

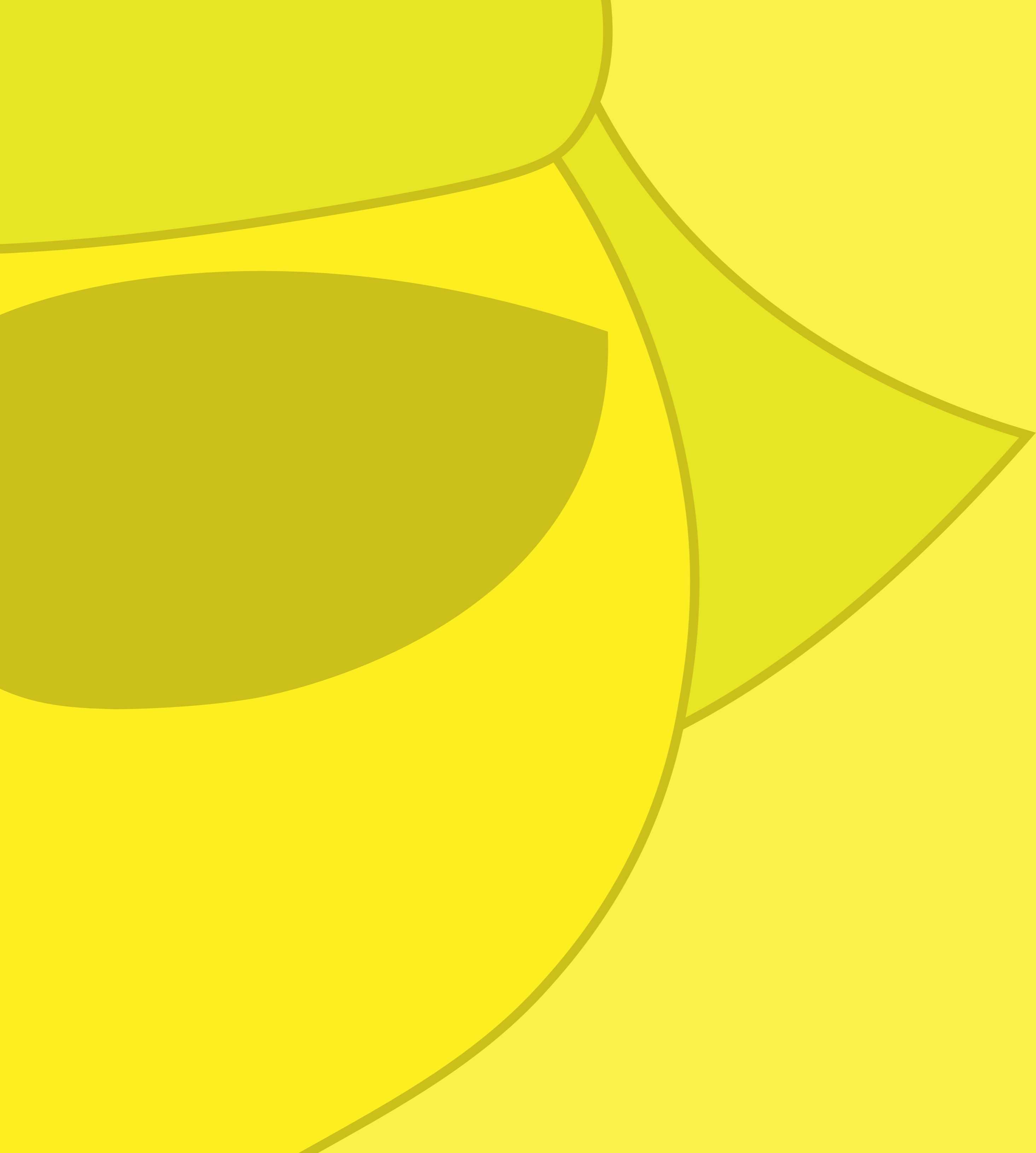
2024

2024 Style Guide

Lemonade

Lemonade





Hey there. You've stumbled into SELMA's Lemonade 2024 Style Guide. Here you'll find a bunch of visual identity standards that make our lemonade taste even better than it already does.

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Our logo typeface is simple, natural, and friendly. Wouldn't you be worried if the you're lemonade brand didn't communicate as such? We want to tell a fresh story of a delicious beverage you should drink...



Selma Lemon is our diva - our history - our character, inspired by the legendary Selma VWolf, original creator of SELMA's Lemonade.

SELMA's Lemonade / Logo

SELMA's



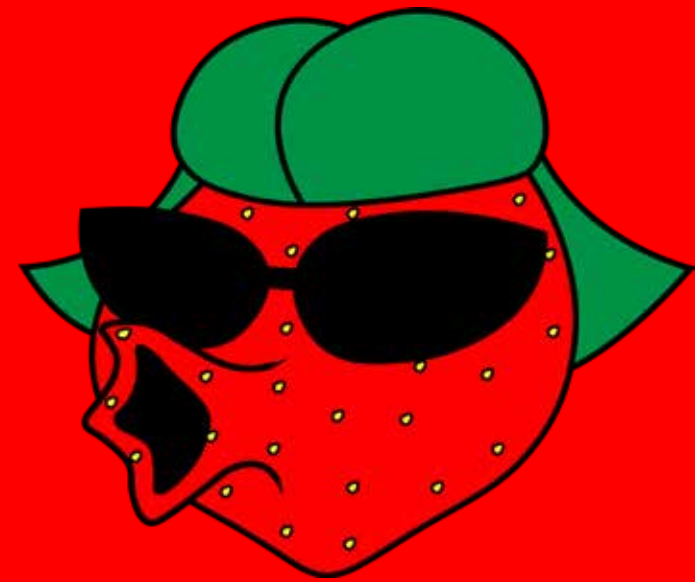
Logo Color

Principal logo color is lemon yellow behind black line lettering. C'mon people that's obvious. Alternate logo colorways correspond to alternate lemonade flavors.

Logo lettering will always be black or white (and in some cases, yellow) ensuring legibility with strong visual contrast.

You've probably noticed Selma Lemon's appearance change with alternate colorways. Well guess what, that's by design. She's not always a lemon...

SELMA's



SELMA's



SELMA's









alternate background color



solid fill



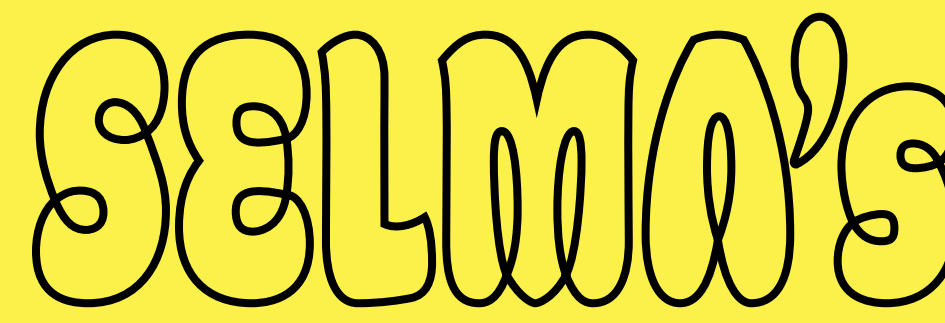
character distortion



alternate line color



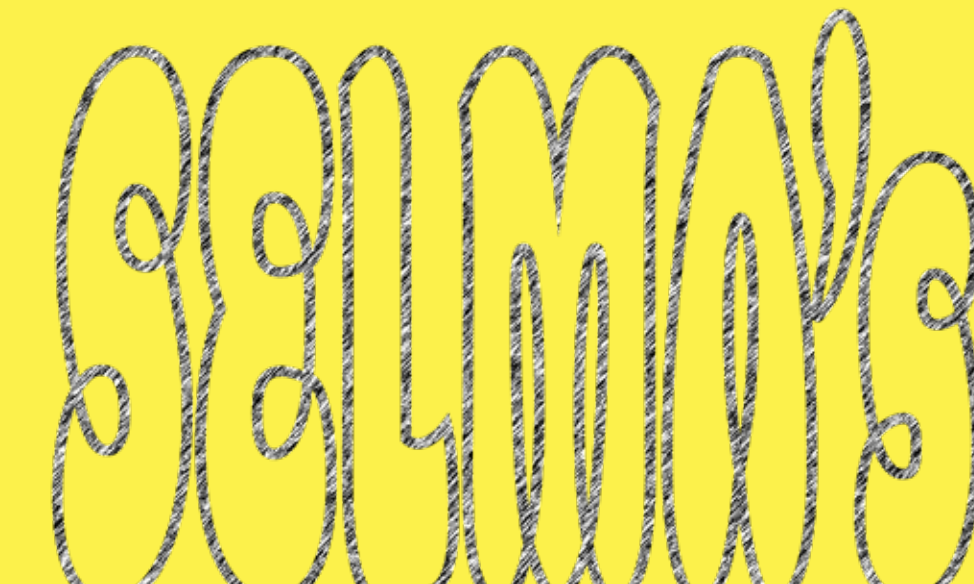
shadow/glow



scale distortion



3d/beveled & embossed



patterns/textures

Logo Treatment

We love variety. We're also entitled to a degree of branding freedom because who like unfettered repetition. But this should be tempered with a couple no's regarding logo treatment. Brand image should remain cohesive and these rules help uphold that image.

Principal Colors

Our principal colors are important communicators for the fresh, simple, vibrantly flavored beverages we sell. They comprise the colorway of the original SELMA's Lemonade.



Secondary Colors

The secondary color palette's principal function is in variant product colorways.





Typeface 1

Opake Heavy. SELMA's principal typeface. It's how we want the world to see us. Playful. Legible. Attention grabbing. Its bravado and elegance is characteristic to our brand. It's our textual medium of communication to our customers.

Aa Bb Cc

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*

Typeface 2

New Order Regular (bold). You can think of this type face as second in command. It's the clean, modern, informational essential sidekick to Opake Heavy.

Aa Bb Cc
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

New Order Regular (standard) is the towel boy of the three fonts. Likewise, it's the text you need import the least. You can read our lengthy liscencing document in this font if you so wish.

Aa Bb Cc
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*

SOUJI
4 461 336
ING
→

SELMA's
Lemonade

**If
you're
cool
you
drink
SELMA's**



Our brand's tone of voice is bold and confident, straight to the point, and playful. We believe in our product and think you will too. Go buy one.

See, straight to the point.



Bye bye.