

PRACTICAL

BRAND MANUAL

2022

Brand Manual

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01.1 INTRODUCTION

PractiCal is the only Meal Plan service that is designed for the complexity of modern life. Our days are busy & unpredictable. This massively affects the foods we choose - even when we 'try' to plan ahead.

We're nothing like regular Meal Plan services: We admit it's unrealistic to think someone will eat only Meal Plan food for months on end.

We show our customers how they can hit their goals even when they eat in restaurants, have takeout & or have homemade food.

We don't trap our customers, we set them free.



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01.2 BRAND WORDS

PRAGMATIC

FLEXIBLE

INCLUSIVE

EMPATHETIC

SMART

HONEST

STRAIGHT-TALKING

SOCIAL

COMMITTED

OPTIMISTIC



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01.3 MISSION

WE MAKE IT MUCH EASIER FOR YOU TO
EAT WELL FOR EVERY MEAL EACH DAY, NO
MATTER WHERE YOU ARE OR WHAT YOU
ARE IN THE MOOD FOR. WE WILL WORK
AROUND THE STRESSES & TEMPTATIONS
OF YOUR LIFE. WE WON'T IGNORE THEM
OR FIGHT AGAINST THEM



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01.4 VALUES

WE ARE HONEST

We offer total transparency
in terms of who we are,
what we do & why we do it

WE ARE SOCIAL

The journey to hitting your goals
is better when shared with friends
and family. We help our customers
understand that eating out can be
part of a healthy lifestyle

WE ARE IN IT FOR LIFE

We provide the tools, knowledge
& support necessary for long-
term success

WE ARE FLEXIBLE

The 'perfect' diet is one you can
stick to. Yes that includes meals
out & treats. Life's too short!



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02.1 LOGO

The PractiCal Logo is the visual representation of the brand and should be applied to all communications when the context of PractiCal is not known.

The PractiCal Logo is the most valuable asset and must not be redrawn or altered in any way.

The logo consists of the word "PRACTICAL" in a stylized, outlined font. The letter "P" is white with a small arrow pointing left from its vertical stem. The letters "C", "A", and "L" are green. The background is solid black.The logo is identical to the one above, but the background is solid white. The "P" is white with a left-pointing arrow, and the "C", "A", and "L" are green.

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02.2 CLEAR SPACE

Apply the PractiCal Logo with sufficient space around them. The exclusion zone around the Logo should be equal to the height of the “P” in the logo to ensure that no other graphic elements interfere with the clarity or legibility of the Logo.

The image shows the word "PRACTICAL" in a stylized, outlined font. The letters "PRACTI" are black, and "CAL" is teal. The logo is centered within a light gray rectangular area. This area is part of a larger grid of squares, with the central row being white and the surrounding rows being light gray. This grid represents the clear space or exclusion zone around the logo, which is defined as being equal to the height of the letter "P".

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02.3 SIZES

In order to maintain detail and readability, the Logo should not appear in print smaller than 6.5 mm (0.2559 in) and no larger than 63.5 mm (2.5 in). In digital applications, the Logo should appear no smaller than 22 pixels in height.

PRINT

6.5MM —  PRACTICAL

DIGITAL

22PX —  PRACTICAL

PRINT

 PRACTICAL

63.5MM



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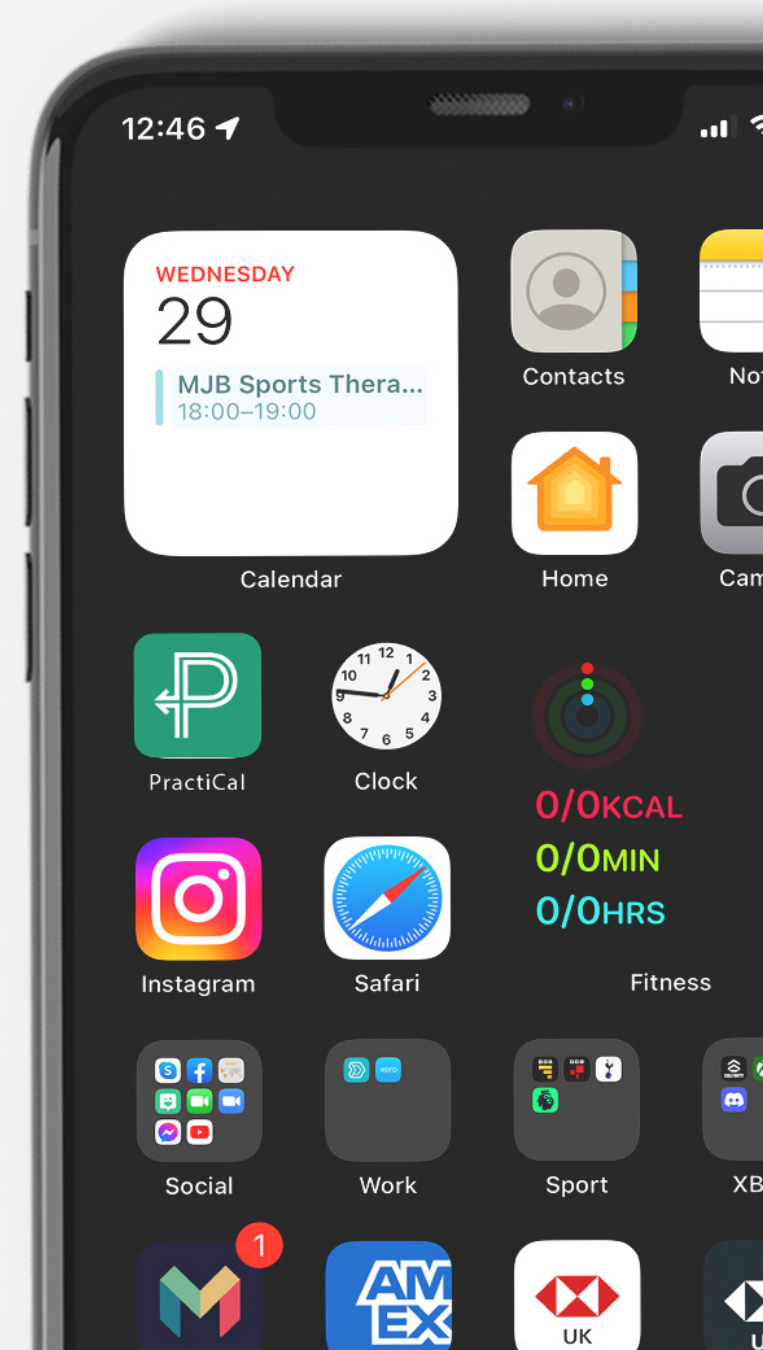


02.4 ICON

The PractiCal icon serves as a supplemental design element to reinforce the PractiCal brand. It can be used as a secondary accent mark, or instead of the Logo when the full name is not necessary, such as on social media.

The PractiCal icon should be used in isolation, rather than in a repeating pattern.

The PractiCal icon should not become too large of a design element, which would distract from the overall design, and should always be a smaller mark that acts as an accent to the overall design.



03 TYPOGRAPHY

Euclid should be used for all primary brand messaging. The closest digital match to Euclid that works across operating systems is Trebuchet MS.

BW Beto Grande should be used for all Titles. The closest digital match to BW Beto Grande that works across operating systems is Times.

AW CONQUEROR INLINE

QWERTYUIOPASDFGHJKLZXCVBNM
1234567890!@#%&*() _ +

EUCLID

EUCLID Semi-Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*() _ +

EUCLID Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*() _ +

EUCLID Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*() _ +



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04.1 Primary

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04.1 PRIMARY COLOUR PALETTE

BLACK

CMYK - 00, 00, 00, 100

RGB - 00,00,00

HEX - #000000

GREEN

CMYK - 80,13,64,01

RGB - 23,156,120

HEX - #179C78

WHITE

CMYK - 00,00,00,00

RGB - 255,255,255

HEX - #FFFFFF



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04.2 SECONDARY COLOUR PALETTE

GREEN

CMYK - 80,13,64,01

RGB - 23,156,120

HEX - #179C78

ORANGE

CMYK - 00,69,96,0

RGB - 250,115,36

HEX - #FA7324

LIGHT GREEN

CMYK - 47,00,49,00

RGB - 128,222,163

HEX - #80DEA3

LIGHT ORANGE

CMYK - 00,35,88,00

RGB - 250,176,59

HEX - #FAB03B

YELLOW

CMYK - 02,16,89,00

RGB - 251,209,54

HEX - #FAD036



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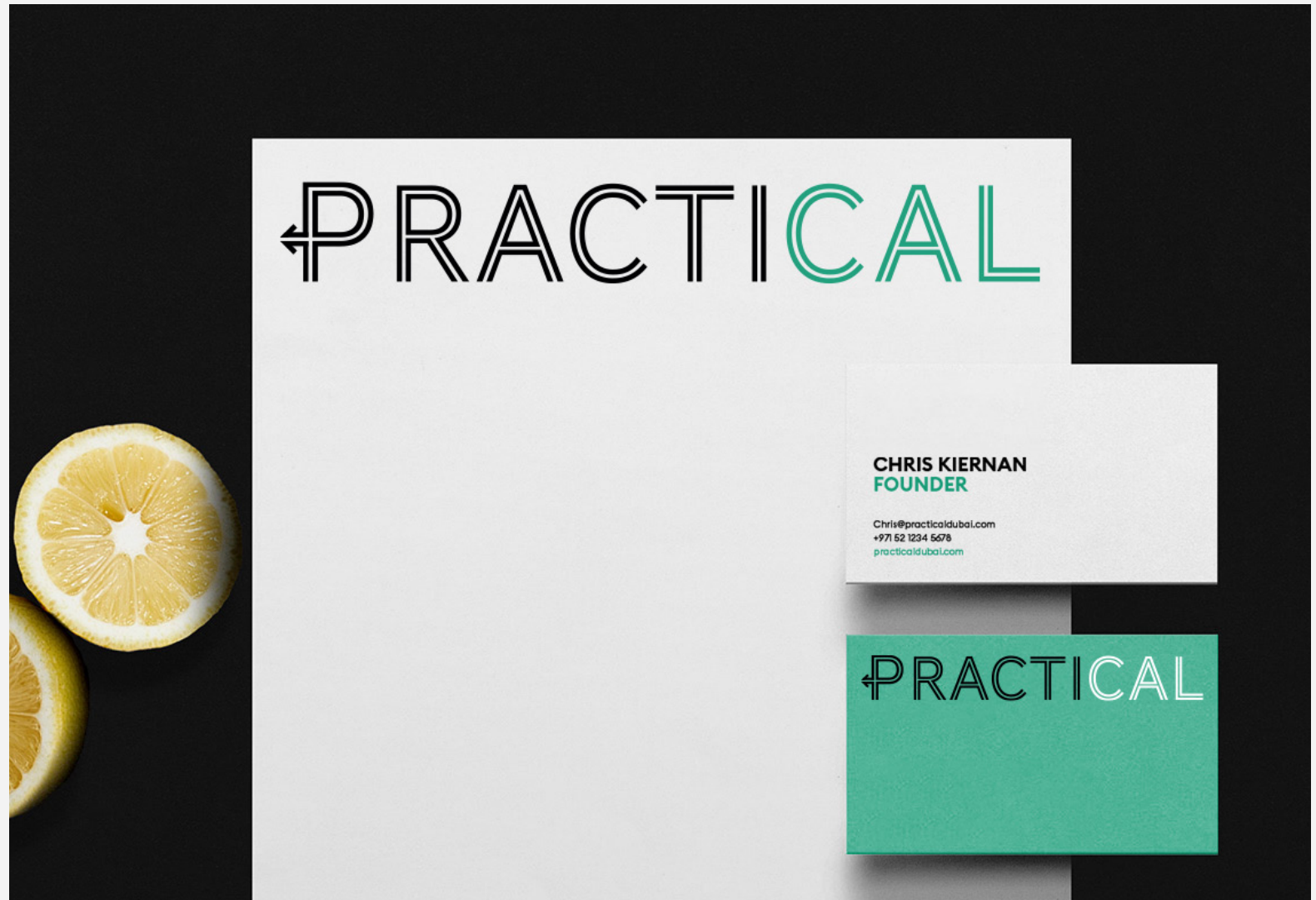
05 Brand Applications

06.1 Stationary

06.2 Packaging

06.3 Merch

05.1 STATIONARY



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05.2 PACKAGING



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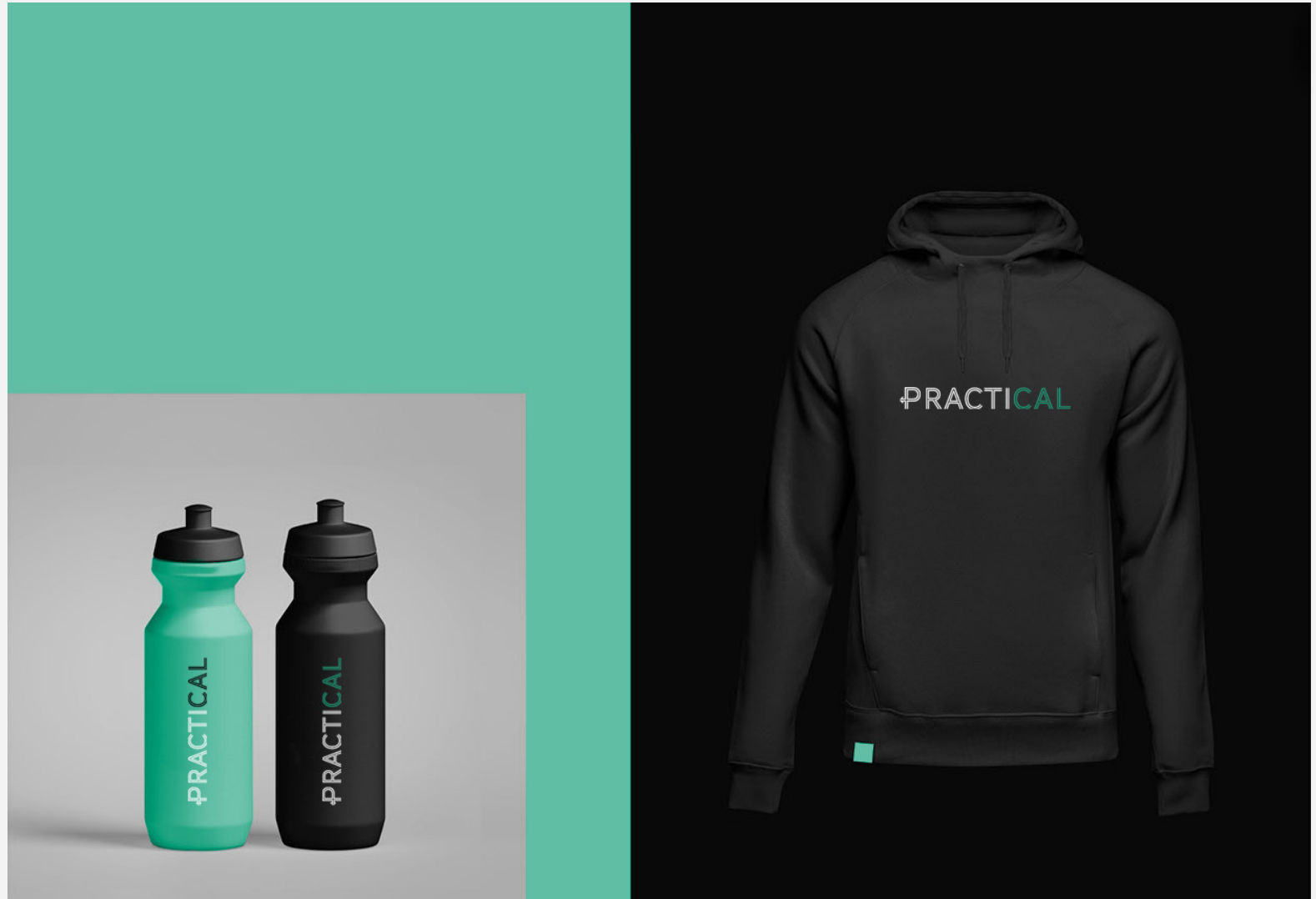
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05.3 MERCH



←PRACTICAL