

That's What She Eats

Brand Book 2020

Developed by Courtney Rhodes Design



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Aubrey Johansen is a Personal Chef, Food Enthusiast and Content Creator who is known online by the pseudonym "**That's What She Eats**". This brand book summarizes the identity created to encapsulate Aubrey and That's What She Eats as a brand, service and entity.

THE LOGO

The **That's What She Eats** logo has several iterations to be used as seen fit. The "primary" logo mark is the combination of the wordmark and the utensils and has several color options. The wordmark may be used separate of the utensils when appropriate.



LOGO COLOR VARIATIONS

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PRIMARY



SECONDARY



SINGLE COLOR



ALTERNATE LOGOS

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PRIMARY

that's
what
She
eats

SECONDARY

that's
what
She
eats

that's
what
She
eats

that's
what
She
eats

SINGLE COLOR

that's
what
She
eats



LOGO USAGE

The **That's What She Eats** logo will only be used as shown on pages 3 and 4, no other color combinations, rotations, or skewing will be allowed.



that's
what
she
eats



The only single color iterations of the logo exist in black and white. Color is used in the multicolor logo versions.

Do not turn the logo on its axis.

Do not use the colored logo variations on backgrounds that decrease visibility or clash. It is preferred that the color logo is only used on a white background.

COLORS

The **That's What She Eats** brand is made up of the following colors. These colors may be used on marketing collateral, the website, and any other retail application to complement the brand. Any colors outside of this palette may not be used for the logo.

PRIMARY

Grapefruit

R 242 G 133 B 121

C 1 M 60 Y 46 K 0

#F28579

SECONDARY

Orange

R 232 G 120 B 41

C 3 M 65 Y 97 K 0

#ED7829

Blood Orange

R 234 G 87 B 105

C 3 M 81 Y 47 K 0

#EA5769

Cilantro

R 95 G 140 B 66

C 67 M 26 Y 96 K 9

#5F8C42

APPLICATIONS

Here is an example of how the **That's What She Eats** elements may be used in brand applications such as business cards.

Please let me know if you'd like any help creating business cards, stickers or other collateral.



Thanks!

Contact

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