

Combining the 'U' and 'J',
we have created a fun
distinctive motif which can
be implemented into the
brand name or used as a
stand alone graphic element.



Incorporating the motif into the overall brand helps increase the visual aspect of the identity. Whilst still holding the overall readability.

ÜBER
JUICE.

ÜBERJUICE.



ÜBER
JUICE.



Springwood Brush

Brand font

ABCDEFGHIJ

KLMNOPQR

STUVWXYZ

Brushot Bold

Flavour font

ABCDEFGHIJ

KLMNOPQR

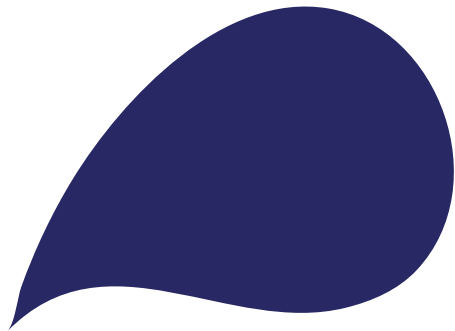
STUVWXYZ

Montserrat Full Family

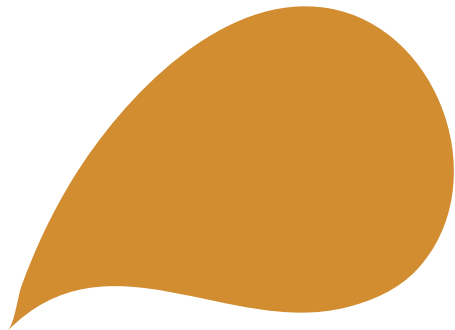
Corporate font / Web body font

abcdefghijklmnopqrstuvwxyz

Primary Brand Colours

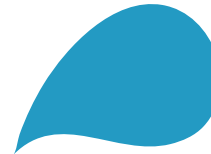


#2C285F
C.99 M.97 Y.28 K.21
R.44 G.40 B.95

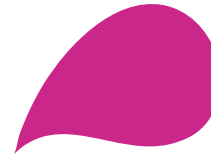


#D68F1E
C.14 M.47 Y.95 K.4
R.214 G.143 B.30

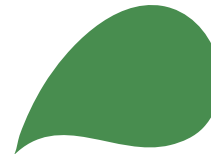
Secondary Brand Colours



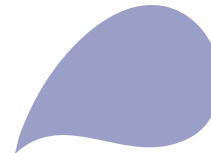
#1C98C5 / C.77 M.23 Y.12 K.1
R.28 G.152 B.197



#CD1E7F / C.17 M.96 Y.5 K.0
R.28 G.152 B.197



#478A47 / C.75 M.24 Y.87 K.8
R.71 G.138 B.71



#8D8BBC / C.52 M.46 Y.6 K.0
R.141 G.139 B.188