



veestro™

BRAND STYLE GUIDE

    @veestrofood #veestro

who we are

We're a plant-based meal delivery service that makes healthy eating easy.

Whether you order from us on a per-box basis or on our subscription, we're here to help everyone eat more plants. The best part? We do the hard work for you – just open your freezer, heat up one of our delicious meals, and enjoy.

We're not just for vegans...We're for anyone that wants to live a healthier life.



what we do

We help you add more plants into your everyday diet. We source, prep, cook, and deliver a menu of 50+ meals for breakfast, lunch, and dinner using the freshest ingredients. Pick your favorite meals and store them in your freezer so they're ready to go whenever you are. Whether you're busy, want to eat healthier, or just don't want to cook – Veeastro fits any lifestyle.



copy
guidelines





brand *promise*

We cook and deliver healthy plant-based meals to save you time and money

We believe that eating more plants can be flavorful, healthy, and easy—and we're here to help you do that.

why choose us

- » new meals every month
- » fresh, organic ingredients
- » frozen for freshness & convenience
- » heat & enjoy in minutes

tagline

Healthy and delicious plant-based meals, ready in minutes.

voice

Simple, clear, friendly like you're chatting up someone in an elevator, but not gabbing with your bestie.

- » **friendly**, not juvenile.
- » **welcoming**, not reserved.
- » **supportive**, not preachy.
- » **knowledgeable**, not brainy.

brand *pillars*

CONVENIENT

No prep. No mess. Fill your freezer with healthy meals, ready in minutes. Heat, eat, and feel great.

CHEF-CRAFTED

All meals are made by our master chef using fresh, organic ingredients. We prep and cook, so you sit back and enjoy.

PLANT-BASED

We believe that eating more plants will help you feel your best—and we're here to help.

CURATED FOR YOU

Build your box to fit your needs: pick from 50+ dishes with your dietary preferences in mind and your delivery schedule with zero commitment.

ECO-CONSCIOUS

We care about the planet. That's why we cook with plants instead of meat and use sustainable packaging in all our boxes.



design **guidelines**



color palette

Veestro's palette represents the many vibrant colors of fruits and vegetables.

For ads, emails, and social media, primarily use the green colors. The warm colors work for emails and socials when a contrast to the green is needed.

The dark and light blue are good compliments to the bright greens and warm tones, and should be only used as accent or background colors.

Use dark gray as body text.



typography

We are currently using Avenir Next as our main font, but plan to rebrand in early 2022 with a new body and heading font.

The type samples on the left show different ways to use Avenir Next as headings, subheadings, and body copy, and captions.

FONT SAMPLE

Avenir Next Ultra Light

Avenir Next Regular

Avenir Next Italic

Avenir Next Medium

Avenir Next Medium Italic

Avenir Next Demi Bold

Avenir Next Demi Bold Italic

Avenir Next Bold

Avenir Next Bold Italic

Avenir Next Heavy

Avenir Next Heavy Italic

Heading
Avenir Next Bold Italic,
72/80 pt, 20 tracking,
outlined text 50 tracking

Subheading
Avenir Next Bold
Italic, 32/46 pt, 50
tracking, all caps

Body
Avenir Next Regular,
28/40 pt, 0 tracking

Captions
Avenir Next Medium
Italic, 20/28 pt, 0 tracking

HEADING + BODY SAMPLES

feeding your
happy

HEALTHY AND DELICIOUS
PLANT-BASED MEALS,
READY IN MINUTES

Mark and Monica had grown up in Costa Rica, where fresh, home-cooked meals with tons of vegetables and fruit were the daily normal. It's also where that happy, healthy outlook called pura vida was a way of life.

We cook and deliver healthy plant-based meals to save you time and money.

design examples

AD EXAMPLES

veestro

30% OFF

all orders +
subscribe for an extra
10% OFF + FREE SHIPPING

ORDER TODAY

veestro

40% OFF

BLACK FRIDAY SALE

ORDER TODAY

veestro

UP TO \$147 OFF

OUR BEST DEAL OF THE YEAR

ORDER TODAY

veestro

30% OFF

all orders +
FREE shipping
for a limited time

READY TO EAT MEALS IN 5 MIN

BREAKFAST BURRITO

ORDER TODAY

EMAIL EXAMPLES

welcome

healthy eating
made easy

get up to
\$160 OFF
your first 4 orders

use code: WELCOME

dig into delicious plant-based meals,
crafted by chefs and ready in minutes

GET STARTED

how it works

- BUILD YOUR BOX**
pick from 50+ delicious dishes for breakfast, lunch & dinner.
- CHOOSE YOUR PLAN**
order once or subscribe & save. you can decide your delivery schedule with zero commitment.
*subscription orders receive an additional 10% off and FREE shipping!
- CHECK YOUR DOOR**
meals arrive frozen for peak freshness in 100% sustainable packaging.
- HEAT & ENJOY**
pop in the microwave or oven. no mess & ready in minutes.

get up to
\$160 OFF
your first 4 orders

use code: WELCOME

ORDER NOW

HAPPY WORLD VEGAN MONTH

celebrate with up to
10 FREE MEALS
\$128 VALUE

VEGAN auto-applied at checkout

ORDER NOW

your meatless
monday menu

try going plant-based once a week –
it's so much better for you and the planet.
here's a few top picks to get you started.

- HAWAIIAN CHILI
- TURKEY SCALOPPINI DINNER
- SOUTHWEST BBQ CHICKEN
- JACKFRUIT JAMBALAYA

ORDER NOW

better for
the planet

today is national recycling day. did you know our meals are packed in 100% compostable carton trays and 100% recyclable pouches and insulation? together – we're making a difference.

holiday favorites
are back

ramp up for the season with two
popular dishes filled with fall flavor.

ORDER NOW

HERB CRUSTED TURK'Y

try our healthy twist on a traditional dish with all the fixings – plant-powered turk'y, hearty stuffing, sweet cranberries, and rich mushroom gravy.

HOLIDAY SHEPHERDLESS PIE

dig into layers of filling potatoes, fresh veggies, quinoa, and mushrooms topped with a savory mushroom gravy.

ADD THEM TO YOUR BOX

EARLY ACCESS

40% OFF SUBSCRIPTIONS

BLACK FRIDAY SALE
UP TO **\$132 OFF**

SAVE40 auto-applied at checkout

START SAVING

plus, you'll always get an extra
10% OFF + FREE SHIPPING
when you subscribe

build your box
for any food-mood
and lifestyle

MIX & MATCH

pick from 50+ chef-crafted dishes with flavor inspo from italy to india.

COOKED FOR YOU

gluten-free? high-protein?
low-calorie? filter by those
(and more) to find meals that
match your dietary needs.

FLEXIBLE PLANS

order once or subscribe
and save. decide your
delivery schedule with
zero commitment.

START SAVING

thank you!

