



● Project
○ Branding

Brand Identity
Juice This

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Juice This is home to a healthier sort of soft drinks



Brand

Logo



JUICE
THIS!

Brand

Formats

The Juice This Logotype may reproduced in a Primary format.

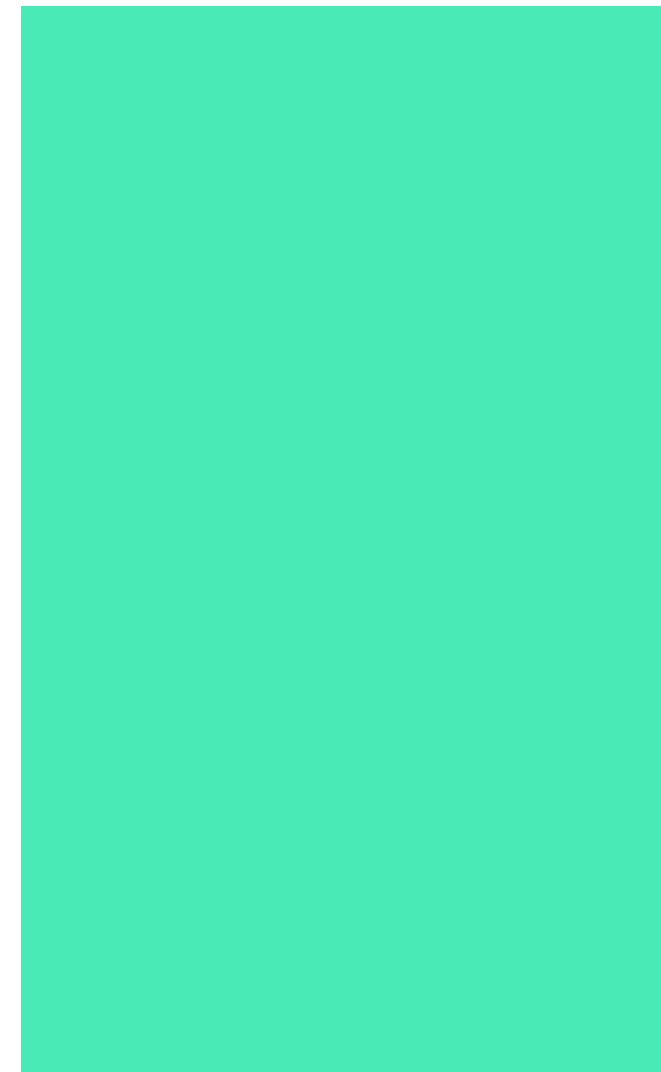
Primary

The logotype consists of the words "JUICE" and "THIS!" stacked vertically. Both words are written in a bold, hand-drawn, sans-serif font. The letters are filled with a vibrant green color and have a slightly irregular, textured appearance. The word "THIS!" has a thick green underline.

The logotype consists of the words "JUICE" and "THIS!" stacked vertically. Both words are written in a bold, hand-drawn, sans-serif font. The letters are filled with a vibrant yellow color and have a slightly irregular, textured appearance. The word "THIS!" has a thick yellow underline.

Colour Theory

The following fonts are to be used for all online and offline typography.



Kiwi

Hex #49EAB6

RGB 73, 244, 162

CMYK 69, 00, 22, 8

PANTONE -

Yellow

Hex #FAF08C

RGB 250, 240, 140

CMYK 00, 7, 82, 3

PANTONE -

Fonts

The following fonts are to be used for all online and offline typography.

Palatino

SUGGESTED WEIGHTS

Regular

Bold

The quick brown fox jumps
over the lazy dog

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Az

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

Fonts

The following fonts are to be used for all online and offline typography.

Now

SUGGESTED WEIGHTS

Regular
Medium
SemiBold
Bold

RECOMMENDED USES

- Headings
- Sub Headings
- Body Copy

The quick brown fox jumps
over the lazy dog

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz

Az

Application

Packaging



Application

Merchandise



Application

Merchandise



Application
Vehicle



Application

Bag





Unleashing brands that demand attention

Building brands that refuse to be ignored is what we do.

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