## JECA Energy Bars: Visual Asset Usage Guide

This folder contains approved brand assets to help partners, media, and collaborators share the JECA story with clarity and consistency. Please review the following guidelines before using any content.

### Included Assets

* **Product Photography:** High-resolution images of JECA Energy Bars, available in both packaging and unwrapped formats for use in retail listings, media coverage, or marketing materials.
* **Lifestyle Photography:** Images showcasing JECA bars in real-life, wellness-forward settings to highlight our clean ingredient promise and whole-food energy mission.
* **Press Kit:** A downloadable media kit including JECA’s brand story, founder bio, key messaging, product information, and recent press highlights.
* **Logo Files:** JECA’s logos are provided in multiple formats (.PNG, .EPS) for digital and print use. Please do not alter the logos or stretch, recolor, or crop them in any way.

### Usage Guidelines

* **Brand Representation:** Always represent JECA in alignment with our brand values: clean ingredients, transparency, and wellness. Our tone is honest, energetic, and food-positive.
* **For Retailers & Distributors:** Product and logo images may be used in marketing, promotional, or e-commerce materials as needed to support product sales and listings. Lifestyle images may also be used to help convey brand positioning in-store or online.
* **For Media & PR:** You may use product and lifestyle photos, as well as any content from the press kit, in editorial stories or features with proper attribution. For interviews or further inquiries, contact Ree Dolnick at [ree@jecabar.com](mailto:ree@jecabar.com).
* **For Influencers & Partners:** Content may be used in accordance with brand collaborations and promotional agreements. Please tag [@JECA\_vegan](https://www.instagram.com/jeca_vegan/) and use hashtags such as #CleanEnergy and #JECABars when applicable.
* **Modifications:** Do not crop, recolor, or otherwise modify the logo or product images without approval. If you need alternate formats or custom visuals, please reach out to our team.

For questions about how to use these assets or to request additional materials, please contact:

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