

BRAND DNA

Core Purpose	We exist to create healthy food products that benefit our community			
Brand Truth	All of the good stuff, none of the bad stuff			
Brand Mission	Create sustainable health food products without the BS			
Brand Pillars	Supporting a prosperous community	Australia’s superfood & healthy eating	Empowering people to be creative and share ideas	[TBC]
Brand Archetype	Explorer		Outlaw	
	Journey and discovery Experience the unknown Better and more authentic life Freedom		Rules are made to be broken Overturn and disrupt what isn’t working Outrageousness Rebellious	
Tone of Voice	Authentic, bold & courageous, cheeky & fun			
Consumer Outtake	Doing good need not be a sacrifice, but can be fun and adventurous			
Content Platform	[hashtags, social media, etc]			

Extended Mission Statement

We love to eat. We love our planet. We don't take ourselves too seriously, but we do think what we put in our bodies is serious business. And while we seek out natural, legitimately healthy foods, it can be hard to avoid foods hiding behind big claims that mask over-processed ingredients and poor nutritional profiles.

And that's why we got so excited when we found sweet lupin, a superfood if there ever was one! This little legume is packed high with protein - maybe even the highest level of natural, unprocessed plant protein in existence. However, unlike other legumes it is also low in carbs, fat, and sugar. And what's more, Australian farmers are global leaders in producing sweet lupin and love that it puts nitrogen back in the soil, enriching the earth for other plants.

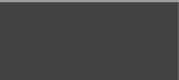
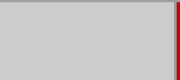




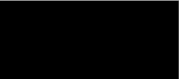





We knew we had to share this with everyone around us, and thus Maverick Bean Co was born. Today we proudly produce a line of sweet lupin products that make healthy-eating easier and have nothing to hide; they're good for you, good for Australians, and good for the environment. So be bold, be honest to yourself, be a maverick.

Fonts (Google Fonts)

- Favourites
 - Bahiana
 - neucha
 - averia libre
- Second favourite
 - Amatic

Colour Scheme thoughts

- <https://www.helpscout.net/blog/psychology-of-color/>
- red: excitement, youth, energy, daring, imaginative, independent
- blue, purple (women): most liked
- yellow: rugged, outdoors, tough, optimism, clarity, warmth
- brown, orange, grey (women), purple (men): least favourite
- Want a background (white), base (black or charcoal), and accent (???)
- important to consider colour of product given clear packaging
- red font in logo with yellow bean symbol
-

#	Background	Base	Base 2	Accent	Accent 2		Flour
2	like						
3	like						



Australian dirt



Lupinus Angustifolius



Lupin Flour

Logo sketching

maverick bean co 

ma^{hat}verick bean co



just hide this on packages?



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