

juicebox



VISUAL STYLE  
GUIDELINES



## Protect Our Brand

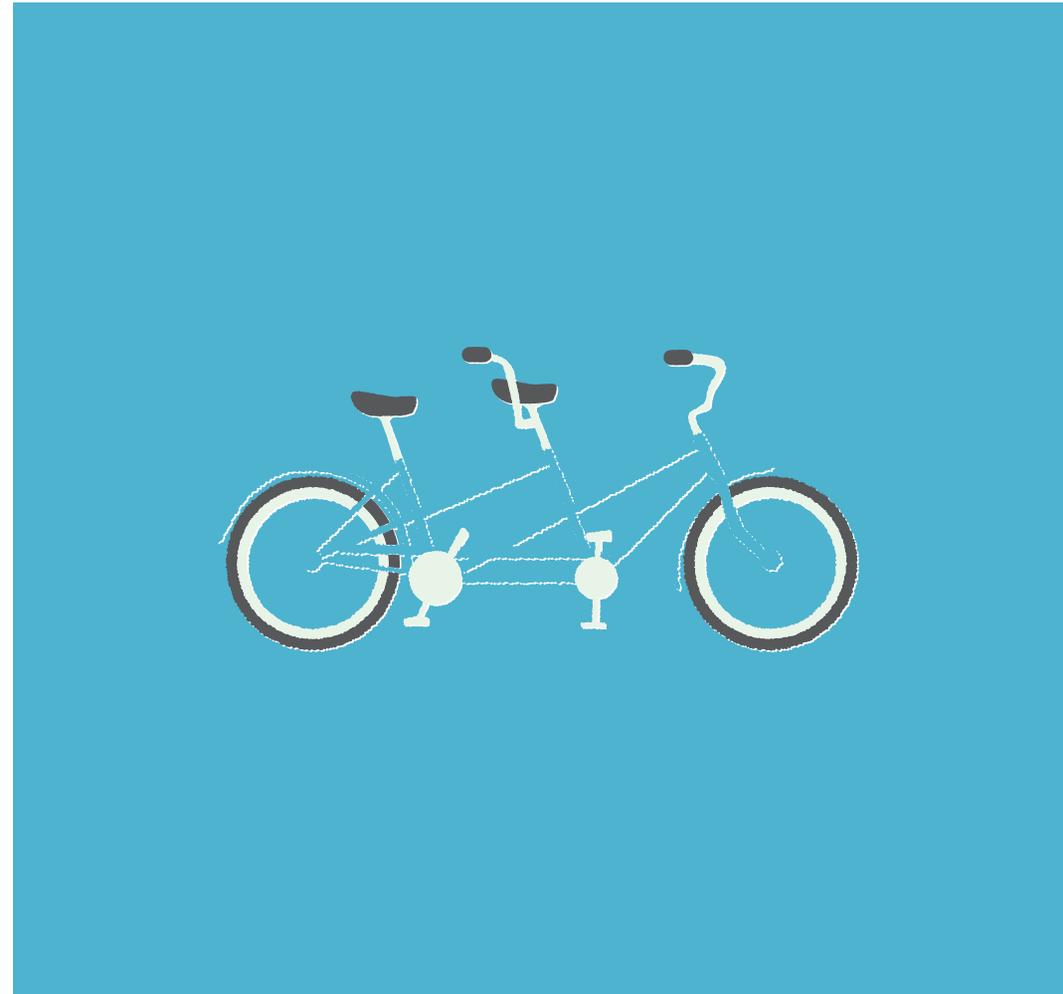
“Creativity is not a talent, it is a way of operating.”

—JOHN CLEESE

---

The logo, color palette, typography, imagery, and messaging help to form the Juicebox brand identity. This style guide demonstrates how to wield these aids in order to create a strong, consistent visual and verbal voice unique to Juicebox that connects to its audience.

Following this style guide will help ensure quality across the collateral or applications in future use. We will best define the brand by placing some boundaries on it, encouraging creative exploration but under certain standards of operating.





# Juicebox Brand Style Guide

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# Delicious Data



Juicebox is a new kind of tool for visualizing data.

Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it. Our award-winning approach is based on

- turning data into a conversation, not just a presentation,
- creating a more designful experience for the end user, and
- delivering a complete solution, not a build-it-yourself kit.

The result is data that gets understood, socialized, and acted on. We call it "Delicious Data".

Our tone is...

- 01 **USER-FRIENDLY AND FUN**
- 02 **CONVERSATIONAL**
- 03 **CASUAL YET SOPHISTICATED**
- 04 **DESIGN-FOCUSED**
- 05 **DESIGN-FOCUSED**
- 06 **AUTHENTIC**

Messaging DOs / DONTs

- 01 "Juicebox" is one word. Capitalize "J" only.
- 02 The icon can be added to the right of the last word on a line of copy. Do not place it in front of copy; do not place it on or below the base-line as the copy. It is always up and right. (Exception: use as a heart in a phrase to replace "love").
- 03 The icon can be used with headline copy. Do not use it with long, body copy. The icon should only be placed next to type set in the headline typeface.
- 04 Messaging can be uppercase or titlecase, but never place the icon beside messaging that is all lowercase. That would create confusion between messaging and the logo.



# Design: Adding the Icon to Messaging at the End of a Headline

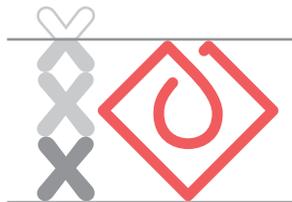
## Delicious Data



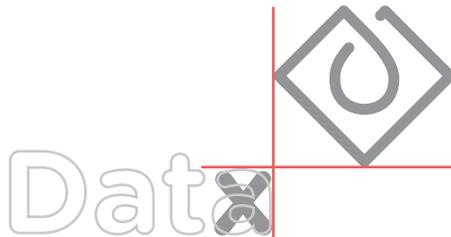
— In this example, the typeface is set to 44pt.



— The x-height of this font at 44pt is roughly .33"



— The icon should always be 2.5 times the x-height of the type that it is beside. Here, if the x-height is ~.33", then the icon is ~.825" tall.



— The outside left and bottom points of the icon should align to the outside top and right points of the x-height of the nearest letter.

### Notes

#### 01

The point of this is to help create visual consistency, and explain the proportions that will do so. It is important to follow the spirit of the rules for consistent proportion, but each usage does not always have to be mathematically perfect. The point is general consistency - not math geometry homework each time the icon is placed.

#### 02

If a period is placed at the end, use the x-height of the nearest letter to the left.



## Design: Placing the Icon Inside Messaging as a Replacement for “Love”

We  Big Data.

— In this example,  
the typeface is  
set to 44pt.



— The icon should have a clearspace  
width of one “x” letterform, from the  
outer point of the icon, to the outer  
point of the nearest letters of the  
copy. (At 44pt, this is ~.3” clearspace)



— The lowest point of the  
icon should descend  
1/2 x-height below the  
baseline of the copy.  
(At 44pt, this is about  
.17” below the baseline)

### Notes

#### 01

See Note 01 on previous page. The purpose of these instructions are to explain how to match consistency. But the spirit of consistency is more important than strict mathematical replication of this principle.



juicebox 

juicebox 

juicebox 

juicebox 





## Clear Space and Minimum Sizing



Minimum Width = 1.0"

The Juicebox logo is a word mark that uses custom type design and the unique brand icon. The logotype is not to be replicated for other messaging. To ensure the integrity of the brand's visual language, the Juicebox logo must be used consistently. The standards below address consistent application for reproduction.

### Notes

**01**  
To ensure for visual clarity as well as legibility, the logo should have a minimum area of clear space around it that is free from other graphic or typography elements. This space is equal to the height of the letter [b] in the word mark.

**02**  
For clarity and legibility, please observe the regulation for the minimum width of the word mark in all reproductions. For any placement below 1.0", please use the icon only.



# Usage DON'Ts

Stretch, Squish



Drop Shadow



Off-Brand Color



Logotype Misuse



Re-Position Icon



The Juicebox logo should never be:

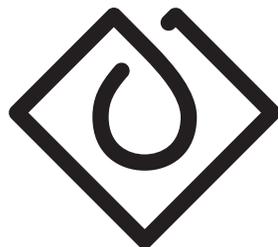
- 01** Stretched, Squished, or Distorted
- 02** Drop-Shadowed or treated with similar effects
- 03** Filled with a non-brand color
- 04** Never use another word or phrase in a mocked-style resembling the Juicebox logotype, especially connected to the icon. Do not apply logo typeface to other wording.
- 05** Never re-position the icon in an unapproved lockup.

Finally, whenever possible, it should be used as a vector file to preserve the integrity of the design. If using the logo as a vector is not possible, and it must be used as a raster, make sure it is never pixelated (in print, always present at min. 300DPI).

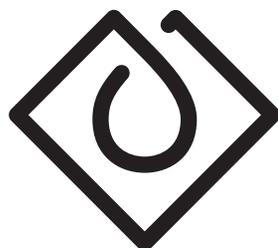


LOGO

## Signature Lockup



**juicebox**  
Delicious Data



**juicebox**

### Notes

#### 01

The primary signature lockup includes the tagline, "Delicious Data". This signature lockup should be secondary to the horizontal logo, but is acceptable for usage in vertical layouts, or when expressing the tagline with the brand name is desired. When expressing the tagline so close to the logo, only use this lockup.

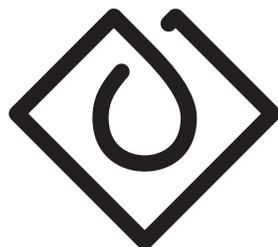
#### 02

The signature lockup can also be used without the tagline.



## Wordmark-Only, and Icon-Only

# juicebox



## Notes

### 01

The wordmark-only version is acceptable usage. Use this for classic situations where an icon might not be appropriate, or for long but thin areas, like an email footer strip.

### 02

The icon-only version is acceptable usage. Use this for spaces where including the wordmark would be too small, or for abbreviating the brandname so it is not overused, or as a graphic element to playfully extend the VIS.



## Juicebox Dark

PANTONE BLACK 6U / 7540C

CMYK  
C: 74 M: 64 Y: 64 K: 66

RGB  
R: 43 G: 42 B: 42

HEX  
#2B2A2A



## Juicebox Orange

PANTONE 130 (C)

CMYK  
C: 0 M: 35 Y: 99 K: 0

RGB  
R: 251 G: 175 B: 25

HEX  
#FBAF19



## Juicebox Blue

PANTONE 7459 (U)

CMYK  
C: 64 M: 11 Y: 14 K: 0

RGB  
R: 78 G: 178 B: 205

HEX  
#4EB2CD



## Juicebox Red

PANTONE 710 (U)

CMYK  
C: 0 M: 79 Y: 58 K: 0

RGB  
R: 241 G: 93 B: 94

HEX  
#F15D5E





# Hues

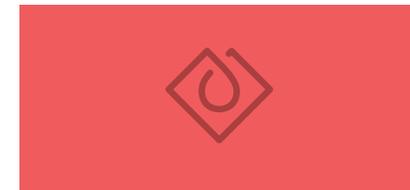
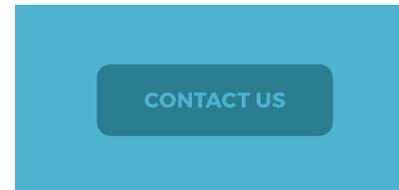
## Notes

Additional hues for each primary corporate color are shown here. There are two darker shades for each.

The hues should ONLY be used as accents contrasting from the primary color. Using a darker hue as a color fill or background area would be a misuse. Appropriate use examples include a subtle word or button on top of the primary color; or a shadow or outline of an object on top of the primary color field.

The hues are primarily used in the multi-color icons (see page 16).

Orange	Blue	Red
CMYK C: 24 M: 49 Y: 100 K: 6  RGB R: 187 G: 132 B: 44  HEX #BB842C	CMYK C: 80 M: 40 Y: 35 K: 5  RGB R: 55 G: 124 B: 144  HEX #377C90	CMYK C: 0 M: 79 Y: 58 K: 35  RGB R: 169 G: 63 B: 64  HEX #A93F40
CMYK C: 40 M: 59 Y: 100 K: 30  RGB R: 124 G: 88 B: 35  HEX #7C5823	CMYK C: 88 M: 60 Y: 52 K: 39  RGB R: 30 G: 69 B: 80  HEX #1E4550	CMYK C: 0 M: 79 Y: 58 K: 75  RGB R: 95 G: 25 B: 25  HEX #5F1818





# Reversals

Primary			
Dark, Light, Photo			
Acceptable Combo			
Acceptable Combo			
Unacceptable Combo			
Unacceptable Combo			

### Notes

#### 01 - Primary; Dark, Light, and Photo

In general, when the logo is placed on a field of color, the logo should always appear in white. If the logo is to be placed on a surface that is too light for the word mark to appear in white and be legible, use of black or dark gray is acceptable. For photography, always place the logo in white, unless the photo is extremely light to the point that legibility would not be possible.

#### 02 - Acceptable Color Combinations

Any of the three colors can be used on dark backgrounds. There are five acceptable color combinations shown as well.

#### 03 - Unacceptable Color Combinations

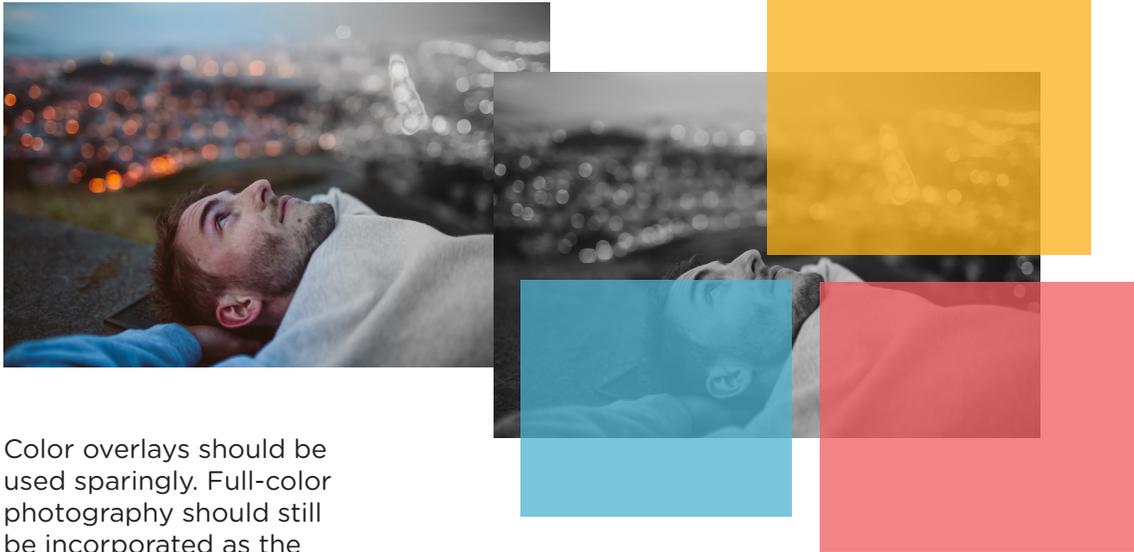
Do not place medium or light grays on top of the primary color fields. Do not combine Juicebox orange on top of a primarily Juicebox red color field.



# Overlays

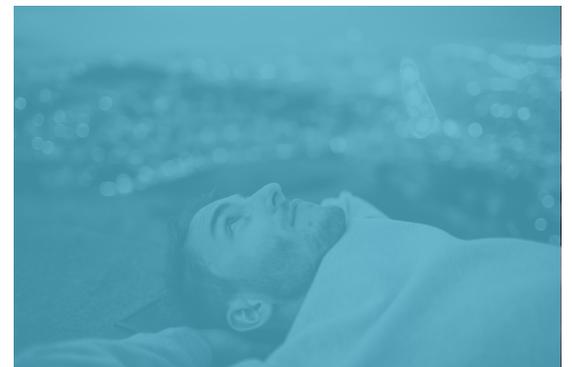
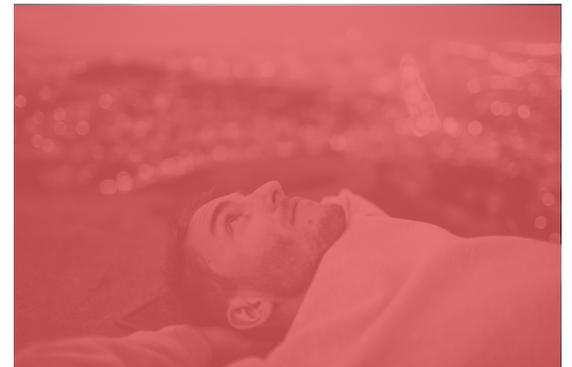
HOW TO:

1. Change the image to black and white.



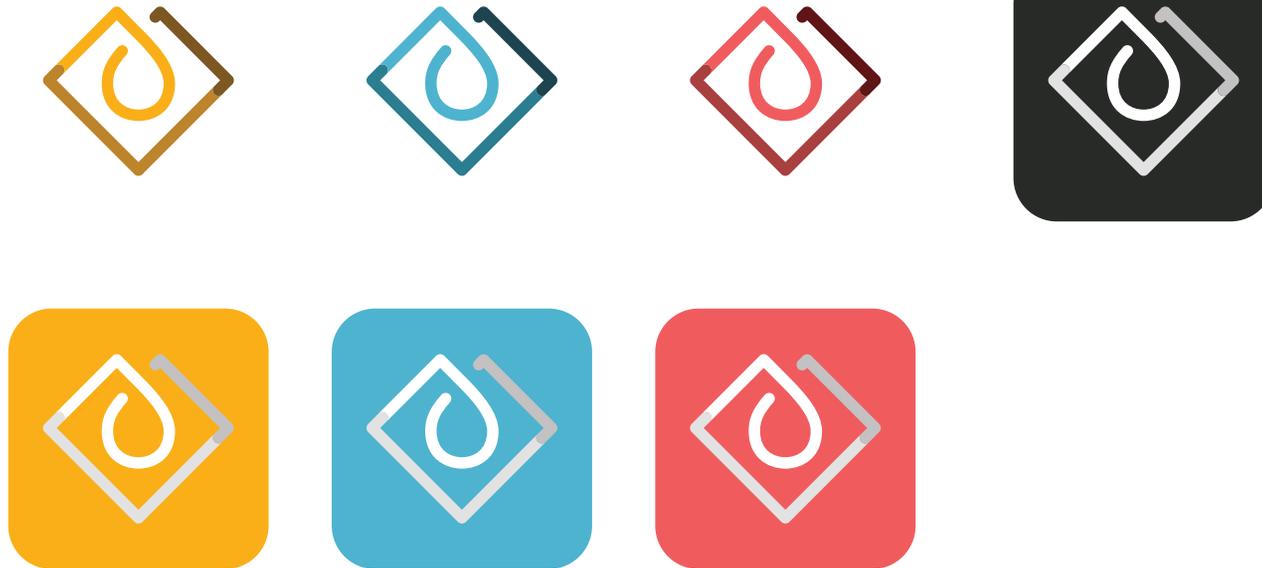
Color overlays should be used sparingly. Full-color photography should still be incorporated as the main photography for the brand - think of these as more accent photos to highlight something important (an image for a new section; and image announcing a new promotion) - not the style for staff photos, office photos, product photos, etc.

2. Set the color field to 75% opacity.





## Multi-color Icons



### Notes

The Juicebox icon also has monochromatic, three-color versions, with gradually darkening shades of each primary brand color (plus a white and light gray version for dark backgrounds and color backgrounds).

For primary brand materials, the logo should remain in a one-color imprint. These multi-color icons are for exciting, secondary materials - banners, email hero images, animations, social media updates, etc. These are up to the designer's discretion.



# Corporate Header Typeface

## Gotham Rounded

from Hoefler & Co

[www.typography.com/fonts/gotham-rounded/overview](http://www.typography.com/fonts/gotham-rounded/overview)

Gotham Rounded, Light

*Gotham Rounded, Light Italic*

Gotham Rounded, Book

*Gotham Rounded, Book Italic*

**Gotham Rounded, Medium**

*Gotham Rounded, Medium Italic*

**Gotham Rounded, Bold**

*Gotham Rounded, Bold Italic*

AaBbCc 123

Gotham Rounded, Light

Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it.

AaBbCc123

Gotham Rounded, Book

Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it.

AaBbCc123

Gotham Rounded, Medium

**Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it.**

AaBbCc123

Gotham Rounded, Bold

**Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it.**

### Notes

Typography should be used consistently across communications. Gotham Rounded and Montserrat are the corporate typefaces for brand communication for Juicebox (Helvetica is an acceptable substitute for email-safe/web-safe situations). While type can be used as a graphic element for visual effect, when it comes to selecting typefaces for communication pieces, the corporate typefaces should not be deviated from.



# Corporate Body Typeface

## Montserrat

part of the Google Fonts program

WEB: [www.google.com/fonts/specimen/Montserrat](http://www.google.com/fonts/specimen/Montserrat)

DESKTOP: [www.fontsquirrel.com/fonts/montserrat](http://www.fontsquirrel.com/fonts/montserrat)

Montserrat, Ultra Light

Montserrat, Light

Montserrat, Regular

**Montserrat, Semibold**

**Montserrat, Bold**

**Montserrat, Extra Bold**

**Montserrat, Black**

AaBbCc 123

Montserrat, Light

Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it.

**AaBbCc123**

Montserrat, Regular

Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it.

**AaBbCc123**

Montserrat, Bold

**Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it.**

**AaBbCc123**

**Montserrat, Black**

**Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it.**

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# Web- / Email-Safe Typeface

## Helvetica

Helvetica, Light  
*Helvetica, Light Oblique*  
Helvetica, Regular  
*Helvetica, Oblique*  
**Helvetica, Bold**  
***Helvetica, Bold Oblique***

AaBbCc 123  
Helvetica, Light

AaBbCc123  
Helvetica, Regular

**AaBbCc123**  
**Helvetica, Bold**

Juicebox was built on the premise that the best data in the world is useless if the everyday decision maker can't understand it and interact with it.

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### Notes

Typography should be used consistently across communications. Gotham Rounded and Montserrat are the corporate typefaces for brand communication for Juicebox (Helvetica is an acceptable substitute for email-safe/web-safe situations). While type can be used as a graphic element for visual effect, when it comes to selecting typefaces for communication pieces, the corporate typefaces should not be deviated from.



# Combining Fonts: Usage Examples, Blog

CATEGORY: VINYL, SELFIES

## Chambray Three Wolf Moon Forage Biodiesel

Written by **Hipsum** on **March 15, 2015**

Pork belly irony chambray 3 wolf moon forage biodiesel. Fashion axe flexitarian ethical yr vinyl, photo booth selfies ugh chillwave farm-to-table bespoke tilde art party XOXO. Carles yr twee, Williamsburg cardigan squid American Apparel wolf cred small batch **chillwave**. Truck sartorial roof party, skateboard selfies Bushwick.

### Williamsburg Twee

Flannel forage tousled normcore art party, kogi irony mlkshk polaroid sriracha fanny pack Banksy PBR&B. **Cliche dreamcatcher** ethical readymade synth YOLO. American Apparel Wes Anderson semiotics hashtag kitsch, messenger bag post-ironic jean shorts meggings.

“ Chillwave mumblecore deep v, meditation wayfarers hashtag fashion axe cronut. Distillery normcore disrupt typewriter fashion axe.

### Notes

The key to combining the typography is contrast. Using the two different fonts next to each other should not just be for a graphic effect, but also useful to help separate sections and point out relevant information for the reader when skimming.

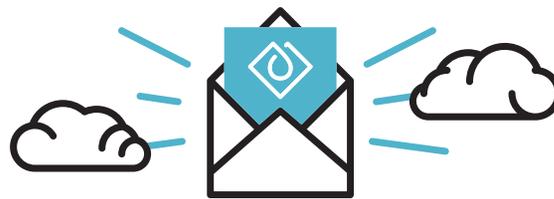
In this Blog Post example, Montserrat is the body copy, as well as the Meta copy. In the Meta, weights vary to show key points, and the information is light gray, to de-emphasize it in comparison to the other information. The H1 and H2 are both set in Gotham Rounded, to give big call-outs to important headline information, as well as clearly indicate sectioning by contrasting between sections of Montserrat copy.



# Combining Fonts: Usage Examples, Promo with Call-To-Action

## Where Data Actually Drives Decisions

Juicebox. A new kind of tool for visualizing data.



**SIGN ME UP!**

### Lorem Ipsum

Swag vinyl 8-bit, ennui DIY kale chips 3 wolf moon typewriter seitan. Authentic iPhone farm-to-table, stumptown irony mustache Tofu

Pitchfork gluten-free chambray paleo raw denim letterpress. Kickstarter pug cold-pressed Helvetica.

### Notes

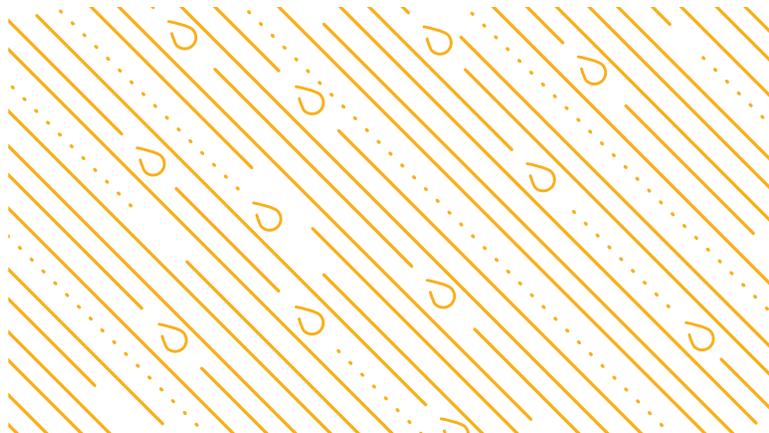
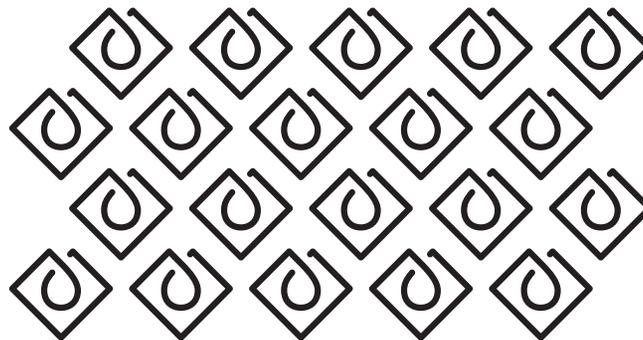
In this example, Gotham Bold is the main call-out text - it helps the user think of things in order of importance, where the most important is clear because of the usage of big, bold, colorful (and, in time, they'll start to associate Gotham Rounded as the headline font for the brand, and recognition will grow over time).

The subheadline is in Montserrat to show less importance despite also being a larger font.

The paragraph /section header is in Gotham Rounded to show that it is indicating a new section, which is in Montserrat, the corporate body copy font.



## Stamp and Patterns



**Brand assets should not be overused! Think of them as accent marks to extend the VIS - not as primary brand graphics.**

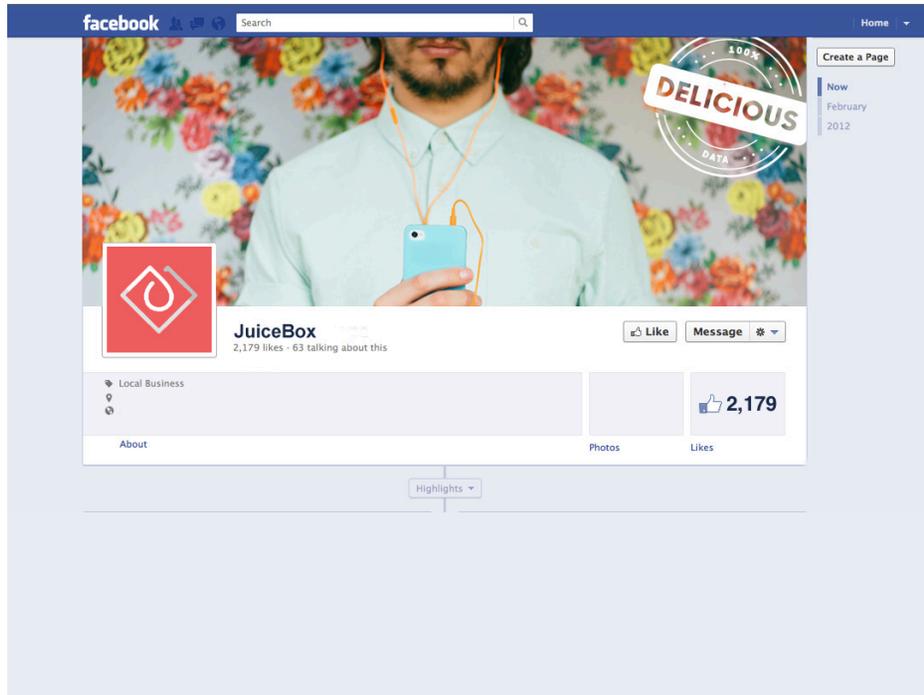
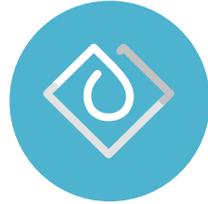
**01**  
Distressed “100% Delicious Data” stamp - vector.

**02**  
Repeating the icon creates a diamond-checker effect that is a nice background pattern.

**03**  
Alternate Pattern Idea: Raindrop pattern.



# Web and Digital





# Email Signature

**John Smith**

**Juicebox**  
Delicious Data.

**p** 000.000.0000  
[@Juicebox](#) | [FB.com/Juicebox](#)  
[Juicebox.com](#)

## STRUCTURE

Person's Name, Helvetica Bold, 10pt., #000000

"Juicebox" in titlecase, Helvetica Bold, 10pt., #FCAF17  
RETURN

"Interiors. Wares. Design.", Helvetica Regular, 10pt., #000000  
RETURN  
RETURN

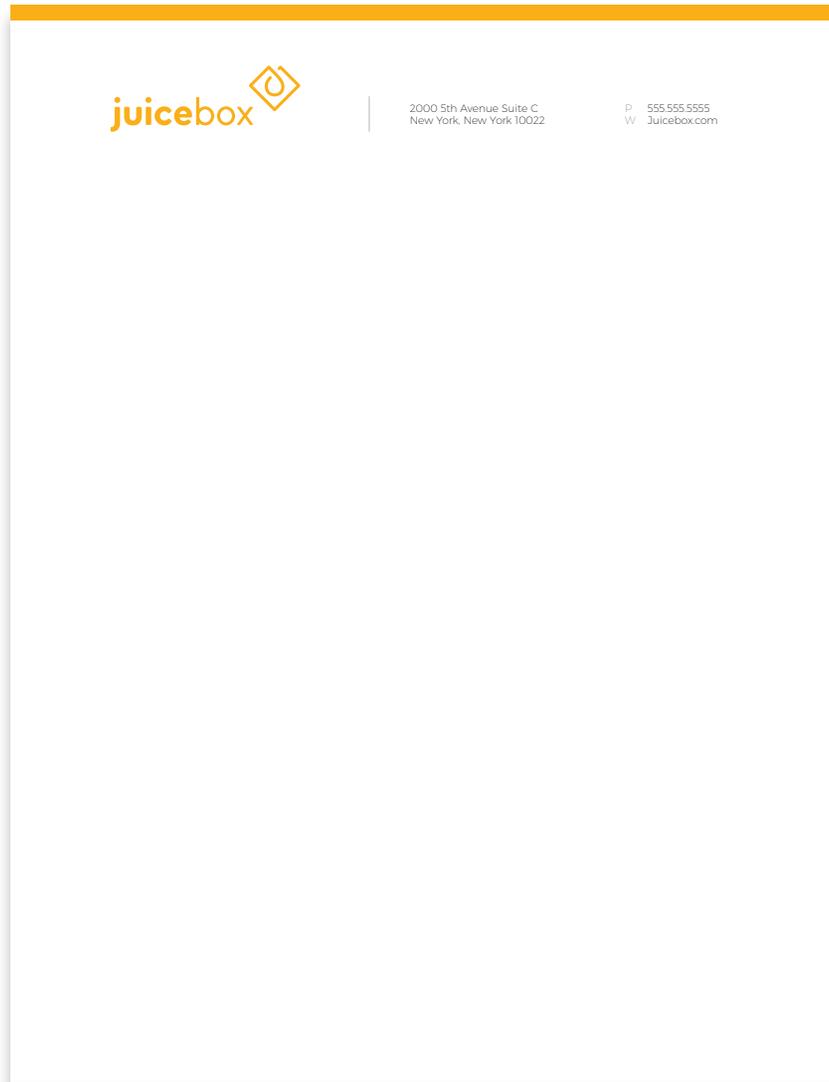
"p" in Helvetica Bold 10pt #FCAF17 / then / "[PHONE NUMBER]", Helvetica Regular, 10pt., #000000  
RETURN

"[twitter handle]" in Helvetica Regular 10pt #FCAF17, hyperlink to twitter page [OR TO INSTAGRAM?] / then / SPACE and vertical divide in BLACK Regular / then / space, then "[facebook handle] in Helvetica Regular 10pt #FCAF17, hyperlink to Facebook page [OR TO INSTAGRAM?]  
RETURN

[URL] with hyperlink, in Helvetica Regular 10pt #FCAF17



# Letterhead and Business Card



## Note

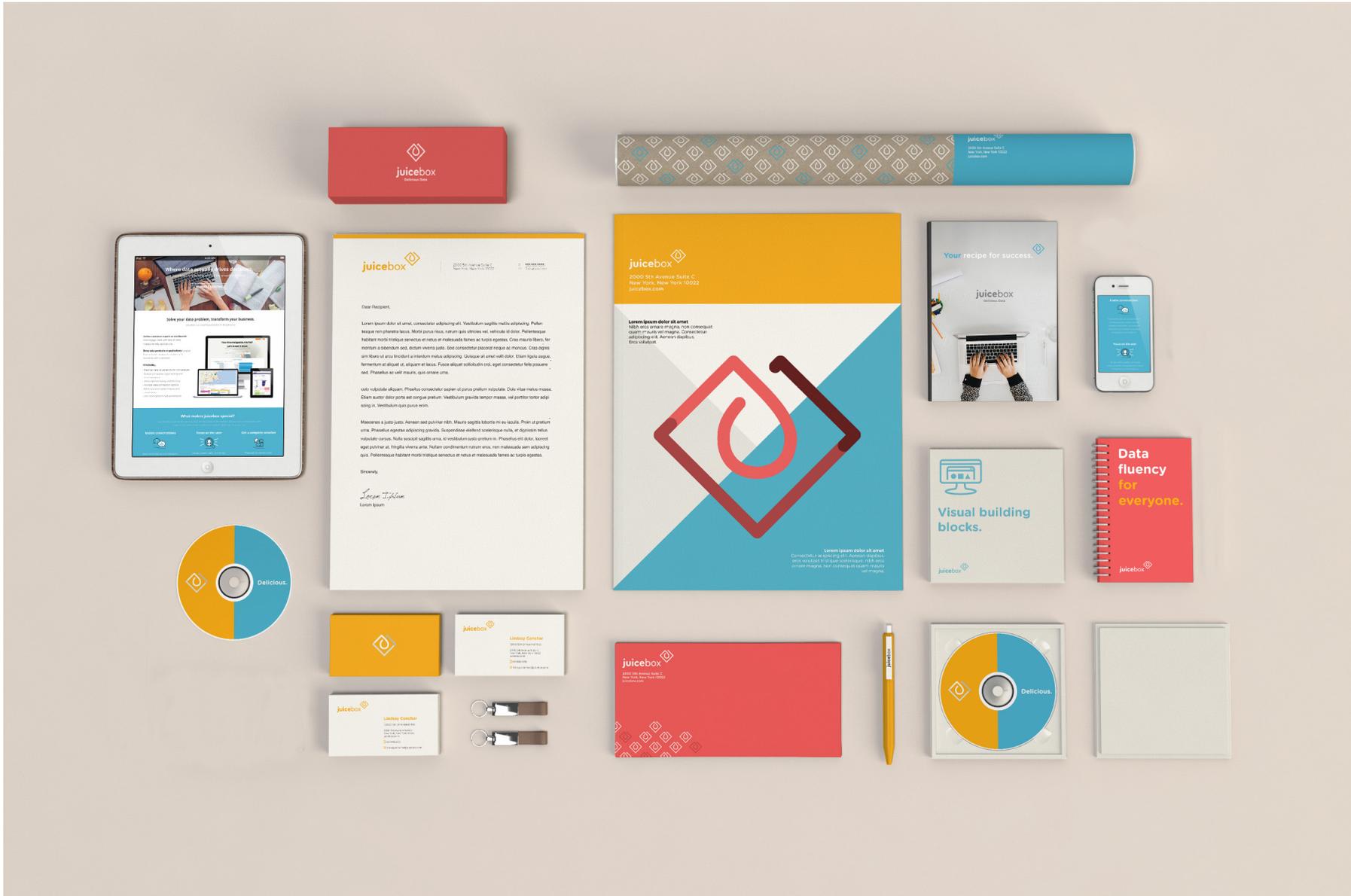
The business cards could also be done in color-sets - so that each person has blue, orange, and/or red cards. Or the cards could be different colors for each employee.

Edge-painting of the back-of-card color is also encouraged ([https://img1.etsystatic.com/021/0/7017988/il\\_fullxfull.551906665\\_aen9.jpg](https://img1.etsystatic.com/021/0/7017988/il_fullxfull.551906665_aen9.jpg)).

The key to collateral design is an emphasis on whitespace. While there is a minimum clearspace for the logo, in layouts, err on the side of additional room. Placing a smaller logo elevates the class of the brand's look. One helpful rule is rendering the logo at 1/3 (or less) of a width or height on a collateral piece. Second: do not overuse color fields/patterns.



# Collateral Mockups





# Collateral Mockups





# Collateral Mockups

