

STYLE GUIDE

BRAND STYLE GUIDE Clean Juice | CREATED August 2024

This style guide is a reference for our internal design team, vendors and others who are authorized to work with the Clean Juice brand.

Use this document as a guide to keep the Clean Juice brand consistent in all use cases.

Though all elements of the Clean Juice brand are outlined in this document, they all may not be appropriate in every situation. Take care in selecting the right visual element for the project.

Any logo, color, typeface or visual element that is not listed in this document requires approval from our design team. As always, please do not distort our graphic elements by changing the aspect ratio, shape, or color.

For questions concerning the content of this style guide please reach out to the Clean Juice team.



FULL COLOR LOGO VARIATIONS



Primary logo



Secondary logo



Icon



Acronym

Primary or secondary logos should always be used unless sizing constraints prohibit legibility, in which case, use the brand icon or acronym.

Logos should be used only in colors shown here or in solid black or white.

FULL COLOR REVERSED LOGO VARIATIONS



Primary logo



Secondary logo



Icon



Acronym

For dark backgrounds, use the reversed logo variations.

LOGO CLEAR SPACE



Your logos should have a clear space margin equal to, at a minimum, 1/2 of the x-height of letters in the logo or mark being used. No other visual elements should enter this space.

This padding around the mark ensures that the logo is highly legible and will read correctly at all sizes.

FONTS

Veneer Clean

ABC 123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!/?&@#\$\$%^*

Museo Slab

AaBbCc 123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?&@#\$\$%^*

Karla

AaBbCc 123
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!/?&@#\$\$%^*

USE VENEER CLEAN REGULAR FOR HEADLINES

MUSEO SLAB 500 MAY BE USED IN ALL CAPS FOR SUB-HEADS

Use Karla for body copy. While all weights in each font family may be used, prioritize the regular weight for Veneer Clean, the 500 weight for Museo slab, and the regular weight for Karla.

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COLOR PALETTE

Black PMS BLACK6C CMYK 00 00 00 100 RGB 00 00 00 00 HEX #000000 75% TINT 50% TINT 25% TINT	Leaf PMS 2300C CMYK 39 04 99 00 RGB 168 199 059 HEX #A8C73B 75% TINT 50% TINT 25% TINT	Pea PMS 7496C CMYK 58 32 100 13 RGB 112 130 31 HEX #70821F 75% TINT 50% TINT 25% TINT	Carrot PMS 2019C CMYK 11 65 100 01 RGB 218 114 00 HEX #DA7200 75% TINT 50% TINT 25% TINT	Apple PMS 7417C CMYK 04 86 86 00 RGB 230 75 55 HEX #E64B37 75% TINT 50% TINT 25% TINT	Beet PMS 7425C CMYK 21 98 51 05 RGB 189 38 88 HEX #BD2658 75% TINT 50% TINT 25% TINT	Pear PMS 129C CMYK 12 16 96 00 RGB 229 201 42 HEX #E5C92A 75% TINT 50% TINT 25% TINT
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Brand colors

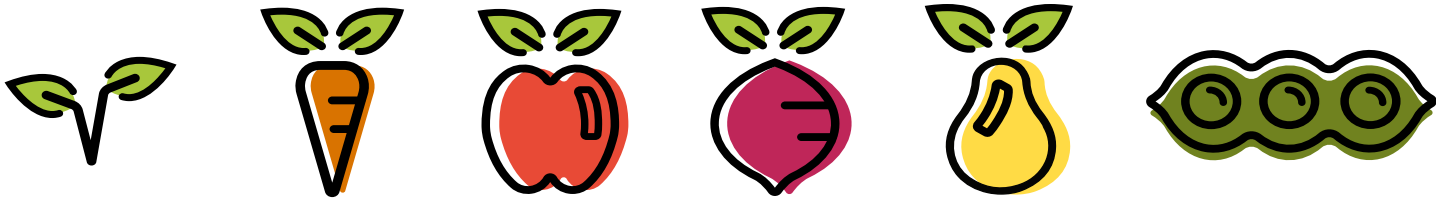
Secondary colors

Brand colors should always be used as the dominant colors in all use cases.

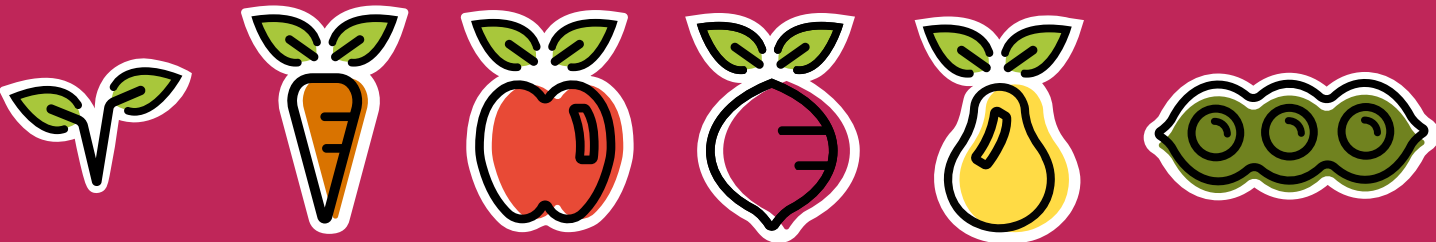
Secondary colors allow for design diversity and are used to highlight important elements in websites, social media, promotional materials, etc.

Use Black for body copy most often with white as body copy on dark backgrounds.

FULL COLOR ASSETS



REVERSED FULL COLOR ASSETS



ASSET USAGE

