chameleon

BRAND GUIDES

“eat what you like, just
in the correct portions."

CHAMELEON

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outline

WHAT MAKES US, US!

our story

healthy eating creates the impression of eating a bowl of salad, cutting out carbohydrates, avoiding chocolate and sweets, but none of this is sustainable long term. many people struggle with this, usually lasting a month maybe more and then gradually fade back to their normal diet and back to feeling lousy and unhealthy.

we want to camouflage this stigma surrounding healthy eating because healthy eating isn't about eating salad everyday, it's about portion control. everything can be healthy when adapted to the correct portions, even healthy foods can become unhealthy when you eat too much of one food source.

like a chameleon, we adapt. adapting individual portion control needs, taking into account your age and gender because everyone's portion size varies. we see portion control as healthy eating in disguise; you get to eat all of your usual food choices, just in the correct portions, unveiling the opportunity for you to eat healthy and change your lifestyle.

revealing a sustainable, easy to access, follow and use diet, implementing a visual theme across our brand, displaying visual prompts that you can refer to easily which eventually blends into later life becoming an unconscious reaction.

HEALTHY EATING IN DISGUISE

revealing healthy eating in disguise, adapting to individual portion control needs.

OUR VALUES AND WHAT WE EVOKE...

- RESOURCEFUL
- ADAPTABLE
- EDUCATIONAL
- PERSONAL
- VISUAL

WE ARE RESOURCEFUL
finding ways to overcome difficulties...

WE ADAPT CONSTANTLY
to our customers, to photos... everything!

WE EDUCATE
what we learn you will too!

WE PERSONALISE
we adapt to you and your needs...

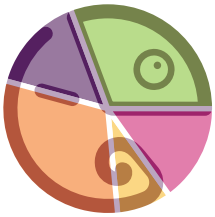
AND WE ARE VISUAL!
the chameleon way of communication...

discover

HOW WE EVOLVED

our logo

our logo combines together 4 elements; the portion plate piece, chameleon, disguise and the circular plate shape. manipulating the curve of the chameleon into the portion plate using the large portion piece as the chameleon's head. with the tail creating the idea of a smaller portion piece following the same angle and the second line angle showing the curve of the chameleon and a portion piece. with the foreground also showing the remaining portion pieces. revealing the idea of **healthy eating in disguise**, the portion plate in disguise as the chameleon.



COMBINATION

our primary logo; use this for initial introduction to the brand to outline who we are.

SYMBOL

we use our symbol to stand-out. it's bold and effective. use it for strong brand recognition.

TYPOGRAPHIC

we use our typographic logo in areas when our primary logo won't be visible enough.

chameleon

WE ADAPT...

and so does our logo! we change colour to blend with the colour scheme and we hide elements of ourselves to adapt to different layouts.

SPACE
IS
IMPORTANT

CLEARING SPACE...

the chameleon logos can be used in various ways; within images or alone. to make sure it can always be visible there should always be a 'c' spacing all around each of the logo variations.

LOGO DO'S AND DON'TS...

it is important to keep the logo uniform. we want to create a constant brand interaction so keeping a continuous logo impression is important.

adapt the logo colours to match with imagery or page scheme, with purple always being one of the primary colours.

always use our approved graphics and choose a logo from our variations that adapts to the design you are working on.

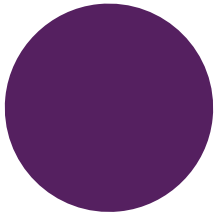
we love to blend in with images. place the logo in the empty spaces within an image to create the idea of us being disguised.

never obscure the logo; no stretching, no squashing, avoid covering with objects and never-ever change our outline colour!

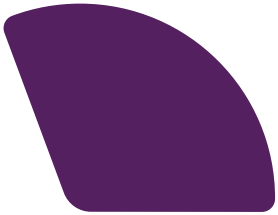
never use the logo negatively. we want to continuously create a positive impression so make us stand-out using a light background.

do not place the logo over image focus points, always place the logo in the empty space within an image instead.

our overall
circular form!



the second
portion line...



our main shape...
the portion piece

LOGO SHAPES...

you can use shapes from our logo throughout the brand. they can be filled with imagery, any colour from the colour scheme, cut to make a different shape, as long as there is a connection to the original form.

colouration

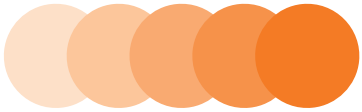
OUR STAND-OUT COLOURS

colour scheme

our colours are adaptive, just like a chameleon and we are 'chameleon' after all!

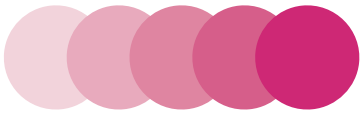
we blend, we stand-out, we adapt. **pose** is our primary colour using **obscure**, **guise**, **parade** and **exposed** as accent colours within the brand.

POSE
56215B
C75 M100 Y28 K22
R86 G33 B91



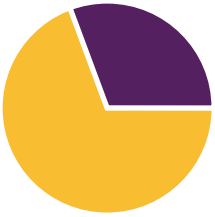
OBSCURE
EE740D
C0 M64 Y28 K22
R238 G116 B13

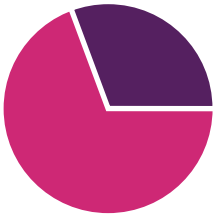
GUISE
95C11F
C50 M0 Y100 K0
R149 G193 B31



PARADE
CF236D
C13 M95 Y24 K3
R207 G35 B109

EXPOSED
F9BF21
C2 M27 Y90 K0
R249 G191 B33





COLOUR COMBOS...

we always show two colours at a time. there is always one colour more prominent than the other. if **pose** is the prominent colour then **obscure** is the accent. occasionally we use all our colours, but only if there are multiple topics to cover on one page.

COLOUR AND OUR LOGO...

what you see here, across these two pages is every way our chameleon logo variations can be shown using the chameleon colour scheme.

POSE-LESS...

our chameleon logo symbol and symbol within our primary combination logo should never be filled with **pose/purple**! we always have a **pose/purple** outline with one of our accent colours filling the portion piece.

chameleon

chameleon

chameleon

chameleon

chameleon

the only time **pose/purple** is used to colour our logo...

POSE/PURPLE...

pose/purple can be used to colour our typographic logo only, but only when **pose/purple** is being used as the prominent colour, if not and just the accent colour then the prominent colour should be used for our logo.

identify

OUR TYPEFACES...

the
chameleon
typeface

shortened ascenders
and descenders.

curved bowls
of the ‘e’s.

rounded off
heads and feet.

abcdefgh
ijklmnopqr
stuvwxyz

healthy EATING in disguise

LOGO/MAIN HEADINGS

abcdefghijklmn
opqrstuvwxyz
=+!@%&():";',.?/
0123456789

chameleon
lowercase
kerning 30

our own typeface used for the logo and main headings. be careful not to overuse this typeface. if the logo is near, use basic gothic or keep a good distance.

MAIN/SUB HEADINGS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
=+!@%&():";',.?/
0123456789

basic gothic pro light
small caps
kerning 100

we don't use the basic format of this typeface, we use small caps to create contrast. this type is for headings but can be used on small sections of type.

MAIN BODY TYPEFACE

abcdefghijklmn
opqrstuvwxyz
=+!@%&():";',.?/
0123456789

mr eaves mod book
lower case
kerning 10

to be used in lowercase only, to blend in with our chameleon typeface. bold can also be used to highlight certain words within a sentence/paragraph.

OUR TYPE USAGE...

we adapt to our environment. curving around objects, sitting in empty spaces of images, aligning to objects...

align to various shapes and elements...

use **bold** to highlight specific words

CARRIED ON...

use bold to highlight certain words. we are mostly left aligned but on rare occasions we move to the right.

impressions

OUR VOICE AND IMAGERY...

tone of voice

we adapt! constantly throw in hints of **adapting** and **camouflage**. we want to sound **inspiring** and mouth watering, we want people to make our recipes, so be **convincing**. communicate the fact that these recipes are healthy but that you wouldn't realise it if you didn't know.

adapt act

show off display

show adaptive see

reveal uncover outline

unveil match see reveal

adapting uncover uniform

stand out impression imitation

resemble mimic blend affect

display colouration camouflage

obscure assume evoke parade

pattern cover up obscure hide

paint pose change guise find

RECIPE NAMING...

naming a recipe is important. it gives the user a preview of what's to come. we always incorporate the idea of a chameleon's personality.

ADAPTING...

as we have said before, we adapt! it is only natural that not all recipe names fit into our design layouts correctly. if this becomes an issue then you can adapt the name, shorten or extend the recipe name to work with the design.

THE SHOW-OFF TUNA SPECIAL

show-off, relating to our colours...

SHOWY SEA-BASS WITH RICE

relating to visuals and appearance...

SUN-DRIED TOMATO PASTA PARADE

a parade of colour like a chameleon!

QUOTES...

are a great way to inspire and motivate our users. we use them quite often throughout our recipe book, social media and every personalised portion profile on our app. we don't just use any quotes, they have to be related to change, adapting, chameleons and portions.

"to eat is a necessity, but to eat intelligently is an art."

FRANÇOIS DE LA ROCHEFOUCAULD

"create healthy habits, not restrictions."

CLEAN FOOD CRUSH

"adapt what is useful, reject what is useless, and add what is specifically your own."

BRUCE LEE

"a tiny change today, brings a dramatically different tomorrow."

PRECISE PORTIONS

"you don't have to look like you're eating healthy, to eat healthy."

CHAMELEON

"the measure of intelligence is the ability to change."

ALBERT EINSTEIN

IMAGERY DO'S AND DON'TS...

it is important to keep the logo uniform. we want to create a constant brand interaction so keeping a continuous logo impression is important.

photos of recipes in situ, partly through or being eaten looks less staged. it also has plenty of empty space to place type.

scattered foods/ ingredients are fun! it shows you some of the ingredients that can be used, giving our users visual references.

we only use images from above, it shows each of the food portion pieces. always try and use plates as food hides in bowls.

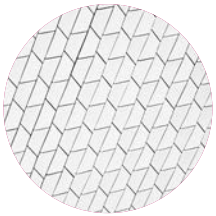
don't use images taken at an angle. you can't see the food portion pieces enough and the view of the food becomes distorted.

this is a nice image and follows some of our rules but the dark background doesn't. the plate gets lost, creating a harsh vibe.

we might be called chameleon but we never use chameleon imagery. we are about food and portions. show it!

PHOTOGRAPHY LAYOUTS...

take images from above. this way you can see the idea of each food portion piece. we also include secondary focal points scattered around the plate to give the opportunity to place type or our logo.



BACKGROUNDS...

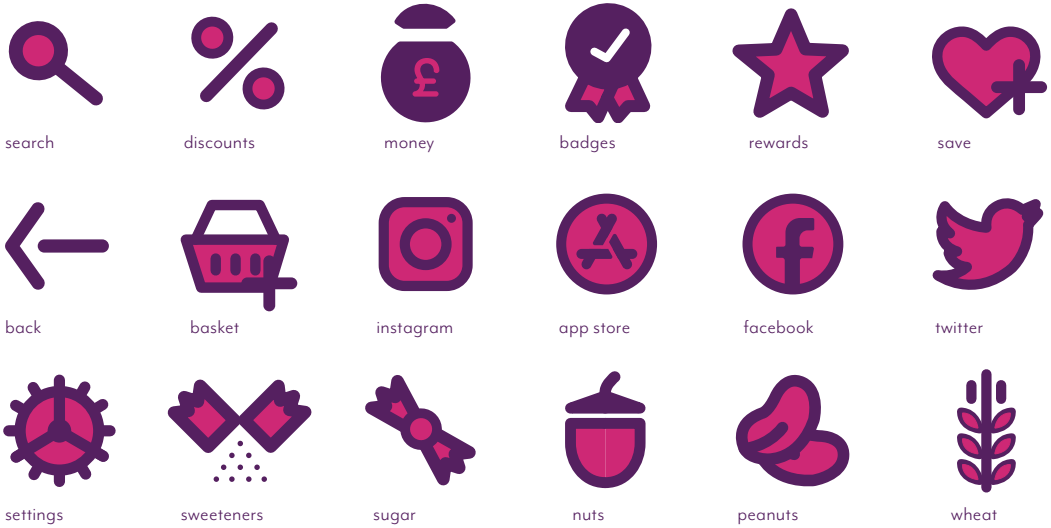
when carrying out food photography we always use natural materials like wood or marble with the occasional geometric shaped pattern. always in a light hue to make our food stand-out and brighten up screens and pages.

OUR ICONS...

our icons match our logo style. there are two styles combined; an outline with a colour fill, and separate elements with spacing between.

any of our colour scheme colours can be used; swapping the outline colour with the fill etc, there are endless opportunities.

if we haven't designed one that you are looking for already, mimic our style and design some!



british

french

thai

turkish

greek

swedish

milk

caffeine

soy

radish

cheese

caribbean

eggs

chicken

shellfish

mexican

bread

chinese

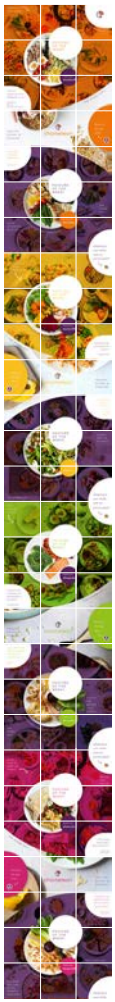
78.5ml ⅓ Cup

show-off

USING SOCIAL MEDIA...

puzzle feed layout!

alternating logo shape angles.



alternating colour scheme design.

promotional for our app.

instagram

we value ourselves on being a visual company, so it only seems right that instagram, the worlds most used photo and video-sharing social service is our main social media outlet! we use our feed and posts to feature our users, with our stories showing you our progress as a company 'a day in the life', with highlights being targeted to our individual products we offer.

feature of the week...

brand identity and tag-line in centre.

inspiring quotes!

stand-out recipe!

message about us repeated throughout, linking to next posts.

app promotional!

info about us!

OUR PUZZLE FEED...

we use a puzzle feed layout. we want to create the idea of being in disguise. from the posts you get a close up of the puzzle layout which is then revealed when you view our feed. to keep the puzzle feed shape, 3 posts must be uploaded at a time.

POST FORMATTING...

each post is designed to show a disguised image which is revealed when swiped across. linking to a chameleons colour changing abilities.

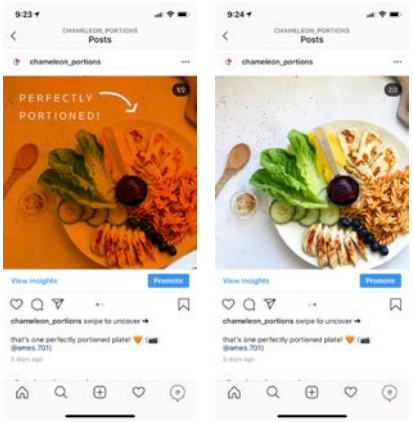
COLOUR POSTS...

use instagram's stacked image feature with the first image being the image with a colour overlay, followed by the same image in full colour.

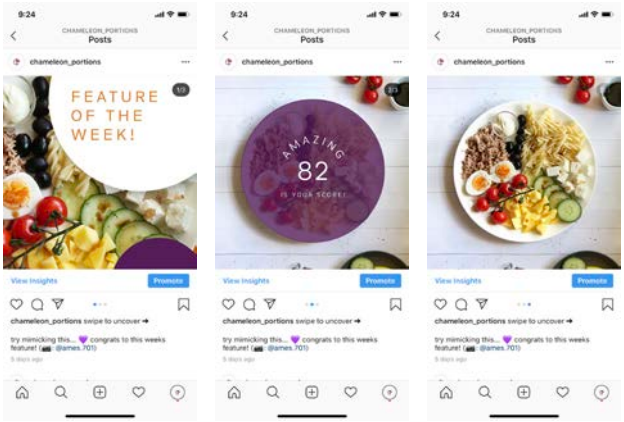
FEATURE POSTS...

use instagram's stacked image feature with three images starting with the puzzle feed cut out plate, followed by the original image score sent to us by one of our users, ending with the full colour image. keep images in the same position to avoid jumping around.

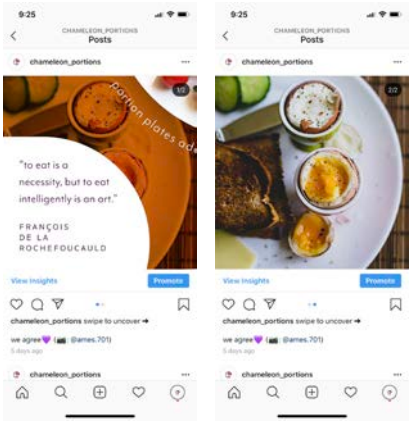
COLOUR POSTS



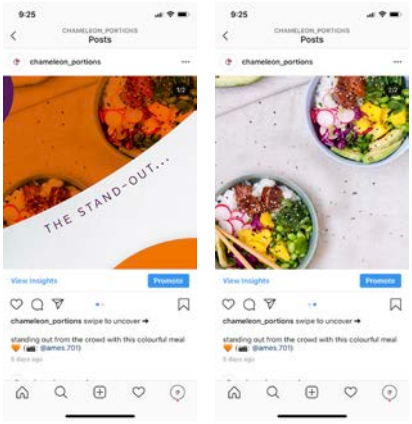
FEATURE POSTS



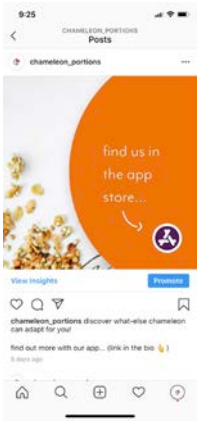
QUOTE POSTS



STAND-OUT POSTS



APP POSTS



QUOTE POSTS...

quote posts show our users that "we agree", agree to the quote and the image within the post.

STAND-OUT/TYPE POSTS...

if there is type within the post image make sure the copy refers to it! highlight that this feature stood out from the crowd or what we do as a company.

APP POSTS...

on the insta feed "breaks" in the design where there are no features, promote the app or recipe book. refer users to the link in the bio to download the app.

#hashtags

healthy balance

balanceddiet recipes

healthyeatingindisguise

adapting food stand out

see mimic display change

time breakfast lunch dinner

chameleon portions ingredients

portionplate plate personalised

portions adaptable life itworks

time piece portionplates yummy

portions family forone together

POST COPY...

we are visual not typographic, so keep the copy to a minimum. a sentence or two will outline what we want to say.

COPY LAYOUT...

copy it to always be in lowercase. 'swipe to uncover" is the first words you read, with a line space then the post sentence followed by a credit to the owner of the image.

EMOJIS...

we like emojis but not all of them. use ones that link closely to our colour scheme, animals and symbols. here are a few...

📷 💜 💛 💚 🧡 💗 🔥 🐵 😬 😳

😂 😍 👆 🐷 🐽 🫠 ⭐ 🍏 🍊 🍇

swipe to uncover ➜

a chameleon recipe reassembled perfectly!
(📷: @ames.701)

swipe to uncover ➜

that's one perfectly portioned plate! 🧡
(📷: @ames.701)

swipe to uncover ➜

that food board... show-off 🐵
(📷: @ames.701)

swipe to uncover ➜

standing out from the crowd with this 🧡
(📷:@ames.701)

swipe to uncover ➜

try mimicking this... 💜 congrats to this weeks feature! (📷: @ames.701)

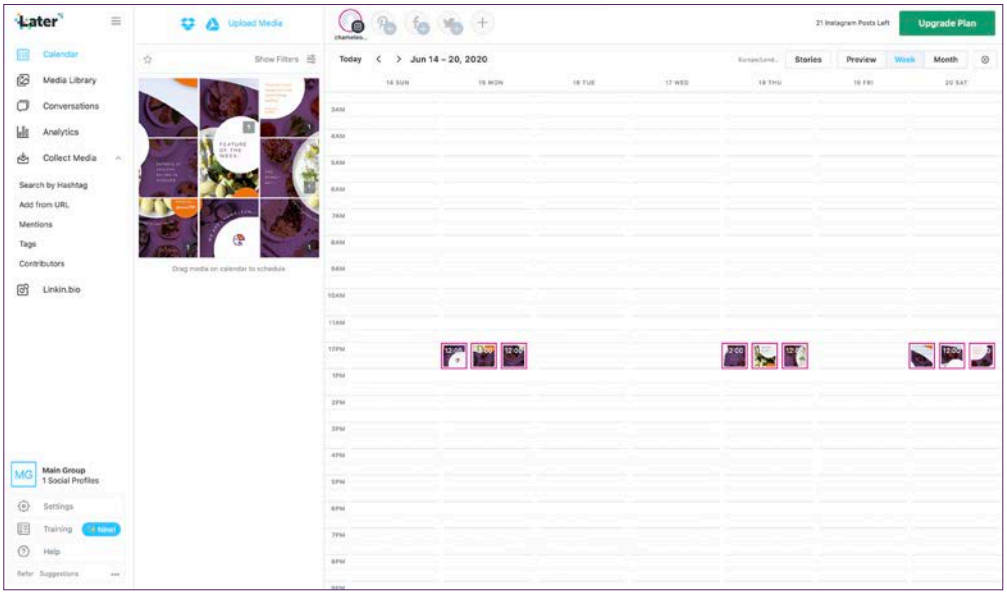
discover what-else chameleon can adapt for you!

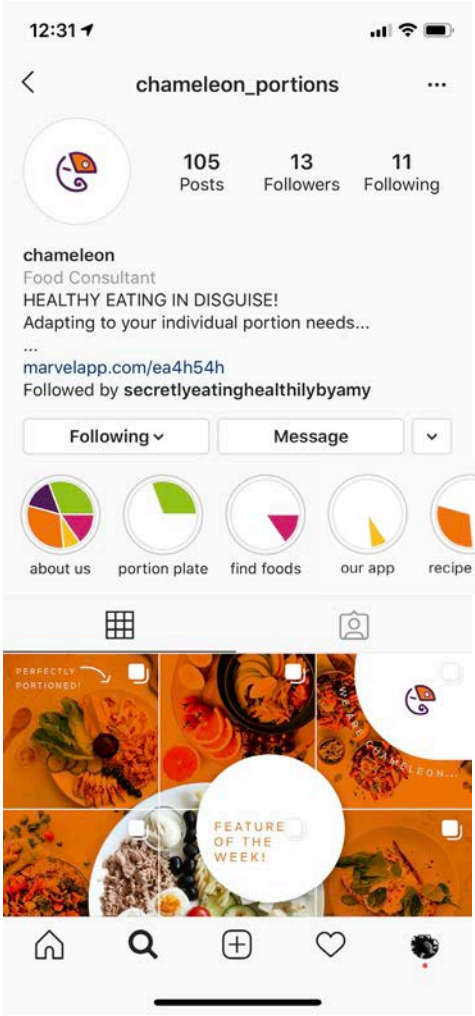
find out more with our app... (link in the bio👆)

POST SCHEDULE...

we use 'later' to schedule our posts. 3 times a week, monday, thursday and saturday at 12pm... the optimum time of day to reach a wide range of users.

with 'later' you are able to tag, hashtag and type your post copy weeks in advance. you can upload multiple posts at a time, choose the post order and post image.





highlight button covers take on the form of the portion plate and the pieces separate showing each portion piece fitting together.

make sure to keep the pieces in the correct order!

HIGHLIGHTS...

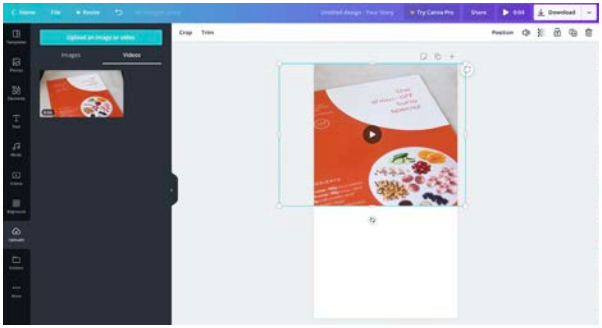
we use instagram's highlight feature as a way of promoting our brand's products. each highlight relates to a different side of chameleon; our app, recipe book, scoops and so on. so if we develop a new product or update a product make sure to add it to one of our allocated highlights.

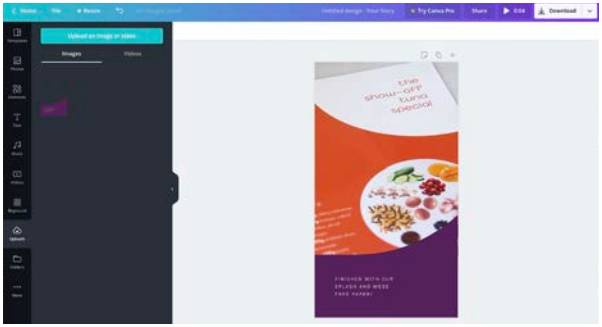
INSTAGRAM TEMPLATES...

to keep a constant brand recognition, we have designed some chameleon style instagram stories' templates for you to use and adapt to your needs. with the copy try and link each frame to the next to tell a story to our users!

chameleon

Canva





CANVA...

'canva' is our secret weapon when it comes to combining our video footage and our templates. all you do is import the video and a PNG of the chameleon template with a transparent background, compile within 'canva', export and upload.

display
OUR WEBSITE FORMAT

change our
homepage colour
scheme every month!

website

our website is a mini website. it isn't the main part of our brand but it is important. it is there to inform our customers about what we do and why. it shows them our app and its features, along with our personalised recipe book and how to order it, as well as our recipe section for people who just want good portion controlled recipes.

ONLINE CHAT...

our logo highlights our chat button, adapting to each colour scheme to help users in need.

OUR PRODUCTS...

our homepage shows a preview of our products to gain user's attention. continuously update and add any new features or products we create.

OUR RECIPES...

link to our recipes on our homepage, leading users to our individual recipe pages to print or follow.

online chat button

highlights our products

our recipes

download in the app store link!

the chameleon intro quiz...

key features within the app!

APP PROMO PAGE...

it is hard to show every feature of our app on one single page, so make a point of updating the page monthly to switch up our feature highlights. this will appeal to more people over time.

order our recipe book button!

selling features of the book...

key features within the book!

BOOK PROMO PAGE...

a page that gives our users some insight into our personalised recipe book and the features it includes. the design follows our two colour rule, introducing more of our colour scheme through images which you can also mimic in further designs!

RECIPE KINDS LAYOUT...

we follow our app design for our recipe kinds page to create a continuous brand connection between the two different areas of our brand. make sure to keep this layout when adding new recipes to our website.

COLOURS...

we always use parade/pink for breakfast, obscure/ orange for lunch and guise/green for dinner.

sun-dried tomato pasta parade

pasta on parade, covered in a rich sun-dried tomato pesto sauce with golden halloumi and chicken.

30 MINUTES

LEVEL

IT'S HEALTHY EATING IN DISGUISE.

INGREDIENTS

¾ / 120g bell pepper, sliced
8 romaine lettuce leaves
½ / 75g small cucumber, sliced
1 purple scoop / 75g sliced beetroot

white headings where possible...

pose/purple heading to create contrast.

image fade to create contrast.

matches to
colour scheme!

type fitting in empty
space of image!

RECIPE PAGES...

every recipe is different, which means every image is different; ingredients list, plate visual... with this in mind we have to adapt to each. every colour scheme needs to match the recipe kind, but on occasion the heading colours can blend in too well, so we have 2 options; contrast with either white or pose/purple.

chameleon

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chameleon

BRAND GUIDES