# Lemonade

## BRANDING BOOK

Lily Li

# THE LEMONADE STORY

To be youthful is to be free. So our mission is to bring you back into the state of youth and find the bright happiness inside of you.

It all began with a little kitten that I dubbed Coco. A friend told me that he found a stray cat but he was at work and couldn't leave. I jumped out of my bed in my pajamas and took an Uber to go pick up a 14 ounce baby and took her home to nurse her. The next morning, I took her to a pet store where I asked the hospital about what I could do about getting her adopted or into a shelter. It seemed that I would have to keep her for a little bit while looking so I grabbed some kitten food and stood in the checkout line, when a lady behind me with a short pixie cut asked me about her.

She held Coco for a little bit while I explained the situation and half-jokingly, half-seriously asked her if she wanted to take her. The lady shook her head no and said that she already has 5 cats at home, but she couldn't seem to let Coco go. Suddenly, she said, "I'll take her."

This lady is named Abbie, and she changed Coco's life in a matter of minutes. Little Coco is now named Serendipity and is a healthy 7-week old kitten in a loving family with 5 cat siblings.
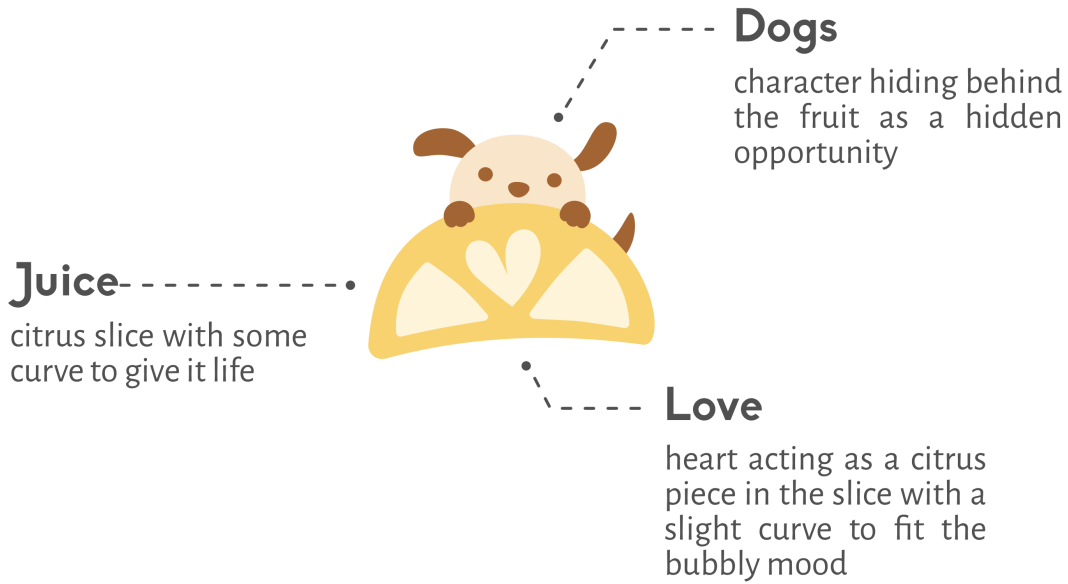
I wondered about the role that I played in that whole situation, bringing opportunities to both Abbie and Serendipity. Then I remembered the great number of animals at the Atlanta Humane Society where my friends and I go to visit, and now, Lemonade emerged.

Life is full of opportunities, and sometimes, you just have to take them as they come, making lemonade out of whatever lemons that life throws at you.

# LOGO

Effective branding involves an effective logo. Lemonade is a company that was built on a foundation of three things: juice, love, and dogs. All three of these things were combined to create a logo that induces a feeling of the spontaneous fun of youth.

**Dogs**
character hiding behind the fruit as a hidden opportunity

**Juice**
citrus slice with some curve to give it life

**Love**
heart acting as a citrus piece in the slice with a slight curve to fit the bubbly mood

### Logo + Tagline

**Lemonade**
JUICE ♥ LOVE ♥ DOGS

### Logo + Tagline in B/W

**Lemonade**
JUICE ♥ LOVE ♥ DOGS

## Graphic Elements

full citrus slice with friendly rounded pieces

curved heart with a tiny bit of personality

dashed lines for cuteness and the feeling of development

# COLORS

Color is the most expressive part of any design. The colors that represent Lemonade are bright and joyful, without being too harsh to look at for long periods of time. While adjustments may be made to adapt to the medium, there are four colors to be used as defaults:

### FBD26F
main color

## Honey Lemon

This cheery color will act as the base of all branding for Lemonade. When choosing the colors to use, Honey Lemon should be the first to be considered to keep a consistently merry atmosphere through all of our products.

### FFF8E4
soft neutral

## Lemon Chiffon

Whenever possible, this off-white cream color should be used as a background base rather than pure white to create a warmer setting. It can also be used as a neutral accent color that won't overpower the brighter colors.

### 505050
text & lines

## Pawprint

This is a color that is meant for text and borders. Rather than a pure black, Pawprint is a neutral gray that is both readable and gentle, perfect for a text font. If the logo or any of the graphic elements is used with only an outline or as a solid shape, it should be colored with Pawprint whenever possible.

### F698B5
accent & mood

## Cherry Blossom Pink

To bring some more cheer into the sea of yellow, Cherry Blossom Pink can be used as an accent for various elements to draw more attention to them. If the yellow is used too vigorously, it may envoke a feeling of sourness, so a splash of this pink will make it sweeter.

# TYPOGRAPHY

The overall influence of type is subtle, but it's important to choose them carefully to convey the overall mood.

## Intro Script R

To maintain the idea of youth, a simple script font, similar to the cursive from elementary school was used for the company name. This script will not be reused for any other purpose in the branding.

*Lemonade*

**JUICE ♥ LOVE ♥ DOGS**

## A Love of Thunder

A bold and heavy font for the tag line brings the liveliness and loudness to the table. This font will not be reused for any other purpose in the branding.

## Biko

This simple and modular font is used as headings, either in all uppercase or capitalized lowercase. The font weight will default as Bold, but can be switched to Regular or Black when necessary.

The font size and color can vary widely based on the medium of use.

Regular

**Bold**

**Black**

## Alegreya Sans

For pieces of text that cannot stand alone, Alegreya Sans should be used. Mainly for body text, it defaults at Regular. Although there are many weights available, it is only acceptable to use Light, Regular, Medium, and Bold.

The use of this text should be contained as body text only, and thus should have a color of Pawprint or pure black.

Light

Regular

Medium

**Bold**

# APPLICATION: BUSINESS CARD

## Full Color Logo

Because the brand is not yet well established, the entire front of the card is embellished with the only the logo itself to increase salience.

**Lemonade**

JUICE ♥ LOVE ♥ DOGS

*Lemonade*

📍 55 Blossom Street
Atlanta, GA 30329

📞 678.628.5337

➤ www.lemonadeatlanta.com

## Citrus Ball

The graphic element of the citrus slice was used as a ball to show the relation to dogs. The dashed bounce lines give the back of the card some more life and action.

# APPLICATION: DRINKS

Lemonade is a juice bar with lots of colors from the drinks as they are fruit and vegetable based, so the branding itself does not have to be colorful for the products. The colors will focus more around the drink itself, so the glasses will be clear with a logo and the bottles will replicate the juice color for consistency. This will provide the look that it is a series of products in the same line but allow for each drink to keep their individuality.

## Citrus

Graphic element as a bottle cap

## The Story

Sharing the story as often as possible to inspire people

## Clear Glasses

Clear glasses to let the natural vividness of the juice to show through to enforce the idea of organic and natural relationships

# APPLICATION: PRODUCTS

Products other than juice may also be sold in the juice bar, such as snacks for both humans and dogs. Plates and bowls for human food will have a simple yellow line in Honey Lemon as to not overpower the colors of the drinks.

Because this is an organization that would require lots of funding and exposure, we rely on the power of social media to spread our name. The brand name should be visible as often as possible so if customers take photos of our food products, the label is visible to others.

*Lemonade*
JUICE ♥ LOVE ♥ DOGS

### Name + Tagline

Placed on the rim so the food does not cover up the brand when being served.

*Lemonade*
JUICE ♥ LOVE ♥ DOGS

*Lemonade*
JUICE ♥ LOVE ♥ DOGS

SNOOPY

### Dog Name

The dog's name will be printed on the other side to establish a personality. This will also be used to monitor how much food the dog is consuming.

# APPLICATION: FUNDRAISING

Lemonade is a company that is funded by and is funding for the Atlanta Humane Society. The dogs from the organization are the special factor that makes revenue for Lemonade, so it's only right for Lemonade to give something back to them.

The Atlanta Humane Society is in need of a lot of money to maintain their status and stay open, so various products may be sold at the juice bar and their proceeds will go towards the Humane Society.

Because we rely so much on social media, being a recognizable brand is extremely important. Thus, these products must have all three elements: the logo, company name, and the tagline somewhere on it. Very small objects may have any two of the three, as long as the brand is still reconizable. Honey Lemon and Chiffon should be used as the color bases as often as possible.

## Customizable Engraved Dog Tag

Buyers can buy a Lemonade branded dog tag for their own dog or if they choose to adopt, they can receive one with their adoption

**Lemonade**

**SNOOPY**
If lost:
555-555-5555

**Lemonade**

JUICE ♥ LOVE ♥ DOGS

**Lemonade**

## Enamel Keychain

Simple logo charm

## Dog Leash

Mechanical leash with tag line printed throughout the fabric portion to spread awareness during everyday tasks

## Basic T-Shirt

The most basic T-Shirt of the logo. This can be also given out at events for easy advertisements. Other apparel can be produced using the colors and logos to be sold, as shown below.



## Pocket Detail Shirt



## Graphic Printed Shirt

# MOODMAKING

These guidlines encompass a majority of the branding rules, but there will always be new things to consider, especially with the intensity with which the Internet is developing. Eventually, new social media trends will emerge and Lemonade will have to adjust to them accordingly, breaking through some of these guideilnes to fit them.

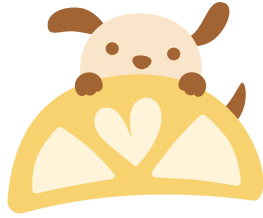But that is just what these are: guidelines.

Many of these are soft rules that can have exceptions. The only rule that exists and will be kept harshly is that the mood of Lemonade cannot change. The general mood should still follow the original moodboard.
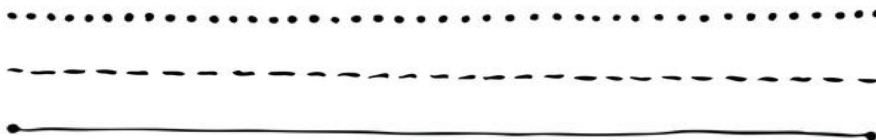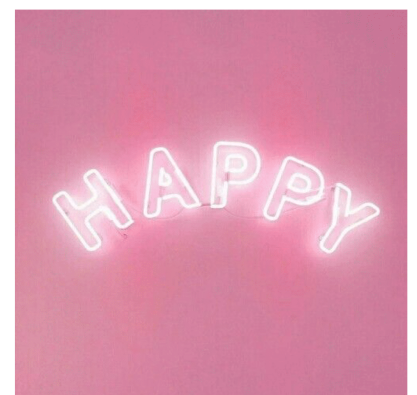
# Lemonade

NATURAL
BRIGHT
FRESH
YOUNG

# Lemonade

**JUICE ♥ LOVE ♥ DOGS**

Lily Li
LMC 2720
Branding Project

LEMONADE