports clear communication and enhances the overall user experience.

TYPEFACE

Poppins

(Regular / Medium)

A clean, modern and highly readable sans-serif typeface that ensures clarity and consistency across all content.

Aa

ABCDEFGHIJKLMMOPPHIVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#$%^&*()_+

	EXAMPLE	USAGE	SPECS
B1	The FreshCart experience is designed to make grocery shopping simple, fast and enjoyable.	**Body Text (Regular)** Used for paragraphs, descriptions and general content.	Size: 16px Weight: Regular Line Height: 150%
B2	**We deliver fresh products right to your doorstep, ensuring quality and convenience every time.**	**Body Text (Medium)** Used for important content, key information and emphasis.	Size: 16px Weight: Medium Line Height: 150%
B3	Fresh vegetables, fruits, dairy and everyday essentials, curated for a healthier lifestyle.	**Supporting Text** Used for supporting information, tooltips and secondary details.	Size: 14px Weight: Regular Line Height: 140%
B4	Order now and get your favorites delivered fresh and on time.	**Small Text** Used for captions, labels, footnotes and small UI elements.	Size: 12px Weight: Regular Line Height: 140%
B5	*Delivery time may vary based on location and product availability.	**Micro Text** Used for disclaimers, legal text and fine print information.	Size: 11px Weight: Regular Line Height: 130%

Icon Style

Our icons are clean, modern and friendly. They are designed to be simple, consistent and easy to understand across all platforms and touchpoints.



ICON FAMILY

LINE



Simple line icons for light and minimal interfaces.



OUTLINE



Outline icons for clear visibility and balanced designs.



FILLED



Filled icons for emphasis and strong visual hierarchy.



DUOTONE



Duotone icons add depth while maintaining a clean and modern look.



BEST PRACTICES

- Keep icons simple and easy to understand.
- Maintain uniform style and proportions.
- Use icons to enhance, not replace text.
- Test icons across sizes and devices.

AVOID

- Do not mix different icon styles.
- Do not use low-contrast colors.
- Do not add unnecessary effects or shadows.
- Do not distort or modify the icons.

ICON USAGE GUIDELINES

CONSISTENT STROKE
Use consistent stroke width for line and outline icons.

SCALE UNIFORMLY
Scale icons proportionally and avoid stretching or skewing.

USE BRAND COLORS
Use the approved color palette for all icons to maintain consistency.

CLEAR SPACE
Maintain clear space around icons for better visibility and balance.

AVOID OVERUSE
Use icons purposefully and avoid overcrowding in designs.

Brand Pattern

Our brand pattern is inspired by fresh produce, leaves and natural forms. It adds a consistent visual touch across all brand applications while keeping the look clean and modern.

PATTERN ELEMENTS



LEAVES | FRUITS | BASKET | ORGANIC SHAPES | DOTS | WAVES

PATTERN VARIATIONS



LEAF PATTERN | PRODUCE PATTERN | WAVE PATTERN | DOT PATTERN | NATURAL PATTERN | DARK PATTERN

USAGE EXAMPLES



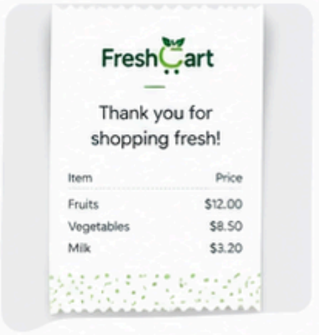
Packaging



Website / App Banners



Social Media Posts



Receipts

PATTERN USAGE GUIDELINES

- Use patterns subtly in the background.
- Keep patterns low contrast for better readability.
- Maintain proper spacing and breathing room.
- Use brand colors only for pattern elements.
- Ensure patterns work across all sizes and screens.

FreshCart

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SMART SHOPPING
Simplflying your grocery shopping experience.

FRESH PRODUCTS
Delivering only the freshest and highest quality.

TRUSTED SERVICE
Your trust is our priority. always.

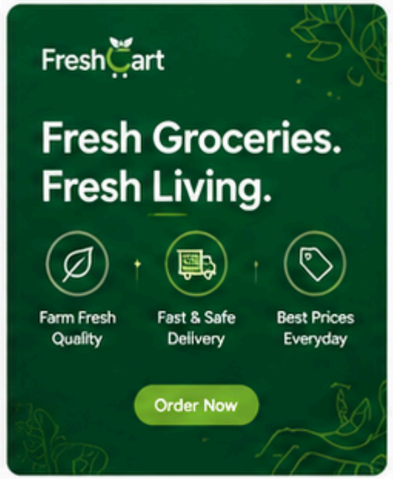
HAPPY CUSTOMERS
We're here to make you smile every time.

Social Media Applications

Our social media design is clean, fresh and engaging. Consistent use of colors, typography, icons and patterns helps us create a strong and recognizable brand presence across all platforms.

INSTAGRAM FEED POSTS



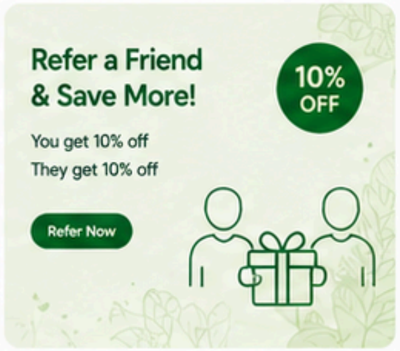




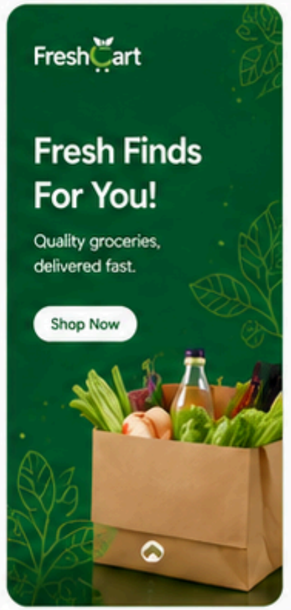
PROMOTIONAL / CAMPAIGN POSTS

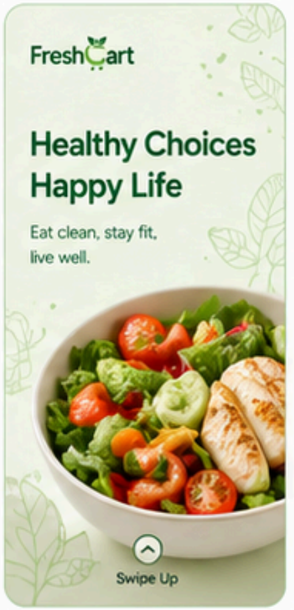




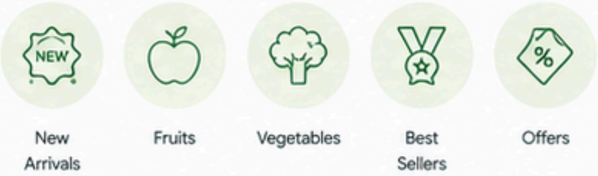


INSTAGRAM STORIES





HIGHLIGHT ICONS



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Business Card Design

Our business card reflects the FreshCart brand through clean design, natural elements and a perfect balance of professionalism and warmth.

CARD PREVIEW

FreshCart
Smart Groceries. Fresh Living.

Aarav Mehta
Marketing Manager

+91 98765 43210
aarav.mehta@freshcart.com
www.freshcart.com
123 Green Street, Mumbai
Maharashtra, India - 400001

FRONT

FreshCart
Smart Groceries. Fresh Living.

FRESH PRODUCTS | TRUSTED SERVICE | HAPPY CUSTOMERS

BACK

DETAILS

Size
90 mm x 54 mm

Corners
Rounded

Material
Premium Matte
350 GSM

Printing
CMYK Print

Finishing
Matte Lamination
(Front & Back)

Edge
Clean Cut

USAGE EXAMPLES



Stack View



Lifestyle View

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Letterhead Design

Our letterhead design maintains a clean, professional look while incorporating fresh, natural elements that reflect the FreshCart brand identity.

LETTERHEAD PREVIEW

FreshCart
Smart Groceries. Fresh Living.

Date: 20 May 2024

+91 98765 43210
hello@freshcart.com
www.freshcart.com
123 Green Street,
Mumbai, Maharashtra
India - 400001

To,
John Smith
Manager
GreenMart Retail Pvt. Ltd.
Mumbai, Maharashtra

Dear John,

Thank you for your continued partnership and support. At FreshCart, we are committed to delivering the freshest products and the best grocery shopping experience.

We look forward to many more successful years together.

Sincerely,

Aarav Mehta

Aarav Mehta
Marketing Manager

FRESH PRODUCTS | TRUSTED SERVICE | HAPPY CUSTOMERS

DETAILS

Size
A4 (210 x 297 mm)

Margins
Top: 20 mm
Bottom: 20 mm
Left: 18 mm
Right: 18 mm

Paper
Premium White
90 GSM

Printing
CMYK Print

Finishing
Matte Finish

USAGE EXAMPLES



On Desk



Stack View

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Packaging Design

Our packaging design brings the FreshCart brand to life on shelves. It combines clean typography, natural elements and eco-friendly materials to communicate freshness, quality and care.



PACKAGING ELEMENTS

Natural & Fresh
Inspired by nature and real ingredients.

Eco-Friendly
Sustainable materials for a better tomorrow.

Trusted Quality
Quality you can rely on, every single time.

Smart Choice
Better products for a healthier lifestyle.

PRIMARY PACKAGING APPLICATIONS



USAGE EXAMPLES



PACKAGING FEATURES

Minimal & Clean Design
Easy to read and visually appealing.

Natural Illustrations
Leaf patterns and organic elements.

Earth-Friendly Materials
Recyclable, biodegradable, sustainable.

Consistent Brand Identity
Unified look across all product ranges.



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Real-World Brand Applications

The FreshCart brand comes to life across multiple real-world touchpoints. From physical spaces to digital platforms, every application delivers a consistent, fresh and trustworthy brand experience.

STORE SIGNAGE



DELIVERY VEHICLE



MOBILE APP



ADDITIONAL APPLICATIONS



Shopping Bag



Product Tag


Uniform



Thank You Card



Sticker / Seal

CONSISTENT BRAND EXPERIENCE

Fresh Look · Trusted Quality · Happy Customers · Smart Shopping · Better Living

Every touchpoint is designed to reflect our promise of freshness, quality and care.

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