Brand Guidelines

BEETLE JUICE

The Brand

What is Beetle Juice

A brutal punch of heat and bursting with flavour. Sounds like all the other hot sauces to you? Well not quite beetle juice hot sauce uses crushed insects to provide a unique taste unlike anything else.

It's not just great taste our hot sauce not only has the nutritional benefits of average hot sauces but much more. Due to the natural proteins within the insects our sauces contain 10% more protein compared to other basic hot sauces. It doesn't stop there our sauces also contain natural calcium and iron making it the healthier choice.

Target Market

The hot sauce industry consists of two types of consumers; the collectors, these people collect hot sauce bottles due to their design this is a mix of both the label design but also the bottle itself. It can not be guaranteed that these will be consistent buyers as most collectorsa make a one time purchase.

The main target audience are the average hot sauce consumers, the typical age range being between 18-44 (Females) and 18-54 (Males). Our brand will focus on the older teenage to young adult audience between 18-25 due to this being the target demographic more open to trying something new especially by the influence of the internet. The more modern, strict branding strategy will appeal to the younger audience.

The Brand - Manifesto

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud

Logo

The Wordmark (Logo)

The Icon

BEETLE JUICE

The Beetle Juice communications are made up of two elements the word mark and the icon. The word mark is the focal point of the brand and should be clearly identifiable. Thats why it is important to use the logo exactly as specified within the guidelines.

The icon can stand on its own as the Beetle Juice brand connoted by the beetles that make up the icon.

The guidelines are put in place to insure the logo always looks its best, we only limit the manipulation of the logo to insure it is clearly legible for customers.

Logo - Exclusion zone

By isolating the logo from visuals surrounding it it allows for a more impactful and legible logo. Reducing the risk of the logo having to complete agains other visual elements to stand out.

The exclusion zone is designed to provide an absolute minimum breathing room. It is recommended to provide the logo with more breathing room where possible. This applies to both the word mark and the icon itself.

The exclusion zone will vary based on the size of the logo. The distance is calculated by using the width of the letter 'i' in 'Juice' as shown in the diagrams.

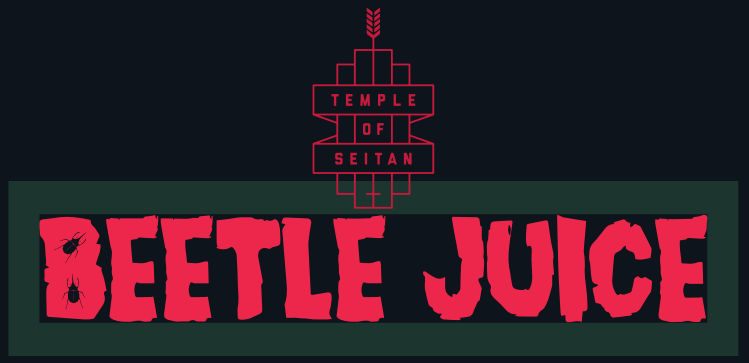
Exclusion zone

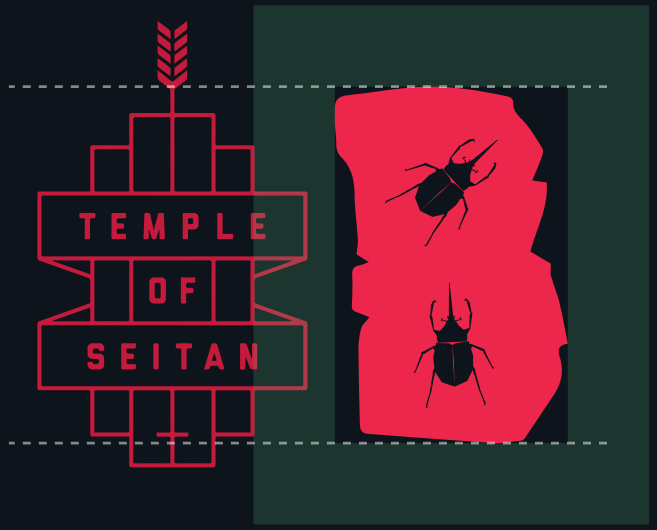
- Examples

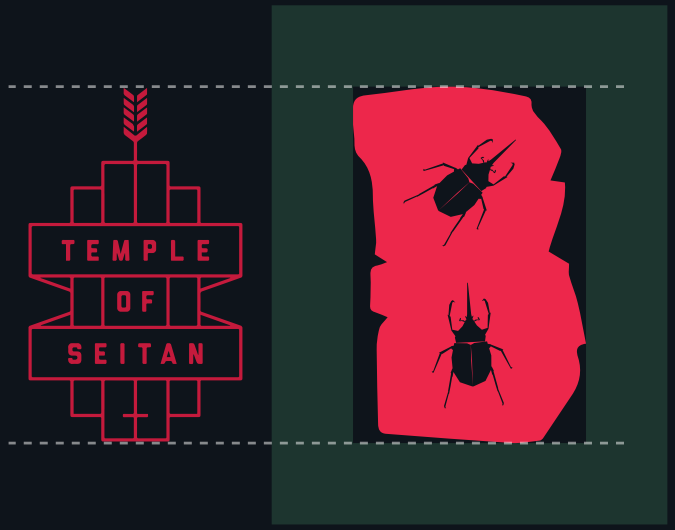
Here are a few examples displaying the importance of the exclusion zone safe space. The top two show two examples of elements fighting for breathing room with the Logo. Elements such as other logos/images and text get come too close to the logo not only cramping the logo but the element itself producing an overall cluttered visual

The bottom two examples use the exclusion zone in the way it is meant to be used. This results in a much clearly aerated feel providing breathing room to both the logo and asset. By implementing the exclusion zone it allows the logo to stand out and provide a clean visual aesthetic.

It is also recommended to insure the size of the icon and any visual next it I.e a logo is the same size, this ensures the icon isn't dominated by its surroundings creating a more equal and uniform feel.





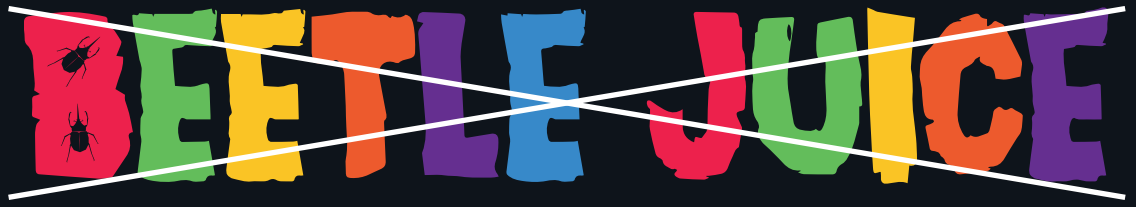


Logo - Incorrect Uses

NO
Do not spilt the logo in two in any shape of form

NO
Do not spilt the logo in two in any shape of form

NO
Do not spilt the logo in two in any shape of form



NO
Do not use more than one colour within the logo

NO
Do not spilt the logo in two in any shape of form

NO
Do not abbreviate the wordmark to anything. The logo should only consit of the full wordmark and or icon alone

Logo Misuse

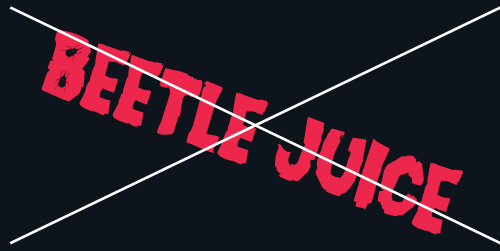
NO
Do not spilt the logo in two in any shape of form

NO
Do not stack the logo or manipulate the logo and icon in anyway

NO
Do not use more than one colour for the logo, The logo should always be one solid colour

NO
Do not turn the logo into an outlined image. Logo should be a solid logo

NO
Do not warp or distort the logo



NO
Do not rotate the logo in any way the logo should be level and horizontal.

NO
Do not fill the logo with an image. Logo should be a solid colour only.

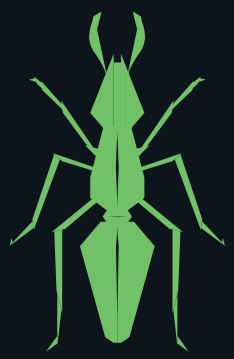
NO
Do not change the typeface or otherwise recreate the logo wordmark Use only the provided files.

NO
Do not strech or shrink the logo.

Brand Assets

These are the brand assets they are a stable within the line of Beetle Juice products. These should not be manipulated in any way other than size and rotation (see Brand Assets Exclusions for more details) the colours used represent the flavour pallet and overall brand guidelines and should by all circumstances not be changed.

The Beetle



The Tapinoma Ant

Meloimorpha Cricket

The Cicada

The Caelifera Grasshoper

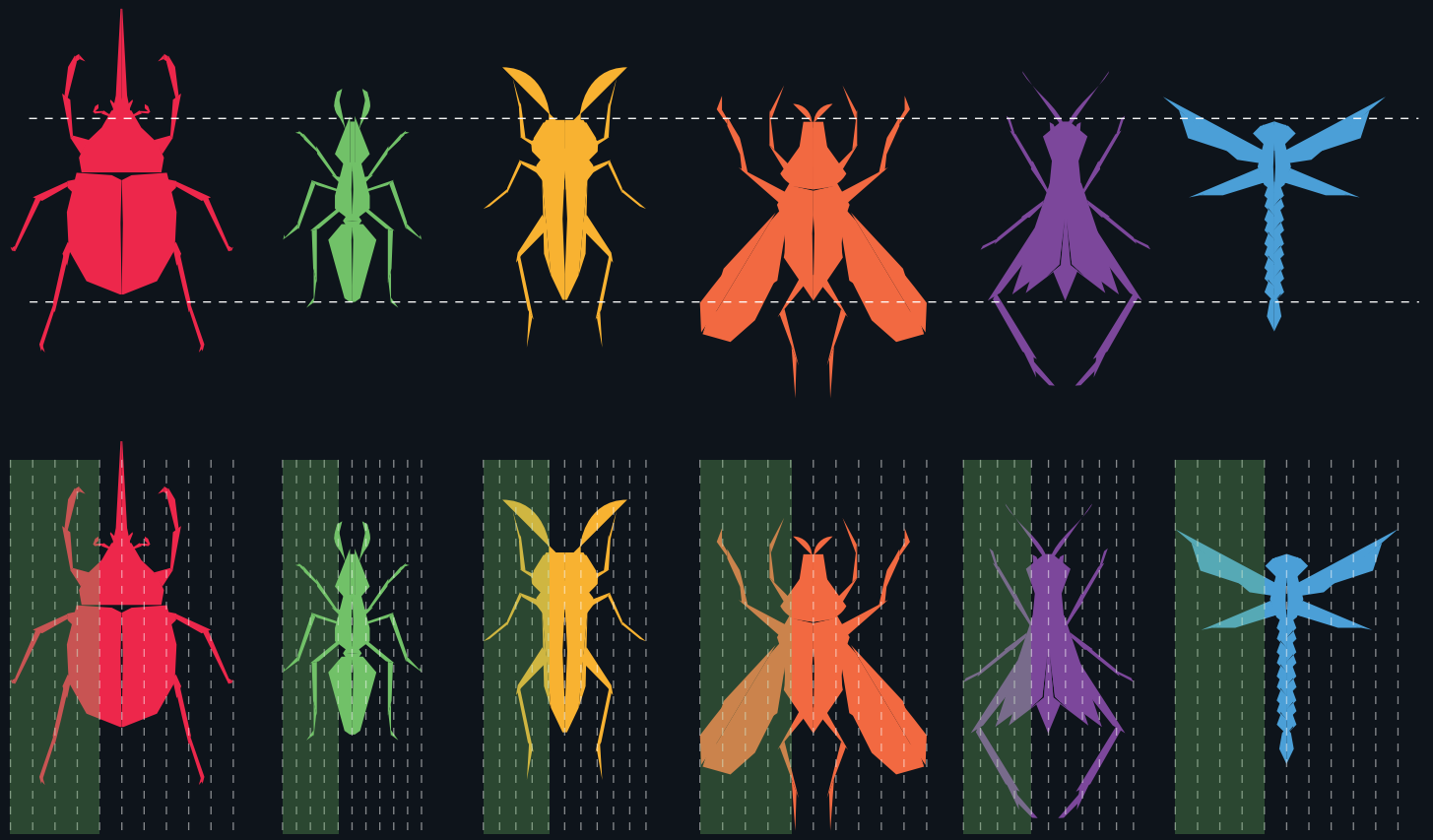
The Anisoptera Dragonfly

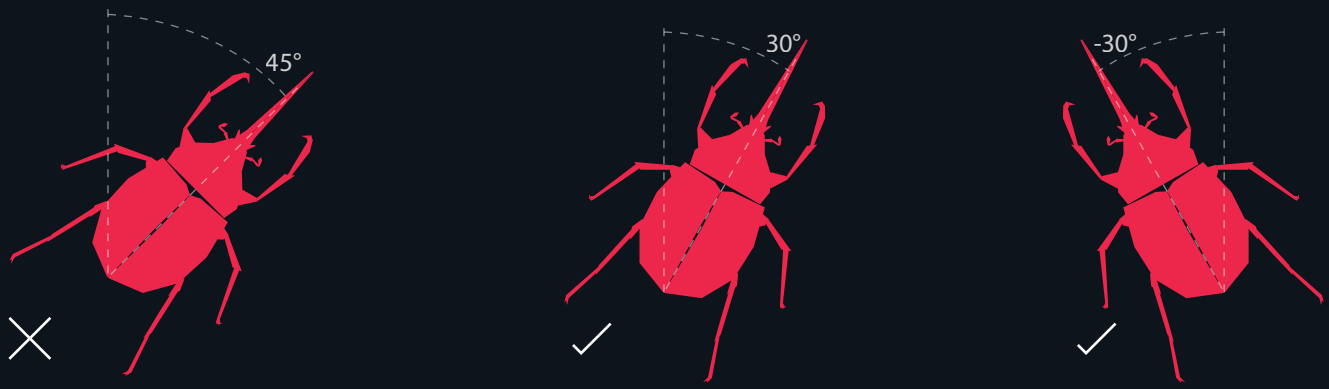
Brand Assets Exclusions

The brand assets should always be the same size this is based on the main body of each insect. The assets should be treated as a typeface with the main body acting as the x height and extra features such as legs, antennas etc acting as ascenders and descenders this allows a uniformity throughout the assets and overall brand.

Portions of the assets can be covered of cropped but no more than 40% of the asset itself should be covered/removed this can be on one side or split onto both sides. This insures the asset is still recognisable and indistinguishable.

Rotation is allowed however within limits. All assets can be rooted at a maximum of 30 degrees in either direction.





Typography

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

Montserrat is the key typeface within the Beetle Juice Brand and visual communications system. The Typeface is used across the brands marketing and products. Montserrat Regular should be the overarching typeface its sans serif type form can be used in a wide range of mediums and sizes its simplicity allows it to be exceptionally legible even at very small sizes.

Heading which accompany Montserrat Regular should be set in Montserrat Bold, this allows uniformity throughout the text. Headings can be set in both upper and lower case. The typeface can be used in all media forms in a range of situations. Monsterrat Regular is an open source typeface but is also available in the Beetle Juice Asset Pack.

Typography - Legend Typeface

Nightmate Alley - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890$(&?!%.,:;-)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890$(&?!%.,:;-)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890$(&?!%.,:;-)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890$(&?!%.,:;-)

THE FUEL OF YOUR NIGHTMARES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890$(&?!%.,:;-)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890$(&?!%.,:;-)

Nightmare Alley is the legend typeface and should only be used as part of a branding mechanism displaying catch-phrases or slogans. It is acceptable to use Nightmare Alley on its own however it should not be used if the text is more than 20 words, in the case of going over the word limit the Key Typeface or the backup typeface should used as this will become a block of text instead of a legend. The Nightmare Alley typeface will be included in the Beetle Juice Asset Pack.

Typography - Backup Typeface

Arial - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

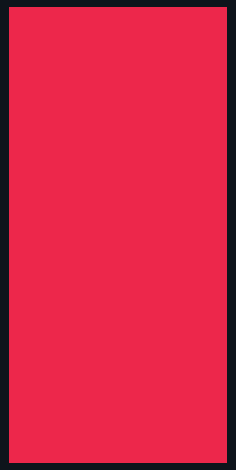
Arial - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890$(&?!%.,:;-)

Arial is the back up typeface of choice this is due to its similarities with Montserrat with certain glyphs being almost identical. The same guidelines of Montserrat apply to Arial with Arial Regular being the overarching typeface and Arial Bold being the Heading typeface.

Arial should only be used if Montserrat is completely unavailable. Montserrat is an open source typeface and can be easily downloaded for free from fonts.google.com. If possible it is recommended that Montserrat is downloaded and used instead of simply using Arial.

Colour Pallet

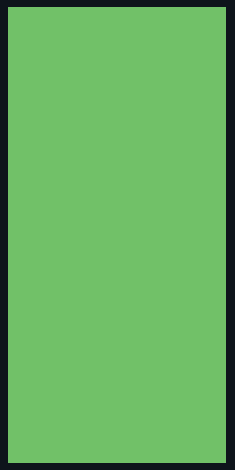


Beetle Juice Red

#e61e40

RGB 230 30 64

CMYK 0 95 67 0

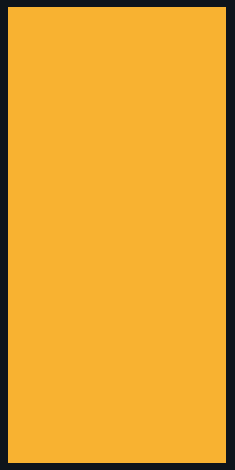


Tapinoma Lime

#7bbb59

RGB 123 187 89

CMYK 58 0 80 0

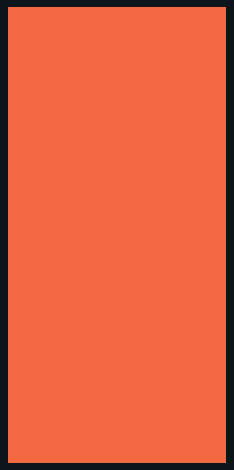


Habanero Honey

#f7b31c

RGB 247 179 28

CMYK 1 33 91 0

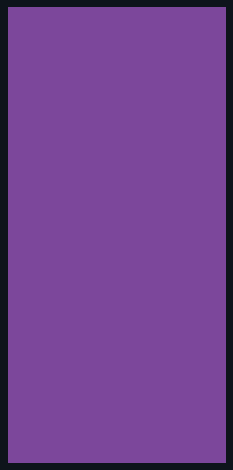


Cicada Acid

#f46134

RGB 244 97 52

CMYK 0 73 80 0

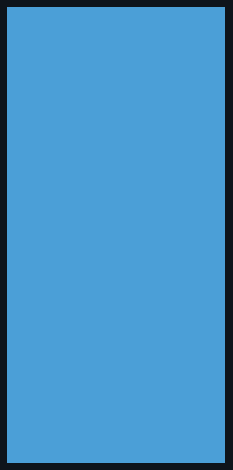


Caelifera Tropicana

#982baf

RGB 152 43 175

CMYK 60 85 0 0



Dragon Breeze

#50a4ea

RGB 80 164 234

CMYK 65 25 0 0

Red 2

#c31d36

RGB 195 29 54

CMYK 0 95 67 20

Green 2

#6aa14d

RGB 106 161 77

CMYK 58 0 80 20

Green 2

#d19a19

RGB 209 154 25

CMYK 1 33 91 20

Orange 2

#c8542f

RGB 200 84 47

CMYK 0 73 80 20

Purple 2

#6f357c

RGB 111 53 124

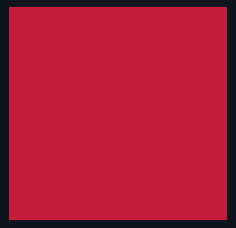
CMYK 60 85 0 20

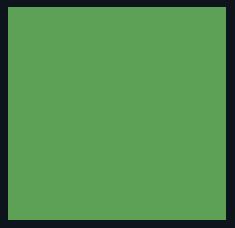
Blue 2

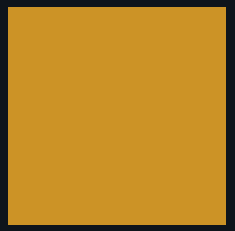
#4c8bb9

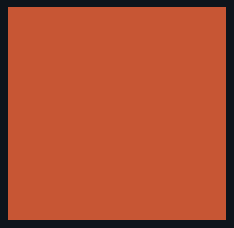
RGB 76 139 185

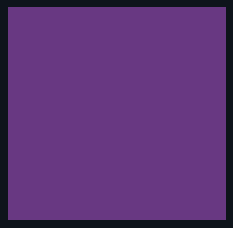
CMYK 65 25 0 20

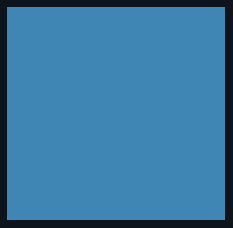












Darker shades should only be used in unison with main colours. only if required.

Colour Pallet - Secondary

The background colour should be the deafult background colour where possible. White and Black should only be used if required but avoided if possible.

Background

#e61e40

RGB 230 30 64

CMYK 0 95 67 0

Bright AF

#7bbb59

RGB 123 187 89

CMYK 58 0 80 0

Dark AF

#f7b31c

RGB 247 179 28

CMYK 1 33 91 0

Beetle Juice Red

Fear, Danger and Fire are usually connoted by the colour red. Its visual identity is infused into the minds from a young age. Red was originally infused into the Beetle Juice brand. With the introduction of new and exciting flavours the best way to represent our diverse range of products was to diversify and produce a more colourful palette ourselves.

Beetle Juice origins is red and will always be red. However by introducing a wider colour pallet each of our individual high quality, full of flavour products can stand for their own. The renowned 'Beetle Juice Red' will still remain our hero colour especially on our corporate branding but products will embrace their respective 'Hero' colours.

***Note**
The above darker Beetle Juice Red should be dominate shade and used in all digital content the lighter Beetle Juice Red is designed for print purposes using print safe colours. This should be used only on print based mediums, other than product packaging where the digital version is acceptable.

Beetle Juice Red (Digital)

#e61e40

RGB 230 30 64

CMYK 0 95 67 0

Beetle Juice Red (Print)

#e83b3b

RGB 255 51 51

CMYK 0 87 74 0

Logo Colour Options

The Beetle Juice Logo in the Beetle Juice Red showed on top is the preferred logo colourway. It should be used wherever possible. Other colour options should be used where the Beetle Juice Red colour is not suitable.

Beetle Juice Red Logo Options

Mono Logo Options

Brand Imagery

It is encouraged to use images of food that is placed on non traditional tableware such as paper, slate, chopping boards. The idea is to create an environment that isn't traditional, posh and homely instead being closer to nature.

Is is preferred to focus on food over people especially event baed pictures but if required people faces should be in view with the food being the main focus. Top down and isometric angles should be used where possible to but not enforced as-long as the food is in focus.

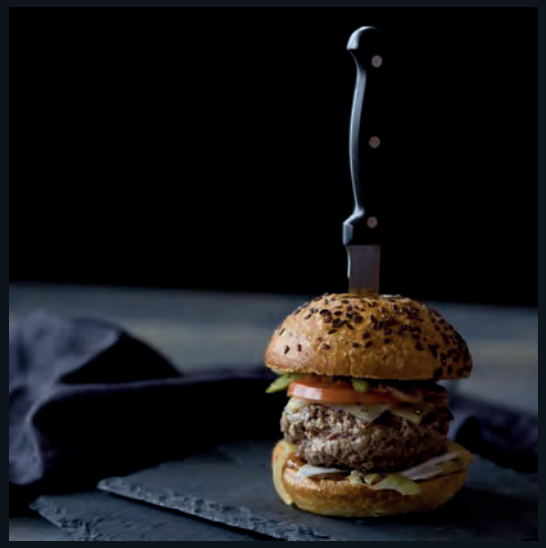


Image Guidelines

Other brands should never be included within imagery unless part of a brand collaboration. The food should always be the main focus not anything else. It is acceptable to have the Beetle Juice product blurred or in the background but should be clear and not covered by any object. Bright Croatian checkerboard style table clothes should not be used as it does not fit with the darker tone within the brand guidelines.