

Brand Guidelines



Introduction



Annvitra exists to solve a simple but powerful problem – good food going to waste while people still go hungry. Every day, perfectly edible food is wasted due to gaps in planning, storage, and distribution, while many communities continue to face food shortages. Annvitra bridges this gap by redirecting surplus food to where it's actually needed. We work at the intersection of food, sustainability, and impact, building practical systems that reduce waste, support communities, and encourage responsible consumption. More than a food platform, Annvitra is a belief – that food should be valued, not wasted, and that small, everyday choices can create real change.

Brand Logo



Collor Pellate

#284958

#13C54F

#027D31

#FFFFFF

Typography



Poppins

A B C D	0
E F G H	1
I J K L	2
M N O P	3
Q R S T	4
U V W X	5
Y Z	6

Poppins

A B C D	0
E F G H	1
I J K L	2
M N O P	3
Q R S T	4
U V W X	5
Y Z	6

Inter

A B C D	0
E F G H	1
I J K L	2
M N O P	3
Q R S T	4
U V W X	5
Y Z	6

Inter

A B C D	0
E F G H	1
I J K L	2
M N O P	3
Q R S T	4
U V W X	5
Y Z	6



GRAPHIC DESIGN
PORTFOLIO FOR MIC
P R E S E N T A T I O N





TABLE OF CONTENTS

1. colour scheme
 2. logo design
 3. brand fonts
 4. elements to be used
 5. sample presentation
with multiple colour
schemes
- 

colour scheme



Space Cadet

HEX	RGB	CMYK
25344F	37, 52, 79	53%, 34%, 0%, 69%

Slate Gray

HEX	RGB	CMYK
617891	97, 120, 145	33%, 17%, 0%, 43%

Tan

HEX	RGB	CMYK
D5B893	213, 184, 147	0%, 14%, 31%, 17%

Coffee

HEX	RGB	CMYK
6F4D38	111, 77, 56	0%, 31%, 50%, 57%

Caput Mortuum

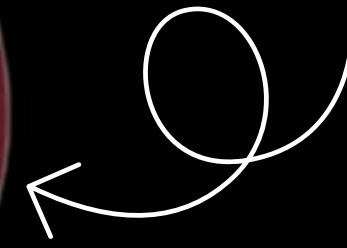
HEX	RGB	CMYK
632024	99, 32, 36	0%, 68%, 64%, 61%



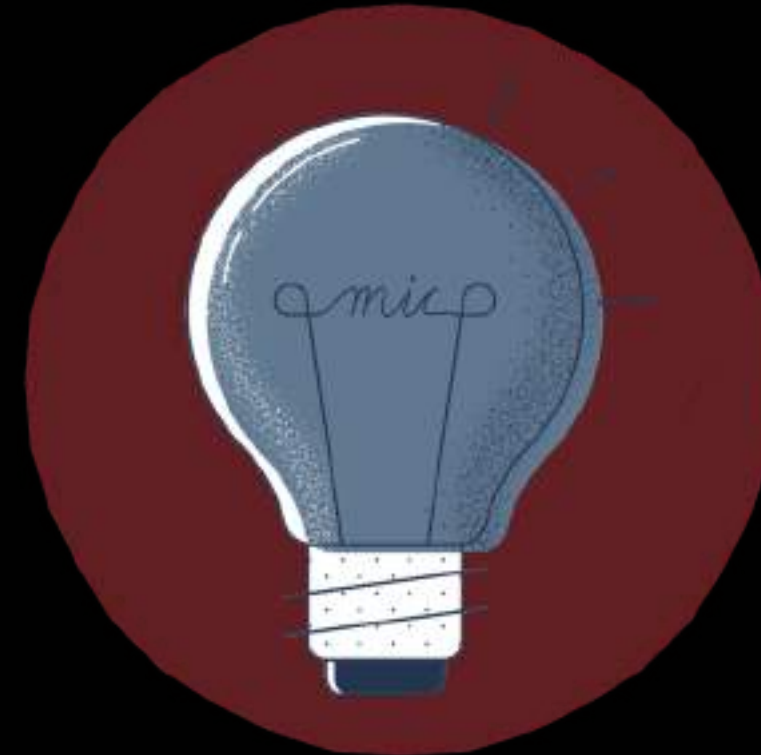
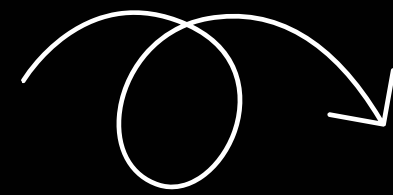
logo design



basic drawing
design



finalized
design





brand fonts



Title: Lovelace

Body: Garamond



sub-text: the seasons



elements that can used



elements
used in the
sample ppt

