

Chillixirs

Visual Identity System Guidelines



Logo

Components and variations

The Chillixirs logo consists of our company name created in customized illustrated letterforms.

TRADEMARK STATUS

Although the logo has been registered as a trademark, no ® or ™ mark is used.

COLOR VARIATIONS

There are three color variations of the logo: color, reverse (white), and black.

The color logo is used whenever possible. It always appears on a light colored neutral background. The reverse logo is used on dark backgrounds.

The black logo is used only when color reproduction is not possible, such as black-and-white newspaper ads, forms or software that cannot accept color artwork.

CLEAR SPACE AND MINIMUM SIZE

To maintain the integrity and impact of the logo, avoid crowding it with type, imagery or graphic elements and don't let it get too close to the edge of a layout.

To ensure legibility, do not scale the logo smaller than the designated minimum size for print or digital applications.

APP ICON AND FAVICON

Unique artwork derived from logo is used for our App identifier icon and a lime slice is used as our web favicon.

COLOR



REVERSE



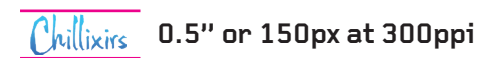
BLACK



CLEAR SPACE



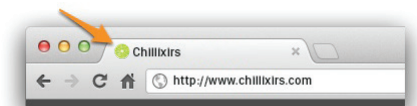
MINIMUM SIZE



APP ICON



FAVICON



Color

Palette and specifications

Our color palette consists of colors of the logo, Chillixirs Blue, white, black and a range of grays.

Supporting our core colors are our fruit colors, green, gold, orange and brown. These secondary colors are used in our fruit illustrations as well as charts, graphs and information graphics.

To ensure consistency across all touchpoints, always use the color specification shown in the table on this page.

COLOR ORDER

To maintain consistency when using the complete color palette in charts and graphs, always use colors in the following sequence:

1. Chillixirs Blue
2. Gray (including tints)
3. Gold
4. Green
5. Orange
6. Tints of gold, green and orange in order.

NOTE: In lieu of the colors listed on this page, you may use the following PANTONE® Colors, the standards for which are shown in the current edition of the PANTONE formula guide. The colors, CMYK, RGB and hexadecimal breakdowns are shown on this page have not been evaluated by Pantone for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Color Publications for accurate color. PANTONE® is the property of Pantone LLC.

CORE COLORS



SECONDARY COLORS



COLOR	SPOT	C	M	Y	K	R	G	B	HEX
Chillixirs Blue	or Pantone 2727	73	41	0	0	0	143	255	008FFF
White	n/a	0	0	0	0	255	255	255	FFFFFF
Black	n/a	0	0	0	100	0	0	0	000000
Gray	or Pantone Cool Gray 11	0	0	0	75	99	100	102	636466
Light Gray	or Pantone Cool Gray 5	0	0	0	35	177	179	182	B1B3B6
Gold	or Pantone 116	0	29	100	0	253	186	18	FDBA12
Light Gold	or Pantone 101	3	0	73	0	253	239	102	FDEF66
Green	or Pantone 369	69	15	100	0	90	160	68	5AA044
Light Green	or Pantone 584	23	5	75	0	204	212	101	CCD465
Orange	or Pantone 130	0	54	93	0	247	141	45	F78D2D
Light Orange	or Pantone 134	0	17	59	0	255	213	125	FFD57D
Red	or Pantone 179	5	92	91	0	226	59	48	E23B30
Light Red	or Pantone 487	3	41	39	0	239	166	144	EFA690

Typography

Primary and system

Our primary typeface is Foundry Gridnik. It has been chosen to create a distinctive look that expresses our identity in a memorable way.

Gridnik is available in a range of weights. Our system uses only four: Light, Regular, Medium and Bold.

Gridnik is used for all external-facing packaging and marketing communications.

It can be purchased from:

www.foundrytypes.co.uk/the-foundry-typefaces/sans/params/foundry-gridnik

Arial is our system typeface for use in Microsoft Office applications such as Word and PowerPoint, and email.

PRIMARY TYPEFACE

Foundry Gridnik

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

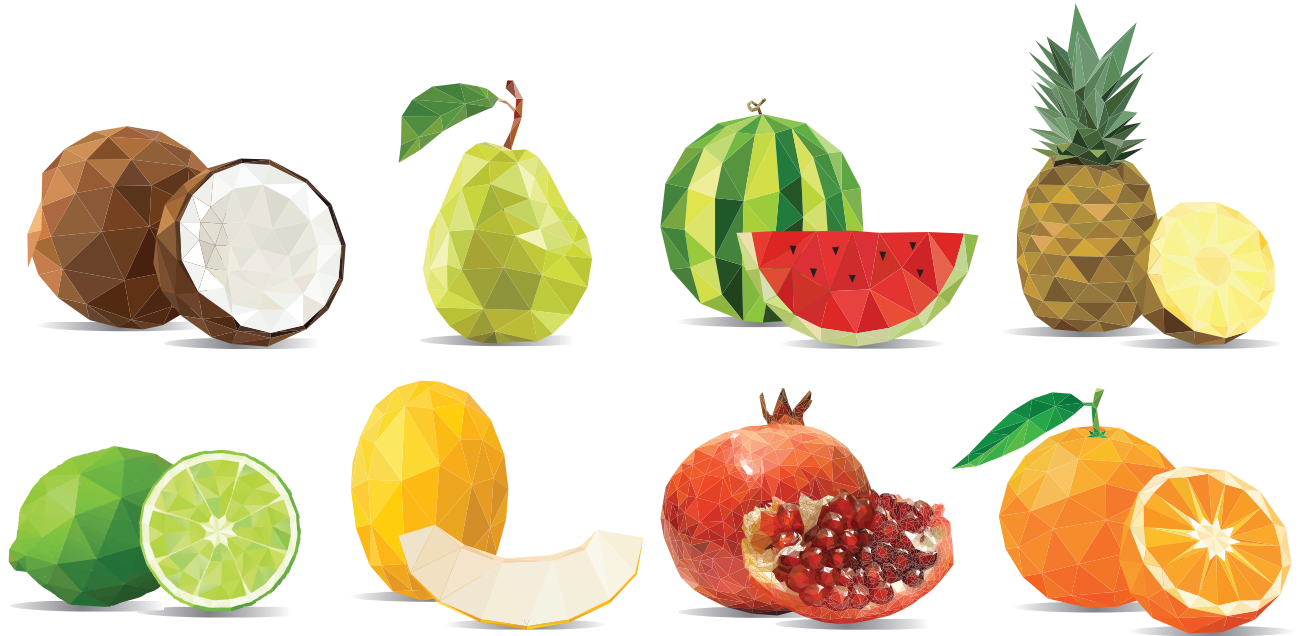
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Imagery Styles

INGREDIENT ILLUSTRATIONS

Our silhouetted illustrations of fruit and other ingredients are comprised of faceted polygons. This reflects our process of taking something natural and applying our rigorous process for optimal results.

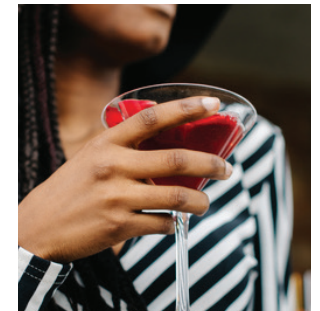
When selecting illustrations for our packages and labels ensure that content is bright and colorful and that fruit appears fresh.



PRODUCT IN USE PHOTOGRAPHY

Our Chillixirs cocktails photos show consumers enjoying our product in naturally lit environments or the prepared drink before consumption. The unique angles reinforce the full cup and a drink that's perfect every time.

Our photography is a powerful tool in making an emotional connection with audiences. Our photography should be active, engaging and distinctive while maintaining a common stylistic approach.



Facet Line

Graphic device

A unique graphic element in our visual identity system is a multicolor thick ruled line derived from our illustration style.

COLOR OPTIONS

The facet line is available in three color ways: light, medium and dark. Use the color that best suits your layout.

STYLE

The facet line may be shown in its entirety or cropped from one or both edges.

The line may be rotated or scaled horizontally and/or vertically but never warped or distorted.

USE

The facet line is used over photography to highlight content in the image. It should be used when an image has a strong focal point and where the line will stand out from the background.

The facet line may also be used to frame an edge of a page over a white or dark color field.

Do not use the facet line when illustrations are present.

It is not a required element.

LIGHT



MEDIUM



DARK

