

# BALANCE

## Vision

To promote a balanced lifestyle by offering nutritious, high-quality meals that support both physical health and overall well-being.



## Brand Promise

Fuel your body. Balance your life.

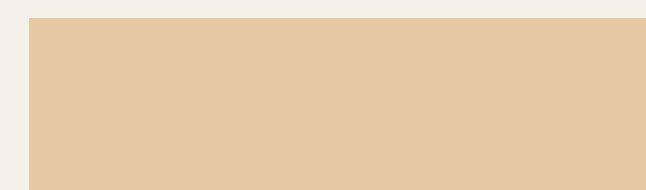
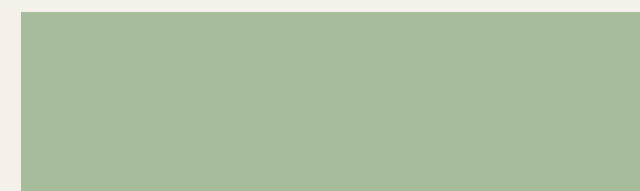
## Core Values

- Balance
- Wellness
- Consistency
- Energy
- Simplicity
- Quality

## Brand Imagery



## Brand Colors



## Typography

**Primary: Impact**

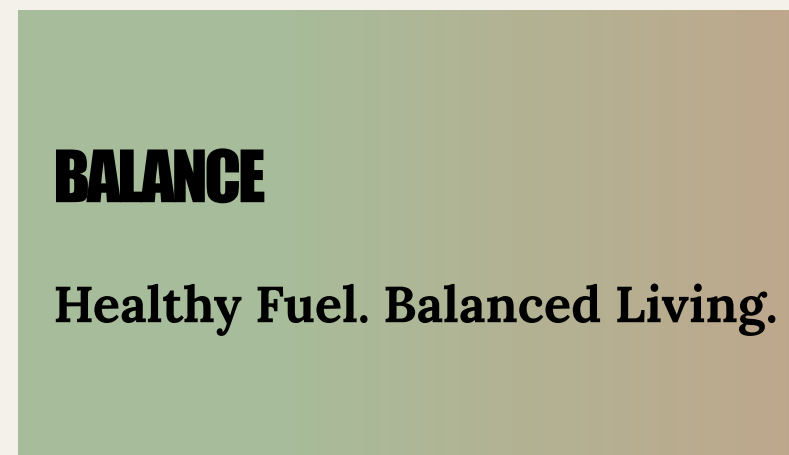
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abcdefghijklmnopqrstuvwxyz**

**Balance**

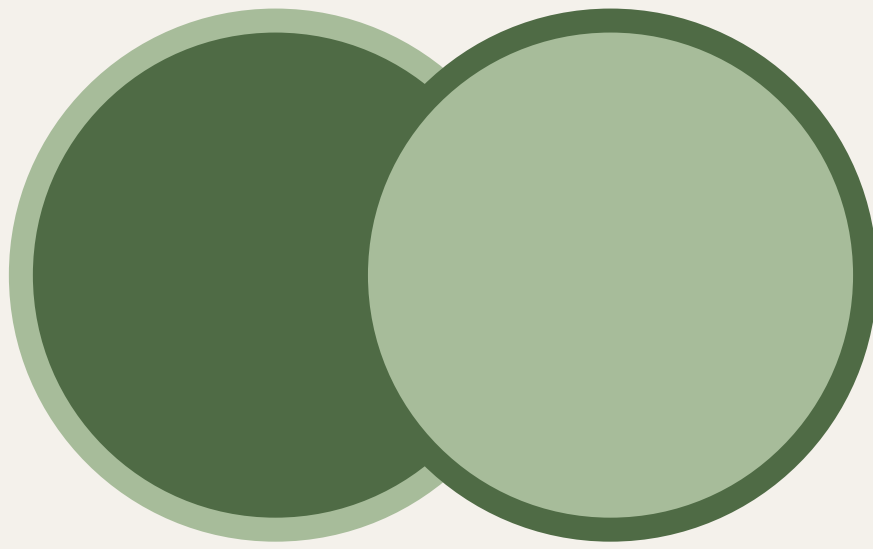
Secondary: Lora

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Balanced meals designed for well-being.



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## Brand potrait

