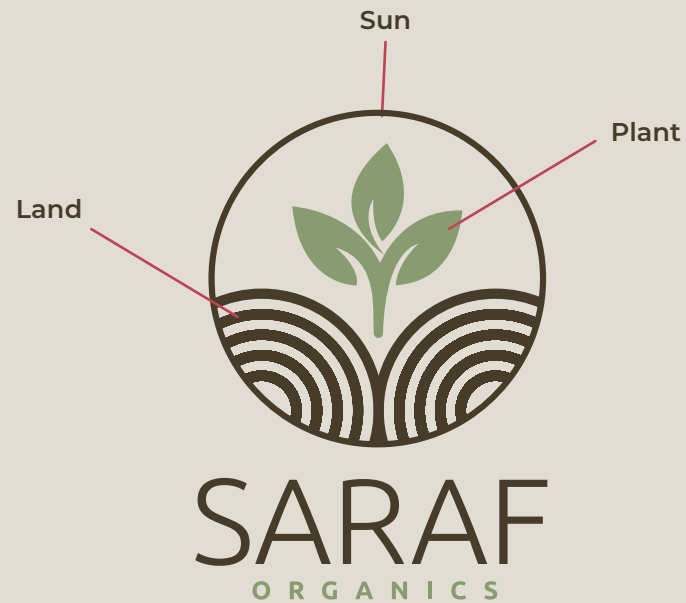




SARAF ORGANICS
brand presentation

REPLACE YOUR MEDICINES WITH ORGANIC FOOD

the **logo**



Why this logo?

The plant and land icon featured predominantly in the logo represent the intersection of what people expect when they think of organic.

It also is an icon that is simple to understand and connect with organic food, making it easy for people to quickly identify you and your specialty.

To download the free google font visit
Ubuntu
<https://fonts.google.com/specimen/Ubuntu?query=Ubuntu>

logo **possibilities**



SARAF
ORGANICS

Standard Logo
presentation



Icon only



SARAF
ORGANICS

Horizontal Logo


SARAFORGANICS

SARAF
ORGANICS

Text Only



Logo using Slogan

A person wearing a white cap and a purple shirt is seen from behind, carrying a large white sack filled with green leafy vegetables on their head. They are standing in a lush green field with a dense line of trees in the background. The image has a slightly muted, naturalistic color palette.

If you could sum up
(Saraf Organics)
in **three words...**

Authentic

There is no doubt about our commitment to a real authentically grown food we source. We spend extra time, effort and money making sure we are true to our root and provide food which is free from chemical.

Nature

We provide homemade/ natural quality products to the clients. We use natural ingredients to provide a better scope for nutrients and minerals. We are a company who aims to create a sustainable living.

Trust

The availability of safe, natural, inexpensive, and sustainable products earns us our consumers' trust. Without a doubt, we put in extra effort to create our products 100 percent organic and supply our consumers with genuine chemical-free food.

Explaining your future customer here **who wants to live healthy life**



Age group: 25 above

- Gender: both Men (60%) and Women (40%)
- Who prefer quality over quantity
- Parents who are conscious of their child's health
- Health minded consumer
- Athlete/gym oriented

Goals

- Who desire quality for their food
- Who want to become more eco-friendly
- Who are seeking higher sustainability

Values

- Health and nutrition
- To achieve a higher standard of living

Primary Color

RBG: 145, 163, 113, 1
CYMK: 11, 0, 31, 36

Secondary

RBG: 253, 253, 33
CYMK: 3,15,245,0

Secondary

RBG: 253, 253, 33
CYMK: 3,15,245,0

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CYMK: 3,15,245,0

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RBG: 253, 253, 33
CYMK: 3,15,245,0

Colors
inspired
by the
untouched
beauty that
is fiels,grass
seeds,etc.

The four strong primary color
hues and several secondary color
options provide a deep versatile
color palette with flexibility.



Type Options

Ubuntu Bold

Size - 38 pt
Leading - 36 pt
Tracking - 0 pt

headlines are
soft & lowercase

Ubuntu Medium

Size - 22 pt
Leading - 25 pt
Tracking - 0 pt

Subheadings are slightly
smaller but medium weight

Ubuntu Medium

Size - 14 pt
Leading - 18 pt
Tracking - 0 pt

Smaller headings are medium weight
still but continue to get smaller in size

Ubuntu Bold

Size - 9 pt
Leading - 12 pt
Tracking - 0 pt

Bold smaller item, great for labels or menu items

Ubuntu Medium

Size - 7.5 pt
Leading - 13 pt
Tracking - 100 pt

AN ALL CAP OPTION IN MEDIUM WEIGHT

Ubuntu Regular

Size - 8 pt
Leading - 10 pt
Tracking - 0 pt

Perfect for standard body copy for paragraphs. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

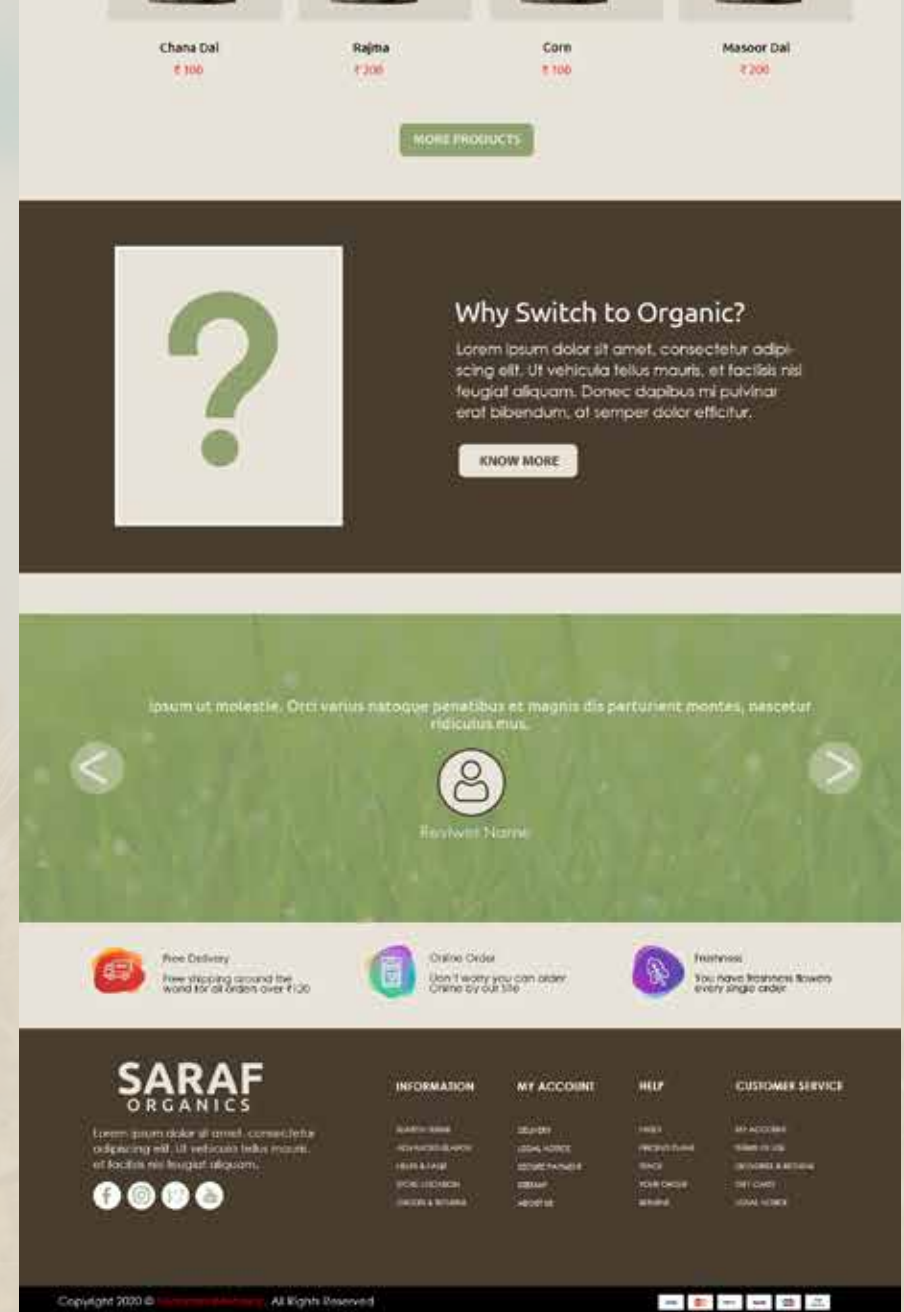
Ubuntu Italic

Size - 8 pt
Leading - 10 pt
Tracking - 0 pt

**Great for small print items like legal copy. *All items on our menu contained raw ingredients. Consuming raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food-borne illness.*

38pt	H1
22pt	H2
14pt	H3
9pt	H4
8pt	Paragraph

Website



Show your
brand on **real
stuff.**



Brand stationery



Product Packaging



Social Media.





photos that
keep us
yearning for
more.

We have curated a library of photos that match with the brand language, ethos, personality and voice. They all have the following characteristics:

Simple
Moody Color Tone
High Quality



There is still so much more to discover.

let's continue on this journey of brand building together...

Kaushal Sharma



