



Juices Wild

Before & After



Juices Wild



Juices Wild

Brand Identity

Black & White Logo

JuICES Wild

JuICES
Wild

JuICES Wild

JuICES
Wild

Logo Guidelines

Alignment & Size Guidelines for both logo variations.



For the one line logo the top of the J and W should align as seen. This marks the top of the logo. The bottom of the logo should allow the S and L to align.

For the stacked logo the bottom of the U and top of the W should align. It is also important that the top I and W align perfectly on the left side of each letter. In addition, the right side of the E and the left side of the L should align.

Both logos can be used at any size, however, the stacked logo should be used for almost all cases. The horizontal logo can be used for spaces where the stacked logo would not fit appropriately. An example of where the one line, horizontal logo might be used effectively would be for a sign outside of a building or on a shopping center sign where the space is narrow.

Logo Color Variations

Juices Wild

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Logo Color Usage

When the logo is used on a white background, the yellow is not to be used. Only the blue version is acceptable on light or white backgrounds.

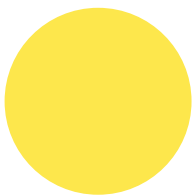


Brand Patterns & Color

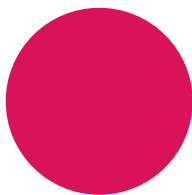
Brand Patterns



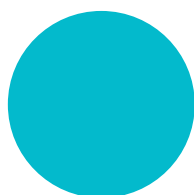
Color Palette



#FDE74C



#D81159



#02B9CC

Typography

WELCOME TO THE WILD SIDE

Citrus Gothic Solid Regular — Headlines

Join us Here at Juices Wild

Multidisplay Bold — Second Headline Option

Find Your Wild Side at Juices Wild

Multidisplay Medium — Subheads

This is a sample paragraph about the new Juices Wild branding. It will show the real size of the text when written in a paragraph format to give those reading the brand guideline an idea of what it will look like all spelled out. This is a sample paragraph about the new Juices Wild branding. It will show the real size of the text when written in a paragraph format to give those reading the brand guideline an idea of what it will look like all spelled out. This is a sample paragraph about the new Juices Wild branding. It will show the real size of the text when written in a paragraph format to give those reading the brand guideline an idea of what it will look like all spelled out. This is a sample paragraph about the new Juices Wild branding. It will show the real size of the text when written in a paragraph format to give those reading the brand guideline an idea of what it will look like all spelled out. This is a sample paragraph about the new Juices Wild branding.

Basic Sans Regular — Paragraphs

Photography Style



Digital Campaign Example



Instagram



juiceswild



235 likes

juiceswild It's time to go back to the basics, the raw, the essential elements of what makes you, you!
#daily nutrition #smoothies #getyourjuiceon #juiceswild



Add a comment...

18 HOURS AGO



Community Event Banners



Smoothie Cup









Window Sign



Vehicle Wrap



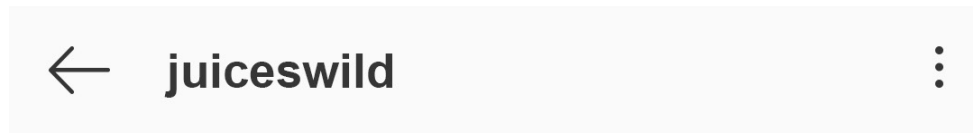
T-Shirt



Shopping Bag



Social Media



117
posts

2,316
followers

40
following

Message



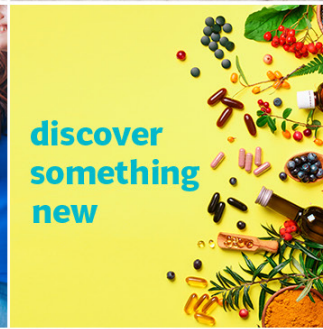
Juices Wild

Come Find Your Wild Side!

Buford, GA

www.JuicesWild.com

Followed by [clean_pearl](#), [jax888](#), [brigitte_8](#) + 25 more





**THANK
YOU!**