

NOM  HND

Look Book

Table of Contents

Brand Standards	3
Stationary	10
Social Media	15
Merch.....	18
Display.....	21
Packaging.....	23
Print Ads.....	27
Website	30

Brand Standards

About Us

Who We Are

Nomahnd (pronounced No-maHnd) is a recipe meal kit start up company aimed at campers. We provide campers with all the ingredients needed to easily assemble a gourmet quality meal deep in the wilderness. Our products will be sold both in camping stores and in our own online marketplace.

Our story

As avid campers and foodies, we loved running away to the woods but hated the work involved with planning and preparing meals. We found that it hindered our ability to be spontaneous. Looking for a solution, we tried various “add water” freeze dried and dehydrated meals. However we found them to often be bland and mushy. In response we created Nomahnd (a combination of Nomad and Gourmand). Our prepackaged meals allow for the spontaneousness of a camping trip without sacrificing the quality of a good meal. Our recipes are slightly more intensive than our competitors but our customers will find the jump in quality to be worth it.

Who it's for

Our primary market is middle class millennials who mostly camp on the weekend. They have some disposable income but still look for a bargain. The brand should be presented as an easy and cost-effective way to elevate their camping experience.

Our competitors

There is no exact apples to apples competitor for Nomand. Our biggest competition will come from traditional freeze dried/dehydrated backpacking meal companies such as Mountain House, Backpackers Pantry, Good To-Go, and Alpine Aire.

Fun Efficient

Tasty Gourmet

Outdoors Natural

Active Organized

Young Camping

Wilderness Prepared

Hand-Crafted Foodie

Easy Adventurous

Humorous Modern

Quality Unique

Gourmet Unexpected

Economical Ethical



Color

Primary Colors

Snow Cap White CMYK: 0/0/0/0 RGB: 256/256/256	Forrest Green CMYK: 85/24/100/10 RGB: 33/133/65 PMS: 348 C	Purple Mountains CMYK: 66/79/0/0 RGB: 113/82/162 PMS: 7678 C	Graphite Black CMYK: 50/0/50/100 RGB: 0/21/5 PMS: 419 C
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Nomahnd colors should be vibrant but not artificial looking. Their overall tone should feel like a happy medium between jewel tones and earth tones.

Secondary Colors

Dark Brown CMYK: 13/48/100/69 RGB: 95/60/0 PMS: 469 C	Red CMYK: 66/79/0/0 RGB: 194/63/47 PMS: 7597 C	Light Green CMYK: 66/79/0/0 RGB: 67/161/68 PMS: 361 C	Dark Green CMYK: 66/79/0/0 RGB: 28/103/52 PMS: 356 C
Light Brown CMYK: 15/54/100/36 RGB: 149/93/22 PMS: 1395 C	Orange CMYK: 4/49/95/0 RGB: 248/147/43 PMS: 144 C	Yellow CMYK: 4/22/95/0 RGB: 245/196/36 PMS: 116 C	Blue CMYK: 36/2/8/0 RGB: 158/213/228 PMS: 304 C

Neutral Colors

Dark Grey CMYK: 20/6/12/70 RGB: 86/95/97 PMS: 431 C
Light Grey CMYK: 20/6/12/70 RGB: 151/161/165 PMS: 5507 C

Typography

Transat is our brand's primary typeface. It should be used in bold for headlines, medium for body text, and oblique when emphasis is needed. The clean angular lines are reminiscent of the architecture found throughout the National Parks System.

Voltage is our secondary typeface. It should be used primarily for subheadlines and pricing. The flowing script style offers a nice balance to the geometrical Transat, but it's hand written feel ties into the brand's rustic voice.

Transat

Medium *Medium Oblique*

Bold ***Bold Oblique***

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
0123456789!?:;','"&\$

Voltage

Bold Regular

*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
0123456789!?:;','"&\$*

Logos



Full Color



Grey



Black



White

Logo Use

Size

Smallest Permitted Size
with subheadline:
1.85" x 0.625"



Smallest Permitted Size
without subheadline:
1.00" x 0.25"



Clearance Space



Clearance space around the logo should be equal to 1 mountain on each side of the logo

Dos and Don'ts



DON'T Stretch the logo out of proportion



DO Scale logo proportionally



DON'T Use logo on contrasting background



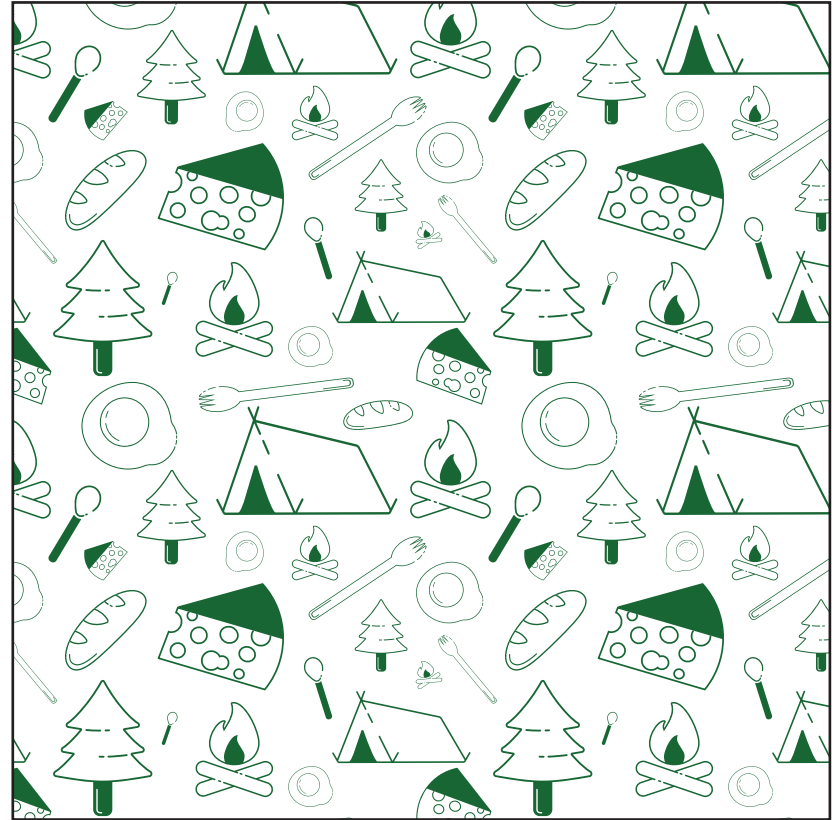
DO Use appropriate logo variant on background



Patterns



Green Pattern



White Pattern

Stationery

Mockup



Letterhead



Front

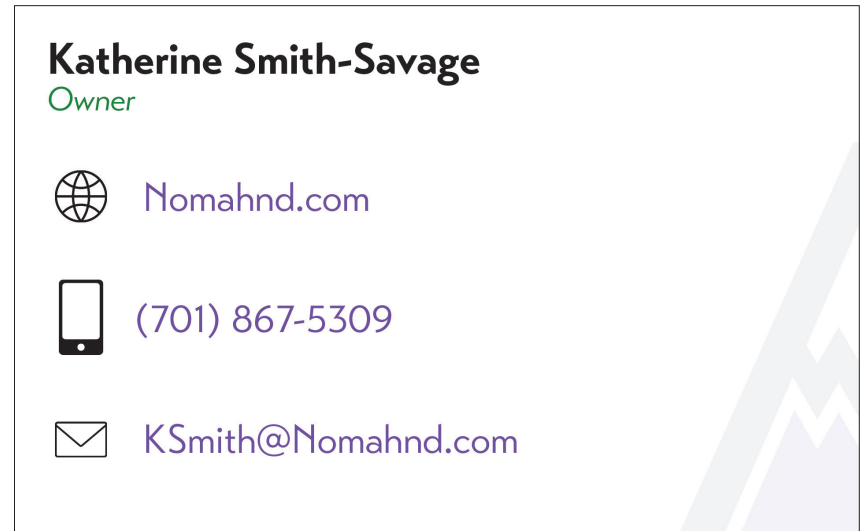


Back

Business Card



Front



Back

Envelope



NOMAHND 2360 BANKS RD
Forest Feasts FARGO, ND 32065



Social Media

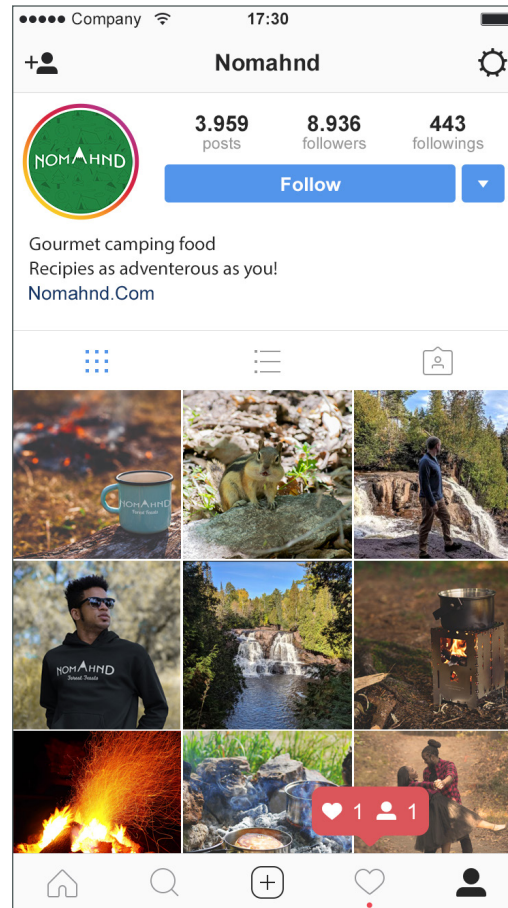
Mockup



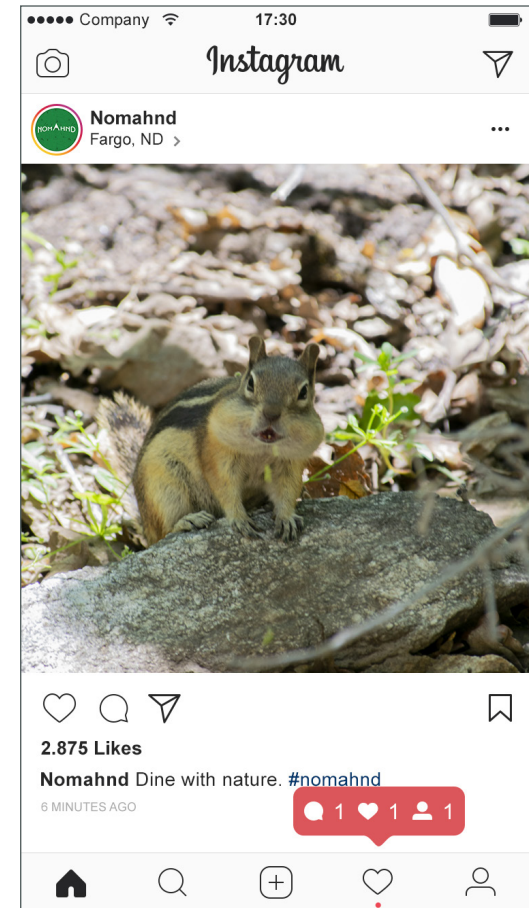
Close ups



Facebook



Instagram Profile



Instagram Post

Merch

Wearables

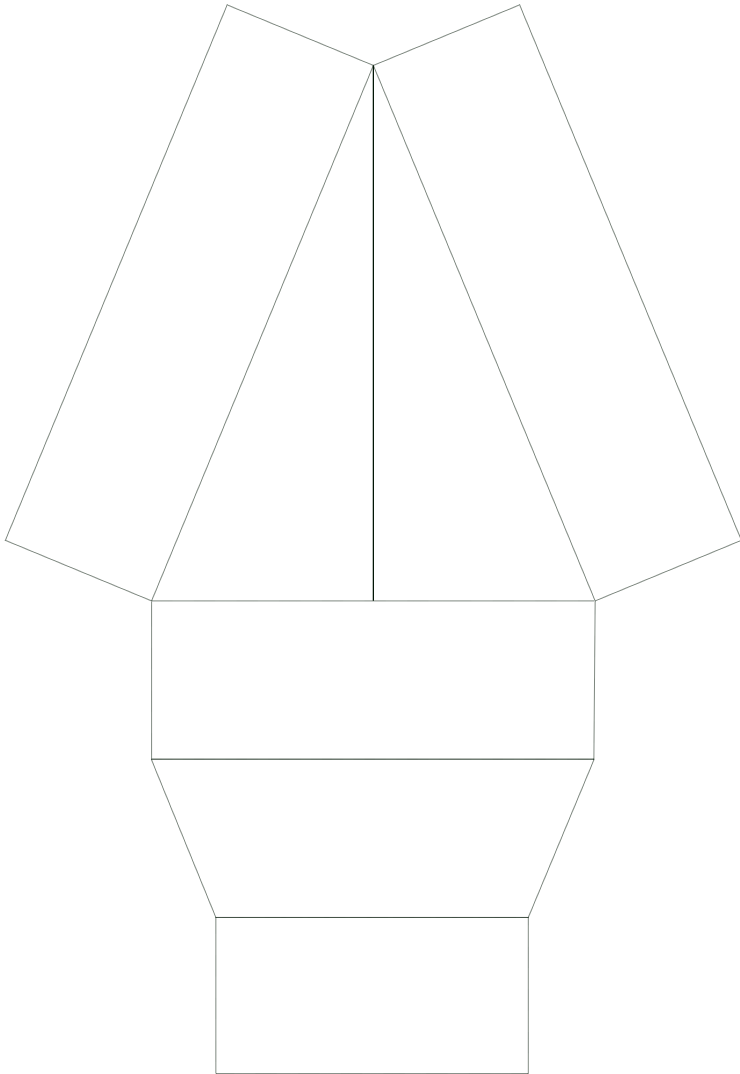


Accessories



Display

Dielines



Packaging

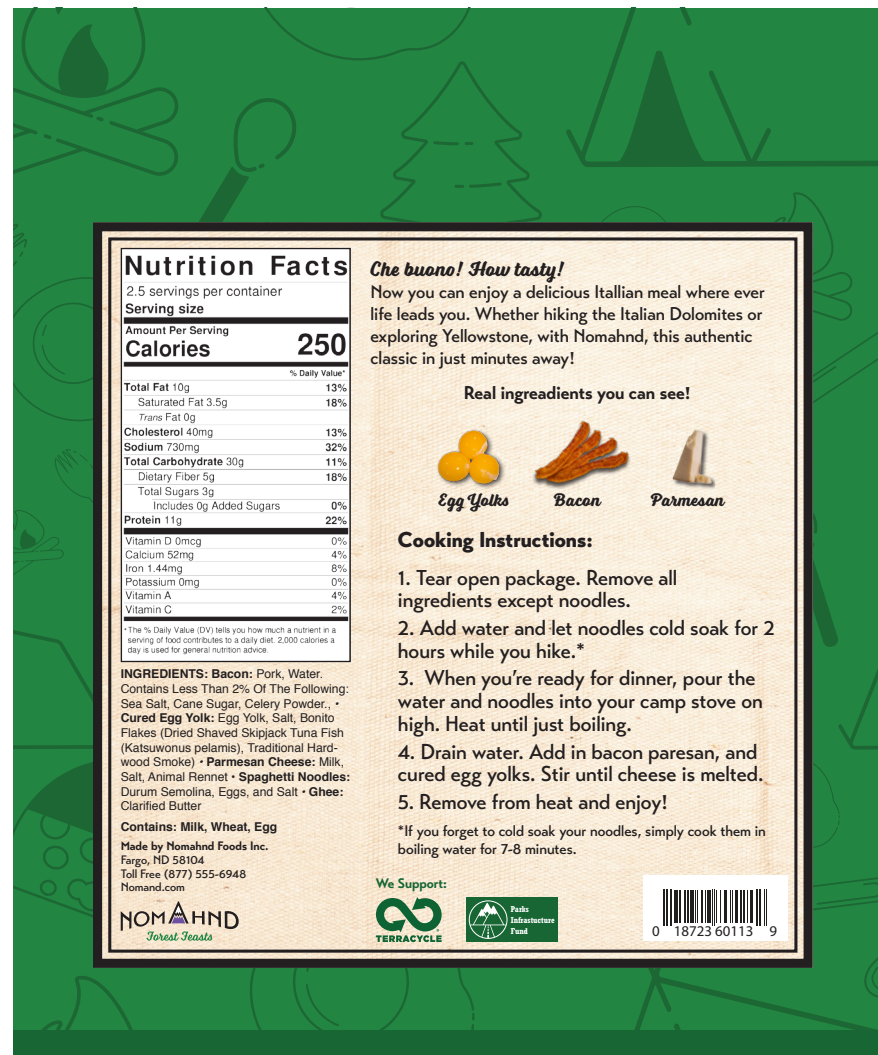
Mockup



Close-Up



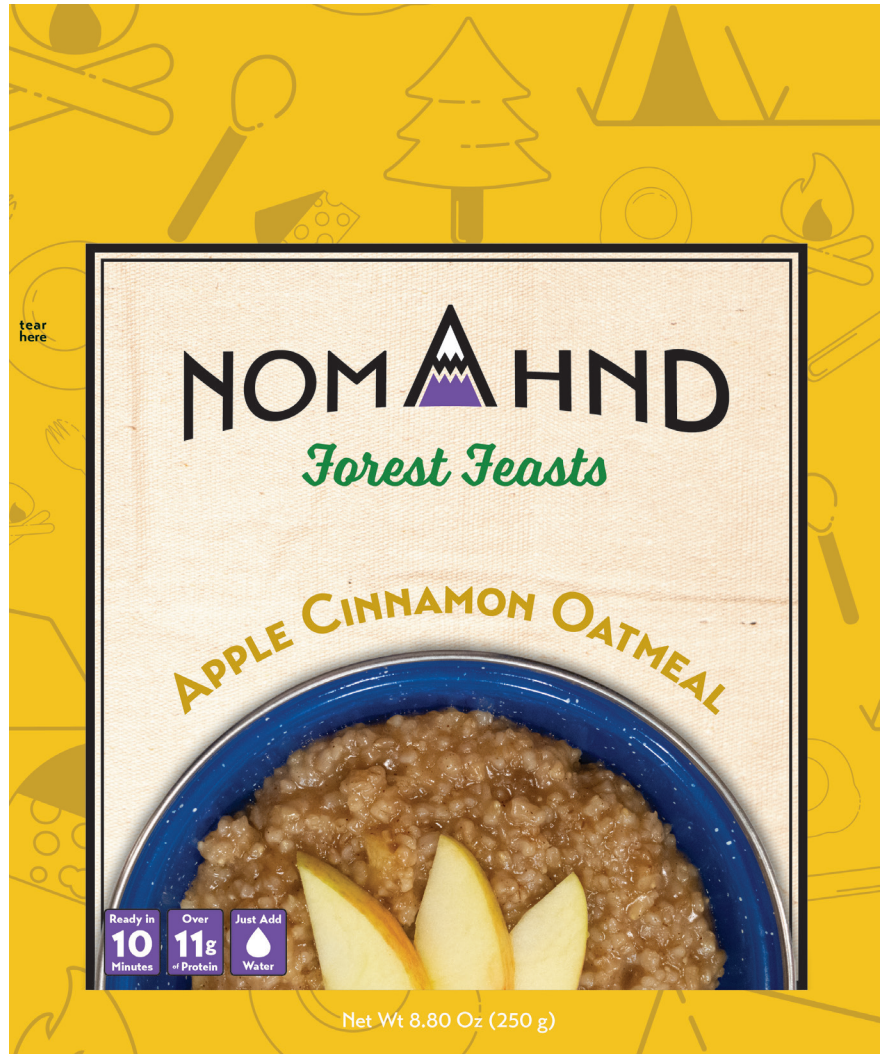
Front



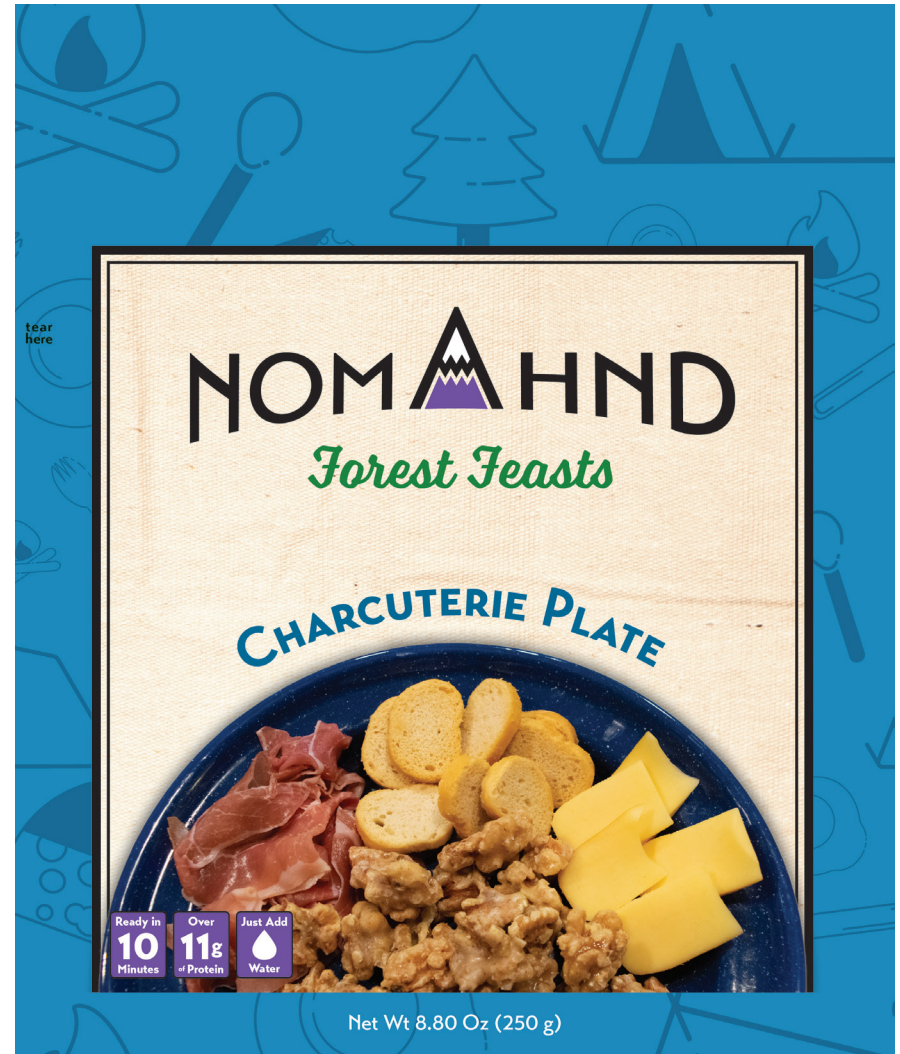
Back

Entrées

Additional Meals



Breakfast



Appetizer

Print Ads

Mockup



Ad Variants



Beautiful Views & Breakfast in Bag

Cate lant aliquunt. Hiliate mperunt es adi qui aut voluptio omnia esecotatia con nos andis ruptassum sum sit eum quiam doluptia consend igenet faccus, con pro cum fuga. Ini, sum qui dolum am fugit quodis pelenimet omni quas cum reictam?



Taste for Outdoors Appetizer for Adventure

Cate lant aliquunt. Hiliate mperunt es adi qui aut voluptio omnia esecotatia con nos andis ruptassum sum sit eum quiam doluptia consend igenet faccus, con pro cum fuga. Ini, sum qui dolum am fugit quodis pelenimet omni quas cum reictam?



Dancing by Moonlight Dinner by Lanternlight

Cate lant aliquunt. Hiliate mperunt es adi qui aut voluptio omnia esecotatia con nos andis ruptassum sum sit eum quiam doluptia consend igenet faccus, con pro cum fuga. Ini, sum qui dolum am fugit quodis pelenimet omni quas cum reictam?



Breakfast

Snack

Dinner

Website

Landing Page

NOMAHND
Forest Feasts

Shop About Contact Us

End Of Season Sale!
Save Up To 20%
Off Select Meals

Save Now

Our Story
We are adventures who wanted to find a balance between great meals and memorable camping trips. We pride ourselves on finding exciting flavors and preserving the land we love.

Newsletter
Be the first to learn about new recipes and merch! Save 15% off when you sign up for our newsletter.

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Recycling Program
Giving Back

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Contact

f i t

Leave No Trace
Free used packaging program available

Recycle Now

New Merch Available!
Camping never looked so good

Shop Now

Shop

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ALL

MEALS

CLOTHES

ACCESSORIES

GREEN HOODIE \$29⁹⁵



[add](#)

TRAVEL MUG \$19⁹⁵



[add](#)

CLASSIC TSHIRT \$9⁹⁵



[add](#)

BLACK HOODIE \$29⁹⁵



[add](#)

POM POM HAT \$29⁹⁵



[add](#)

STICKER SET \$29⁹⁵



[add](#)

BACKPACK \$29⁹⁵



[add](#)

COMING SOON



COMING SOON



COMING SOON



COMING SOON



COMING SOON



COMING SOON



COMING SOON



COMING SOON



ALL

MEALS

CLOTHES

ACCESSORIES

CLASSIC TSHIRT \$9⁹⁵



[add](#)

POM POM HAT \$29⁹⁵



[add](#)

BLACK HOODIE \$29⁹⁵



[add](#)

GREEN HOODIE \$29⁹⁵



[add](#)

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Lorem Ipsum Dolor Sit Amet, Consectetur Adipiscing Elit. Ipsum Voluptat Nulla Semper Pretium Non Ac Ornare Odio. Ullamcorper Ultricies Dolor, Sollicitudin Sed Nunc Ac. Risus Fermentum Ac Vel Pulvinar Facilisi. Sem Auctor Amet Ligula Eget Mauris, Ultricies. Ultricies Quam Voluptat Et Orci Sit Faucibus. A Dolor Sit Ipsum Fringilla. Tortor Donec. Etiam Mi Fusce Consectetur Scelerisque Rhoncus Risus Lobortis. Egestas Faucibus Hendrent Donec Feugiat Turpis Donec Magna Sagittis. Semper Odio Rhoncus.

Name

Email

Subject

Message

[Save Now](#)


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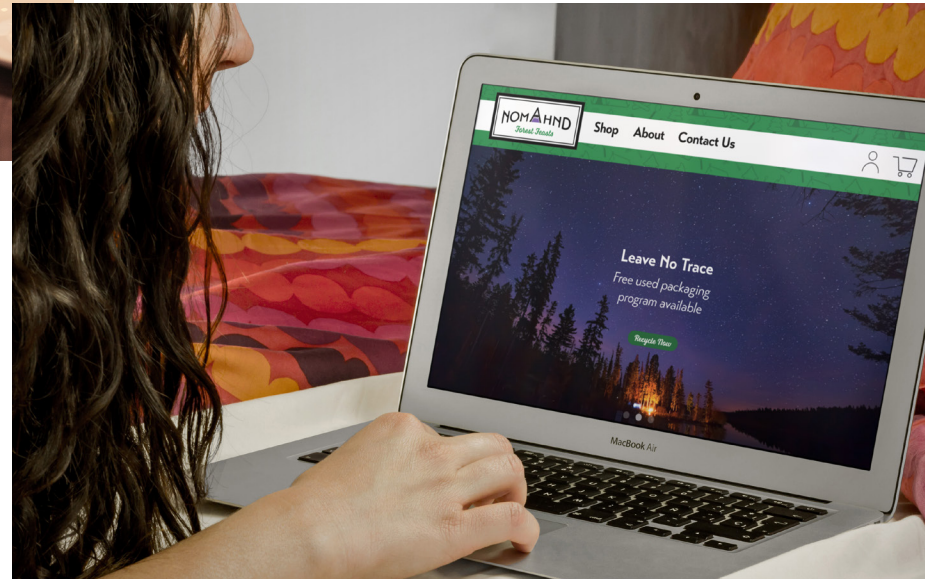
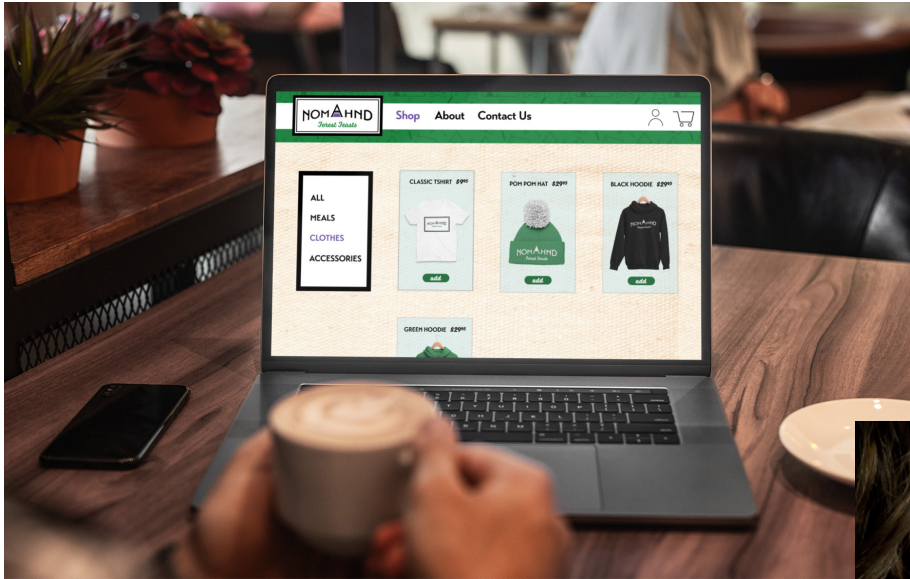


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Apparel	Recycling Program	Shipping & Returns
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Mockups



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Forest Feasts

Feed your adventure