

snack
star 

Meet snackstar

Organic fruit puree pouches designed for busy kids and health-conscious parents.

Made with 100% real fruit, no added sugar, and sustainably sourced ingredients, snackstar delivers bright flavor and real nutrition in a convenient squeeze pouch.

Brand Mission

snackstar exists to make healthy snacking simple, joyful, and accessible for growing kids.

By combining real fruit, thoughtful nutrition, and playful design, snackstar fuels everyday adventures — from the classroom to the playground, and beyond.

Brand Personality

snackstar is playful, energetic, optimistic, bright, and wholesome. The brand should feel like ...

sunshine + playground energy + healthy food.

Brand Tone

snackstar communicates with warmth, enthusiasm, and encouragement.

Our tone is **cheerful + friendly + playful + optimistic.**

INSTEAD OF:

“Healthy fruit snack”

WE SAY:

“Fruit-powered fuel for bright adventures”

Target Audience

PRIMARY USER

Kids aged 4-7, who want fun flavors, easy-to-open packaging, and bright and playful visuals

PRIMARY BUYER

Parents who prioritize organic ingredients, sustainability, real nutrition, convenience

Product Overview

snackstar fruit puree pouches are made with organic, real-fruit ingredients and contain no added sugar or artificial fillers. Each pouch delivers convenient nutrition in a squeezable format kids love and parents trust.

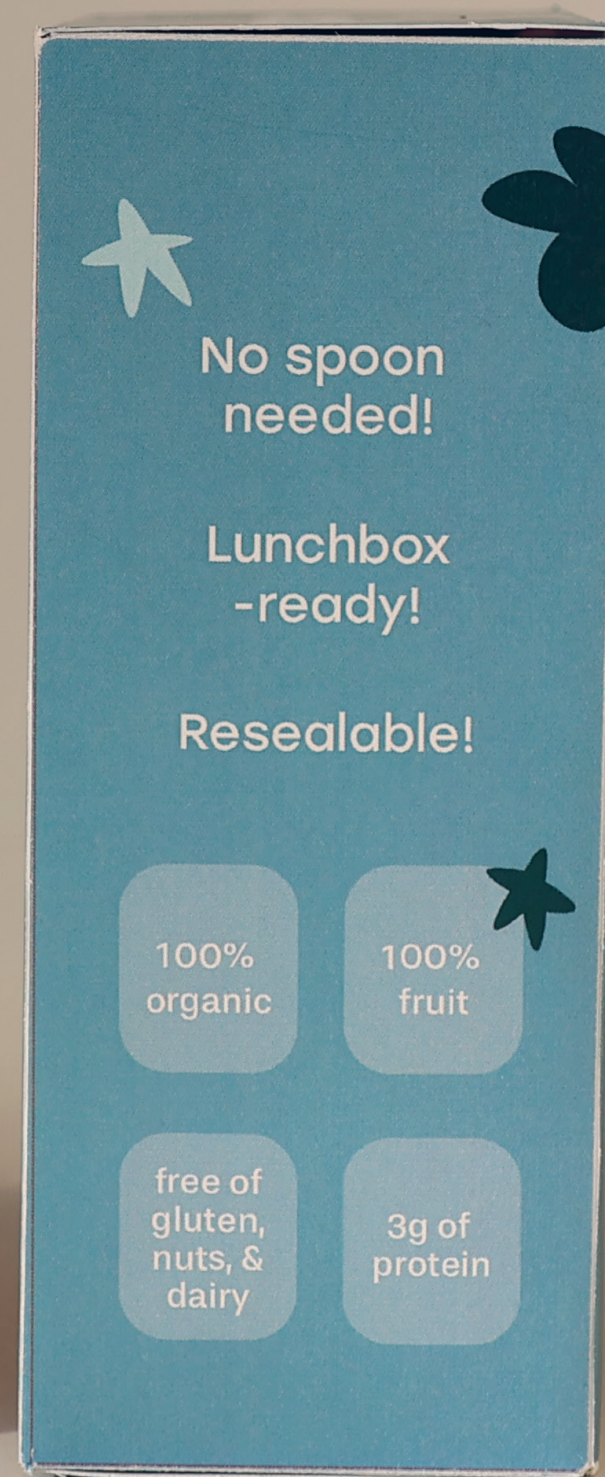


Packaging Architecture









Visual Identity

The snackstar logo reflects the brand's playful, energetic spirit. The star symbol represents confidence, brightness, and imagination — core values that guide the brand's identity.

The logo is designed to feel bold, friendly, and instantly recognizable across packaging, digital, and retail environments.

Logo

PRIMARY LOGO:



SECONDARY LOGO:



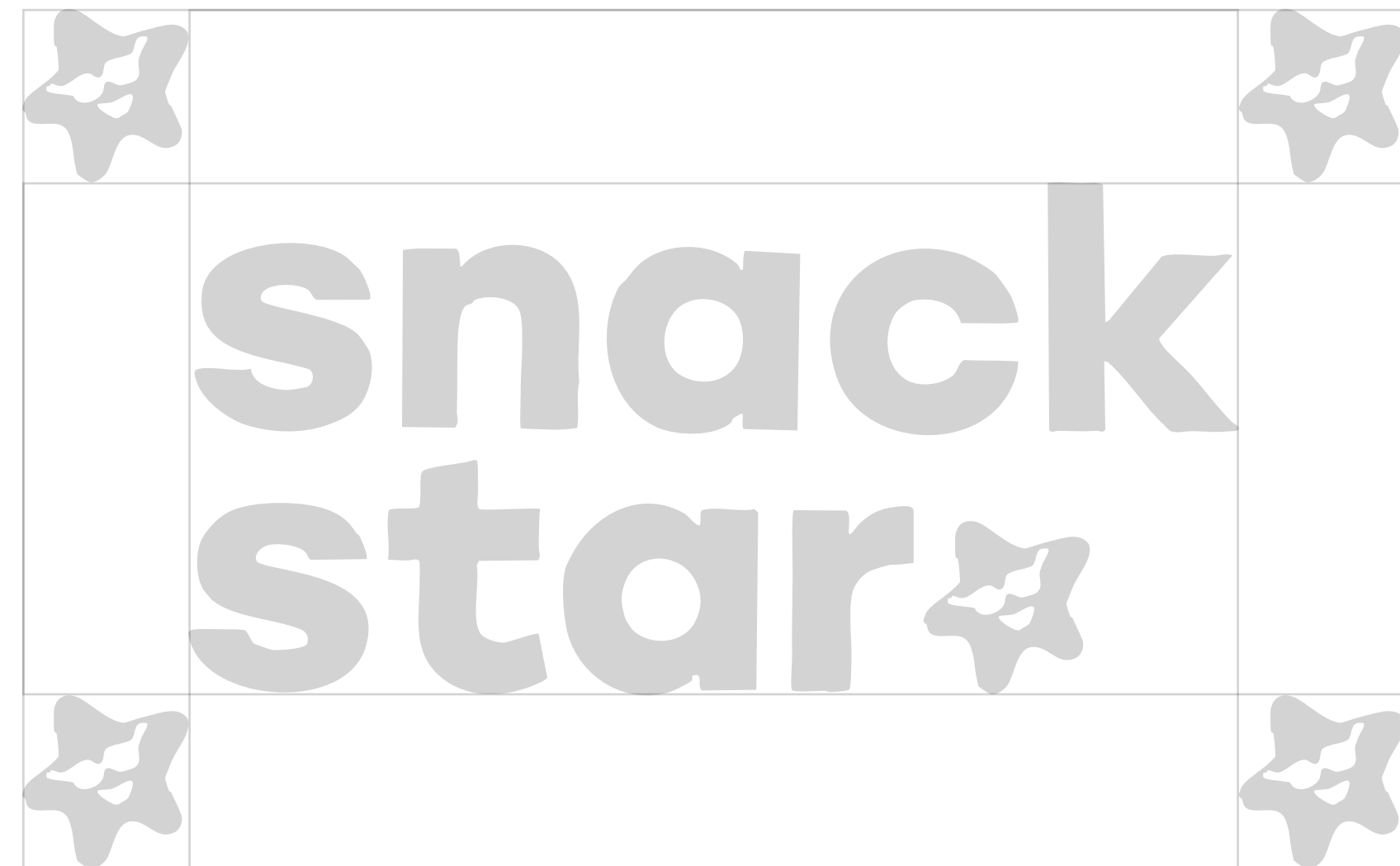
BRANDMARK:



Logo Clear Space

To maintain clarity and visibility, the snackstar logo should always have adequate spacing.

Minimum clear space should equal the height of the star icon surrounding all sides of the logo.



Incorrect Logo Usage

To maintain brand consistency, the SnackStar logo should never be:

- stretched or distorted
- recolored outside brand palette without approval
- rotated
- placed on low-contrast backgrounds
- overcrowded with surrounding elements



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Color Palette

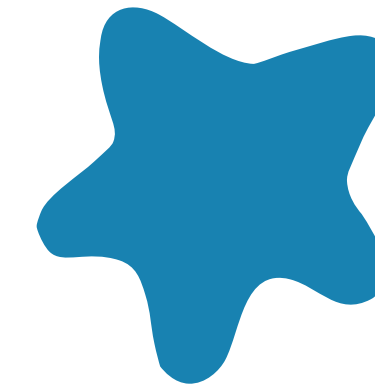
snackstar's palette is inspired by fresh fruit and playground energy.

The colors are bold, vibrant, and designed to capture attention both on store shelves and digital platforms.



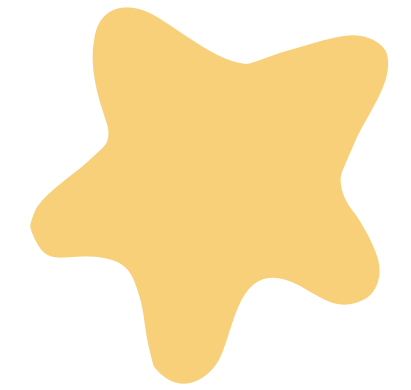
Strawberry Red

#E5421F
(4, 89, 100, 0)



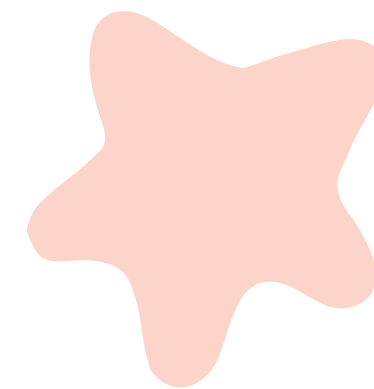
Blueberry Blue

#297DA8
(83, 43, 18, 1)



Banana Yellow

#F7CC70
(2, 19, 66, 0)



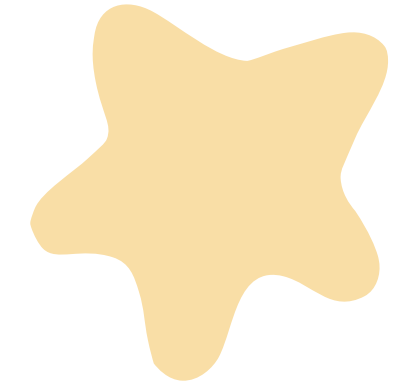
Sweet Red

#FFD6CC
(0, 19, 14, 0)



Sky Blue

#CCE5F0
(18, 2, 3, 0)



Sunny Yellow

#FADEA1
(2, 12, 42, 0)

Typography

Aa Bb Cc

Stolzl

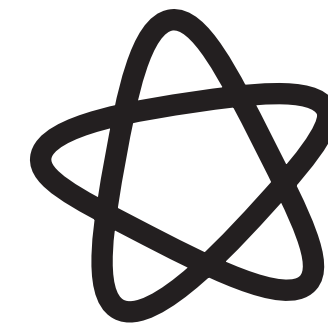
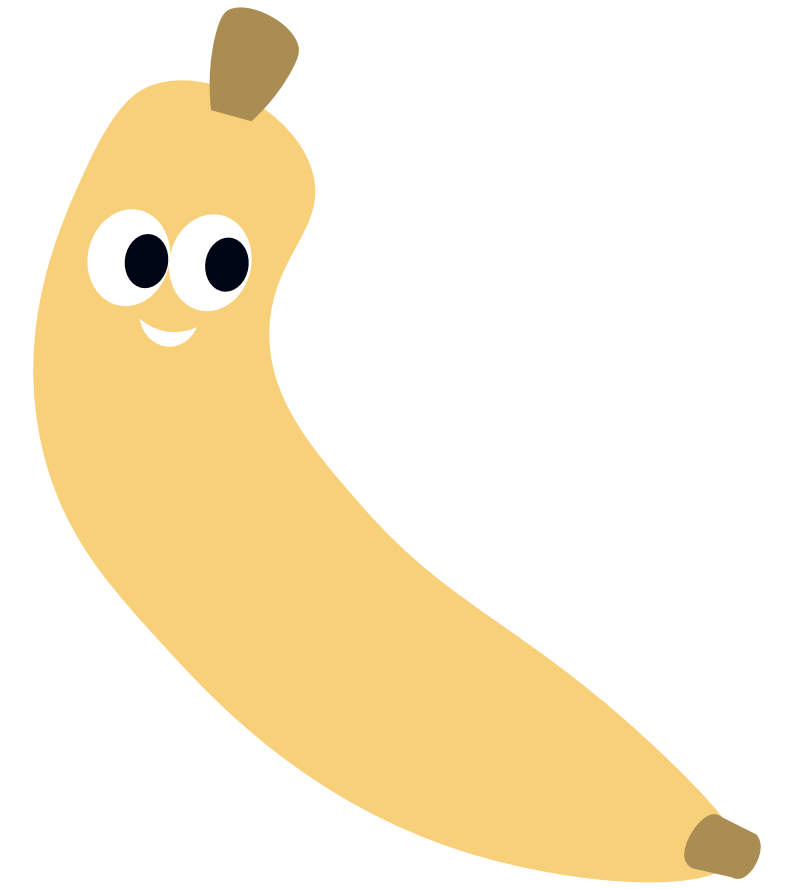
Aa Bb Cc

Stevie Sans

Stolzi

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

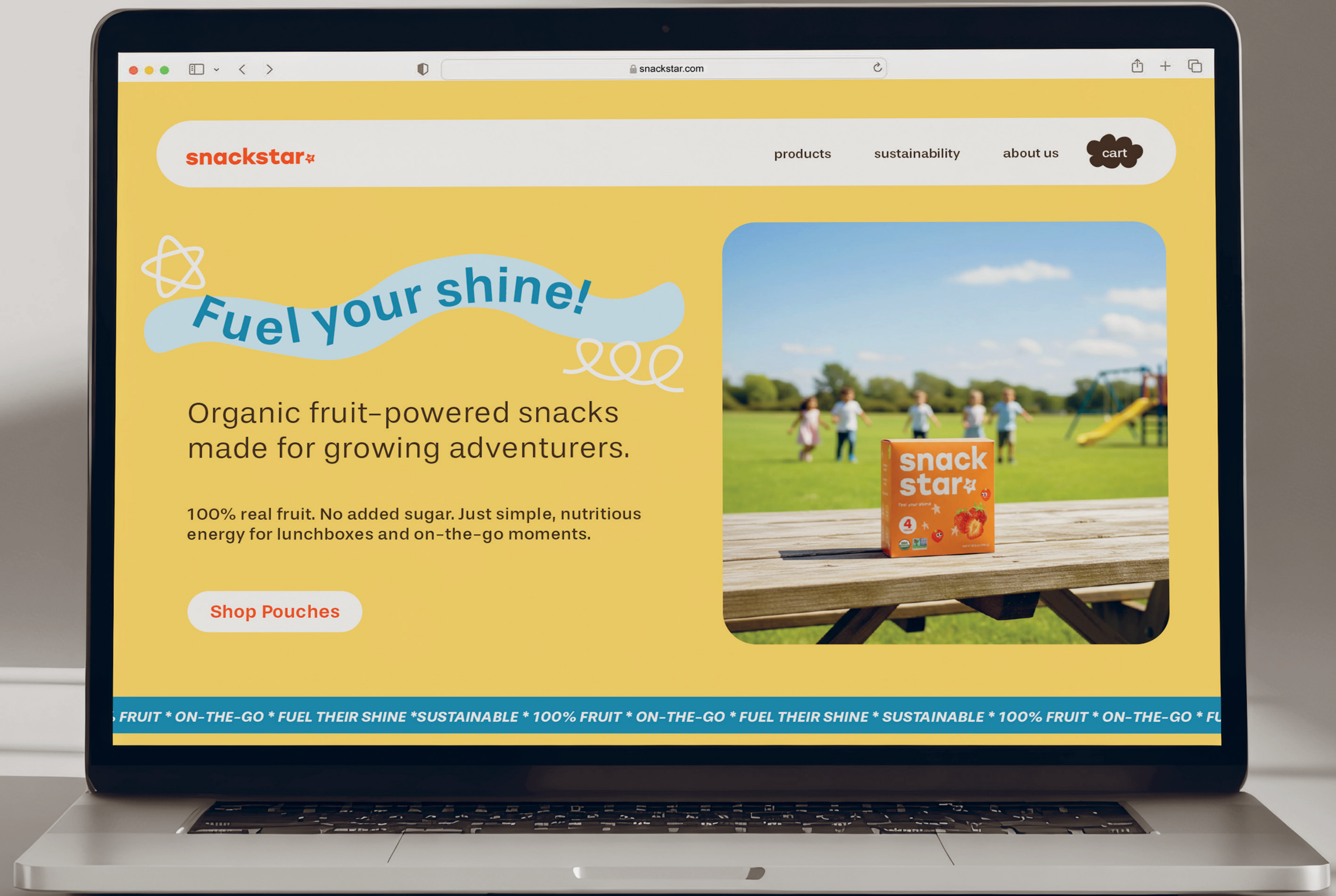
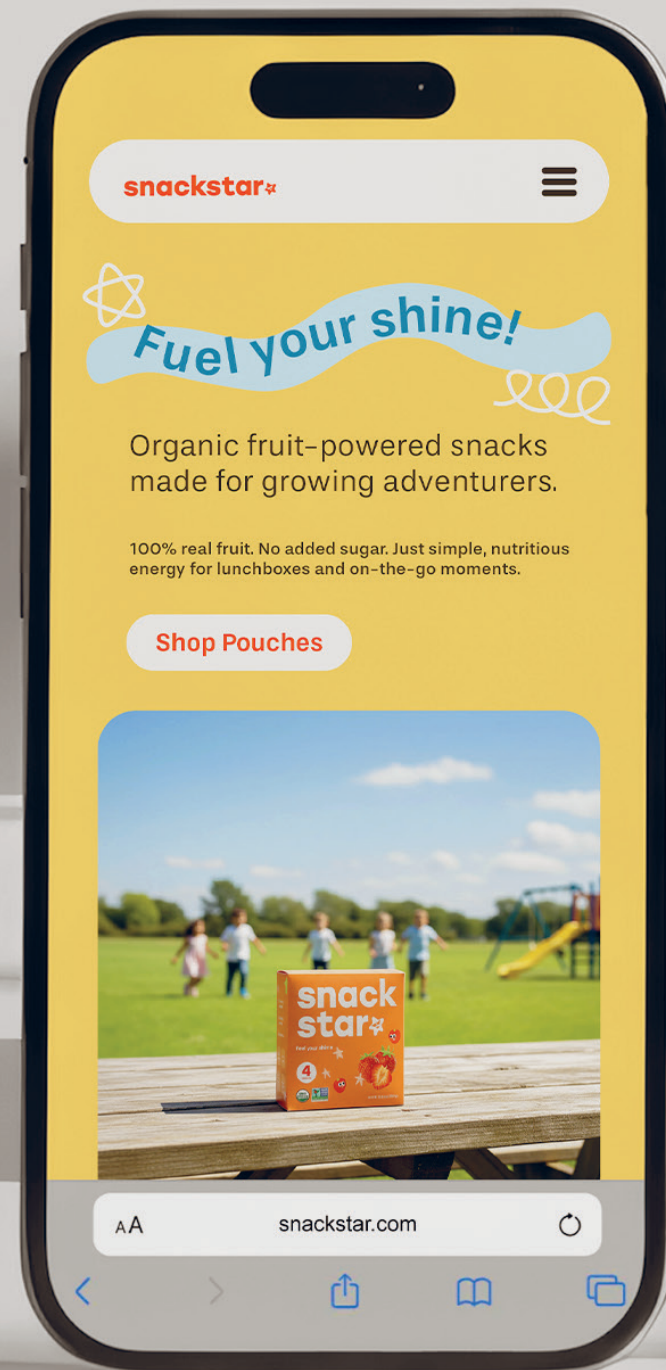
Graphic Elements



Brand in Use

snackstar's bright personality shines across digital touchpoints. From social media to web, the brand creates joyful, engaging moments for parents and kids alike.





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