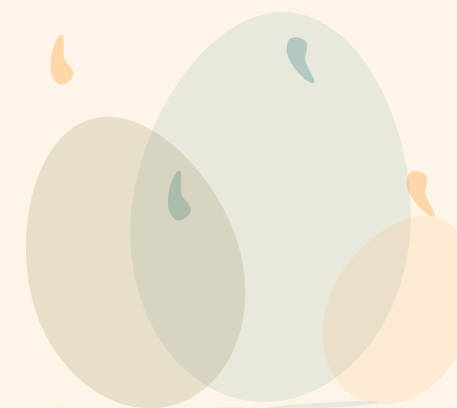


MR. ROOSTER

Egg-sperience Joy



A close-up photograph of a woven basket filled with numerous eggs of various colors, including brown, white, and light blue. The eggs are packed closely together, filling the entire frame. The basket's woven texture is visible around the edges.

**Wellness and joy
begins at Breakfast**

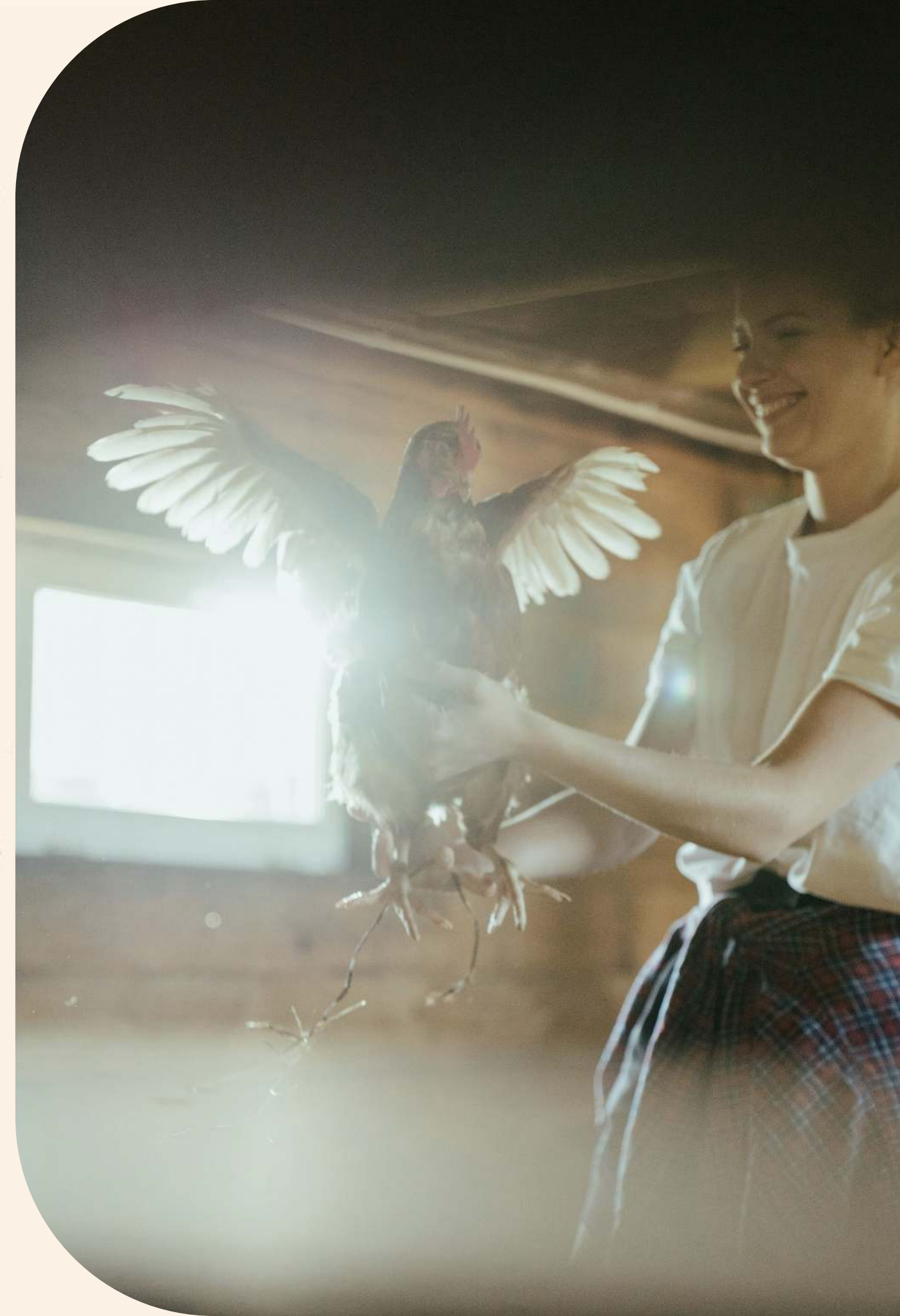


Everything you need, in one place...

Commitment	03
Vision.....	05
Logotype.....	06
Isotype.....	07
Colors.....	08
Typography.....	09
Do's.....	10
Dont's.....	11
Brand usability.....	12
Photography guide.....	13

What's our commitment?

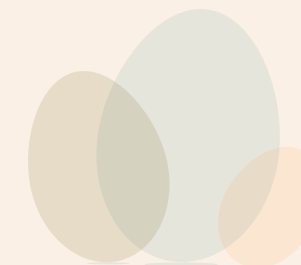
- We are **committed** to providing **fresh** and **nutritious eggs** to families in Arkansas, **produced ethically** and **sustainably**.
- We take **pride in caring** for our **hens** with the utmost respect, allowing them to **live freely** and **happily** on our local farm.
- We **believe** that **animal welfare** and **high-quality nutrition** are essential for creating products that not only feed but also **nourish and delight our consumers**.





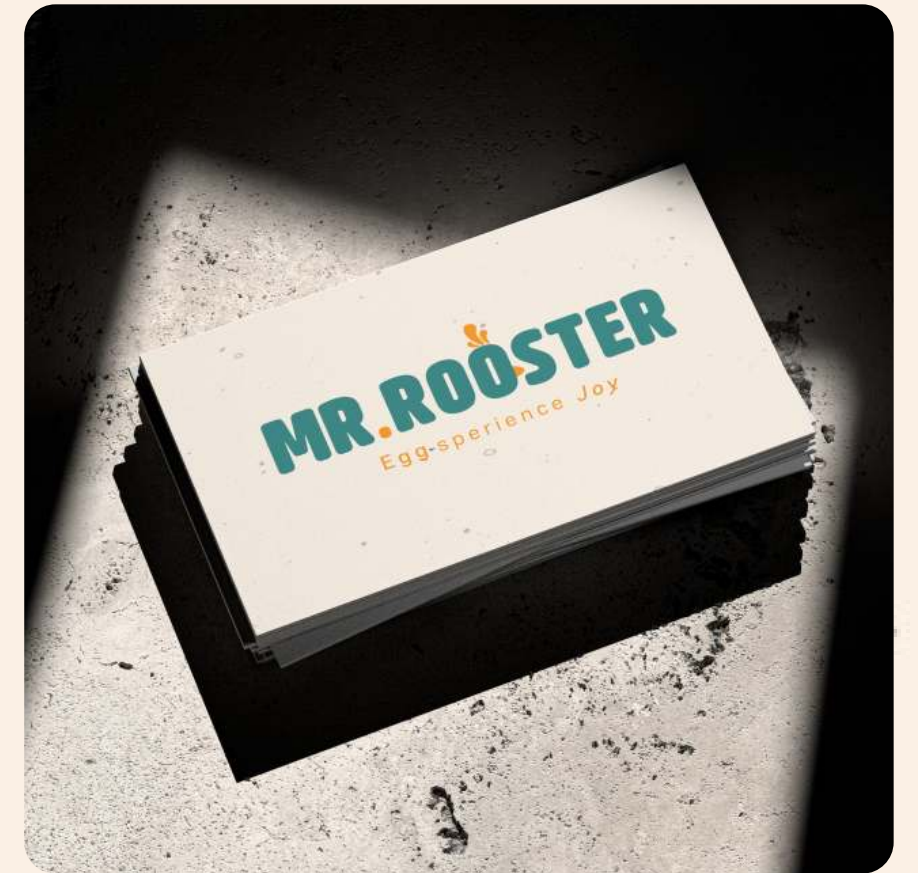
Vision

- Be known for our **dedication to quality**, animal welfare, and sustainability.
- We aspire to **build** a future where all Arkansas families can enjoy fresh, **nutritious products**, knowing they have been produced with the **greatest respect** for the environment and animals.
- At Mr. Rooster, we envision a world where every egg we offer not only **nourishes** but also **inspires** and **connects** people to nature and the values of our **Arkansas roots**.



MR. ROOSTER

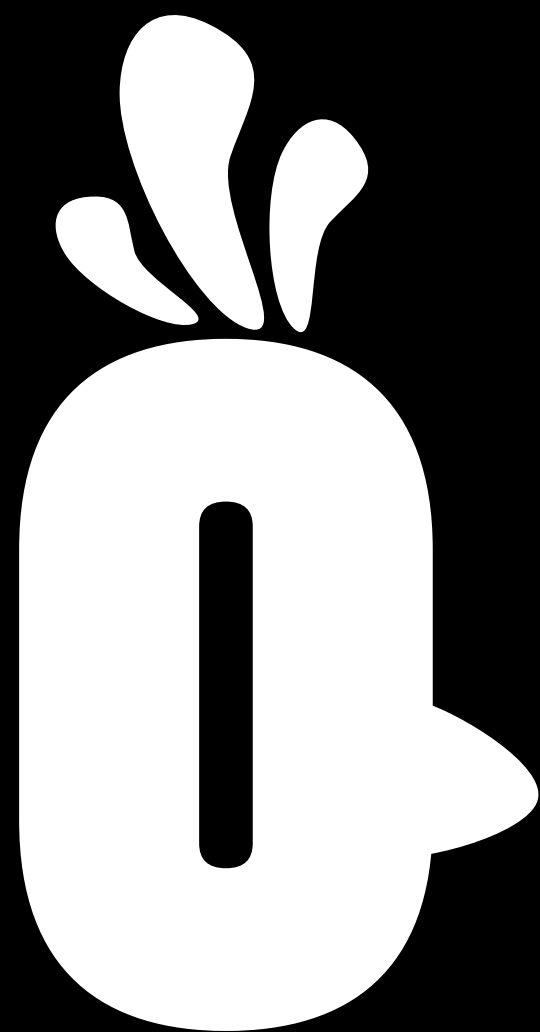
Egg-sperience Joy



Our
logotype

MR. ROOSTER

Egg-sperience Joy



Egg-sperience Joy



Our
Isotype



Egg-sperience Joy

#A7D2D3

Old Lance
#FDF4EB

Gable Green
#133533

Greenish Blue
#2E817F

#AF9D8B1

Our
Colors

Carrot Orange
#2E817F

Typography

TITLES

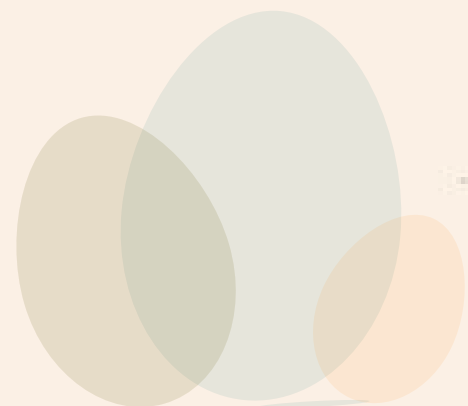
Bevellier

Bold

TEXT

Supreme

Regular



DO'S

Logotype

MR. ROOSTER
Egg-sperience Joy



Isotype



Egg-sperience Joy



Characters



DONT'S

Characters



Isotype

Egg-sperience Joy



Egg-sperience Joy



Egg-sperience Joy



Egg-sperience Joy



Logotype

MR. ROOSTER

Egg-sperience Joy



MR. ROOSTER



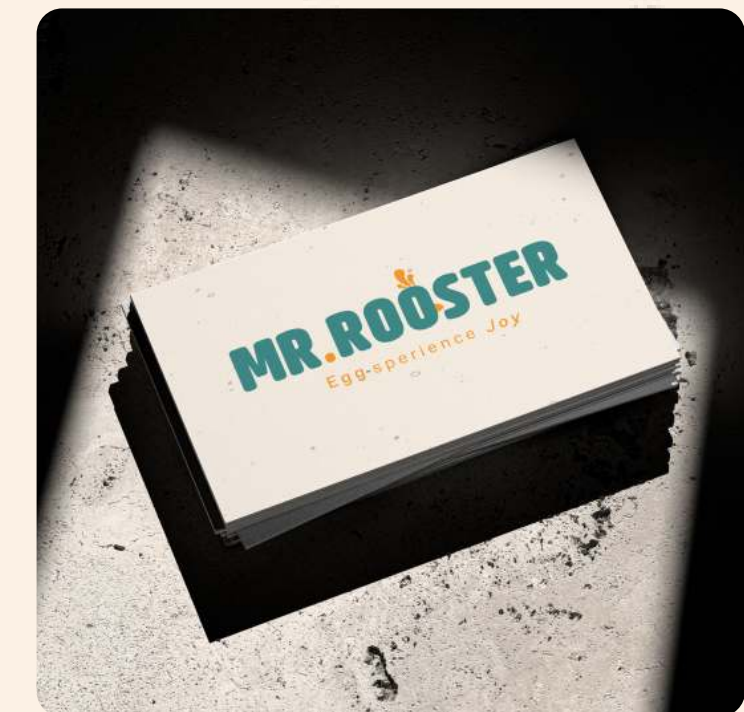
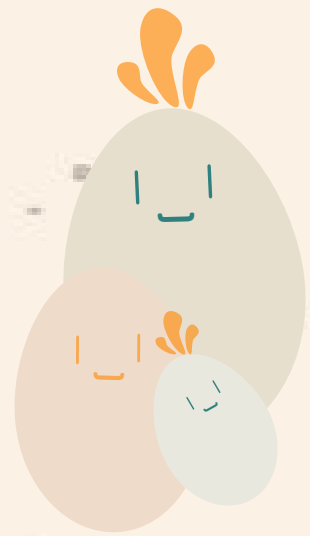
MR. ROOSTER



MR. ROOSTER
Egg-sperience Joy

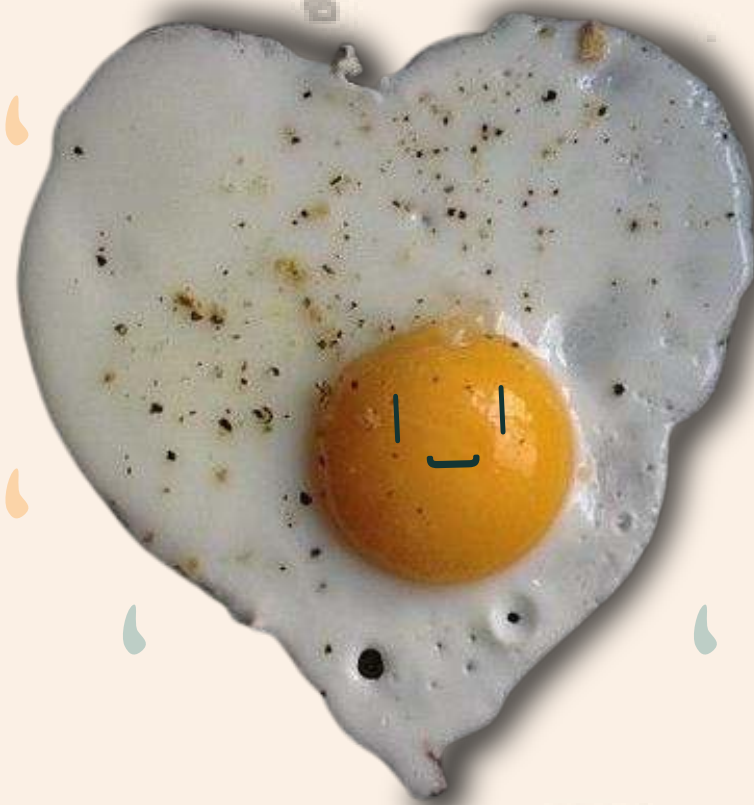


Bring them alive!



Photography guide





Enjoy!

Thank ü!

