CarryOn™

2020 BRAND GUIDE

Our Voice and Tone

Voice & Tone defines the attitude and style of our brand. It is how we communicate and represent ourselves.

Your Therapist Friend

With our empathetic understanding of people's lives and our knowledge of how to craft food as medicine, we see ourselves as that trusted friend who happens to be a therapist (but not your therapist).

We're that person who's there with the extra long hug when we need it and who follows up "how are you doing?" with, "no, how are you really doing?" We feel comfortable letting this person help us, and since they're not our therapist, we don't expect them to fix us—
just to help us get to an OK moment and give us some tools to help stay there as long as we can.

Personal, But Not Personalized

As part of being authentically sympathetic, we don't assume that we could possibly know exactly how you are feeling in the moment. Rather, we leave space for you to personalize and inform us, by creating offerings that make you feel special and like we put it together with you in mind.

Respectful

When searching for our OK moments, we're at a vulnerable place in our struggle to get to OK. We want to recognize and honor that vulnerability and patiently meet you where you are, helping create space for you to get to your OK moment. We are immersive, considering all aspects of our brand engagement with people to make sure we're fitting into their lives, empowering them to be courageous, making them feel comfortable and giving them permission to be not OK. While what we offer is potentially complicated, we don't make it more complex than it needs to be—we are simple, clear and uncluttered, and don't force people to learn something just to engage with us. We don't judge, talk down to people or hold anyone to an arbitrary standard: you're great where you are—and wherever you want to be.

Relatable

While we've got the wisdom of collective experience, we don't use exclusionist or overly-technical clinical language to get our message across. We are approachable and engaging, calming and sympathetic, but real about life. We are mentors who have been through it before. We know our stuff, and have the facts and research to prove it, but we don't lead with that—we need you to feel comfortable first, then we'll get into the details. We don't come off too polished and exclusively aspirational, but aren't so informal as to undermine our credibility. We might be humorous and lighthearted about some ideas in order to put people at ease, but we don't skew into being too jokey or silly.

Key Communication Points

Key Communication Points are the How behind our Why. They are a part of all aspects of our communication and support our Why.

From Ultimate Chaos, to Perfect Peace

Societal norms often shun those who are open about being sad, anxious, or hopeless. As if something was wrong with them. We wholeheartedly reject that notion—these feelings and others like them are part of the human experience and affect us all. Life throws a lot at us, and we all deal with it (or don't) in our own way. Only by letting ourselves be OK with not being OK can we find the time and space to see new possibilities and get to OK now.

No one said it would be easy. But it will be worth it.

Life is going to keep coming; it's perfectly fine to hit pause and reset for stressful moments, hit pause and reset in the middle of a tough day to maintain your momentum, or hit pause and reset a rough experience. And when you do hit pause or reset to find your OK place, we're here for you.

Trust the journey.

Collectively, we've been able to leverage all the things we've learned to help us get to our OK moments, and we want to share that so you can find what works for you. We've designed delicious, edible offerings that are crafted to effectively help get us to an OK moment. We also understand that you might need to see the active ingredients in our products, what they do, and how to use them in order to feel comfortable. We feel the same way.

That said, everyone's a little different, so what works for one person may not work for another. But that's why we have options and aren't afraid to point you in a different direction—even if it's not

Brand Elements

Our Color Palette

Our primary color palette is intended to convey that our products are super-premium, inspiringly delicious, and will transform both your body and soul. As a result, they are rich and bold and rely on white space to avoid becoming heavy.

Our Secondary Color Palette is inspired by the fresh-off-the-tree, just-washed, fruit that we hero on pack. These colors are primaryly intended to serve as accents and/or violators that draw the eye and hint of the magical experience and splash excitment you'll find in every can.

PMS 546 C

#062A30

PMS 546 C

#062A30

COOL GRAY 1 C

#D9D8D6

PMS 1245 C

#062A30

C=2
M=3
Y=11
K=0

#F9F3E3

Photo Stlye

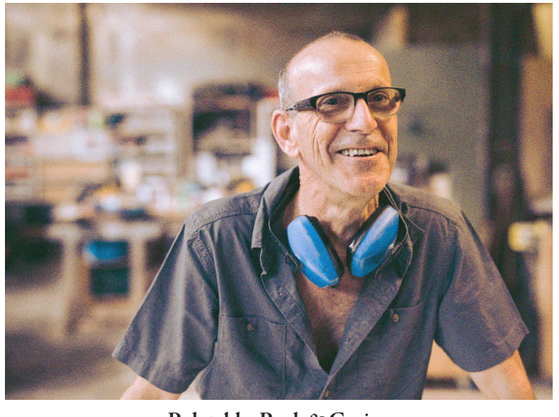
More...



Flat Blacks & Feel Good



Large Composition, Enduring and Authentic

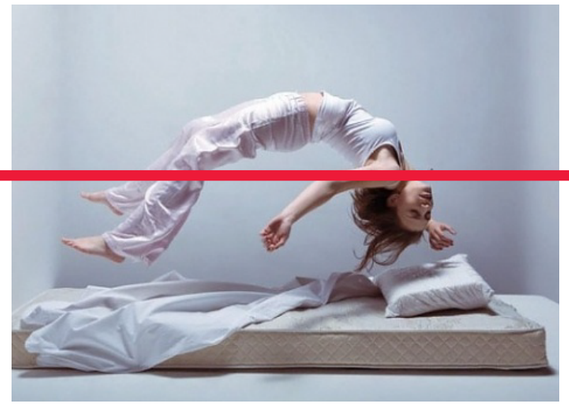


Relatable, Real, & Grainy



Compositional Storytelling

Less...



Whimsical Clouds & Manipulation



Bright Colors & Studio Staging



Harsh Shadows



Perfect & Sterile

Brand Elements

Photo Edit

Each image contains, grain, a warm and bright gradient overlay, and flat blacks. Please be sure to keep the layers used in this order when importing the photo into photoshop. This edit is used to evoke a cohesive brand and is important to be used on each and every brand photo.



Photo Examples



Refreshing with Forground and Background Contrast



Textures to Evoke Feeling & Flavor



Same Hue & Monochromatic



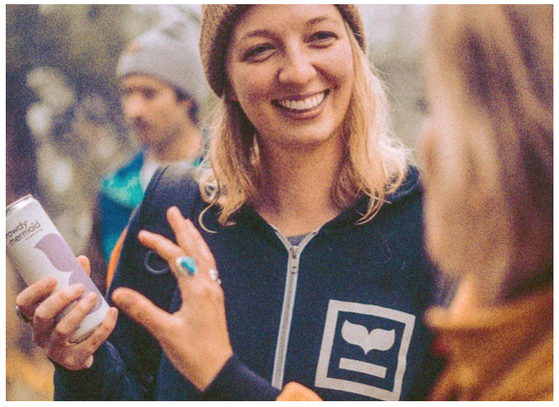
Branded Type with Claims



Function in Action & Can as Hero



Events Post Product Consumption



Social Drink



Natural Wood & Moody Lighting

Moodboard





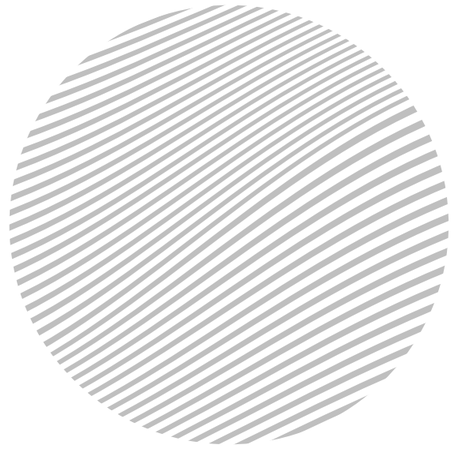






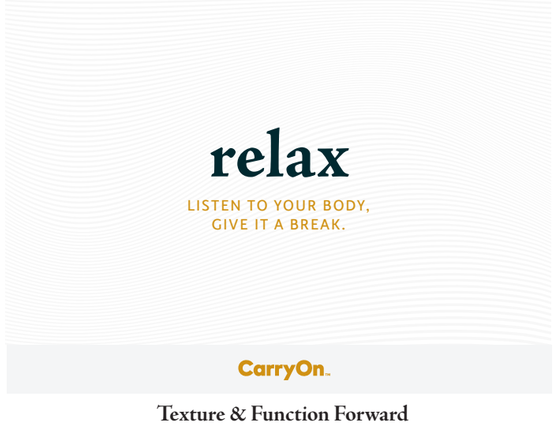




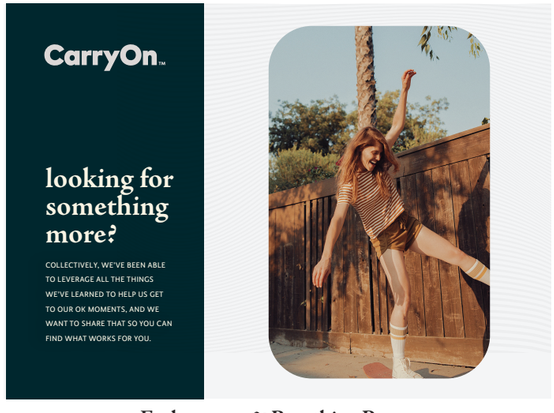


General Design Guidelines

Please Do...



Texture & Function Forward



Endourance & Breathing Room

Please Dont...



Large & Bold



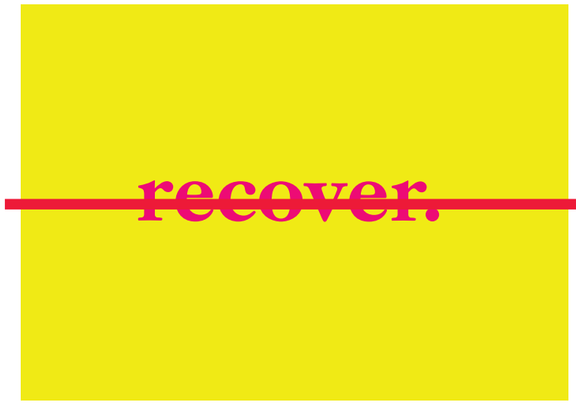
Use Illustrated Characters



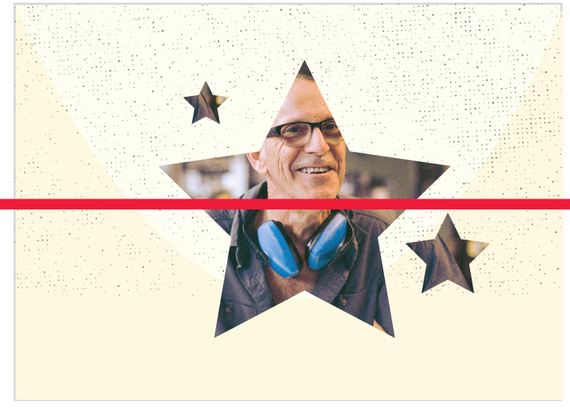
Borders & Rounded Edges



Hero Image Shot



Use Bright Color Combinations



Use Sharp Edge Crops

Brand Application

Packaging

