Squeezit

brand book

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Content

Shevchenko Mariia
Kouwen Abram

Brand Characteristic

Natural lemonade

Lemonade is a drink from childhood, which is associated with children's positive emotions and vivid impressions. It is these "children's" values: novelty, brightness, surprise, intrigue, joy of discoveries and surprises — that have become the basis of the Squeezit lemonade brand. This is a drink that surprises, gives pleasant surprises and unusual sensations.

In the package of lemonade "Squeezit" everything is non-standard for the category: name, graphics, character, identification of tastes. All these elements are designed to create intrigue, surprise, and evoke positive emotions.

Lemonade is prepared without the use of artificial flavors and sweeteners, with the addition of natural juices.

The uniqueness of the product is given by its packaging. It looks like a light bulb. A delicate color scheme has been chosen for the packaging, the colors evoke a feeling of lightness and sparkling.

Squeezit

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SQUEEZIT
IDENTITY

Logo

The logo is a set of letters forming the brand name. By playing with the font, it was possible to achieve a visual display of drops.

The colors of the logo also carry a certain meaning. Common associations with pastel shades are sweets, childhood, a sense of joy and comfort. They are soft, fresh, gentle, joyful, soothing, delicate and act on the psyche in an appropriate way — they relax and create a romantic mood.

Sky blue reduces irritability, discontent, relieves aggressiveness and unbalance, gives a sense of security and confidence. Pastel yellow improves perception, making the "picture" clearer, richer. Creates a feeling of a good sunny day even if there is bad weather outside the window.

Shevchenko Mariia
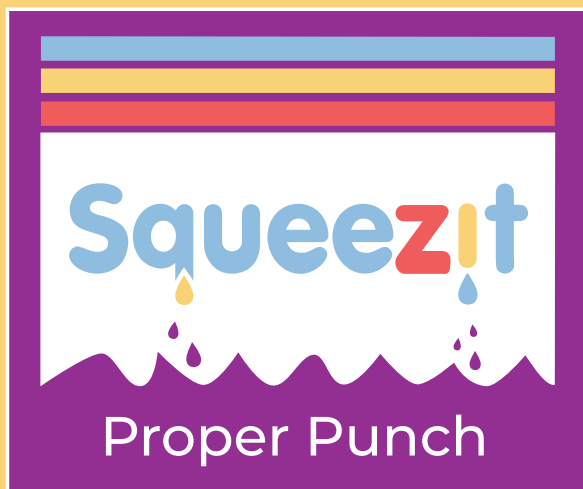Kouwen Abram

#8FBDDF

#F15C5C

Squeezit

#F9D377

Logo

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Proper Punch

Fine Lime

Chilly Cherry

Very Berry

Lemonades produced under our brand have 4 different flavors. Each label describes the taste: proper punch, very berry, fine life and chilly cherry. The colors are chosen so that when viewing the label, a feeling of lightness and ease is created.

Developing the concept of the design of the "Squeeze" labels, we took as a basis the key characteristics of the brand: the naturalness of the ingredients, innovation and at the same time loyalty to the traditions of the quality of legendary lemonades, the taste of which every adult remembers.
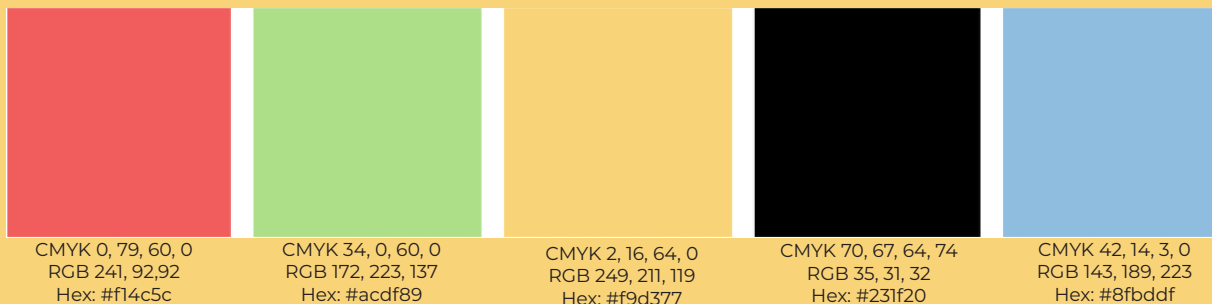
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Colours

The primary palette should be used as much as possible in order to provide the brend's speciefic.

CMYK 0, 79, 60, 0 RGB 241, 92,92 Hex: #f14c5c	CMYK 34, 0, 60, 0 RGB 172, 223, 137 Hex: #acdf89	CMYK 2, 16, 64, 0 RGB 249, 211, 119 Hex: #f9d377	CMYK 70, 67, 64, 74 RGB 35, 31, 32 Hex: #231f20	CMYK 42, 14, 3, 0 RGB 143, 189, 223 Hex: #8fbddf

S h e v c h e n k o   M a r i i a
K o u w e n   A b r a m

Brand Fonts

Alternate font: when Montserrat is not available, use Arial.

The primary font is Montserrat and is available in a number of weights and styles. This font can be used on all print communications and some digital applications.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789
Example: Arial

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
123456789
Example: Montserrat

Aa
Montserrat
regular

Aa
Montserrat
medium

Aa
Arial
regular

S h e v c h e n k o   M a r i i a
K o u w e n   A b r a m

Mockups

S h e v c h e n k o   M a r i i a
K o u w e n   A b r a m