

Brand Book &
Identity Guidelines

MISSION STATEMENT

Our mission is to develop a line of healthy beverages that utilize purple corn as the essential ingredient.

By highlighting the health benefits of purple corn, Amaize will become synonymous with a super food that has significant health benefits.

By discovering new uses for purple corn, Amaize & SnackHealthy will become a market leader in healthy beverages.

- AMAIZE TEAM



Amaize is a healthy beverage for active and health conscious consumers that want a drink with substance and benefit.

DELICIOUSLY HEALTHY



i info

The darker colors are used for text over light areas, while the lighter color is used for photographic overlays



Light

Main

Med Dark

Dark

PANTONE 240 C
c84097

PANTONE 241 C
ac2378

PANTONE 242 C
872064

PANTONE 240 C
c84097

C: 19%
 M: 89%
 Y: 0%
 K: 0%

C: 34%
 M: 99%
 Y: 20%
 K: 1%

C: 48%
 M: 100%
 Y: 32%
 K: 13%

C: 19%
 M: 89%
 Y: 0%
 K: 0%

R: 200
 G: 64
 B: 151

R: 172
 G: 35
 B: 120

R: 135
 G: 32
 B: 100

R: 98
 G: 17
 B: 68

i info

Complimentary colors are used to accent the main brand colors. They can be used in header text or as large areas of color.

COMPLIMENTARY COLORS



Rose

Wheat

Light Fern

Violet

PANTONE 672 C
df9cc5

PANTONE 7534 C
d2c7b8

PANTONE 360 C
6bb849

PANTONE 2613 C
5d2a79

C: 9%
M: 46%
Y: 0%
K: 0%

C: 9%
M: 12%
Y: 20%
K: 9%

C: 63%
M: 2%
Y: 96%
K: 0%

C: 78%
M: 100%
Y: 17%
K: 6%

R: 223
G: 156
B: 197

R: 210
G: 199
B: 184

R: 107
G: 184
B: 73

R: 93
G: 42
B: 121



Our vision is to develop a socially responsible and profitable business that uses the finest ingredients to make beverage products that are healthy and refreshing. We will increase shareholder value by creating a lifestyle brand and a company culture that is committed to innovation.

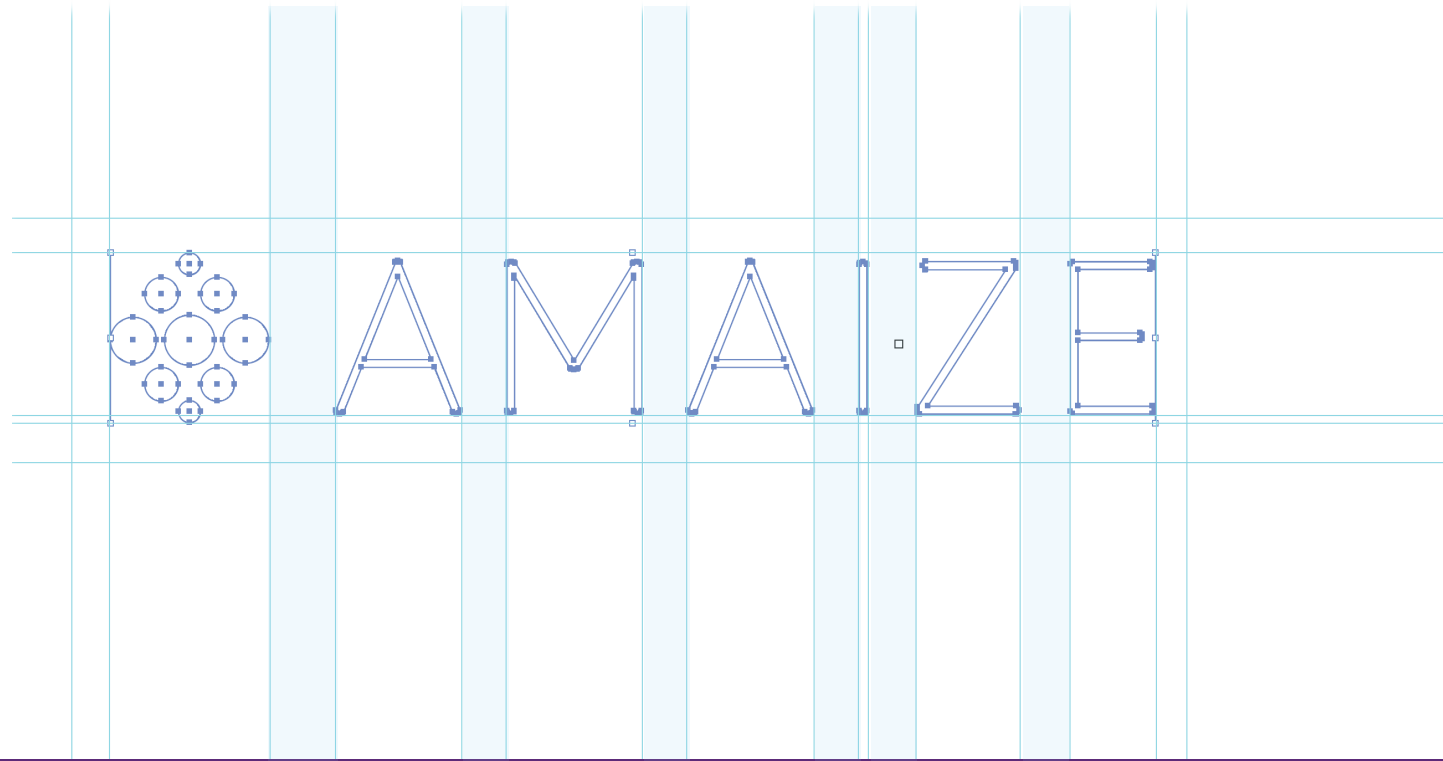
AMAIZE LOGO DESIGN

i info

Original font was expanded and kerned for optimal display.



Minimum safe area around logo
equal to tracking between letters



We will increase shareholder value
by creating a lifestyle brand and a
company culture that is committed
to innovation.

AMAIZE BOTTLE DESIGN





AMAIZE BRAND IDENTITY



VOICE

- Intelligent
- Logical
- Motivational
- Supportive
- Friendly

IDENTITY

- New and innovative
- Extract good ingredients and do good
- Made for those who desire something that tastes as good as it is for them
- Socially conscious

CONTACT US

RETAILER & DISTRIBUTOR REQUESTS

If you would like to sell AMAIZE products in your store or outlet, please email:

sales@amaizebeveragecorp.com

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INVESTOR RELATIONS

Please email:

investors@amaizebeveragecorp.com

