

Identity Branding Campaign Proposal

Joos

Introduction Campaign

Prepared and presented by
Carrie Kelley Designs
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About Us

Joos is a product line of natural and organic fruit and vegetable juices that offer consumers a healthy, portable and popular way to enjoy more fruits and vegetables.

Not only is this beverage healthy and trendy in today's marketplace, but it has the potential to become a profitable and successful product. All of the ingredients used to make Joos are carefully harvested and minimally processed. This offers consumers a nutritious beverage choice that will also act as a chemical-free supplement to their current diet.

Why Joos Is So Great

Happy, calm, relaxed,
and cheerful

Supports healthy living

Convenient to all
lifestyles

All fresh, organic
ingredients

Healthy for all ages

Environmentally safe

Option 1

Creative Rationale

Shapes are representative of the product

A drip to represent any type of juice

The leaves reflect naturally-grown ingredients

Objects are easily identifiable

Design is simple and versatile

Logo is easily placed into the name



Joos
Fresh. Nothing Less.

Option 2

Creative Rationale

Shapes are representative of the product

A drip to represent any type of juice

The drip directed towards the leaf to depict hydration

Round, fluid shape is versatile for all marketing collateral

Organic leaf representative of the product ingredients

JOOOS

Fresh. Nothing Less.

Option 3

Creative Rationale

Shape represents fluid, as a splash or swirl

Organic like the product ingredients

Offers a feeling of motion, as the target consumer often is in

Circle illustrates completeness, as any diet should be

Round, fluid shape is versatile for all marketing collateral

Jöös

• Fresh. Nothing Less.

Color Palette

The Joos primary color palette of a medium green and fresh orange is representative of the fresh, fruit-based product being offered. These warm, semi-triadic colors will add a pleasing and fresh ambiance for all marketing and packaging opportunities. The secondary color palette brings bright, fresh and joyful colors to the product identity that illustrate the different types of fruits and vegetables that make this product desirable. Hues of the two primary colors will allow versatility to differing medium options. These options will allow for diversity and individual product recognition based on the different flavors offered.

Primary Color Palette



Pantone: 715 C
CMYK: 0 / 52 / 87 / 0
RGB: 247 / 144 / 58
HEX: f7903a



Pantone: 7737 C
CMYK: 64 / 16 / 100 / 2
RGB: 106 / 161 / 66
HEX: 6aa142

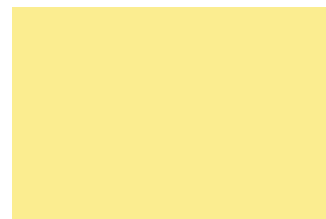
Secondary Color Palette



Pantone: 7416 C
CMYK: 3 / 73 / 69 / 0
RGB: 234 / 105 / 83
HEX: ea6953



Pantone: 1355 C
CMYK: 0 / 24 / 65 / 0
RGB: 255 / 198 / 110
HEX: ffc66e



Pantone: 601 C
CMYK: 7 / 3 / 54 / 0
RGB: 241 / 232 / 144
HEX: f1e890



Pantone: 367 C
CMYK: 43 / 0 / 97 / 0
RGB: 158 / 204 / 63
HEX: 9ecc3f



Pantone: 7741 C
CMYK: 76 / 26 / 100 / 12
RGB: 71 / 133 / 62
HEX: 47853e

Font Styles

ITC Avant Garde Gothic Std and Myriad Pro font families are both sanserif font styles that will allow for versatility and simplicity for all of your marketing collateral. These characteristics represent the product ingredients and can be easily diversified for long-term marketing capabilities.

ITC Avant Garde Gothic Std is a font family that offers round shapes that can be easily used with the round logo options. This font family has a sophisticated, classy feel that will appeal to the primary target market.

Bauer Bodoni Std Font Family

Bauer Bodoni Std 1 Roman

Bauer Bodoni Std 1 Italic

Bauer Bodoni Std 1 Bold

Bauer Bodoni Std 1 Bold Italic

Bauer Bodoni Std 2 Black

Bauer Bodoni Std 2 Black Italic

Bauer Bodoni Std 2 Black Condensed

Bauer Bodoni Std 2 Bold Condensed

Bauer Bodoni Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Avant Garde Gothic Std Font Family

ITC Avant Garde Gothic Std
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Avant Garde Gothic Std Book
ITC Avant Garde Gothic Std Extra Light
ITC Avant Garde Gothic Std Medium
ITC Avant Garde Gothic Std Medium Oblique
ITC Avant Garde Gothic Std Bold
ITC Avant Garde Gothic Std Demi
ITC Avant Garde Gothic Std Bold Oblique
ITC Avant Garde Gothic Std Extra Light Condensed
ITC Avant Garde Gothic Std Medium Condensed
ITC Avant Garde Gothic Std Book Condensed
ITC Avant Garde Gothic Std Extra Light Condensed Oblique
ITC Avant Garde Gothic Std Medium Condensed
ITC Avant Garde Gothic Std Bold Condensed
ITC Avant Garde Gothic Std Demi Condensed Oblique

Myriad Pro Font Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Light
Myriad Pro Light SemiCondensed
Myriad Pro Regular
Myriad Pro Italic
Myriad Pro Light Italic
Myriad Pro Light SemiCondensed Italic
Myriad Pro Black
Myriad Pro Black SemiCondensed
Myriad Pro Bold
Myriad Pro Bold SemiCondensed
Myriad Pro SemiBold
Myriad Pro SemiBold SemiCondensed
Myriad Pro SemiCondensed
Myriad Pro Black Italic
Myriad Pro Black SemiCondensed Italic
Myriad Pro Bold SemiExtended Italic
Myriad Pro SemiBold SemiExtended Italic
Myriad Pro SemiExtended Italic
Myriad Pro Condensed
Myriad Pro Light Condensed
Myriad Pro Condensed Italic
Myriad Pro Light Condensed Italic
Myriad Pro Black Condensed
Myriad Pro Black Condensed Italic
Myriad Pro Bold Condensed Italic
Myriad Pro Semibold Condensed Italic

Summary

The Joos brand has been created to reflect a fresh, fun desire for this new packaged beverage. The shapes, color choices and font families were carefully selected with your target consumers in mind and reflect the key attributes that make Joos a desirable product. The leaves, drips and splashes incorporated in the logos will attract thirsty, health-minded consumers to the product and let them know that this juice is a refreshing product that can be trusted.

This branding campaign will enable your company to encourage brand awareness, trust and loyalty in the Joos product line.

Contact Us

Questions? Comments?
Let me know.

Call us at (800) 867-5309, or
Email at ckdesigns.com
www.carriekelleydesigns.com