

PRESS  
BLEND  
SQUEEZE™  
SUPERFOODS & JUICERY



**PRESS BLEND SQUEEZE™**  
SUPERFOODS & JUICERY

## WHO WE ARE

More than ever consumers are aspiring to live healthy lifestyles' through fitness and food; more than ever consumers are knowledgeable about what they are putting into their bodies - organic vs. pesticides, natural vs. fast foods, modified starches vs. whole grains or greens - these are all common understandings and choices for today's consumers. The organic food market segment has been growing double digits for over ten years. It is expected to continue its double digit growth, with some estimates indicating the segment should grow 14% between 2013 and 2018.

How much does your life and the life of your close companions mean to you? For us, life is invaluable and irreplaceable - we personally have made the decision to live the healthiest lifestyle for us and our kids. We strive to teach them the benefits of living a healthy lifestyle and we are inspired to help others to live long and fulfilled lives. If you have heard the saying "you are what you eat"? This is absolutely true. Our founders Matthew and Nicole Scott have embraced the quote into their everyday lives and seen the benefits of "what" you put into your body can do. "It's not about a salad for lunch and a donut for dinner, it's a lifestyle for us and we are passionate about helping others achieve & feel the benefits of a healthy diet as well!" Says Nicole.

**At Press, Blend, Squeeze Juice Bar we want to support this movement through assisting and inspiring others with quick, easy and thoughtful healthy options.**

# MISSION STATEMENT

Our mission is to share our love for a healthy lifestyle and help others enjoy and achieve these benefits. A healthy lifestyle shouldn't be hard and obtaining health conscious choices shouldn't be a burden. At Press, Blend, Squeeze, we want to make healthy food and beverage choices easily accessible for everyone, while helping to educate consumers on specific ingredient benefits.

***"Fresh, Food, Fast"***

Press, Blend, Squeeze is a lifestyle brand.

# CORPORATE BRANDING GUIDELINES

**Please use the following creative guidelines for developing marketing materials.**

It is important to our Team that the marketing material created is consistent and valuable, for our customers. The following document will help guide you when creating marketing material.

As a reminder, all materials that you plan to share with sales and customers must be reviewed our Chief Marketing Officer.

# PRESS BLEND SQUEEZE BRAND TRADEMARKS

## The strength of our brand starts with these guidelines

In any communication to our customers, shareholders, or the public, our message be consistent. This guide will be key to helping our PRESS BLEND SQUEEZE family of locations achieve best practices.


## Best Practices

- Consider your target audience when developing creative.
- Design creative to be clear and to the point.
- Is your imagery bold, compelling and in sync with your messaging?

In turn, is your headline concise, engaging and in sync with the imagery?

Does your subhead tie things together and complete the overall thought?

- If your communication features multiple other logos, it is preferred that **Press Blend Squeeze™** be the First if possible.

|  |  |
|--|--|
|  | <p>The PRESS BLEND SQUEEZE LOGO has been filed with the <a href="http://www.USPTO.gov">www.USPTO.gov</a>. U.S. Patent and Trademark Offices. Any design, colors, font text or size changes outside of this document are purely restricted by Press Blend Squeeze Corporate Guidelines.</p> |
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## PRESS BLEND SQUEEZE BRAND

The strength of our brand starts with these guidelines

In any communication to our customers, shareholders, or the public, our message be consistent. This guide will be key to helping our PRESS BLEND SQUEEZE™ family of locations achieve best practices.

### Rules:

#### 1. PRESS BLEND SQUEEZE™ LOGOS

- The logo must be of a minimum size to be legible.
- Create clear space around the logo so that type and other elements do not lessen it's impact.
- Do not crop, distort or skew the logo in any way.
- Do not overlap the logo with typography and or graphics.

# PRESS BLEND SQUEEZE™ PREFERRED “SMILE” LOGO

The strength of our brand starts with these guidelines

The PRESS BLEND SQUEEZE “SMILE” LOGO below is what will be used in the majority of communications

Preferred w whitespace around The PRESS BLEND SQUEEZE logos equal the heights of the “P” in Press.  
Also acceptable is half space depending on applications



## Print

Smallest size allowed for Press Blend Squeeze for Print - Smile logo is 1x1 inch square

## Digital

150px wide is preferred but not limited to due to responsive mobile applications

There is no maximum size restriction of logo.

There are some instances where this whitespace can be reduced especially in signage where we may need maximum exposure for legibility. In this next case you will see what we are talking about.

Preferred w whitespace around The PRESS BLEND SQUEEZE logos equal the heights of the "P" in Press. Also acceptable is half space depending on applications





The "SMILE" PRESS BLEND SQUEEZE logo when captured in large signage over 20x20 inches.



EXAMPLE of approved half white space around the PRESS BLEND SQUEEZE™ Logo.

# PRESS BLEND SQUEEZE LOGO - Size requirements

X is representative of whitespace

Whitespace around The PRESS BLEND SQUEEZE logos equal the heights of the "P" in Press



## Print

Smallest size allowed for Press Blend Squeeze for Print - Long logo is 2 inches long

## Digital

200px wide is preferred but not limited to due to responsive mobile applications

There is no maximum size restriction of logo size.

# PRESS BLEND SQUEEZE LOGO - with tag line

Whitespace around The Long PRESS BLEND SQUEEZE logos equal the heights of the "P" in Press



There will be more whitespace at the top for ample breathing room and allows the tag line to be balanced in your design

# PRESS BLEND SQUEEZE LOGO - OH PLEASE NO

Here are examples of **what not to do** with the STATIC PRESS BLEND SQUEEZE LOGO.



Never place the  logo in body copy  
When this happens it's a tragic branding mistake, sour grapes.



# PRESS BLEND SQUEEZE LOGO - OH PLEASE NO

Here are examples of **what not to do** with the STATIC or DIGITAL PRESS BLEND SQUEEZE LOGO.

**X**



**X**



# Typography:

## formal / **Avenir Next**

### Heading

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Use Avenir Next Medium

HEADING depending on tone in CAPS

Use Avenir Next Medium for all body copy

Body

Leading always 4 points larger than the font size

abcdefghijklmnopqrstuvwxy

Bus veria suntintia velitis et re lab ipsamet dolupta sedi  
omnimen imusdae necturemque id unt adit as eveliqui  
te suntio ommodis moloratur, simin consequisit occum  
aut am, quae core, quam et lab ipsam recuptium era-  
tusam qui volorectur?

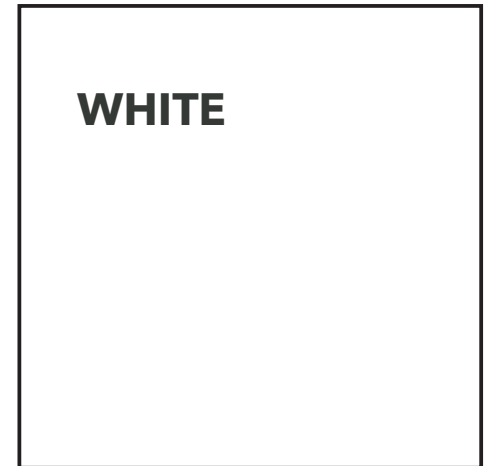
## Informal / **OH WONDERFUL REGULAR**

### Heading

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

# BRAND COLORS

## MAIN



Approved colors PMS376 and PMS151 along with white background have been approved for print and digital applications by PRESS BLEND SQUEEZE™ Corporation for all communications

# BRAND COLORS

## SECONDARY

Approved complimentary colors for digital applications  
These color are not for print.

PMS 2587  
R131 G71 B173  
C58 M83  
#8347AD

PMS 193  
R196 G13 B60  
C16 M100 Y76 K5  
#C40D3B

PMS 219  
R223 G22 B131  
C7 M99 Y9  
#DF1582

PMS 556  
R111 G160 B136  
C60 M22 Y53 K2  
#6E9F87

PMS 102  
R252 G226 B0  
C3 M5 Y100  
#FAE200

PMS 1235  
RXX GXX BXX  
C0 M32 Y95 K0  
#FCB424





**EXAMPLE**

**PRESS BLEND SQUEEZE™ logo  
as one color artwork.**





**EXAMPLE**  
of when no  
**PRESS BLEND SQUEEZE™**  
is permitted. Here is  
where our **#PRESS BLEND**  
**SQUEEZE** is utilized,





**EXAMPLE**

**PRESS BLEND SQUEEZE™**

**logo as an endorser.**





**EXAMPLE**  
**PRESS BLEND**  
**SQUEEZE™ logo**  
**as an endorser.**  
**Approved second-**  
**ary digital color**  
**PMS 219**

Approved static PRESS BLEND SQUEEZE™ logo "TILT" treatment is  $-7.37^\circ$  no more no less



## EXAMPLE

Approved PRESS BLEND SQUEEZE™ logo on a tilt  
Vehicle graphic or promotional item where applicable



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**PRESS  
BLEND  
SQUEEZE™**  
SUPERFOODS & JUICERY

**EXAMPLE**

**PRESS BLEND SQUEEZE™ logo**

**as an endorser.**

## BRAND TONE

Laughter is the best medicine

Healthy

Enjoyment

Cheeky

Honest

Vibrancy

Dedicated to help others

Excitement

Fun and Friendly

Welcoming

You have a GREAT Smile

Yummy Yummy Yummy

Warm Hearts

Sunshine

Pure

Kind



# LEGAL

## **BUSINESS INFORMATION**

CONTROL NUMBER: 17065990

BUSINESS NAME: M&N Enterprises Inc DBA Press Blend Squeeze

BUSINESS TYPE: Domestic Profit Corporation

EFFECTIVE DATE: 06/13/2017

## **PRINCIPAL OFFICE ADDRESS**

5527 Chamblee Dunwoody Rd.

Dunwoody, GA 30038, USA

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# LEGAL



This is an official communication sent to you by the Georgia Department of Revenue regarding your Georgia Tax Center account.

This is a notification that your new business registration has been completed. You are now a registered taxpayer in the state of Georgia and can now log into Georgia Tax Center to electronically file and pay for your accounts. Use the link below to start accessing your accounts online.

Business Name: M&N ENTERPRISES INC

Your business' STI (State Tax ID) is: 20242636684

Your Sales & Use account number is: 308-684517

Your account information will be mailed to you within five business days. This includes your Sales & Use certificate if you registered for Sales & Use Tax.

[Get started with Georgia Tax Center](#)

Once logged in, Georgia Tax Center will allow you to electronically file returns and make electronic payments for your accounts. You can also view all correspondence sent to your business, add or change location(if applicable) and mailing addresses, and view account balances.

For more information about GTC, please visit the official GTC information Web site at <http://dor.georgia.gov/georgia-tax-center-info> for instructions on completing your return, submitting your payment, accessing tools such as our frequently asked questions and training videos. If you have any questions or concerns, please contact us at 1-877-GADOR11 (1-877-423-6711).

Thank You

Georgia Department of Revenue  
<http://dor.georgia.gov/>

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## Version 1.1 to cover

Digital / User Interface / User Experience

Social

Web

eMarketing

Promotions

Examples of typography in use

Photography



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