

h u m b l e .

The hummble brand identity is conceived from the Law of Vibration; the notion that everything in the universe is in a constant state of movement.

h u m m b l e .

The secondary brand marque (extracted from the primary brand marque) is a symbolic representation of movement. A nod to the historic foundations of the letter ‘M’, which takes the same form as the Egyptian hieroglyphic water wave sign.



mm

① The primary brand marque has no maximum size and can be scaled up to any size. The primary brand marque can only be scaled down to a minimum of 50mm wide for print use, as displayed at ②.



adaptogetic
superfoods
plant medicine
nourishing

The hummble brand appears in all lowercase where possible to represent the casual, calm and approachable nature of the brand. The following rules help create a consistent and recognisable brand approach across all outcomes:

- Left aligned
- All lowercase
- Tracking: 0
- Kerning: Metrics
- Only formal names and place names to be in title case

certified organic ingredients.
pure peruvian cacao (47%), panela, botanical blend (activated maca, astragalus), mushroom blend (cordyceps, shiitake, maitake, turkey tail), masala spice blend (cinnamon, star anise, ginger, cardamom, clove, peppercorn), chilli powder, sea salt.



Example of all lowercase

The hummble brand appears in all lowercase where possible to represent the casual, calm and approachable nature of the brand. The following rules help create a consistent and recognisable brand approach across all outcomes:

- Left aligned
- All lowercase
- Tracking: 0
- Kerning: Metrics
- Only formal names and place names to be in title case

hummble Pty Ltd
7/10 Thomas Street
Noosaville, QLD 4566



Example of all title-case for place name

Dusty Cacao 1

(RGB) 217, 183, 187

(HEX) #D9B7BB

(CMYK) 16, 32, 20, 0

(PMS) 5025 U

PANTONE®
5025 U

Dusty Cacao 2

(RGB) 217, 183, 166

(HEX) #D9B7A6

(CMYK) 15, 30, 33, 3

(PMS) 7590 U

PANTONE®
7590 U

White

(RGB) 255, 255, 255

(HEX) #FFFFFF

(CMYK) 0, 0, 0, 0

(PMS) —

<div>Awaken Cacao</div> <div><div>RGB</div>216, 77, 30</div> <div><div>HEX</div>#D84D1E</div>	<div><div>CMYK</div>9, 80, 95, 2</div>	<div><div>PMS</div>1665 U</div>	<div><div>PANTONE®</div>1665 U</div>
<div>Elevate Cacao</div> <div><div>RGB</div>154, 119, 109</div> <div><div>HEX</div>#9A776D</div>	<div><div>CMYK</div>30, 50, 45, 30</div>	<div><div>PMS</div>7525 U</div>	<div><div>PANTONE®</div>7525 U</div>
<div>Calm Cacao</div> <div><div>RGB</div>80, 70, 100</div> <div><div>HEX</div>#504664</div>	<div><div>CMYK</div>70, 70, 40, 25</div>	<div><div>PMS</div>669 U</div>	<div><div>PANTONE®</div>669 U</div>

NB. Ensure to do a wetproof to test all future SKU colours for legibility and colour reproduction.

Ceremonial Cacao
(RGB) 69, 32, 15
(HEX) #45200F

(CMYK) 45, 80, 86, 70

(PMS) 7630 U



Plant Mylk
(RGB) 255, 215, 137
(HEX) #FFD789

(CMYK) 0, 20, 55, 0

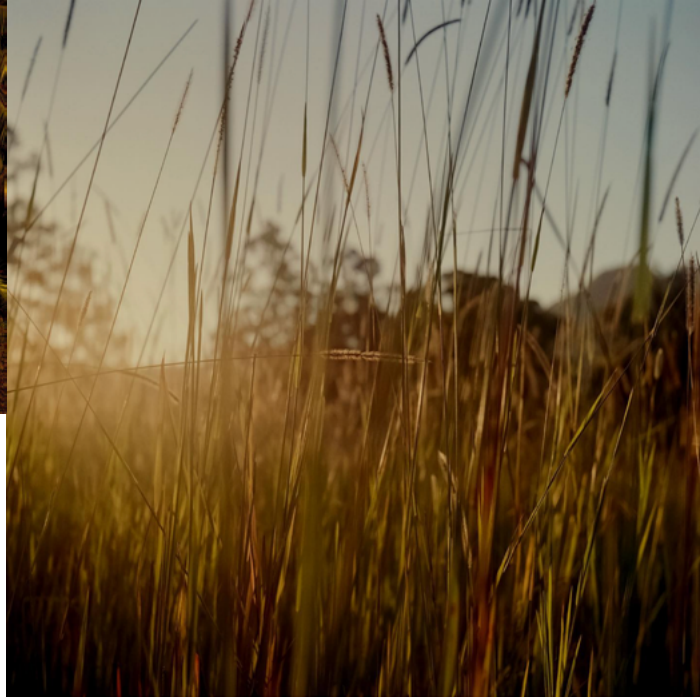
(PMS) 7403 U



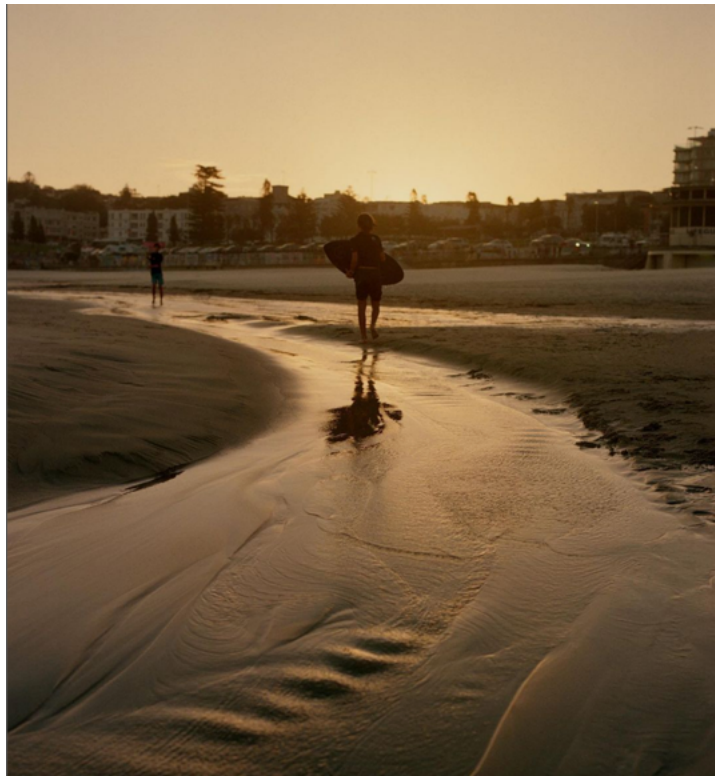
Colour palette is a key visual and touch point that represents the energy and vibration of the brand. These soft gradients are also representative of a salty, sun-faded look reminiscent of a beachy, outdoor lifestyle.



A warm and sunny outlook.



Moments of nature



Moments of the surf



- Aspirational
- Unexpected angles
- Clever use of light
- Warm, saturated tones to compliment brand colours
- Mixture of indoors and outdoors



Moments of rest

Ceramic Mugs

- Maruhiro Hasami Block Mugs
- Saturated, warm colours that match SKU colours
- Modern







① Nature



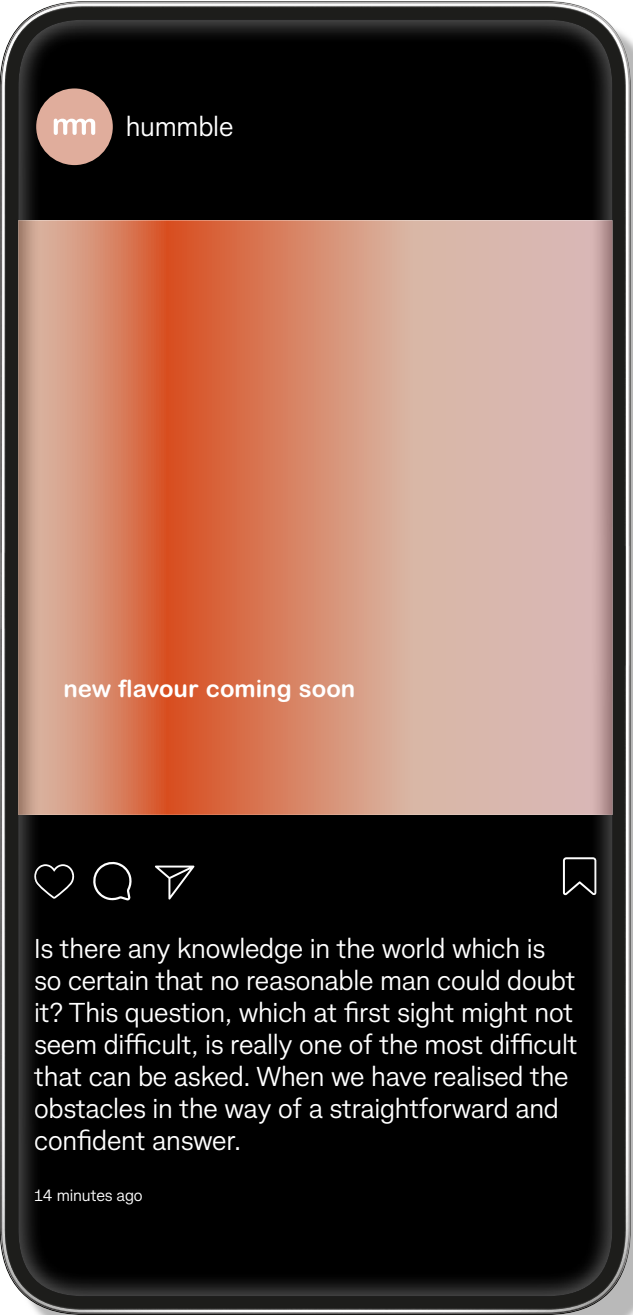
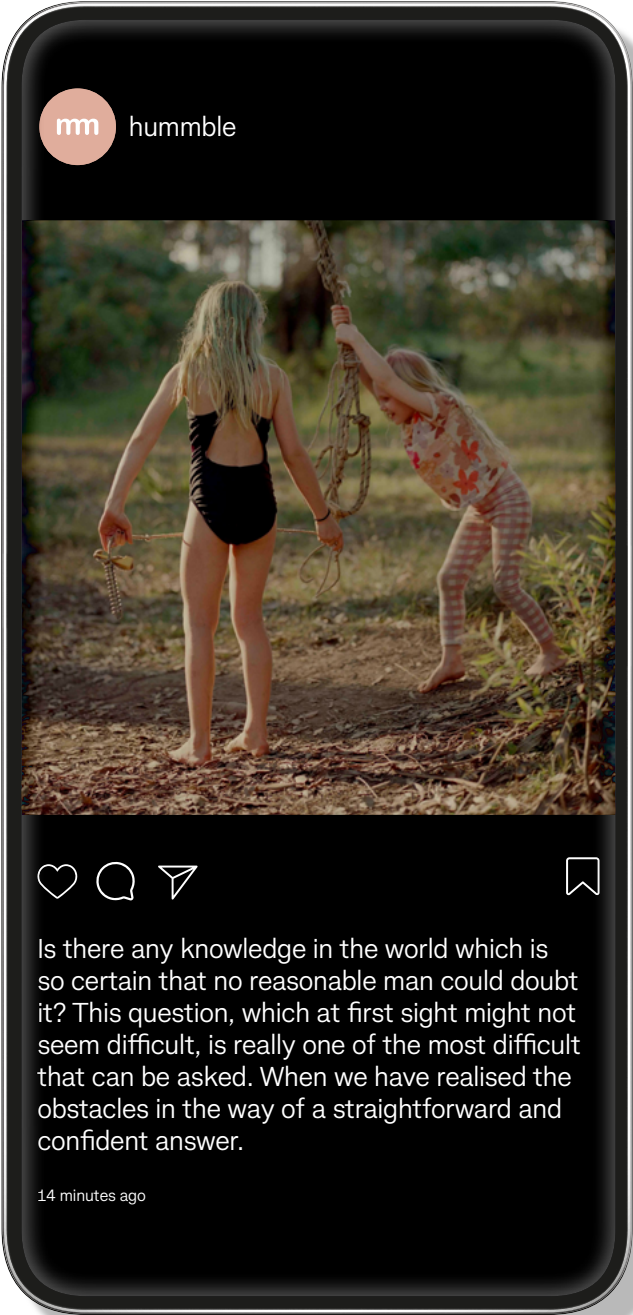
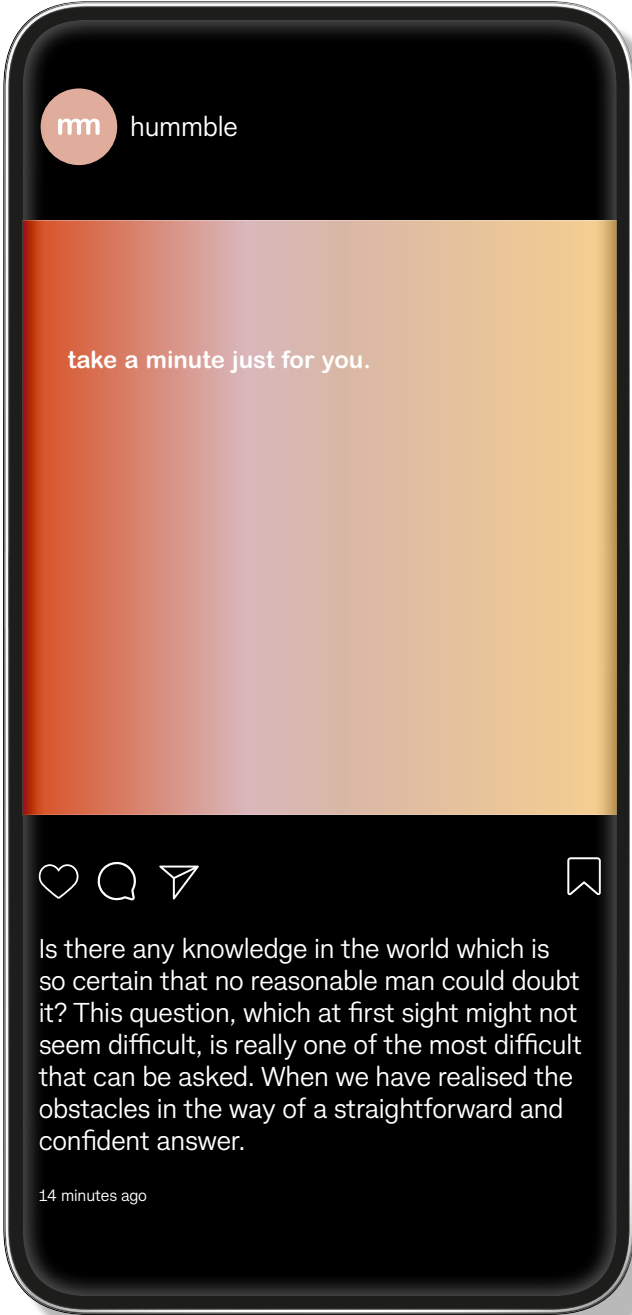
② Surf/Beach



③ Calming Interiors



④ People in Spaces





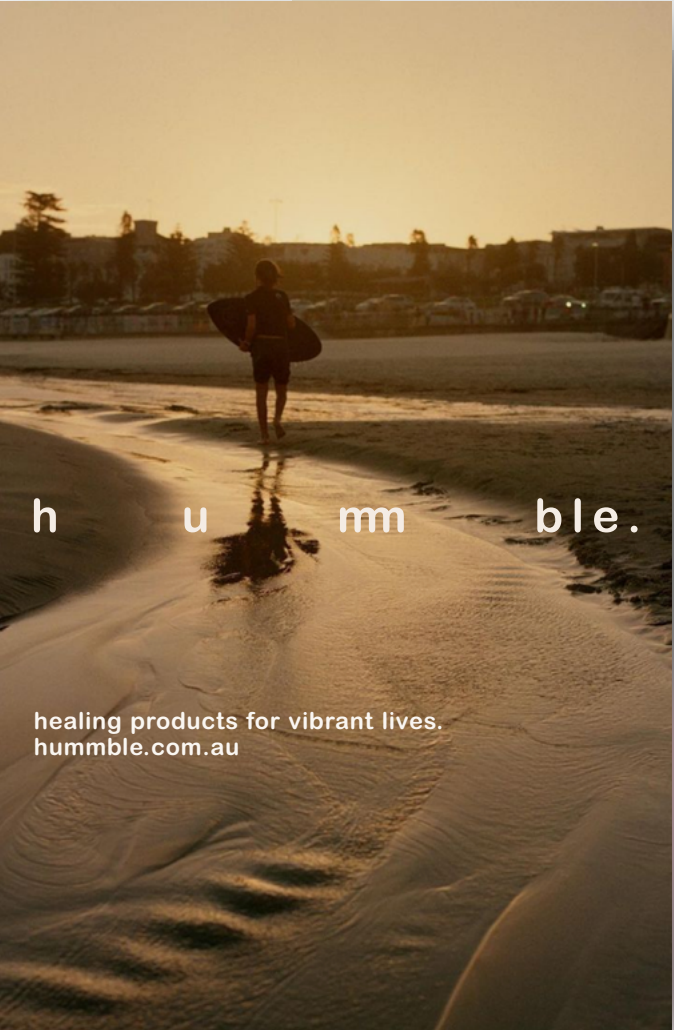




introducing
awaken cacao.

with fig and
chamomile,
for a soothing
and nourishing
night cap.

h u m m b l e .



h u mm ble.

organic. plant-based. nourishing.
hummmble.com.au

h u mm ble.

h u mm ble.

organic. plant-based. nourishing.
hummmble.com.au

h u mm ble.

h u mm ble.

organic. plant-based. nourishing.
humble.com.au

organic. plant-based. nourishing.
humble.com.au

organic. plant-based. nourishing.
humble.com.au

h u mm ble.

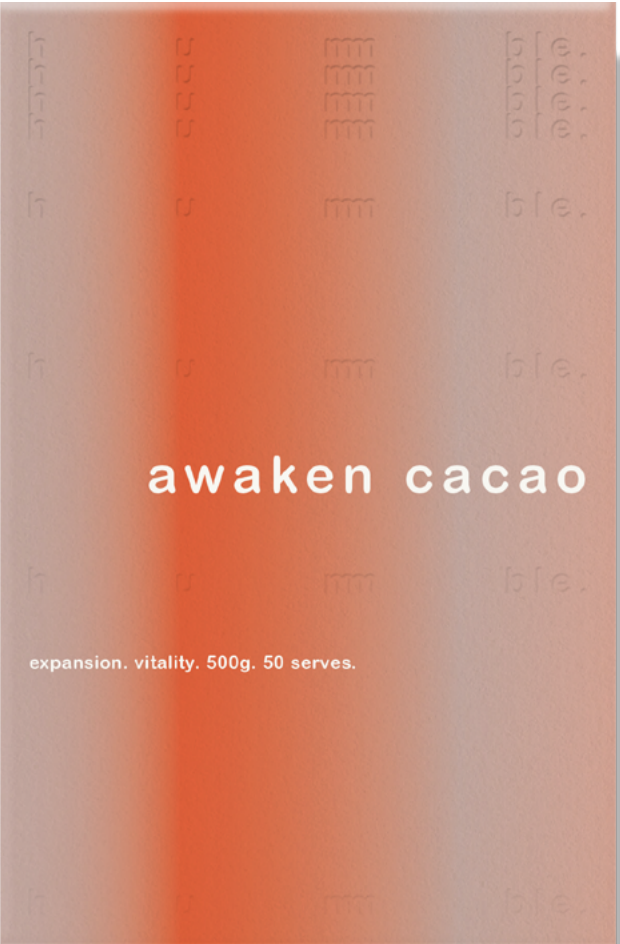
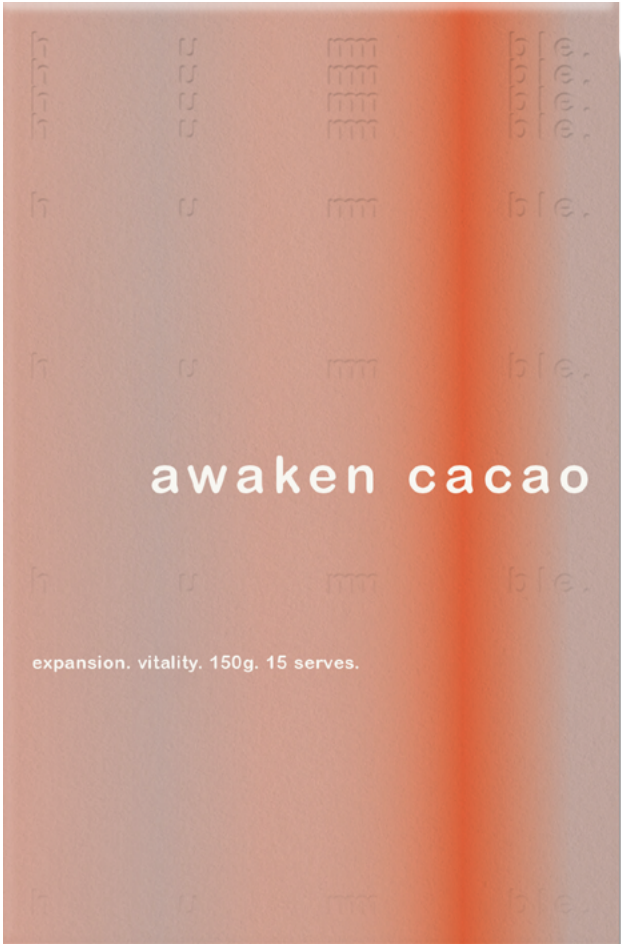
organic. plant-based. nourishing.
humble.com.au

organic. plant-based. nourishing.
humble.com.au

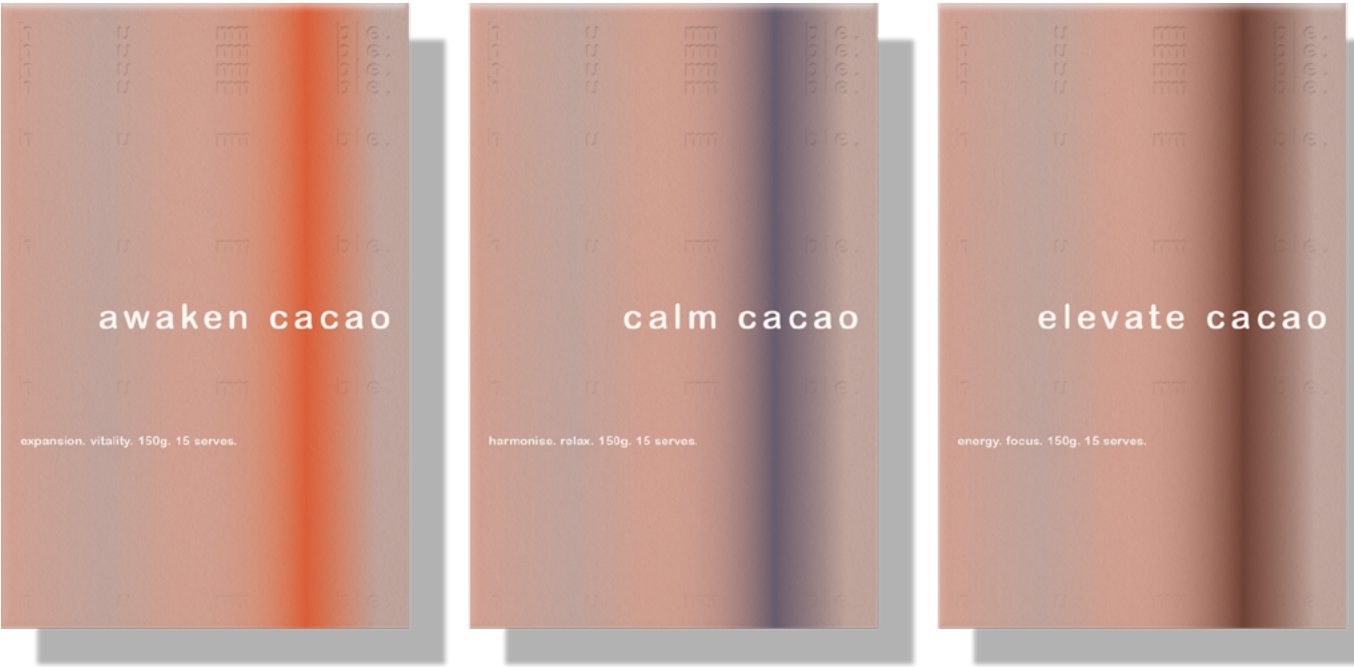
organic. plant-based. nourishing.
humble.com.au

organic. plant-based. nourishing.
humble.com.au

h u m m b l e .



Both the 150g and 500g boxes have the same sized fronts, however the SKU colour in the gradient is shorter in the 150g pack, and wider on the 500g pack.



150g



500g

Authors	CB / LB / SL
Date	240315
Pages	26
Proof	2
File	HUM7023 Brand Toolkit B – CB