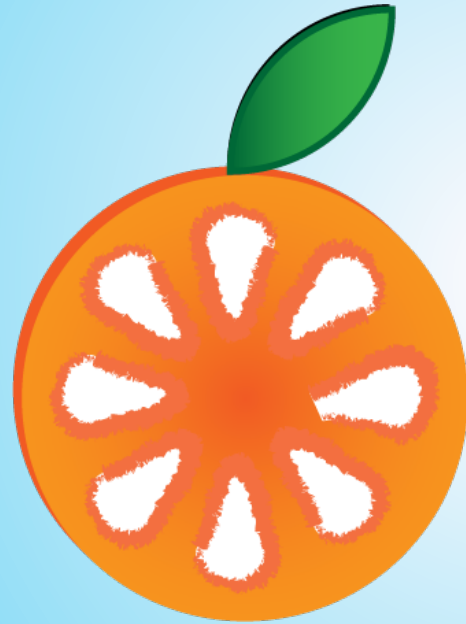


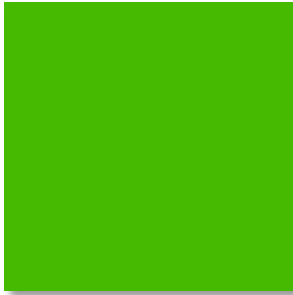
FRESH SQUEEZE DIGITAL



**FRESH
SQUEEZE
DIGITAL**

STYLE GUIDELINES

Color Guide



#45BA01



#FF9900

Primary



#FF4040



#41C9F2

Secondary

Font Guide

Fonts for the brand should be clean, easy-to-read, yet bold and impactful. As FSD is a digital agency, sans-serif should be utilized unless otherwise requested.

H1 is always fully capitalized (feature of the font)

H1 – LULO CLEAN BOLD

H2 – Avenir Bold

H3 – DIN

p1 – Avenir

Imagery Guide

Imagery should be “fresh”, drawing inspiration from nature and greenery. The greenery should not be evergreen or woody, but more tropical and inviting.

The logo is obviously an orange, so it's okay to use imagery of citrus fruit (tastefully) when appropriate. Try not to *overplay* the whole concept, though – it's easy to make us look like an OJ brand.



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