

fiona.

PROCESS BOOK

RESEARCH

COUNTRY PURE FOODS

ORIGINAL LOGO



INFORMATION

TYPE OF BUSINESS

Beverage Manufacturing

KEYWORDS

Fresh, fruits, juice, nature, refreshing

COMPANY MISSION STATEMENT

Customers can be confident that each one of our products is safe and healthy. It's our mission to serve up healthy, satisfying juices to thirsty adults and children nationwide!

COMPETITORS

Minute Maid
Juhayana
Suntype Products
Frucoor Suntory

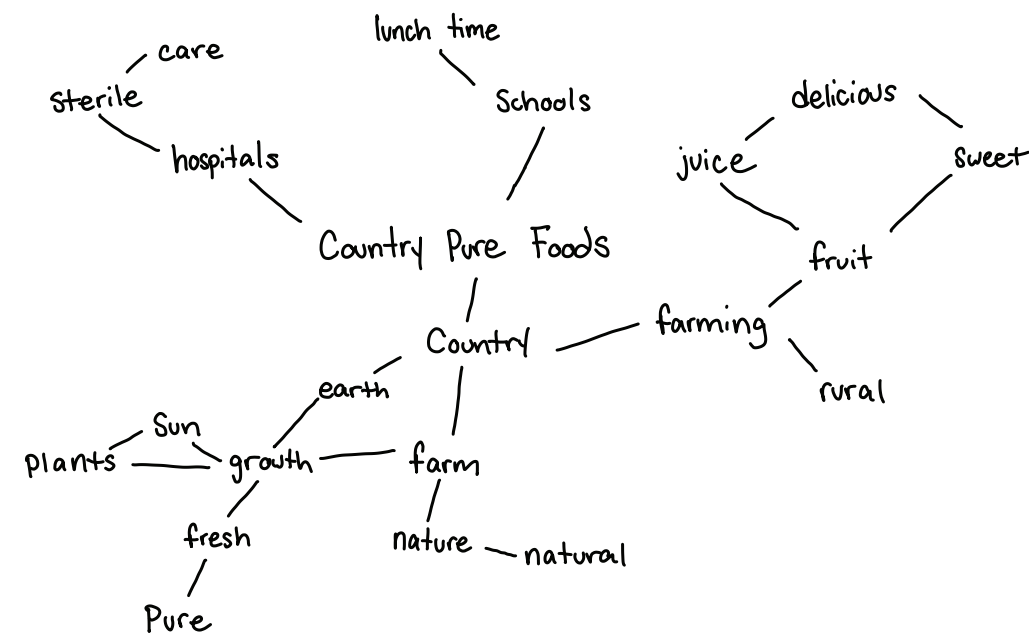
HOW IT'S DIFFERENTIATED

Country Pure seems to be focused primarily on juices for K-12 schools, and I think adding a playful spin in their logo would help better portray what they produce as well as who their target demographic is.

MOODBOARD

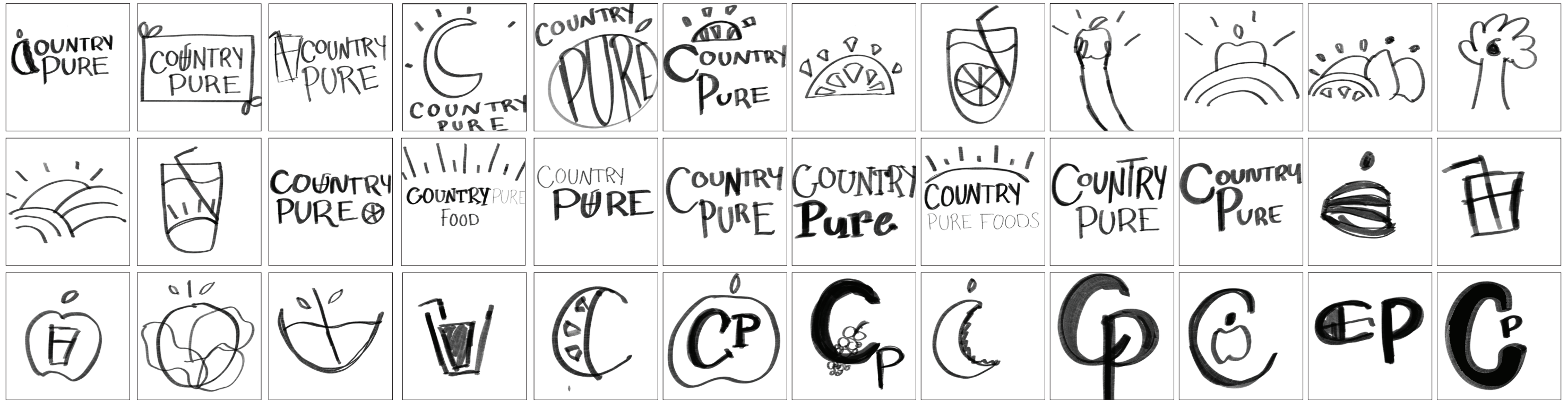


WORDMAP



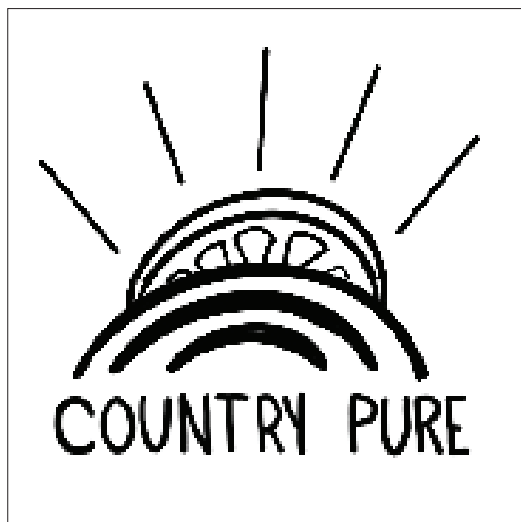
SKETCHES

COUNTRY PURE FOODS

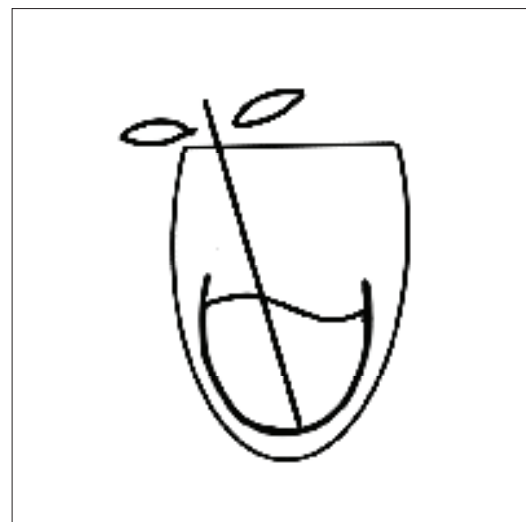


FINAL SKETCHES

PICTOGRAM/ICON



ABSTRACT SYMBOL



MONOGRAM



LOGOTYPE/WORDMARK

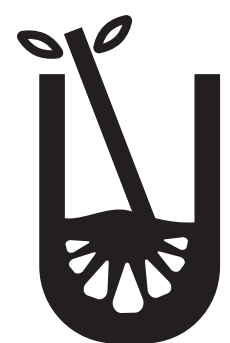


COMBINATION



COMPUTER ROUGHS

COUNTRY PURE



COLOR STUDIES

COUNTRY PURE



LOGO SPEC SHEET

COUNTRY PURE



PRIMARY MARK



SECONDARY MARK



PANTONE 1585 C



C 0, M 72, Y 100, K 0



C 3, M 42, Y 100, K 0



C 83, M 21, Y 93, K 7

PANTONE

CYMK



R 243, G 108, B 33



R 241, G 160, B 31



R 39, G 141, B 75

RGB

STATIONARY SET

COUNTRY PURE



PAUL ISAACS
3456 CLEVELAND AVENW
AKRON, OH 44304

DEAR MR. ISAACS,


We would like to welcome you to the Country Pure family with your first-time purchase of our products. We are excited and hope to continue to provide you with our quality products. Here at Country Pure Foods, we believe in providing the highest quality products and are committed to customer and consumer satisfaction in every part of our business.

When working with Country Pure Foods, our customers can be confident that they are serving and selling the safest, most delicious juice and beverage products on the market. Country Pure Foods goes above and beyond the standard food safety practices by participating in the highest level of Safe Quality Food (SQF) certification. The SQF certification program is a rigorous series of standards and best practices recognized by The Global Food Safety Initiative to ensure companies deliver both safe and quality products.

Sincerely,
Raymond K. Lee
Raymond K. Lee
CEO



Country Pure Foods | 222 S. Main St. #401 Akron, OH 44308 | 330-753-2293



PAUL ISAACS
3456 CLEVELAND AVE NW
AKRON, OH 44304



LOUISE MARTINO
REGIONAL SALES MANAGER

877.99.JUICE
info@countrypure.com
www.countrypure.com



INVOICE

COUNTRY PURE



INVOICE

NO # 43853
DECEMBER 12, 2021

QTY	Item #	Description	Unit Price	Total
210	42212	Ardmore Farms Chilled Juice Cartons — Apple 4 fl. oz.	\$40.99	\$122.97
210	42243	Ardmore Farms Chilled Juice Cartons — Fruit Punch 4 fl. oz.	\$40.99	\$122.97
168	2023	Smooth-Frozen SideKicks — Orange-Cream 4.4 fl. oz.	\$55.98	\$111.96
			Subtotal	\$357.90
			Tax	\$205.79
			TOTAL	\$563.69

BILLING INFO:

Paul Isaacs
3456 Cleveland Ave NW
Akron, OH 44304

SHIPPING INFO:

Stony Hill Elementary School
5356 Stony Hill Rd NW
Akron, OH 44301

CountryPure Foods | 222 S. Main St. #401 Akron, OH 44308 | 330 - 753 - 2293

ADVERTISEMENTS

COUNTRY PURE



**PURE.
GOODNESS.**

Country Pure Foods brings the freshest juice straight from the farm to your home.

   Visit us at www.countrypure.com



**PURE.
FUN.**

Country Pure Foods brings the freshest juice straight from the farm to your schools.

   Visit us at www.countrypure.com



**PURE.
HAPPINESS.**

Country Pure Foods brings the freshest juice straight from the farm to your hospitals.

   Visit us at www.countrypure.com



ADVERTISEMENTS


COUNTRY PURE



HTML EMAIL

COUNTRY PURE


View in browser | Can't see this email?



SAVE 10% ON YOUR ENTIRE ORDER


When you order 3 or more cases of Country Pure Foods™ Fruit Juice Cups

[SHOP NOW](#)



BRING COUNTRY PURE FOODS TO YOUR SCHOOLS TODAY

Educators can save up to 15% on their first order using code "EDU15" at checkout.

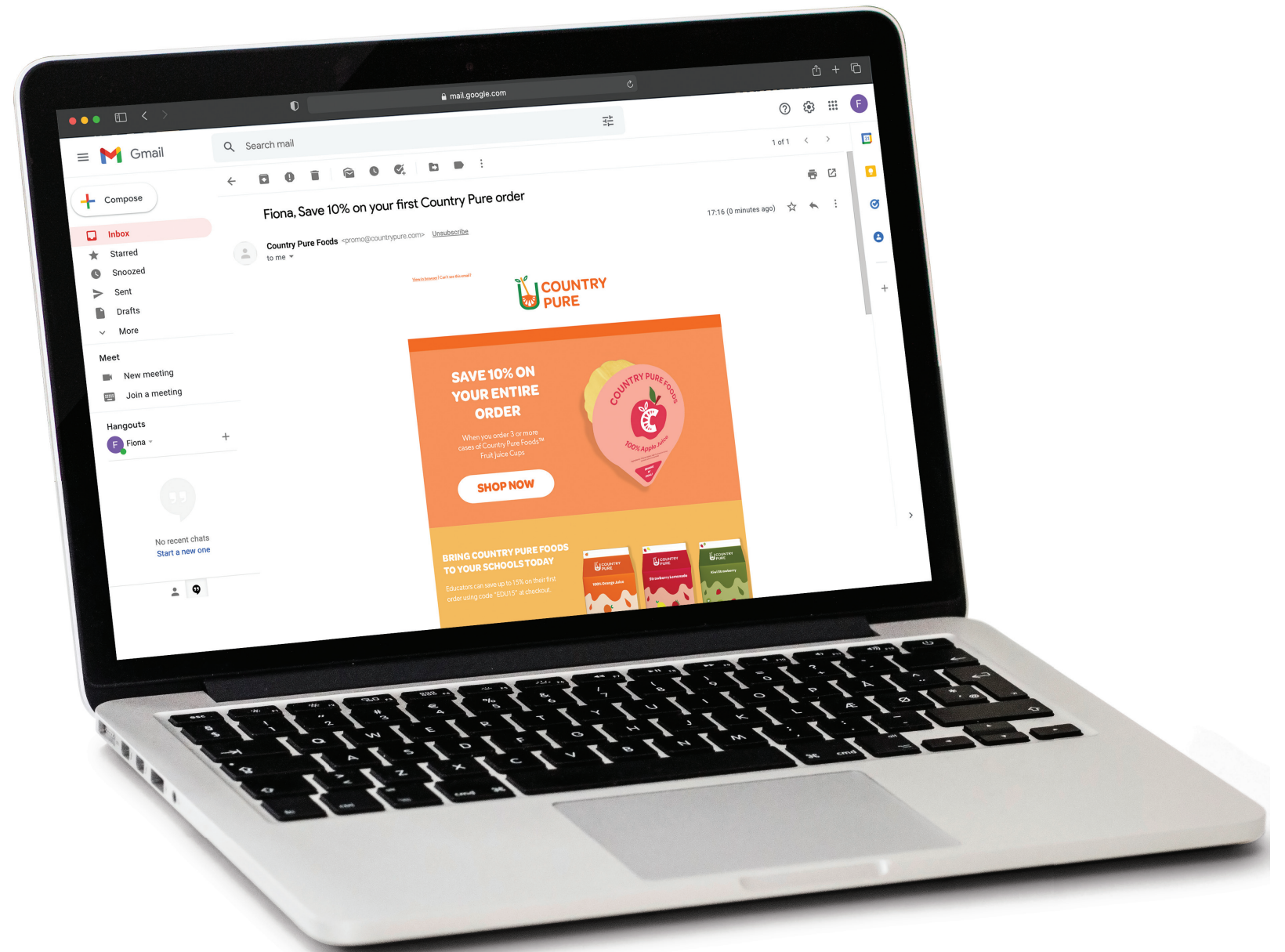


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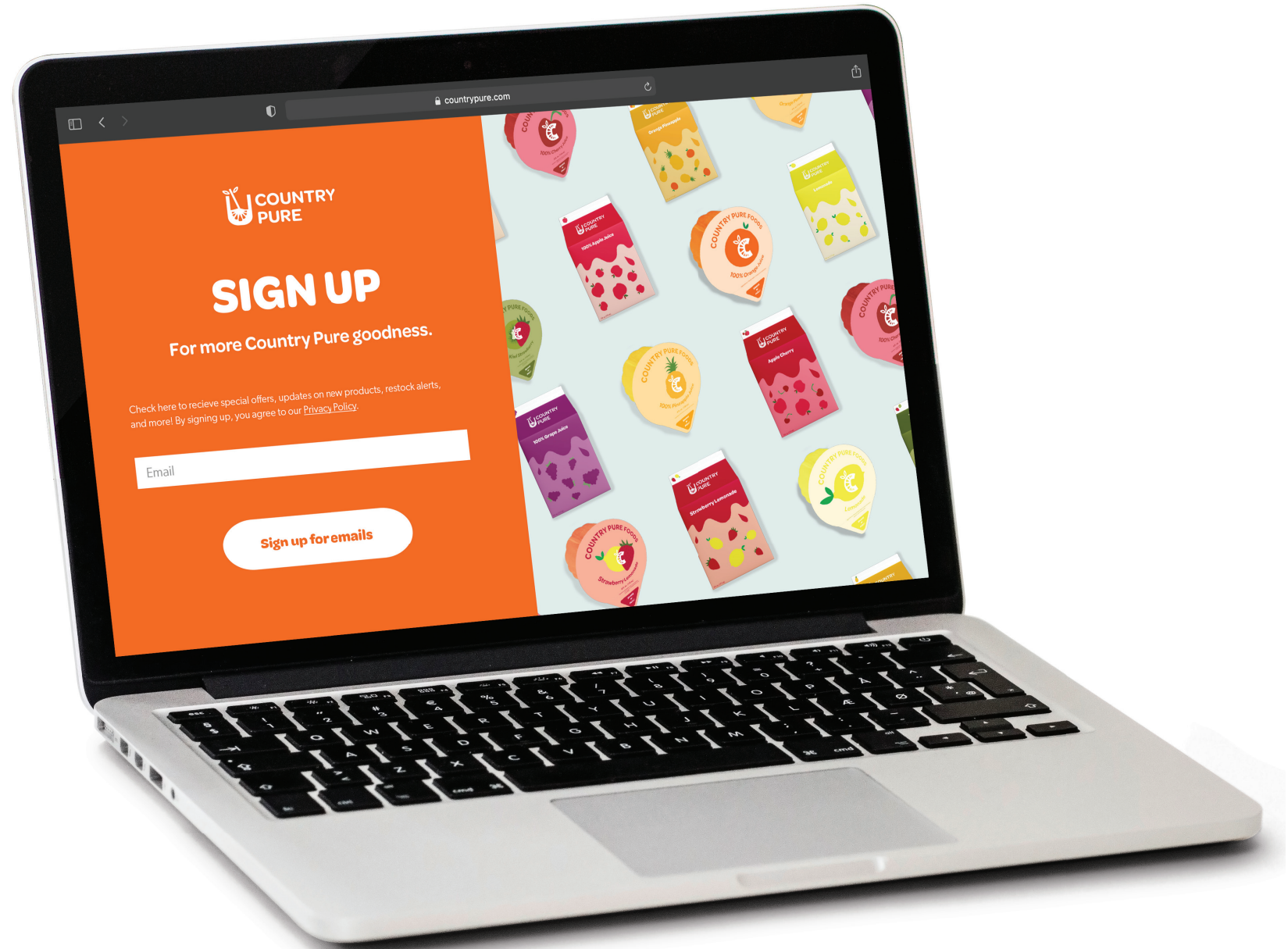
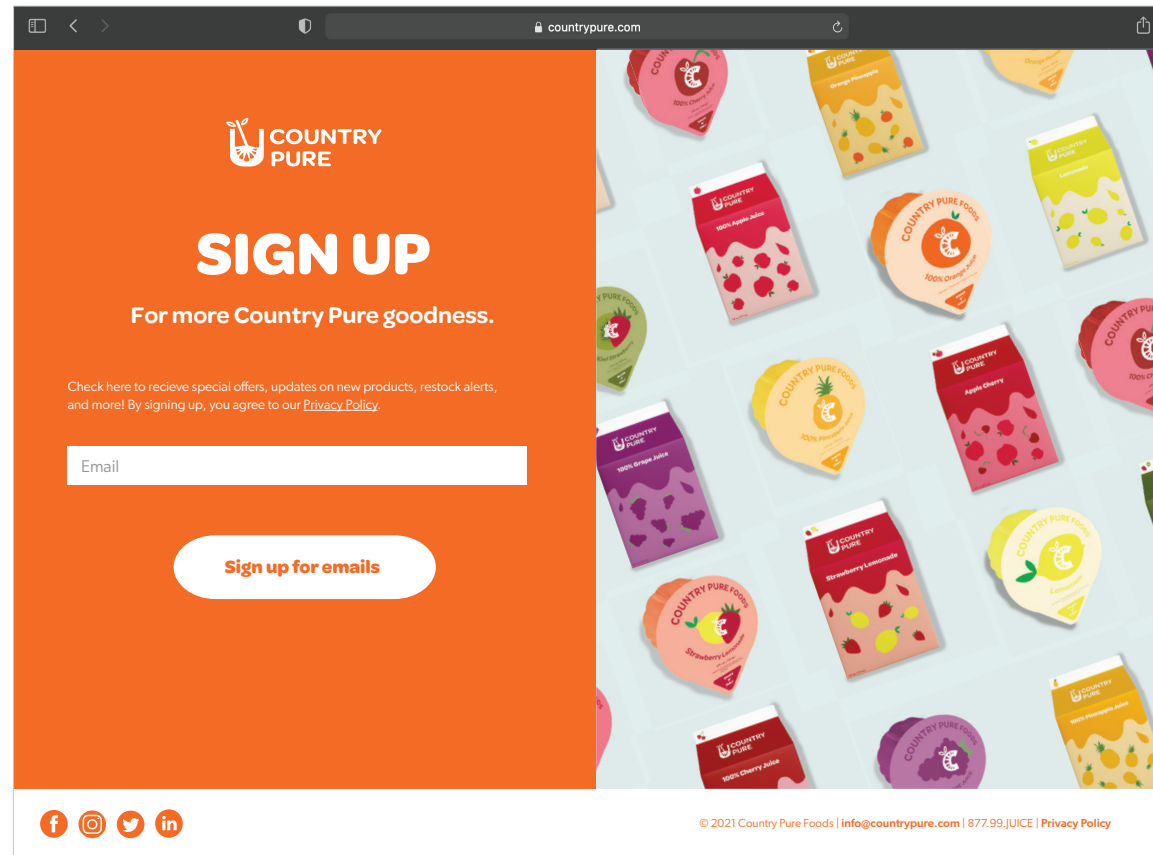
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LANDING PAGE

COUNTRY PURE



HOME PAGE — DESKTOP & MOBILE

COUNTRY PURE



INTERIOR PAGE — DESKTOP & MOBILE

COUNTRY PURE



PACKAGING

COUNTRY PURE



OTHER ITEMS

COUNTRY PURE



Staff ID Badges



Staff T-Shirts

SIGNAGE

COUNTRY PURE



Outdoor Building Signage



Indoor Door Vinyl Decal

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