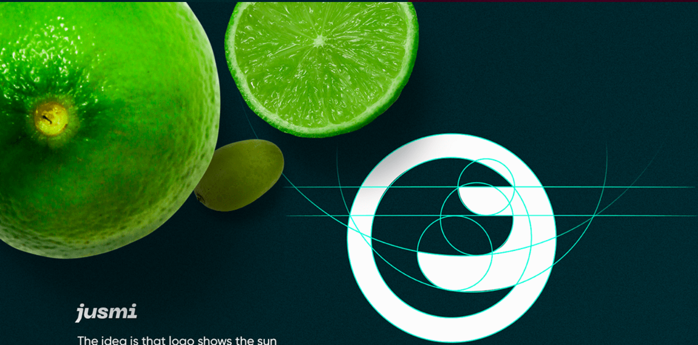
jusmi
lime
0,33 L
jusmi
strawberry
0,33 L

logo



jusmi

The idea is that logo shows the sun and the letter "J" (from the word Jusmi) in the foreground. The letter "J" is a very stylized two clouds.

✓

jusmi

✗

jusmi

jusmi

jusmi

jusmi

jusmi

examples of logo use

Neue Machina

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890("*#%&@`)

Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890("*#%&@`)

fonts

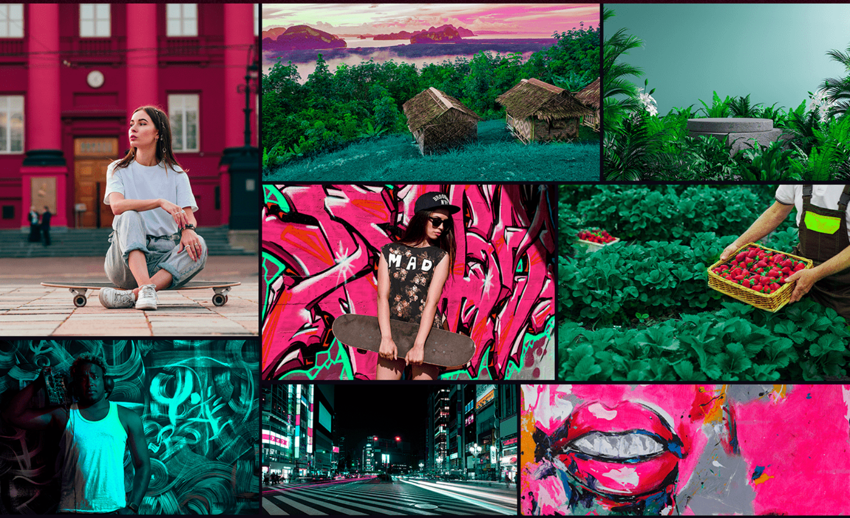
#059251
#59002C
#072629
#03FFAE
#C40E4D
#20000C
#000B0C
#FF00AB

Jusmi™ brand colors are closer to cooler and darker shades to associate with nighttime freshness.

Jusmi™ Lime fully captures the palette of the rainforest and fresh lime.

Jusmi™ Strawberry evokes juicy and ripe berries.

colors

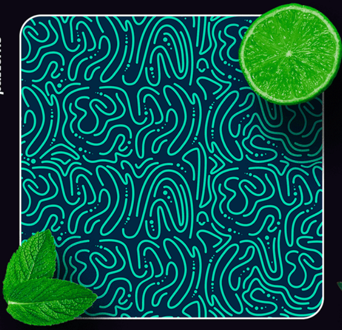


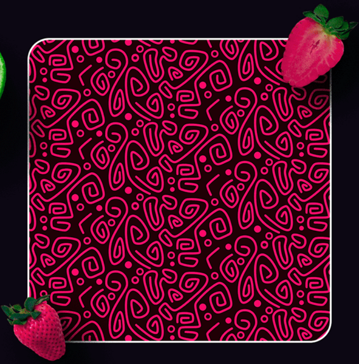
photos

It is best to use photos depicting an **active lifestyle, young people, graffiti, nature with lots of vegetation.**

It is also worth paying attention to the observance of the brand color scheme.

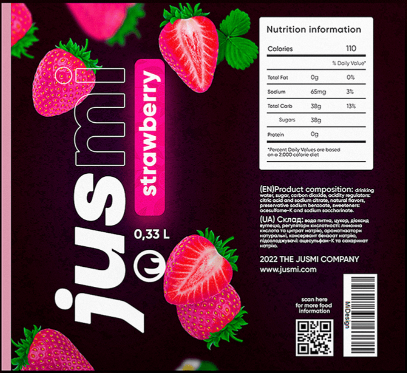
patterns





illustrations

packaging
design



jusmi

strawberry

0,33 L

Nutrition information

Calories		110
		% Daily Value*
Total Fat	0g	0%
Sodium	65mg	3%
Total Carb	38g	13%
Sugars	38g	
Protein	0g	

*Percent Daily Values are based on a 2.000 calorie diet

(EN)Product composition: drinking water, sugar, carbon dioxide, acidity regulators: citric acid and sodium citrate, natural flavors, preservative sodium benzoate, sweeteners: acesulfame-K and sodium saccharinate.

(UA) Склад: вода питна, цукор, діоксид вуглецю, регулятори кислотності: лимонна кислота та цитрат натрію, ароматизатори натуральні, консервант бензоат натрію, підсолоджувачі: ацесульфан-К та сахаринат натрію.

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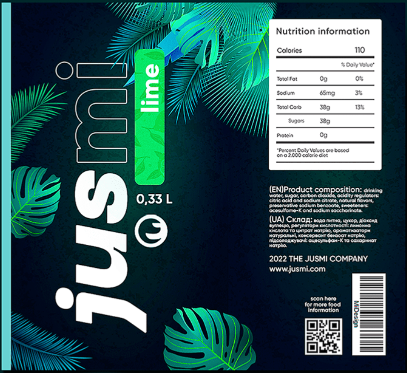
www.jusmi.com

scan here
for more food
information

MiDesign

All data on the composition is **fictitious**
and has **nothing** to do with reality.


jusmi
lime
0,33 L
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MiDesign

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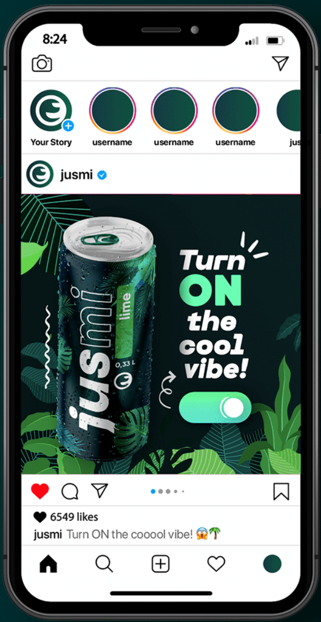
strawberry
0,33 L

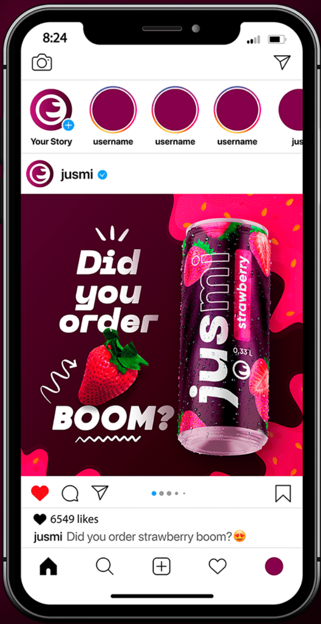
Social Media

Design tips for social media and banners:

1. Make short headlines
2. Use **PP Neue Machina** font for headlines. Use **Gilroy** font for subheadings.
3. Some words can be highlighted using **rectangles with rounded corners.**
4. Some words can be highlighted in colors **#03ffae** or **#ff00ab**
5. Use **drawn** design elements: arrows, lines, shapes, symbols.


8:24
Your Story
username
username
username
jus
jusmi
jusmi
lime
0,33 L
Turn
ON
the
cool
vibe!
6549 likes

jusmi Turn ON the cooool vibe! 😱🌴


8:24
Your Story
username
username
username
jus
jusmi
Did
you
order
BOOM?
jusmi
strawberry
0,33 L
6549 likes

jusmi Did you order strawberry boom? 😍

instagram post

jusmi
1d
Have you
chosen
your taste
yet?!
jusmi
strawberry
0,33 L
jusmi
lime
0,33 L
Send M

jusmi
lime
0,33 L
jusmi
strawberry
0,33 L

Thank you for watching!

The goal of this project was to come up with your brand and niche, and then create a brand book for it. This work can also be found on my website (there will be a link to it later). The creation process will also be published on my tiktok account **@midesgn**.

Always happy to collaborate. Let's make our life a little bit more beautiful!

Just one sip
for a fun evening!
jusmi
strawberry
0,33 L