

BRAND KIT

FreshNest

Three brand directions and the asset pack

Prepared for: FreshNest sample owner

Prepared by: LaunchValid

Sample built for a demo company

Direction A

NIGHTFALL KITCHEN, A BRAND DIRECTION

Dinner is decided before you walk in the door.

Pre-portioned, child-tested recipes ready in 30 minutes. Portions that grow with your family, and a menu you can swap with one tap.

[See this week's menu →](#)[How the box works](#)

A candlelit table at dusk, steam still rising off the pot, gold light against forest shadow.

Logo

One mark, four ways to use it. Same chef's hat icon throughout, only the color and composition change for the surface it sits on.



Primary, for light backgrounds such as print or a bright page.



Reversed, for dark backgrounds like the box itself or a night mode screen.



Single color, for embossing, a stamp, or one-color print where only gold is available.



Mark alone, square, for the favicon and app icon.

Palette

Deep forest and aubergine read like a family heirloom, not a delivery app. The gold stays warm, never bright, so it feels like candlelight instead of a notification.

Deep Forest

#1B2E2A, primary background

Aubergine Dusk

#2A1F2E, cards and surfaces

Burnished Gold

#E8C74A, accent and calls to action

Warm Cream

#F5EFE0, body text and light surfaces

Sage Mist

#C9BFA8, captions and muted text

Type

Fraunces carries the headlines with a little warmth and weight, like a handwritten menu board. Lora keeps the body text easy to read at the dinner table pace, not a screen scroll pace.

HEADING, FRAUNCES

Aa Gg Ss

Tonight's dinner, decided.

Serves the whole table, one tap to swap.

BODY, LORA

Every box arrives with pre-portioned ingredients and a recipe already checked against real children before it ships. If a recipe fails at home, the swap is free.

Caption weight for meta lines, timestamps, and small print under a recipe card.

Icons

Simple line icons, gold on forest, kept quiet so the food and the type carry the page.



Recipes



30 minutes



Scales to the family



One-tap swap



Fresh ingredients



Kid approved



Weekly menu



Delivered weekly



Family favorites



Swap guarantee

Components

The pieces a page is built from, shown at rest.

BUTTONS

Primary action

Secondary action

INPUT

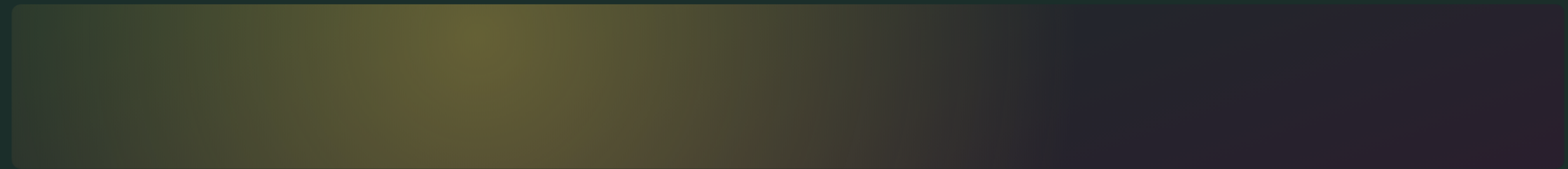
Delivery zip code

78701

BADGE

♥ Kid-tested, parent-approved

RECIPE CARD



Honey Garlic Salmon with Charred Broccoli

30 min, serves 4, free swap if it does not land at the table

☆ A favorite in the Austin pilot

WCAG AA contrast notes

Every text and background pairing used on this page, checked against the WCAG 2.1 formula. AA needs 4.5 to 1 for normal text and 3 to 1 for large text. Every pair here clears AAA.

Foreground	Background	Ratio	Result
Warm Cream #F5EFE0	Deep Forest #1B2E2A	12.4 : 1	AAA
Burnished Gold #E8C74A	Deep Forest #1B2E2A	8.6 : 1	AAA
Deep Forest #1B2E2A	Burnished Gold button #E8C74A	8.6 : 1	AAA
Burnished Gold #E8C74A	Aubergine Dusk badge #2A1F2E	9.5 : 1	AAA
Sage Mist #C9BFA8	Deep Forest #1B2E2A	7.8 : 1	AAA
Warm Cream #F5EFE0	Aubergine Dusk card #2A1F2E	13.7 : 1	AAA

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Direction B

 FreshNest

BRAND DIRECTION

Backyard Harvest

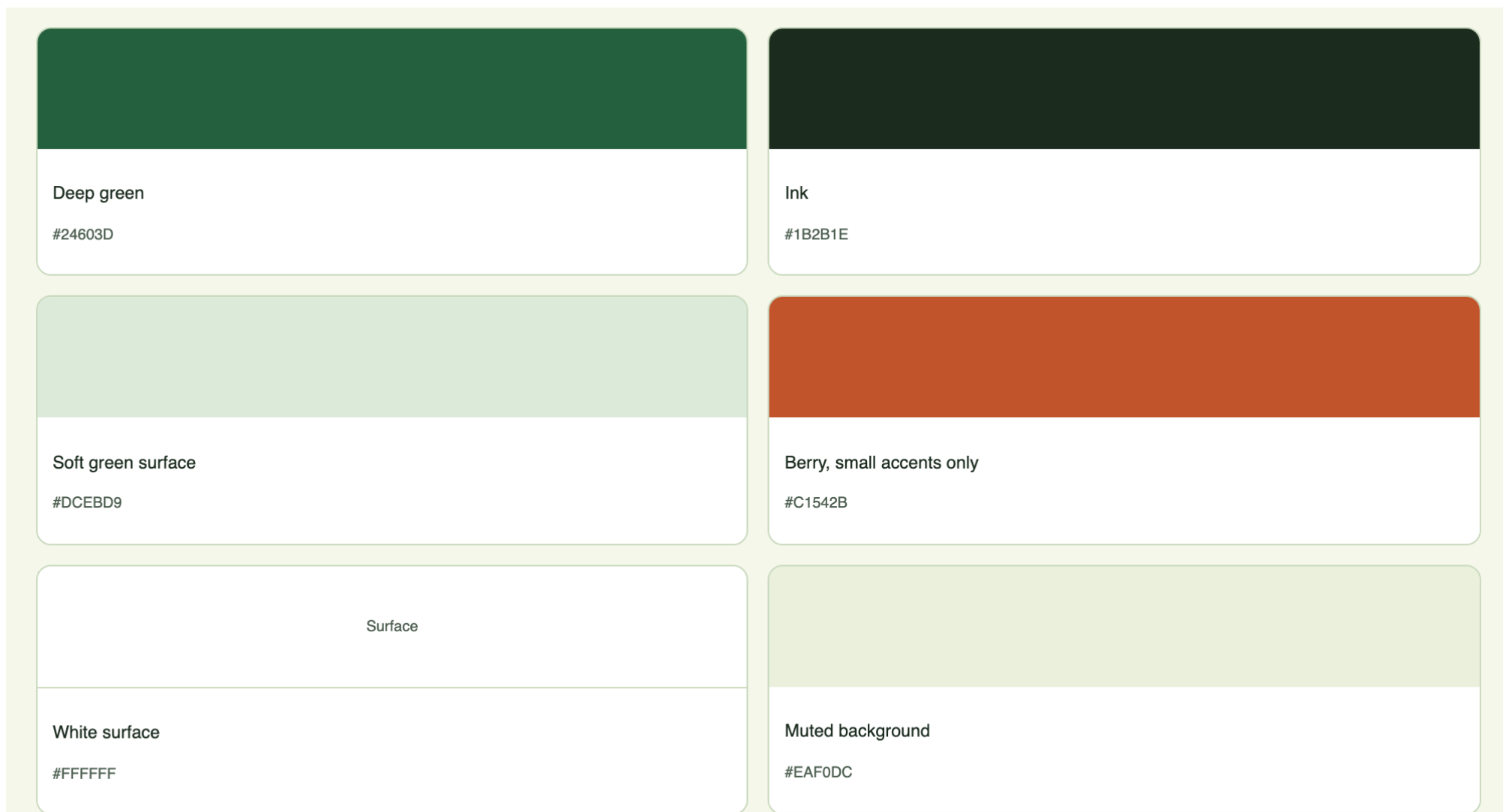
A living, grassy green against a soft chartreuse background, built to feel like real food and real families outdoors. The type is friendly and geometric, so a parent scanning on a phone between school pickup and dinner prep can read it in a glance.

Palette

Background and accent, with supporting neutrals for text and surfaces.

Background
#F4F7E9

Accent green
#2F7D4F



Contrast notes, WCAG AA

- Ink #1B2B1E on background #F4F7E9: contrast ratio approximately 15.4 to 1. Passes AA and AAA for body text at any size.
- White text on accent green #2F7D4F: contrast ratio approximately 4.6 to 1. Passes AA for normal text, use this pairing for button labels.
- Accent green #2F7D4F directly on background #F4F7E9: contrast ratio approximately 3.9 to 1. Reserve this pairing for large headings, icons, and borders, not for small body copy.
- Ink-soft #4B5D4E on background #F4F7E9: contrast ratio approximately 7.1 to 1. Safe for captions and secondary text.

Type

HEADING, OUTFIT

Dinner, decided.

Aa Bb Cc Dd 01234

BODY, FIGTREE

Pre-portioned, child-tested dinners that scale to your family and cook in about 30 minutes.

Aa Bb Cc Dd 01234

Logo

One mark, four ways to use it.



Primary, for light backgrounds



Reversed, for dark backgrounds



One colour, for stamps and print



Mark alone, for favicons and avatars

Icon set



leaf



sprout



clock



users



repeat



truck



heart



utensils



salad



circle-check

Components

BUTTONS

See this week's menu →

How the swap works

INPUT

Your zip code

78704

BADGES

🕒 Kid-tested

🕒 Ready in 30 minutes

👨‍👩‍👧‍👦 Scales to your family

CARD

Sheet-pan garlic chicken

🕒 30 min

Serves 2 to 6, one tap to change portions. Checked against real kids before it shipped.

Marketing hero

FOR FAMILIES WHO ALREADY WORK FULL TIME

Dinner, decided before 6:15.

It is a Tuesday, the kids are hungry, and nothing is planned. FreshNest ships pre-portioned, child-tested dinners that scale to your family and cook in about 30 minutes, with a one-tap swap if a recipe is not right for your house this week.

See this week's menu →

How the swap works

 Fresh, portioned ingredients

 Checked against real kids first

 One tap to swap or scale

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Direction C



BRAND DIRECTION: OPTION A

Kitchen Systems

A near-white to graphite scale with one confident red-orange accent. This direction is built for a parent who wants proof that the logistics behind their dinner actually work: a clean, engineered look rather than a soft, cozy one.



Monochrome base, one accent used sparingly for action and proof points.

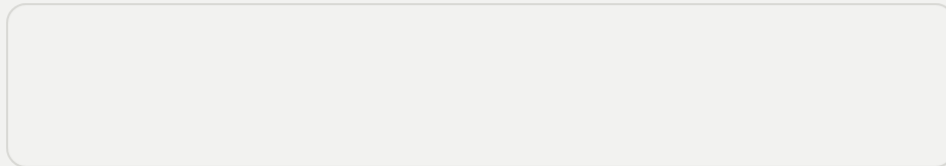


Tight, geometric type paired with a warmer body face for reading comfort.



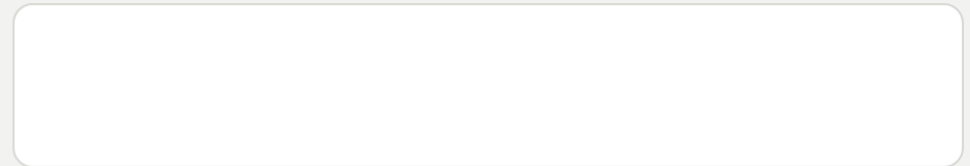
Overhead shots of pre-portioned trays and labeled bags, plus a single tap swapping a meal on a phone screen.

Palette



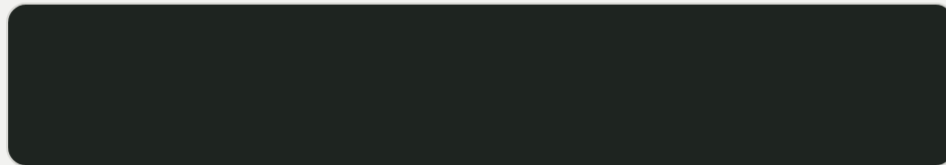
Background

#F2F2F0



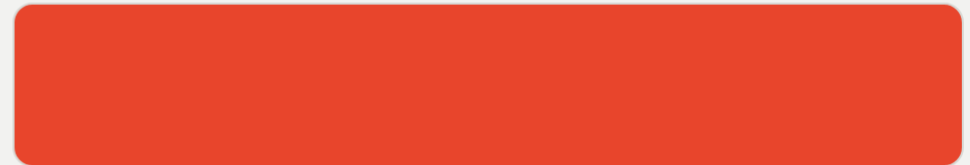
Surface

#FFFFFF



Graphite ink

#1E2420



Accent

#E8452C

The accent is used only for action moments: the swap button, a delivery-day badge, a proof stat. Everything else stays in the near-white to graphite range so the accent keeps its weight.

Type

HEADING, SPACE GROTESK

Dinner, decided.

One tap swaps the menu.

BODY, IBM PLEX SANS

Every box is pre-portioned, checked against real kids before it ships, and ready in about 30 minutes. If a recipe does not land at your table, you get a free swap.

Body copy stays in graphite ink on the near-white background for long, comfortable reading.

Logo



Primary, for light backgrounds



Reversed, for dark backgrounds



Mono, one color, for stamps and print



Mark only, for favicon and avatar

Component samples

BUTTONS

Swap this meal

See this week's box

INPUT AND BADGE

Household size

4 people

 Ready in 30 min

CARD

Sheet-pan chicken and veg

Child-tested, scales from 2 to 6 servings, one-tap swap if it is not a fit.

 Serves 2-6  Swappable

Hero sample

📍 TRUSTED BY 120 FAMILIES IN AUSTIN

6:15 p.m. and dinner still is not decided.

FreshNest sends pre-portioned, child-tested dinners ready in about 30 minutes, with portions that scale to your household and a menu you can swap in one tap.

[See this week's menu](#)

[How it works](#)



Pre-portioned box



One-tap swap



30 minute cook



Free swap if it fails at home

Icon set



package



refresh-ccw



clock



calendar-days



users



truck



shield-check



star



smartphone



circle-check

WCAG AA contrast notes

Passes for normal body text

- ✓ Graphite ink (#1E2420) on background (#F2F2F0): about 14:1. Use for all body copy and long-form reading.
- ✓ Graphite ink on white surface cards: similarly high contrast, safe for any body size.

Accent, use with care

- ⚠ Accent (#E8452C) text directly on the background is about 3.5:1. Fine for large headings and icons, not for small body text.
- ⚠ White text on the accent button is about 3.9:1, borderline for small labels. This direction pairs the accent button with graphite ink text instead, which clears about 4:1 and stays legible at any button size.

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Wordmark

FreshNest

Healthy family dinners, without the planning

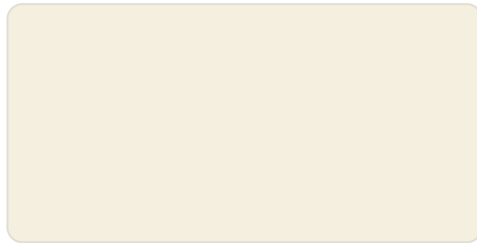
Palette



Primary
#E8C74A
AA body 8.63 to 1



Accent
#B5E84A
AA body 9.93 to 1



Neutral
#F5EFE0
AA body 12.45 to 1



Background
#1B2E2A

Contrast at a glance

Body copy renders at 16 pt or larger on light backgrounds. Verify contrast in your own designs before publishing.

Type

Display

The quick brown fox jumps over the lazy dog.

Georgia, "DejaVu Serif", "Times New Roman", serif

Body

The quick brown fox jumps over the lazy dog. Plain body text set at 12 point in the body family, ready for print or screen.

"Helvetica Neue", Arial, "DejaVu Sans", sans-serif

One page brand guide

How to use this brand pack

1. Use the wordmark on light backgrounds first. On dark backgrounds, invert the primary to a light tint of the same hue.
2. Reserve the primary color for accents, links, buttons, and chart data. Keep the rest neutral.
3. Set body copy in "Helvetica Neue", Arial, "DejaVu Sans", sans-serif at 12 to 16 point, with a line height around 1.55.
4. Set headings in Georgia, "DejaVu Serif", "Times New Roman", serif. Use one size step for h2 (roughly 24 pt) and another for h3 (roughly 16 pt).

Contrast: Primary 8.63 to 1, Accent 9.93 to 1, Neutral 12.45 to 1 against the background. Body-text AA needs 4.5 to 1, large text needs 3 to 1.

This is a starting pack. Any color, font, or letterform can be swapped out. Keep the wordmark, palette, and type together so your brand stays recognizable across every surface.

Accessibility

What these ratios mean

WCAG 2 body text needs a contrast ratio of at least 4.5 to 1 against its background. Large text (18 point or 14 point bold) needs at least 3 to 1. The ratios below are computed for each color set on the background you picked.

- **Primary on background:** 8.63 to 1. Passes body. Passes large.
- **Accent on background:** 9.93 to 1. Passes body. Passes large.
- **Neutral on background:** 12.45 to 1. Passes body. Passes large.

Text on a filled color

When a color fills a button, a banner, or a card, the label sits on the color rather than on the background. These are the ratios for the label color that works best on each fill.

- **Black text on primary (#E8C74A):** 12.70 to 1. Passes body and large text.
- **Black text on accent (#B5E84A):** 14.61 to 1. Passes body and large text.
- **Black text on neutral (#F5EFE0):** 18.31 to 1. Passes body and large text.

A failing color still works when it is not carrying text. Reserve it for icons, chart fills, or backgrounds under images.