

Fruity

Drink everyday.

2018 Style Guide

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Brand characteristics

Fruicy is also great to bring to school or work, and is suitable for fashion and business. Our bottle is aimed toward those living a healthy lifestyle. Fruicy bottles are ideal for smoothies, energy drinks, and homemade juices.

Unlike most reusable bottles, Fruicy is made of glass, preventing any contamination that a plastic container would cause. Your drink will stay pure and clean. Comes in three different colors to choose from to suit your tastes

Logo

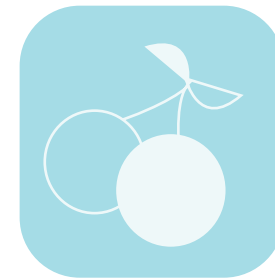
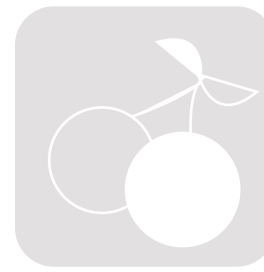
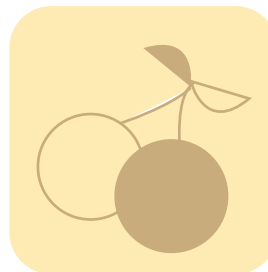
Logo:

We have two type of our logo. One is letter logo, another one is icon logo- cherry. Letter logo is used in the label and bottle body. Always be put in a limited small space. And the cherry logo is used in the cap of our bottle product. It could be identified simply.

Letter logo (three color type)



Icon logo (three color type)



Typographic paragraph and study

For our letter logo, we used the Segoe script font. This font can show our branding characters: youthful and energetic. Font size could be changed for the size of paper or space. And the text font we use Candara regular 22pt. And the title is Candara bold 33pt, and use #a5dce5 as the font color.

Fruity

Title Title

Fruity typographic paragraph and study Fruity typographic paragraph and study Fruity typographic paragraph and study

Colour paragraph and study

Color Choice:

We select three main color for our bottle, yellow: #ffe9b4, blue: #a5dce5 and white: #e2e0e1. as the background color and for font/logo we use deeper or lighter color (yellow font: #c6ab7b, blue font: #edf8f8 and white font: #ffffff) for each one to form an obviously contrast.



RGB: 255 233 180
CMYK: 0 9 29 00
HEX: #ffe9b4



RGB: 226 224 225
CMYK: 0 1 0 11
HEX: #e2e0e1



RGB: 165 220 229
CMYK: 28 4 0 10
HEX: #a5dce5