



Bevite™

MAKE **RETAIL** MATTER

REPRESENTATION

NOTICE

Bevite, the Neighborhood Marketplace, Neighborhood Market, and Neighborhood Storefront (collectively, “Products”), and the Popup Shop, Go Delivery, and Rental Plus (collectively, “Services”) are registered trademarks of Bevite, Inc (“Company”).

DISCLAIMER

We offer you our assets (“Graphical Assets”) in a manner consistent with the representation of our Company and Products (collectively, the “Brand”). Accordingly, we adhere to the following brand guidelines with respect to our intellectual property, including all copyrighted or trademarked materials such as icons, logos and marks. Generally speaking, you may not present our intellectual property in ways that suggests any association, endorsement, or sponsorship from, to, or by us.

GRAPHICAL ASSETS

MARK

LOGO

LOGO

Bevite™



COMPANY

PRODUCT

SNAGTAG™



PRODUCT

SERVICE



SERVICE

SERVICE

PROPER USAGE

BRAND

APPEARANCE

The Graphical Assets are represented with their respective copyrighted or trademarked names (or taglines) and attribution symbols in all visual expressions of the Brand.

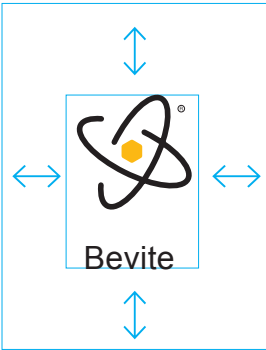
DISPLAY

For cases requiring reversed representation of the Brand, the Graphical Assets are symmetrically reversed with the exception of our Products, which turn a solid honey color.

SPACING

The Graphical Assets are represented with negative space, proportionally double the area of their respective logos to ensure clear visual illustrations of the Brand.

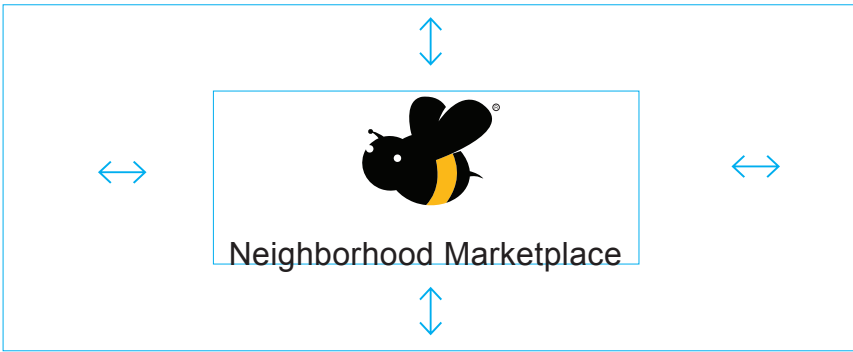
COMPANY



PRODUCT



Neighborhood Marketplace



PROPER USAGE

BRAND

APPEARANCE

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DISPLAY

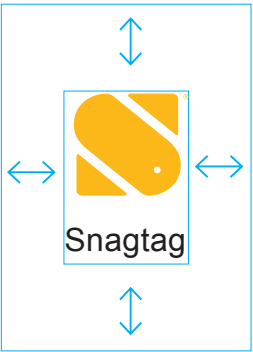
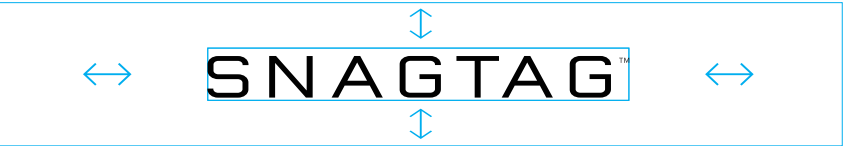
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PRODUCT

SNAGTAG™



PROPER USAGE

SERVICE



PopUp Shop

SERVICE



GO Delivery

SERVICE



Rental Plus



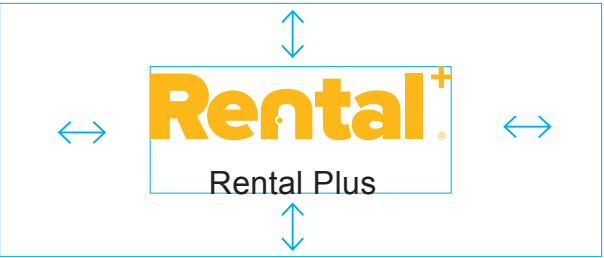
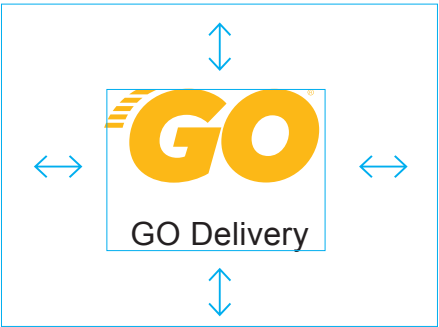
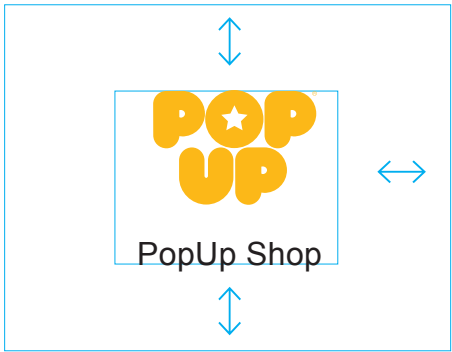
PopUp Shop



GO Delivery

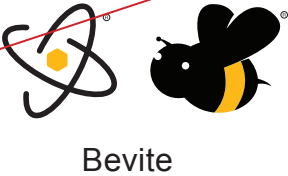


Rental Plus

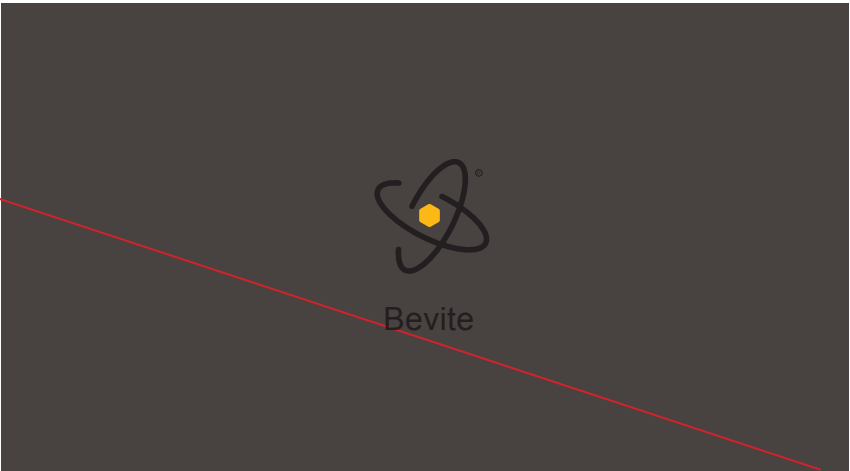


IMPROPER USAG

BRAND



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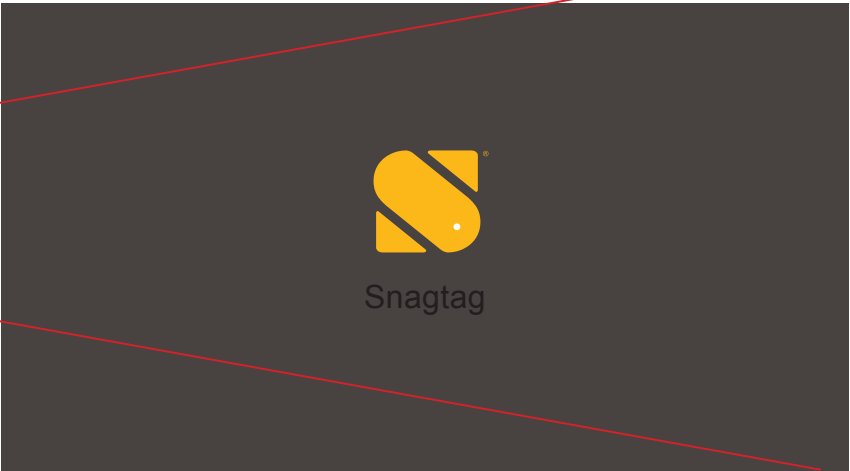
The Graphical Assets are never grouped together nor placed in an illegible visual manner to represent the Brand.

IMPROPER USAG

BRAND



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IMPROPER USAGE

BRAND



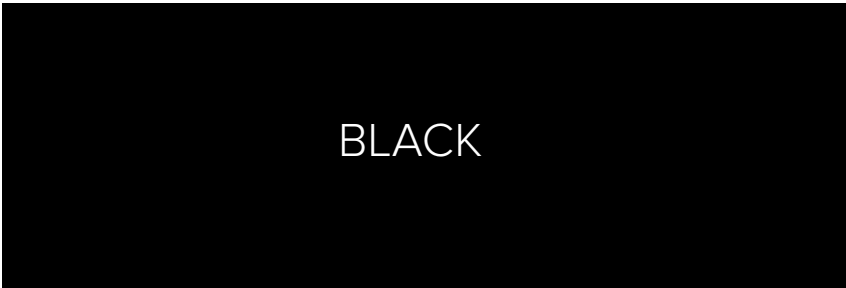
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



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COLOR

BRAND



PRIMARY

PANTONE Process Black C
CMYK 0C 0M 0Y 100K
RGB 35R 31G 32B
HEX 000000

- Copy
- Icons
- Links

SECONDARY

PANTONE Process Coated DS 18-2
CMYK 0C 30M 100Y 0K
RGB 253R 185G 19B
HEX FDB913

- Alerts
- Notifications
- Messages

TERTIARY

PANTONE Process Coated Cool Gray 7C
CMYK 43C 35M 35Y 1K
RGB 153R 153G 153B
HEX 999999

- Accents
- Borders
- Shadings

By using different weight variations of the same color, we optimize the Graphical Assets to help the audience have the clearest sense of the Brand.

TYPOGRAPHY

BRAND



PRIMARY

Proxima Nova (Thin)

PRIMARY

Raleway (Thin)

PRIMARY

Helvetica Neue (Thin)

SECONDARY

Arial

SECONDARY

Arial

SECONDARY

Arial

- Headers (Primary)
- Body (Secondary)
- Footers (Secondary)

- Headers (Primary)
- Body (Secondary)
- Footers (Secondary)

- Headers (Primary)
- Body (Secondary)
- Footers (Secondary)

By using different weight variations of the same font, we optimize the Graphical Assets to help the audience have the clearest sense of the Brand.

Bevite[®]
info@

CONFIDENTIAL