



Style Guide

VERSION 1.0

An Introduction

At Perfect Day, we believe people have the ability to build a kinder, more compassionate future. That optimism and conviction is core to every part of our business, from our technology to our team and everything in between. In the following pages, you'll see how it will appear in our brand.

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O1

Our Company

The strategic and creative
foundation of our brand.

Perfect Day is a food tech company that is redesigning and replicating our favorite foods with no impact to earth or animals.

Our world tells us that humans do the wrong thing, while nature always gets it right. But we believe that humans can do the right thing...the best thing, even. Because a little emotion can turn chaos into curiosity and a little heart can turn the mundane into magic. We don't just think a better world is possible, we know a better world is inevitable. And it's the quest for better that gives us meaning. Perfect Day is what happens when the best of nature meets the best of human ingenuity— not to exploit, but to explore. To create something entirely new.

It's nature-borne, human-perfected.

We're pioneering a new ecosystem-centered alternative to animal products that provides the delicious, fulfilling food we all want and need.

BELIEF

When we take nature's creativity
and add human ingenuity, amazing
things happen

PURPOSE

Create the innovations that make
perfect products possible

02

Voice

The way we speak
and key terms we use.

Who is Perfect Day?

Perfect Day is the person you want in the room when the stakes are high. Confident under pressure and a calming force in times of uncertainty, Perfect Day's combination of optimism and pragmatism make you feel like you can get you through anything.

At heart, Perfect Day is a healer. Leading with compassion and motivated by change; always moving, always doing. And always willing to partner with others to go farther, faster.

Perfect Day is driven by a mission, but not solely defined by it. Finding joy in community, beauty, and deliciousness is part of life's delight. And making the world better through effort, not ego, is part of life's purpose.



What do we sound like?

Our sense of conviction is core to our voice. From our values to our vision, we speak from a place of firm belief and trust in the future.

Because of that conviction, we speak in terms of inevitability, not emergency. We know what the future holds, and we know the way to a better world. That tacit confidence helps us create a sense of momentum and builds trust with our audiences.

In every way we can, we try to evoke a sense of harmony and respect for the broader ecosystem and our so-called competitors. Because we're doing this for all of us.



PERFECT DAY IS...**Delightful**

Tastiness by humans, for humans.

Confident

We're creating something amazing that hasn't existed before.

Emotive

We're all a part of a more beautiful future.

Smart

We've redesigned dairy using safe, proven fermentation processes that already exist in nature.

Friendly

We're building a more perfect future for all of us.

Conversational

We believe that humans can do the right thing... the best thing, even.

PERFECT DAY IS NOT...**Youthful**

Dang, Animal-free Ice Cream Really is possible! Yay!

Proud

The other ice creams wish they were this good.

Sentimental

Take this time to feel gratitude for the land and people that feed us.

Technical

Digestible Indispensable Amino Acid Score (DIAAS) x Whey protein isolate, Soy protein isolate, Pea protein concentrate

Familiar

If you're feeling extra share-y take our survey

Talkative

In terms of food production, today 55% of the global grain supply feeds people, 36% feeds livestock, and the remaining 9% are allocated to biofuels and industrial products. We will need to increase food production by 70%. But with limited land, water, healthy soil supply, and other factors, this will be a massive strain on our planet.

A NEW CATEGORY

Human Perfected

We're introducing a new category to the world—one where human ingenuity creates natural products that actually improve the systems we touch. All starting with the dairy aisle.

AS AN INGREDIENT

Enlightened by Perfect Day

Perfect day is not just an ingredient, it's an intention. Products that include Perfect Day are infused with a shared vision of a better future.

BRAND BENEFIT

Good for everything

We believe that humans can heal the systems we once exploited. No harm, just harmony.

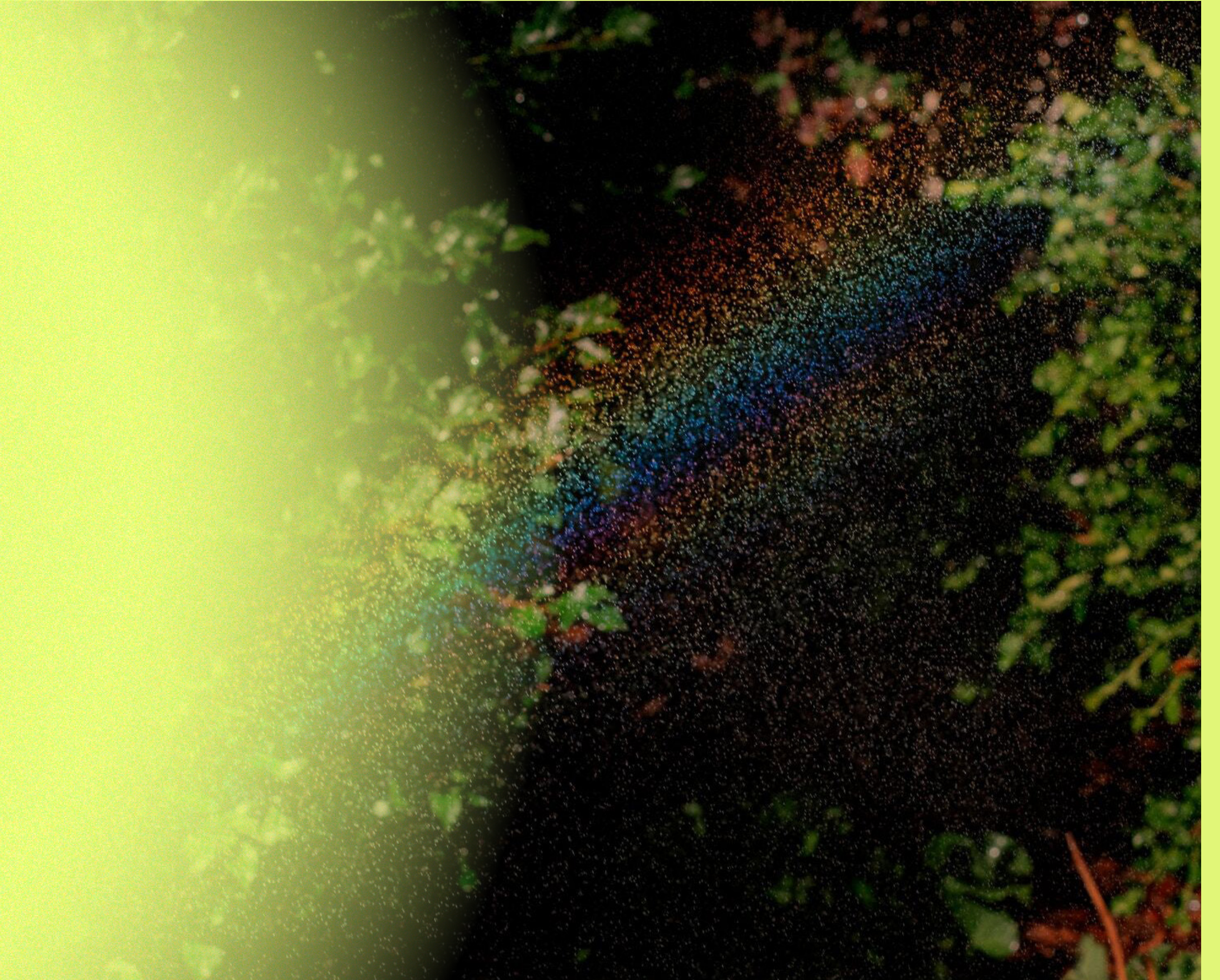


Brand

Bringing our creative foundation to life.

Enlightened

Inspired by our own name and the idea of a “new dawn,” our brand aims to capture the energizing power, freshness, and inspiration of a new day to position Perfect Day as a source of enlightenment and a force for change in the world.



Primary logo

Our logo is available in three configurations, but the primary version is shown here. Presented as a word mark, our logo uses warm, circular letterforms to echo the sun. Anchored by perfect geometry, an authoritative bold weight is balanced by small quirks in typography and space between letters to let air in.

You'll find alternative configurations on the following page. These are also available for use—select the logo configuration that works best for your application and use it consistently throughout that application

Always use approved artwork. Never create, redraw, or distort the logo.

You can find logo at perfectday.com/brand

The primary logo is displayed in a stacked configuration. The top line consists of the word "PERFECT" in a bold, dark blue, sans-serif font. The bottom line consists of the word "DAY" in the same font, followed by a registered trademark symbol (®). The letters are widely spaced, giving the logo a clean, authoritative appearance.

PRIMARY LOGO - STACKED

Alternate logos

If our primary logo will not suit an application, please choose one of our two alternate logos, shown here. Whichever you choose, please use it consistently throughout the application.

Always use approved artwork. Never create, redraw, or distort the logo.

You can find logo at perfectday.com/brand



ALTERNATE LOGO - CIRCULAR

PERFECT DAY[®]

ALTERNATE LOGO - HORIZONTAL

Clear Space

The logo must always be surrounded by clear space. Clear space ensures our logo receives the attention it deserves.

Clear space around the logo is determined by the height of the letter 'P' which is defined as x.

The recommended clear space around the logo is x. Allow more clear space around the logo whenever possible.





DON/ T MIX COLORS



DON/ T CHANGE THE ROTATION

Usage

Using our logo consistently strengthens our brand. Here are some examples of what not to do with our logo.



DON/ T CHANGE THE SHAPE



DON/ T ADD EFFECTS



DON/ T PLACE ON BUSY OR LOW CONTRAST BACKGROUNDS



Logo Usage with Gradients

Refer to the example on the right to ensure proper contrast and legibility of the logo against gradient backgrounds.

One exception to legibility: If the goal is to “reveal” the logo in a setting where motion is utilized, then it’s acceptable if the logo is less legible temporarily.



“Enlightened by” Lockups

Lockups can be used in co-branding settings and where a tagline treatment is appropriate. Choose either the circular or stacked version to achieve the most visual harmony depending on the setting in which they’re being used. The text should not be changed or altered in any way.



ENLIGHTENED BY LOCKUPS

Gradients

Inspired by the natural shift in colors of daylight, our gradient tries to capture the transition in our sky from first light to last. When possible, these gradients should be used in a way that reflects the natural order of the day.

MIDDAY

GOLDEN HOUR

DAWN



CORE

RAY
PMS 930C
C15 M00 Y66 K00
R225 G246 B120
HEX E1F678

TWILIGHT
PMS 3591
C100 M95 Y33 K26
R20 G36 B95
HEX 14245F

Solid Colors

Our color palette is derived from key moments in daylight and offers a natural yet vibrant backdrop for the brand. It's anchored by a glowing chartreuse and a deep twilight which can both be used for text.

SUPPORT

SKY BLUE
PMS 305C
C48 M00 Y06 K00
R117 G210 B235
HEX 75D2EB

SUNRISE ORANGE
PMS 1555C
C00 M38 Y58 K00
R255 G173 B115
HEX FFAD73

SUNRISE RED
PMS 177C
C00 M82 Y76 K00
R255 G83 B65
HEX FF5341

NEUTRAL

CLOUD
PMS 9100C
C05 M01 Y08 K00
R240 G244 B233
HEX F0F4E9

Typography

Our primary typeface, Grenette, is warm, fluid, and balances softness with clarity and purpose. The rounded serifs, sloping bowls, and asymmetric detail feel organic and light, offsetting the the bold and clean appeal of our logotype.

Our secondary typeface, GT Haptik, is clean yet playful, quirky yet hardworking. Its exaggerated geometry brings a sense of fun and supports the perfect arcs and circles found in our wordmark.

PRIMARY TYPEFACE

Grenette

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

SECONDARY TYPEFACE

GT Haptik

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

ALTERNATE PRIMARY TYPEFACE

Georgia

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

ALTERNATE SECONDARY TYPEFACE

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

Type Styles

Follow the approved weights of each typeface and refer to the sample on the right for guidance on hierarchy and relationship between subheads, headlines, and body copy.

SUBHEAD

GT Haptik Bold
Style: All Caps
Size/Leading: 20pt/26pt
Tracking: 150

HEADLINE

Grenette Light
Style: Title Case
Size/Leading: 104pt/104pt
Tracking: 0

BODY

Grenette Light
Style: Sentence Case
Size/Leading: 34pt/44pt
Tracking: 0

VISION

Good for Everything

Our world tells us that humans do the wrong thing, while nature always gets it right. But we believe that humans can do the right thing...the best thing, even.

The Glow

Representing sunrise, a new day, and inspiration, The Glow is an enlightening force that appears in our branding. It appears as a soft, warm, energizing force usually emanating from our word mark.

A flexible system

The Glow is key to Perfect Day branding across the spectrum from owned brands to partnerships. In our collaborations, indicating that a brand has been Enlightened by Perfect Day. The Glow serves to enhance to a co-brand partnership, and offers some flexibility to how we might appear alongside another brand.



Reg Example?

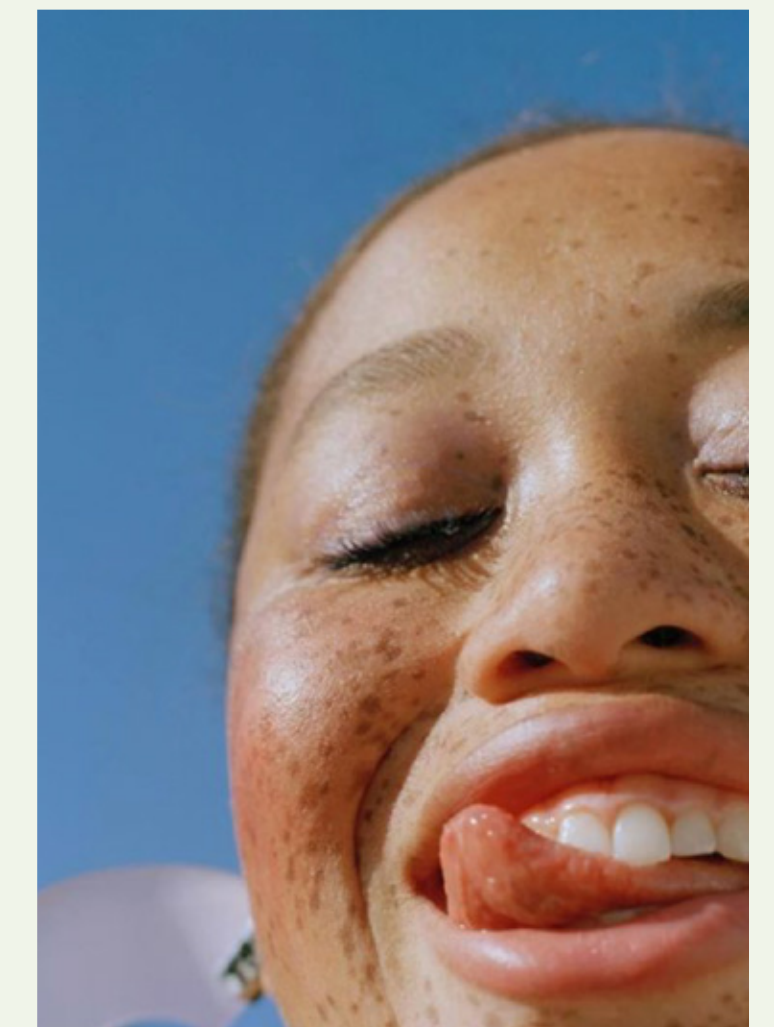
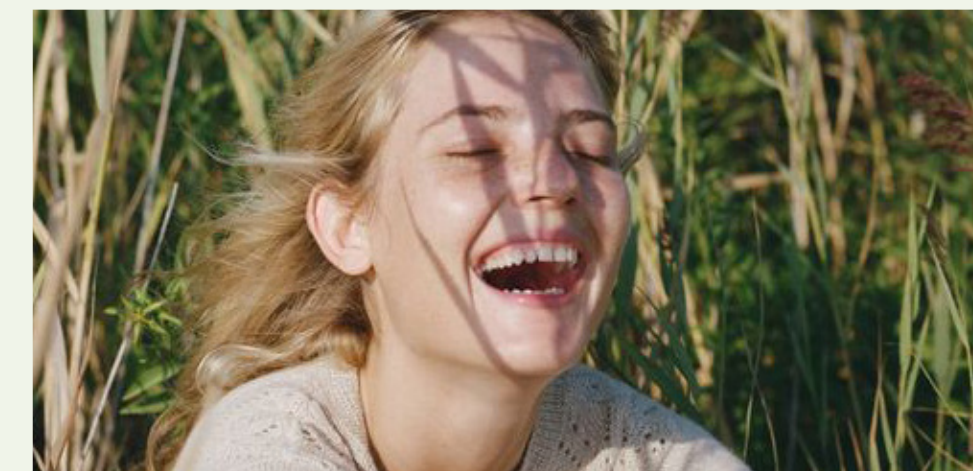
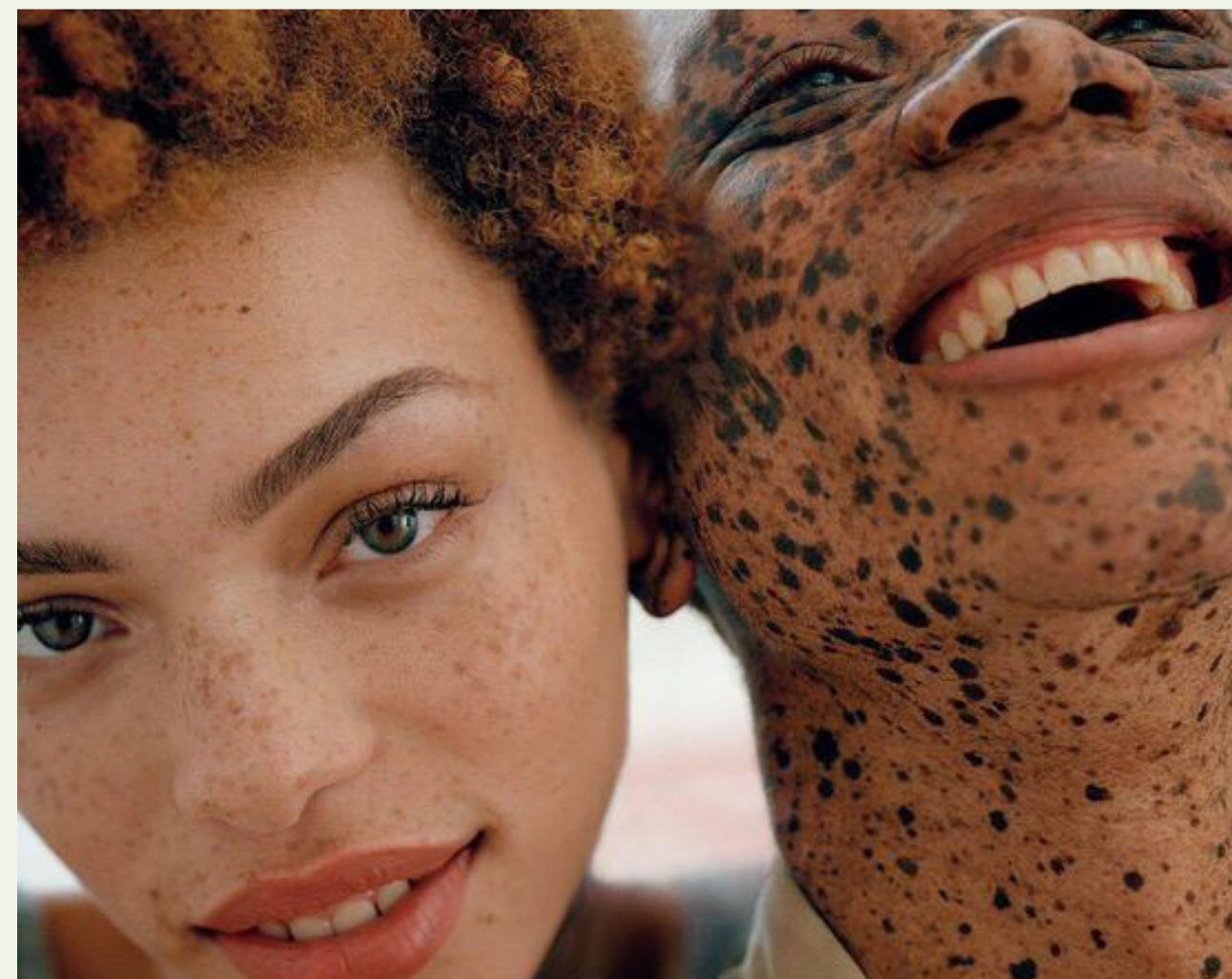
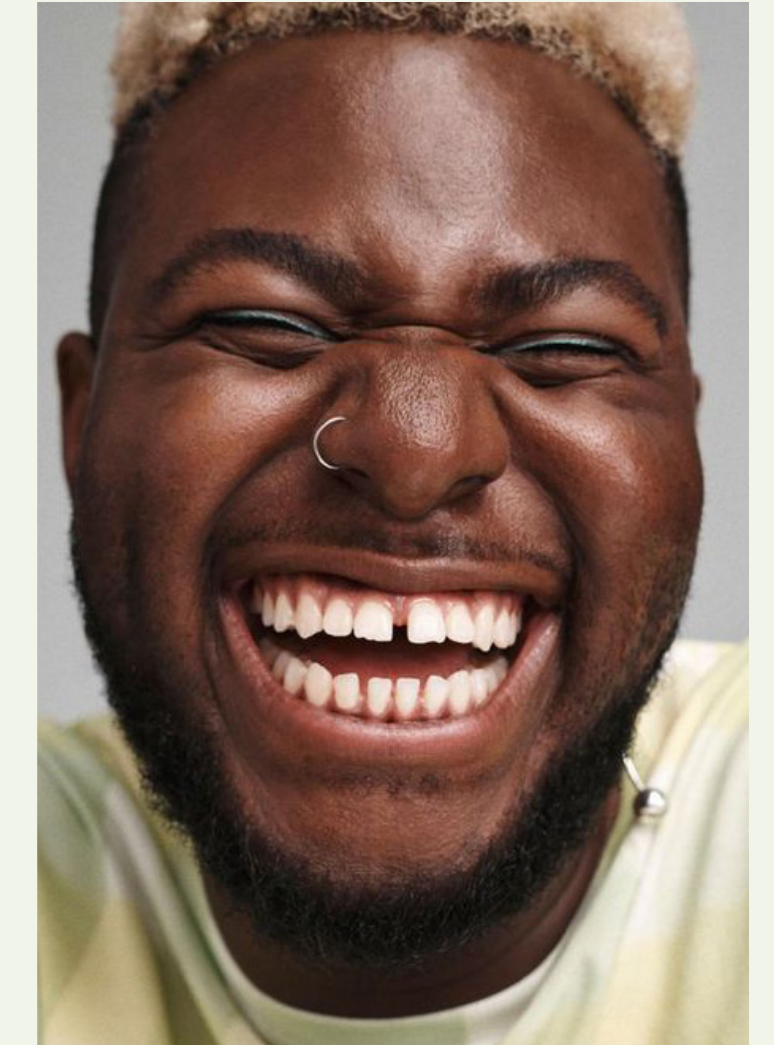
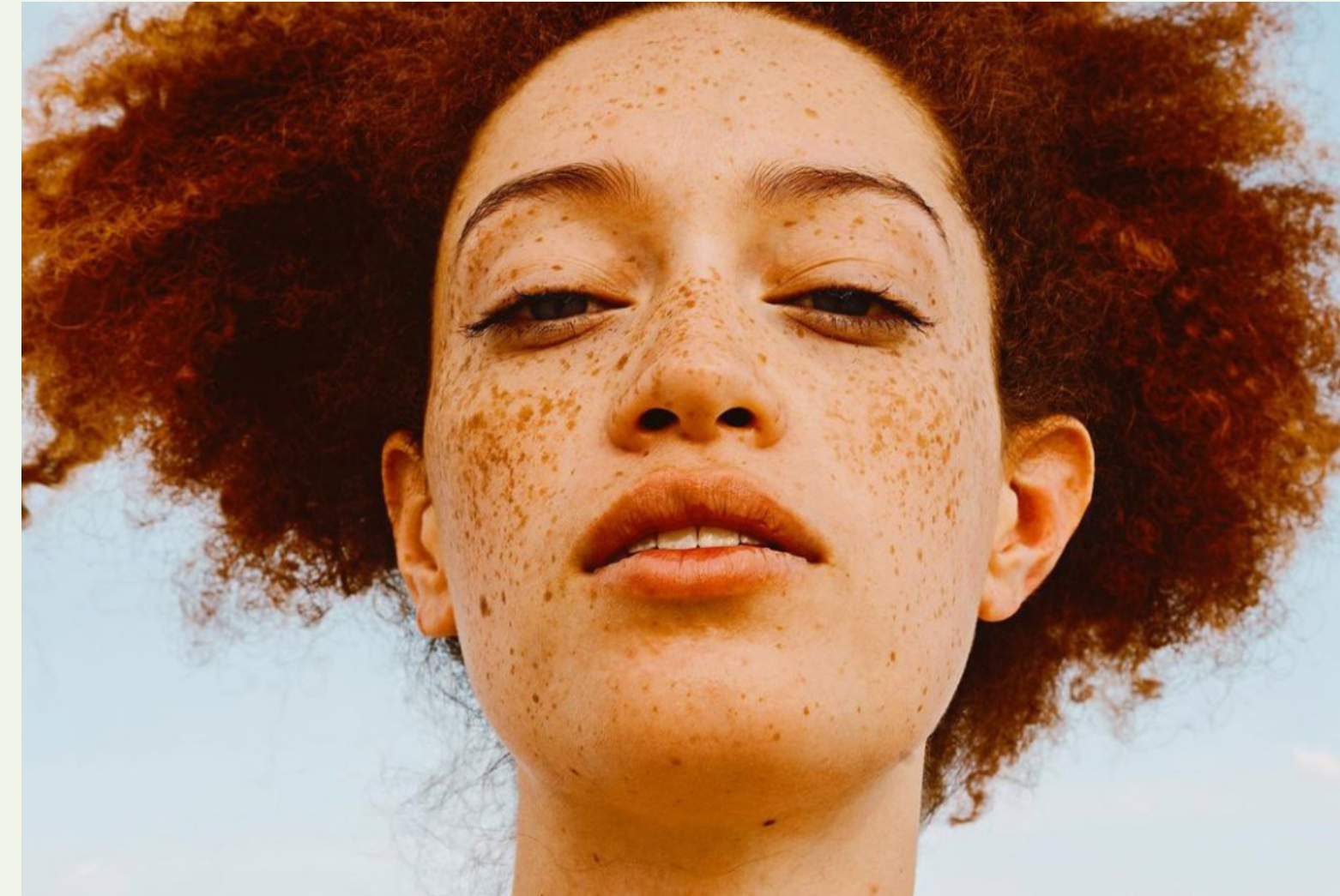
Photography: Product + Environment

Product and environment photos lean into the natural beauty and softness of golden hour. The strong presence of light showcases texture and creates long shadows, resulting in a richness that feels like it's capturing an organic moment, unfussy, and imperfect.



Photography : People + Emotion

Photos of people feature moments of joy and emotion, cueing the senses like taste and smell. Soft outdoor lighting and setting create a natural, emotive feel that feels unposed and fleeting.



Motion

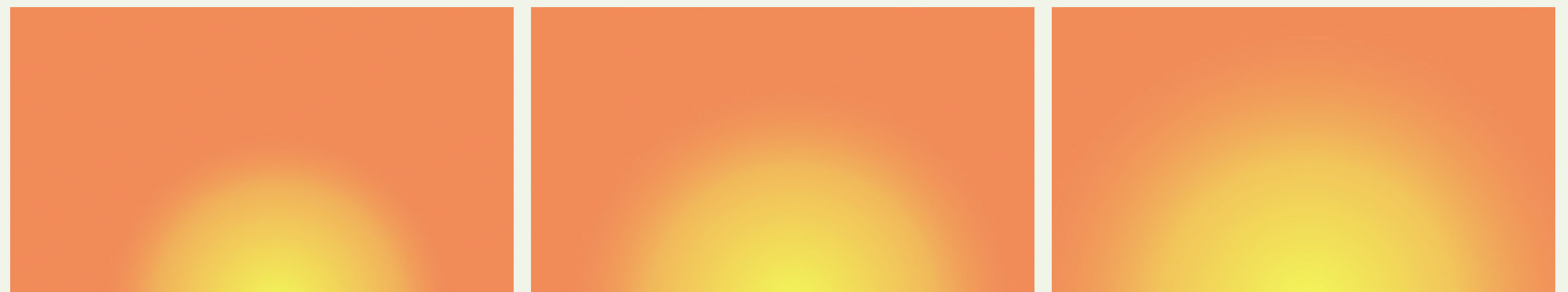
Motion is a core element of our brand and should be used whenever possible.

The subtle shifts in color from dawn to dusk and slow rise of the glowing sun bring energy, optimism, and warmth to our brand.

DAY SHIFT



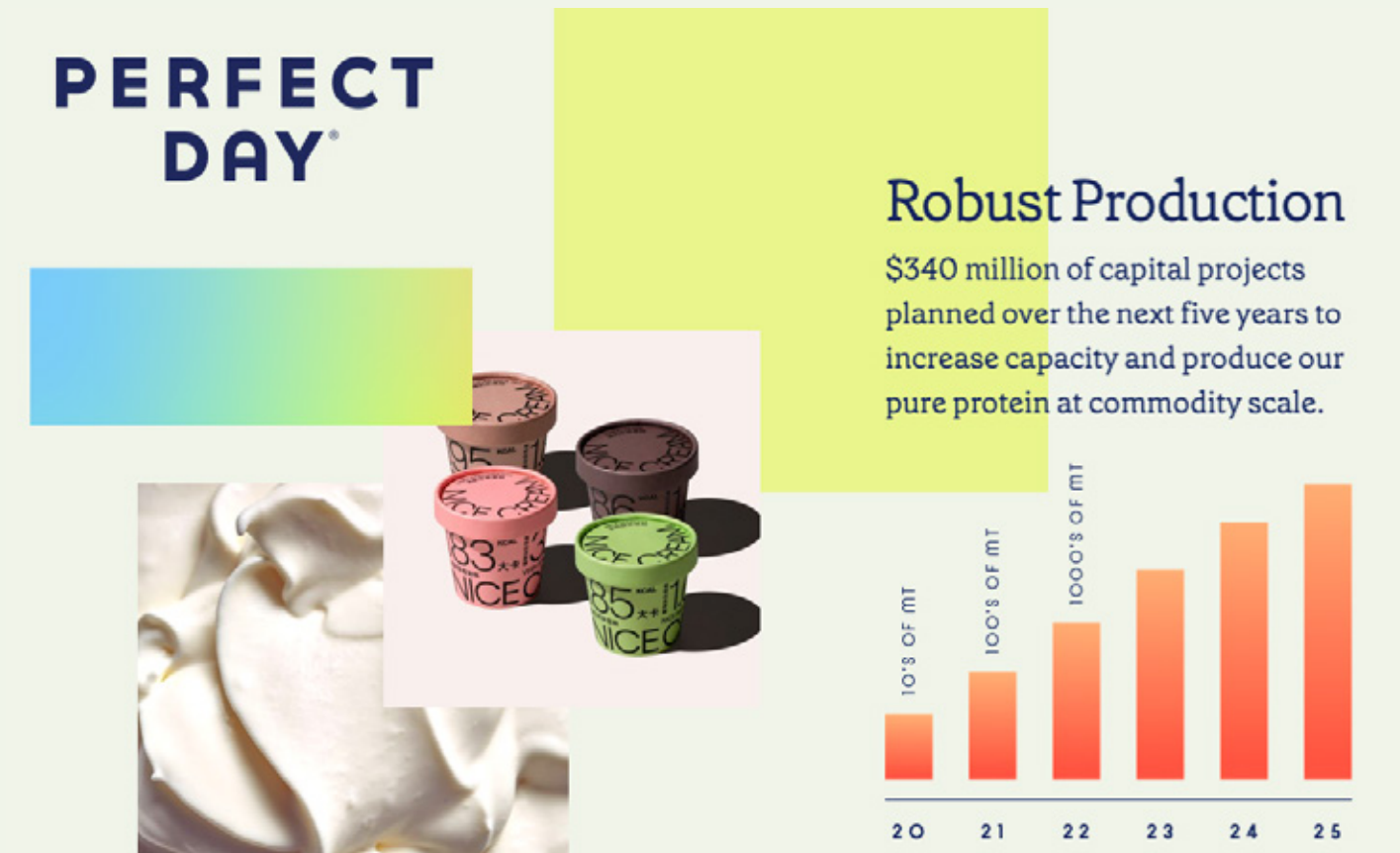
RISE





Usage

Here are some examples of how all our style guide elements come together to form our brand.



Consumer

Most colorful and playful

Expressive

Leads with taste appeal and emotion

Glow has a prominent role

Full-palette

Investor

Most minimal and ordered

Authoritative

Leads with product

Glow has a supporting role

Constrained-palette



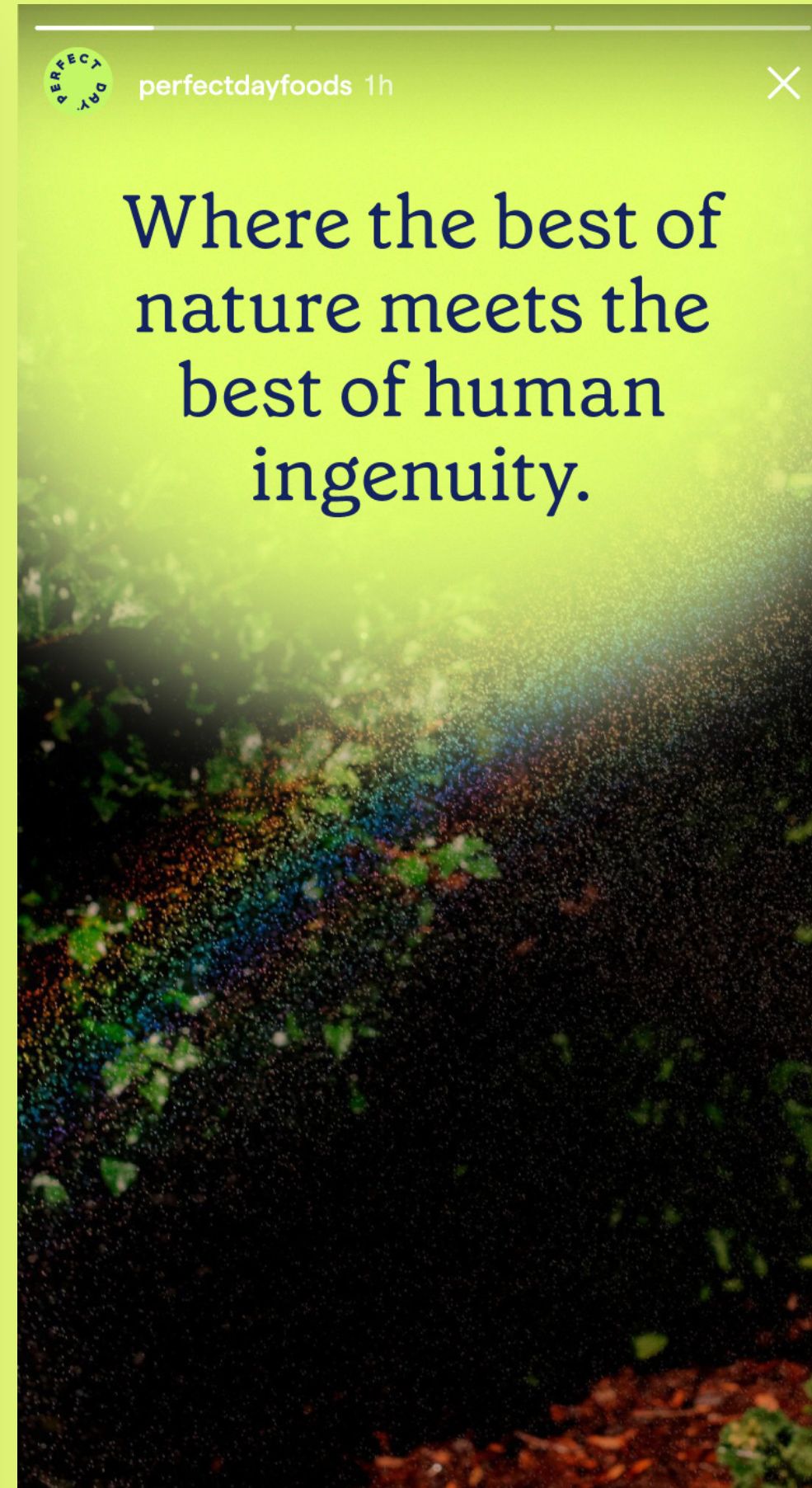
Taste
a kinder
future.

HUMAN-PERFECTED
ANIMAL-FREE
PROTEIN



Taste
a kinder
future.







Human-Perfected



POP UP
grocer

Human-perfected
products crafted to be
100% delicious &
100% animal-free

**PERFECT
DAY**



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**PERFECT
DAY**



Enlightened 24/7



AWAKEN

SUSTAIN

RENEW



