Brand Guidelines

PRESS IT JUICERY

PRESS IT
JUICERY

Brand Introduction

**Our mission is simple:
Deliver the purest juice possible.**

Press It Juicery is a local cold pressed juicery and health foods store. We started making our homemade cold pressed juice to ensure that we were getting the purest most natural juice possible.

Our commitment to a product line with zero preservatives is our highest priority. We want our customers to enjoy the same taste and health benefits that we enjoyed while making this juice in our own kitchen.

When you come into Press It Juicery, you can be confident that you are purchasing the highest quality cold pressed juice. Our juice is pressed and bottled in house daily. In many cases you are buying a bottle of juice that is full of ingredients that were on the farm just hours before. We believe that if you drink good, you will feel good. It's that simple.

Table of Contents

Visual Identity

Every morning at Press It Juicery, fresh fruit is pressed into juice.

Like the first drop of juice squeezed from press to bottle, our visual identity is clean, simple and pure.

Primary Logo

Our logo is a straight forward representation of the personality of Press It Juicery, emphasizing our focus on our mission of delivering fresh pure cold pressed juice and healthy options to our customers. This symbol should be used when and wherever possible.

Secondary Mark

Use this droplet as a secondary identifying mark in limited circumstances where the dimensions full word mark are not applicable (i.e. website favicon, custom QR code).

Icon Droplet Sizing

64 px

48 px

32 px

16px

QR Code Example

Proper Logo Application

To insure consistent visual identity and logo recognition, follow the guidelines below.

Clear Space

The Press It Juicery Logo needs a clear space that is free of the imagery and text surrounding it.

Use the height of the "E" in order to determine the amount of clear space that should surround the logo.

Use half of the size of the icon in order to determine the clear space that should surround the icon.

Minimum Size

We've optimized our logo icon for specific sizes. The Press It Juicery Logo must be crystal clear and legible.

The minimum height for the full logo is 30 px.

The minimum height for the icon is 16 px.
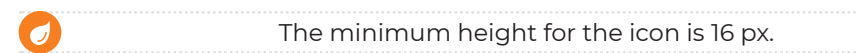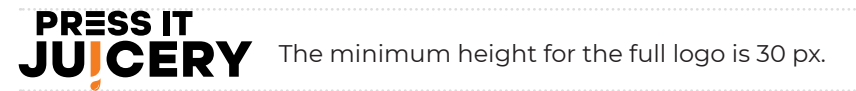
Logo Color Variations

The Press It Juicery logo should only be presented in the following colors.

Full-color

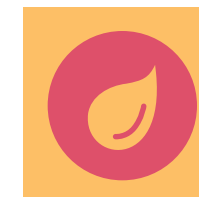Suitable for use on white backgrounds and light imagery.

Monochrome

If it is difficult to see the orange details within the logo on the background color, use the logo in monochrome instead.

All-white

If it is difficult to see the orange details within the logo on the background color, use these all-white logos instead.

Colors

Our colors are simple to contrast the many natural colors of our juice.

Primary Colors

These are the three primary colors in Press It Juicery's color palette. Do not mix with any colors from the secondary color palette.

White: Mainly use for background. Can be used as iconography if laid on top of orange. Can be used type color only for large type.

Orange: Use as accent, icon, and background color. Avoid setting type in this color.

Black: Set the majority of type in this color. Do not use for background color.

White		
#FFFFFF	R: 255	C: 0
	G: 255	M: 0
	B: 255	Y: 0
		K: 0

Orange		
#FF6100	R: 255	C: 0
	G: 97	M: 62
	B: 0	Y: 100
		K: 0

Black		
#000000	R: 0	C: 0
	G: 0	M: 0
	B: 0	Y: 0
		K: 100

Secondary Colors

This color palette should be used only within social media content. Do not mix with the primary palette.

Dark Pink and Peach: Pair these two together as a dichrome color palette. If one is the background, use the other for all other elements.

Lime Green and Tan: Pair these two together as a dichrome color palette. If one is the background, use the other for all other elements.

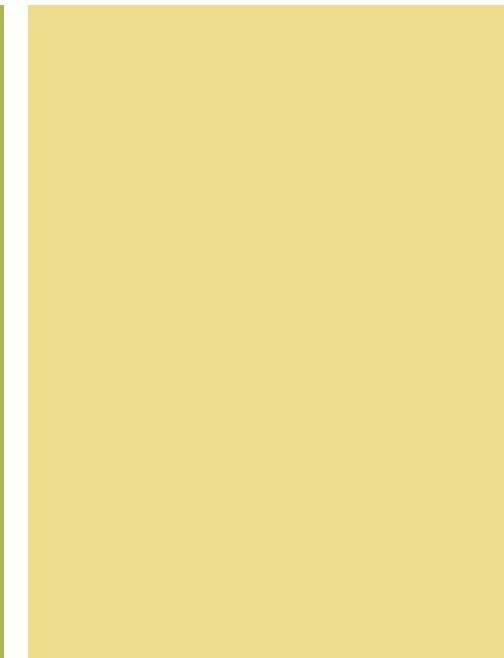**Orange:** Can use orange sparingly as accent, or icon color, in conjunction with the suggested dichrome palettes above.

Dark Pink
#DD526B

R: 221	C: 9
G: 82	M: 83
B: 107	Y: 45
	K: 0

Peach
#FDBE68

R: 253	C: 0
G: 190	M: 28
B: 104	Y: 68
	K: 0

Orange
#FF6100

R: 255	C: 0
G: 97	M: 62
B: 0	Y: 100
	K: 0

Lime Green
#AEB551

R: 174	C: 15
G: 181	M: 0
B: 81	Y: 75
	K: 25

Tan
#EFDD8E

R: 239	C: 7
G: 221	M: 9
B: 142	Y: 53
	K: 0

Typography

Our primary type hierarchy is like our ingredients list, easy to read and accessible.

Primary Typefaces

Use this hierarchy for most official typography applications (i.e. packaging, menu boards, website). Basically everything other than social media should be set in Montserrat.

Here is an example of a website based hierarchy for reference.

Montserrat Bold

Use as headers and type callouts.

Cleanse.

ABCDEFGHIJKLMNOPQ
RSTUVWXYZabcdefghi
jklmnopqrstuvwxyz
1234567890¿?¡!&@''""«
»%*^#$£€¢/()[]{}.,®©

Montserrat Bold
52px | 1.2 Line Height

Montserrat Bold
36px | 1.2 Line Height

Montserrat Bold
36px | 1.2 Line Height

Montserrat Regular Smallcaps
15px | 1.6 Line Height

Montserrat Regular
15px | 1.6 Line Height

Montserrat Bold
14px | 1.6 Line Height

Header 1

Header 2

Header 3

SUBHEAD

Body: Our juices help cleanse the body and gives you all the nutrients you need while boosting your immune system and digestive system.

Navigation

Montserrat Regular

Body type and other informational type.

Fruit!

ABCDEFGHIJKLMNOPQR
STUVWXYZabcdefghijkl
mnopqrstuvwxyz
1234567890¿?¡!&@''""«»
%*^#$£€¢/()[]{}.,®©

Social Media Typefaces

Use this hierarchy in social media posts and other more expressive/fun applications.

Here are some examples of this second hierarchy in use. See more on page 36.

Millimetre
Use Extra Black as large headings, Bold as subheadings.

Açaí?

ABCDEFGHIJKLMNOPQRSTU
VWXYZabcdefghijklmnopq
rstuvwxyz
1234567890¿?¡!&@'' " " « » % *
^ # $ € ¢ / ( ) [ ] { } . , ® ©

Montserrat Medium
Body type and other informational type.

Health.

ABCDEFGHIJKLMNOPQ
RSTUVWXYZabcdefghij
klmnopqrstuvwxyz
1234567890¿?¡!&@'' " " « »
% * ^ # $ £ € ¢ / ( ) [ ] { } . , ® ©

Food Truck Wrap
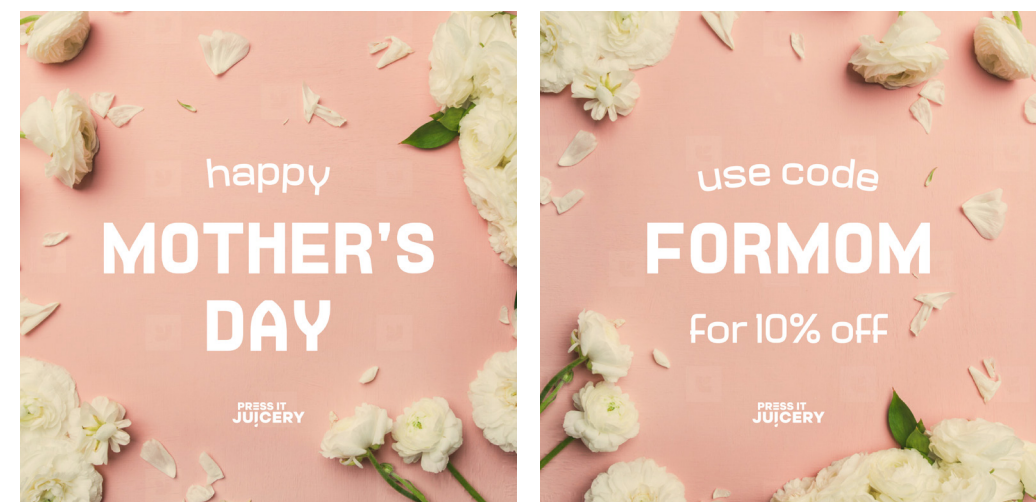
Mother's Day Social Media Post

Brand Imagery

To maintain the theme of fresh produce, the brand imagery is clean, bright, and vibrant.

Icons

Use icons to supplement content and allow for a quicker parsing of information.
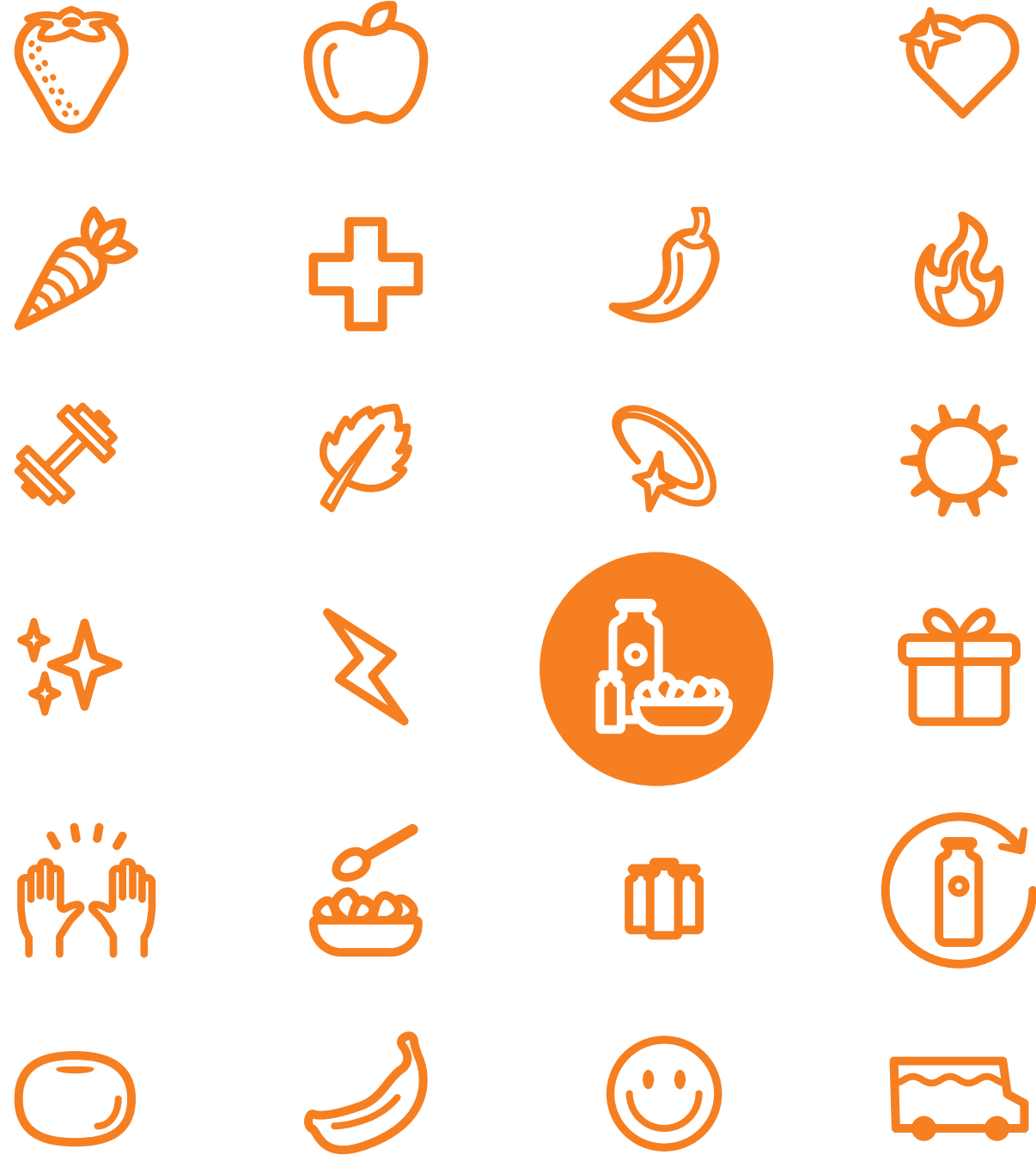
Icons are created o n a 500 px by 500 px artboard. Stroke width is between 13 px and 15 px.

13 px

500 px

Rounded Corners

15 px

500 px
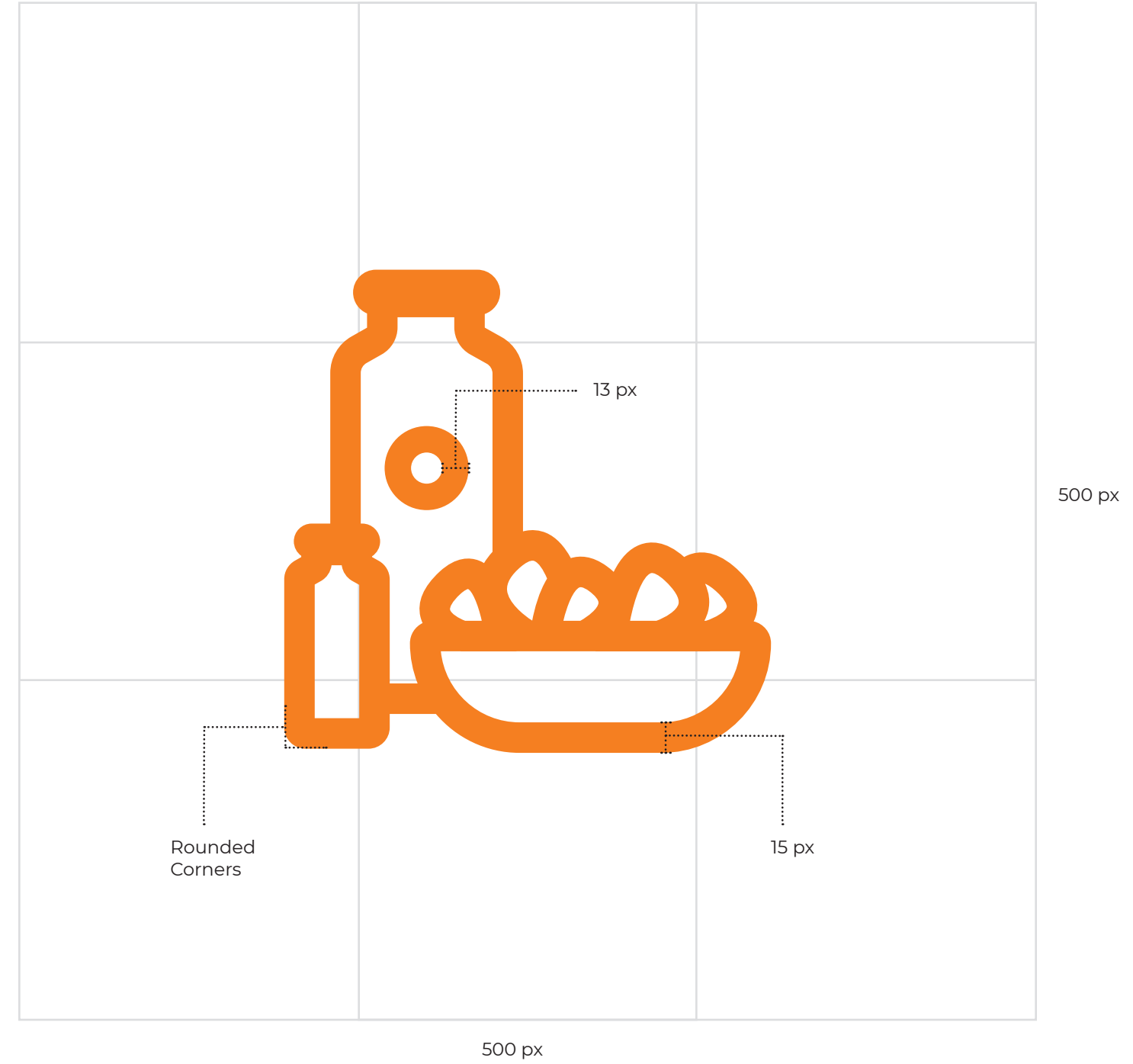
Product Photography

Press It Juicery Product photos should be cut out with a white background to highlight the product itself.

Example
Collateral

Menu Boards

These in-store menus are designed to be displayed on a 1080 px by 1920 px digital menu board.

Promo menu boards are displayed alongside the informational menus to call out specific items, promotions and other announcements.

Informational Menu Board Layout

Document Size: 1080 px by 1920 px

Margins: 36 px all around

Column Number: 2

Gutter: 12 px

Typographic Hierarchy

Header: Montserrat Extra Bold 60/72

Subhead: Montserrat Bold All Caps 26/32

Item Title: Montserrat Semibold 26/32

Item Info: Montserrat Regular 26/32

Promotional Menu Board Layout

Document Size: 1080 px by 1920 px

Margins: 36 px all around

Column Number: 2

Gutter: 12 px

Typographic Hierarchy

Callout: Montserrat Black All Caps 60/72

Header: Montserrat Extra Bold 60/72

Subhead: Montserrat Bold All Caps 26/32

Item Title: Montserrat Semibold 26/32
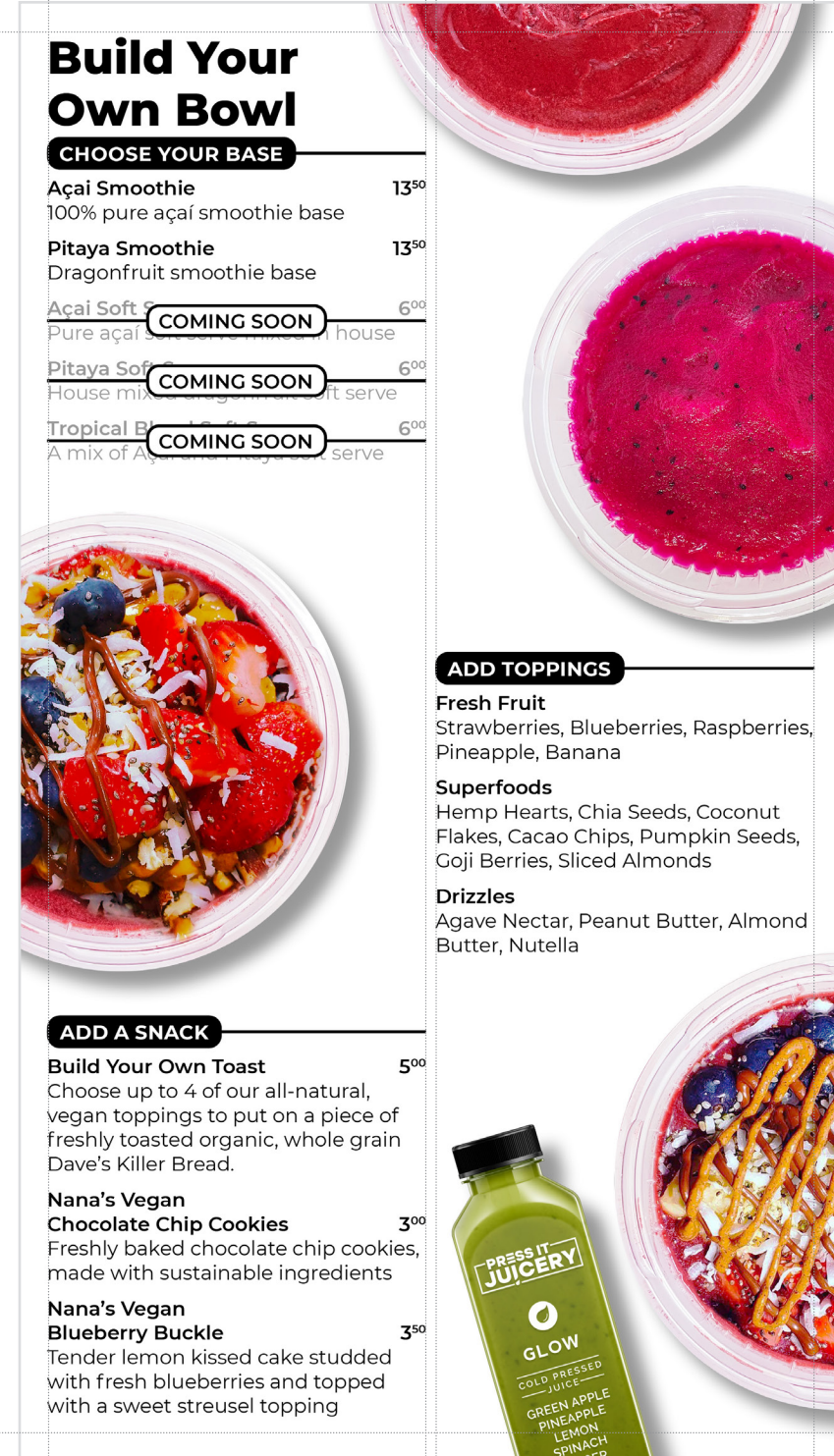
Item Info: Montserrat Regular 26/32

Build Your Own Bowl

CHOOSE YOUR BASE

Açaí Smoothie 13⁵⁰
100% pure açaí smoothie base

Pitaya Smoothie 13⁵⁰
Dragonfruit smoothie base

Açai Soft S [COMING SOON] 6⁰⁰
Pure açaí

Pitaya Sof [COMING SOON] 6⁰⁰
House mix

Tropical Bl [COMING SOON] 6⁰⁰
A mix of A

ADD TOPPINGS

Fresh Fruit
Strawberries, Blueberries, Raspberries, Pineapple, Banana

Superfoods
Hemp Hearts, Chia Seeds, Coconut Flakes, Cacao Chips, Pumpkin Seeds, Goji Berries, Sliced Almonds

Drizzles
Agave Nectar, Peanut Butter, Almond Butter, Nutella

ADD A SNACK

Build Your Own Toast 5⁰⁰
Choose up to 4 of our all-natural, vegan toppings to put on a piece of freshly toasted organic, whole grain Dave's Killer Bread.

Nana's Vegan Chocolate Chip Cookies 3⁰⁰
Freshly baked chocolate chip cookies, made with sustainable ingredients

Nana's Vegan Blueberry Buckle 3⁵⁰
Tender lemon kissed cake studded with fresh blueberries and topped with a sweet streusel topping

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Cold-Pressed Juice
Fresh juice pressed daily

Heart 9⁰⁰
Pineapple, red apple, orange, and strawberry

Glow 9⁰⁰
Green apple, pineapple, lemon, spinach, ginger, and wheatgrass

Recovery 9⁰⁰
Red apple, lemon, cayenne pepper, activated charcoal, and agave nectar

Pregame 9⁰⁰
Pineapple, red apple, and orange

Passion 9⁰⁰
Carrots, red apple, beets, lemon, and ginger

Wisdom 9⁰⁰
Pineapple, red apple, lemon, and mint

Ambition 9⁰⁰
Green apple, lemon, ginger, and cayenne pepper

Focus 9⁰⁰
Carrots, red apple, pineapple, and turmeric

Adrenaline 9⁰⁰
Red apple, lemon, and ginger

Wellness Shots
Packed with nutrients and bursting with flavor!

Rise N' Shine Ginger Shot 5⁰⁰
Ginger, lemon and turmeric

Kickstart Ginger Shot 5⁰⁰
Ginger and beets

Spirit ACV Shot 5⁰⁰
Pineapple, ginger, lemon, and Bragg Organic Apple Cider Vinegar

Refresh ACV Shot 5⁰⁰
Green apple juice and Bragg Organic Apple Cider Vinegar

Crispy Edges & Chewy Middles

Nana's Chocolate Chip Cookies 3⁰⁰
Homemade at Nana's Vegan Bakery in Sharon, MA Each cookie is pressed individually by hand and baked until golden. The result is a chewy cookie, bursting with warm flavors

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NEW!

Oven Fresh Toast

Build Your Own Toast 5⁰⁰/1
8⁵⁰/2

Choose up to 4 of our all-natural, vegan toppings to put on a piece of freshly toasted, organic, whole grain Dave's Killer Bread.

Social Content

The social content should be colorful, vibrant and fun to reflect the personalities of Press It Juicery's employees and customers.

Juice Ingredient Highlight Post Cover

Document Size: 1080 px by 1080 px

Margins:
Top: 91 px   Left: 85 px
Bottom: 75 px   Right: 135 px

Typographic Hierarchy

Header: Millimetre Extra Black 160/145

Curved Type: Montserrat Bold 33/40

Alternate Colors

This series of posts was created for the bowl ingredients. Shift colors to indicate a change in topic. Note the change in icon from juice to bowl.

Juice Ingredient Highlight Post Inner

Document Size: 1080 px by 1080 px

Margins:
Top: 91 px   Left: 85 px
Bottom: 75 px   Right: 135 px

Typographic Hierarchy

Tagline: Montserrat Medium 36/41

Bullets: Millimetre Bold 60/80

Curved Type: Montserrat Bold 33/40

The health benefits of wheatgrass...

- Boosts immune system
- Removes toxins and impurities from the body
- Regulates digestion
- Lowers blood pressure
- Fights inflammation

Alternate Colors

The health benefits of almonds...

- Boosts bone health
- Reduced blood pressure
- Lowers cholesterol levels
- Promotes weight loss

Social Content

With the social content, there is more room for typographic expression. Here is an example of the social content to promote a giveaway event.

Juice Truck Giveaway Story Post Cover

Document Size: 1125 px by 2436 px

Typographic Hierarchy

Various weights and sizes of Millimetre.

Corresponding Regular Feed Post Cover

Document Size: 1080 px by 1080 px

Juice Truck Giveaway Story Post Inside

Document Size: 1125 px by 2436 px

Margins:
Top:	84 px	Left:	110 px
Bottom:	84 px	Right:	36 px

Typographic Hierarchy

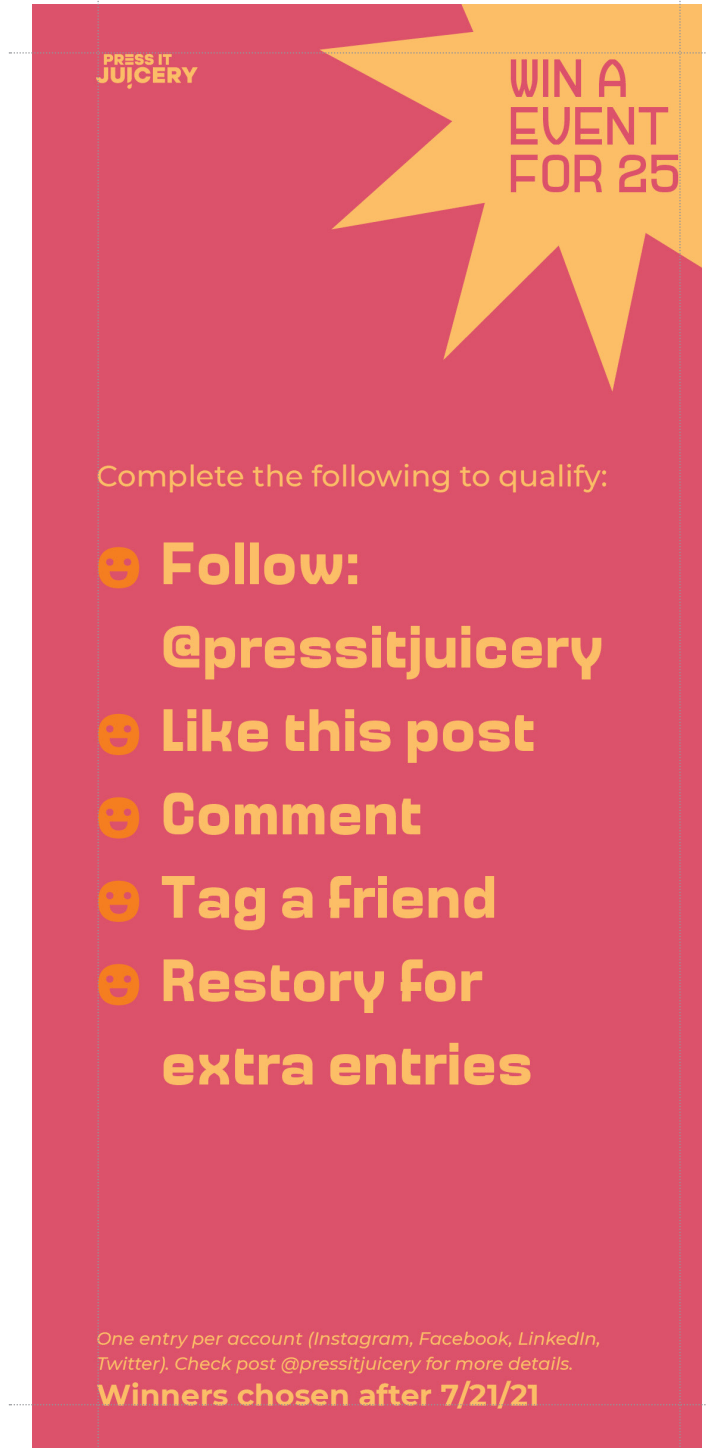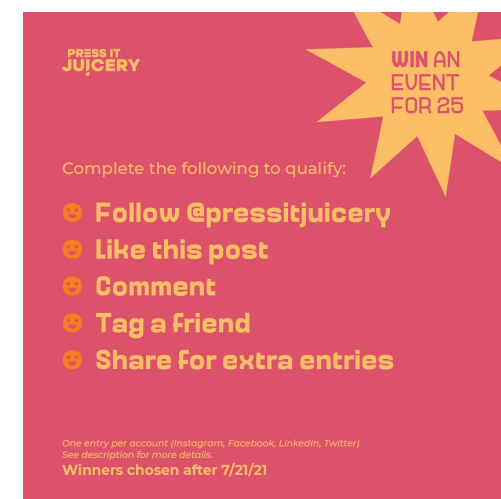Callout: Millimetre Regular Caps 90/80

Tagline: Montserrat Medium 50/60

Bullets: Millimetre Bold 100/140

Footer: Montserrat Regular 30/42

Corresponding Regular Feed Post Inside

Document Size: 1080 px by 1080 px

Print Media

In the store, posters can be used to highlight products, holidays, and promotions.

The print media for the store should be clean, legible and stay within the primary typographic guidelines and primary color scheme.

Full Day Cleanse Poster

Document Size: 36 in by 48 in

Margins:
Top: 145 px   Left: 80 px
Bottom: 64 px   Right: 80 px

Typographic Hierarchy

Header: Montserrat Bold 130/156
Product Name: Montserrat Bold 36/43
Product Info: Montserrat Regular 28/34

Sticker

Size: 2 in by 2 in
Inner Circle: 1.77 in by 1.77 in

Typographic Hierarchy

Montserrat Bold

Example Sticker Application

Start with a smoothie base

Pitaya
Slightly sweeter

Açai
More earthy

Full Day Cleanse

1. Adrenaline
Gets your day started while clearing out your digestive system and boosting your immune system.

2. Recovery
Helps detox your body while the amino acids in this juice helps to build protein.

3. Pregame
Keeps feeding your body with the nutrients and antioxidants that it needs.

4. Heart
Gives the energy your body has been craving to keep you sustained through the rest of the cleanse.

5. Focus
Provides vitamins and nutrients that give your body that push to get to the final drink of the cleanse

6. Wisdom
You made it. This drink will boost your mood while alleviating your body's stress to relax and wind down.

Employee Uniforms

Like our employees, their uniforms should be vibrant, fun and inviting.

We Love Packing Bowls

Avoid printing designs on white as it stains easily.

There are many opportunities to be creative with the illustration and the messaging while referencing Press It Juicery's products.

We Got the Juice

The front of the shirt is a simple monochrome logo print.

PRESS IT
JUICERY