

2019



sumo CITRUS®

BRAND GUIDELINES

INTRO

Sumo Citrus is dedicated to transforming the snacking world with the freshest, most juiciest, perfectly crafted, and enormously delicious mandarins.

Our visual identity is expressive and celebratory.

We are grounded in our Japanese heritage, while honoring our top-notch, top knot and un-paralleled juicy sweetness.

Use these brand guidelines, to maintain the integrity of the brand's unique and iconic expression.

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VISUAL IDENTITY

LOGO & LOCK-UP

The Sumo Citrus logo is the primary asset of the brand. It is a combination of our Japanese heritage, a juicy celebration, and our unique point of view.

Our vertical logo lock-up is our primary logo. This lock-up should be used whenever possible.

Our horizontal logo lock-up is used when our primary cannot be used.



sumo
CITRUS®



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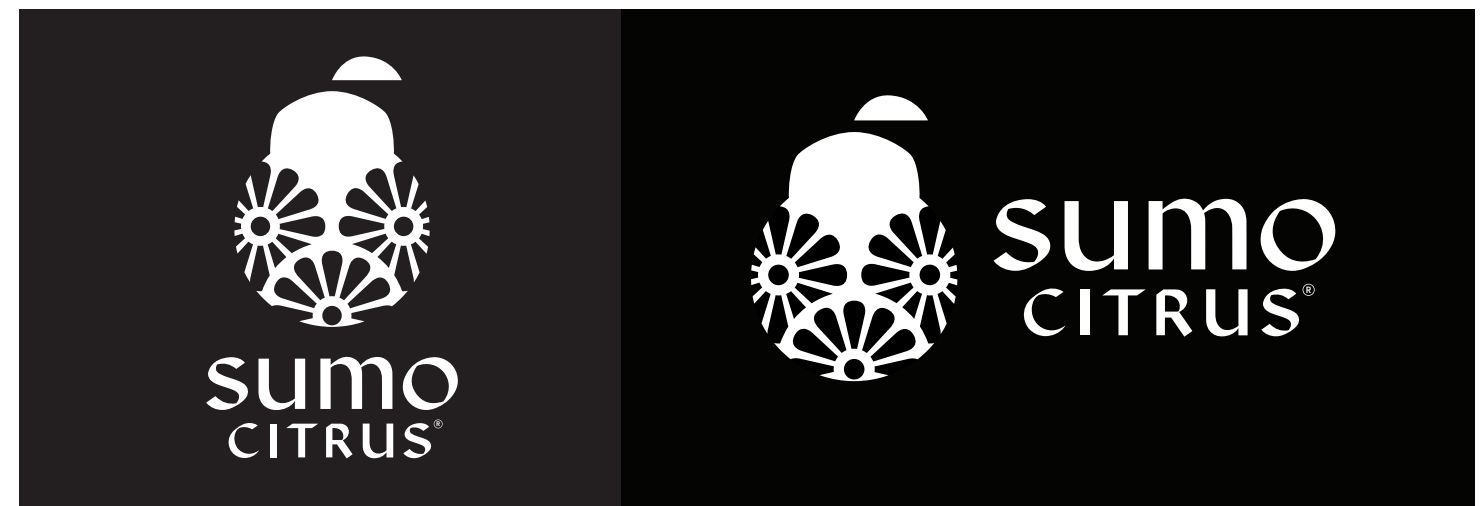
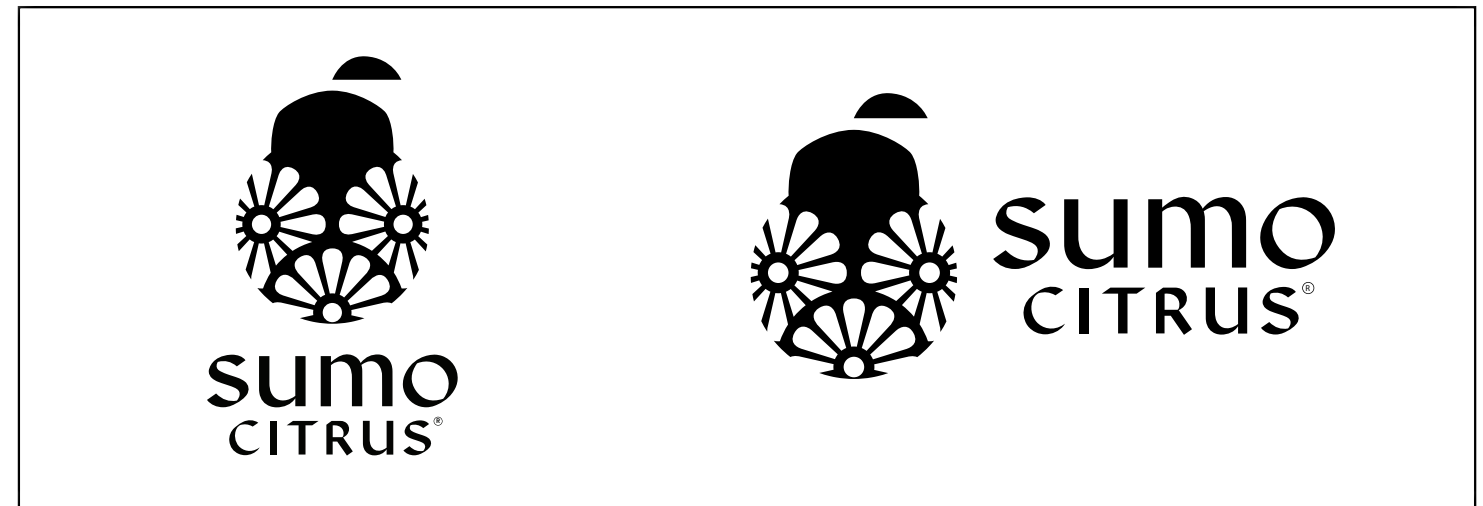
LOGO GUIDELINES

BLACK & WHITE

The black and white logo's are great to use for single color applications, when full color cannot be used.

PURPLE BACKGROUND

The full color logos can be used on white and purple (PMS 2607 C) backgrounds. The word mark will either be in white or in purple to maintain legibility.



LOGO GUIDELINES

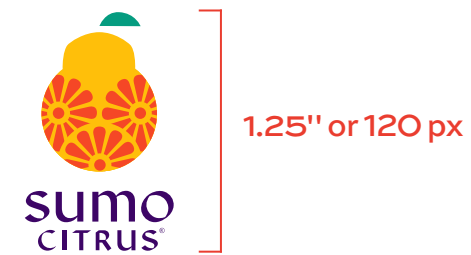
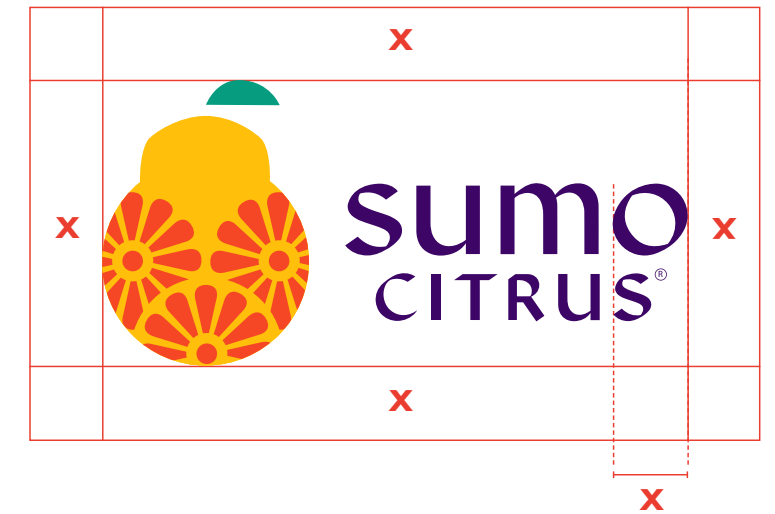
CLEAR SPACE

The clear space is defined by X. X is defined by the width of the “o” in SUMO.

MINIMUM SIZE

The vertical logo lockup can be scaled down to 1.25” (120px) and no smaller than 0.7” (67px) in height in order to maintain the most legibility and design impact.

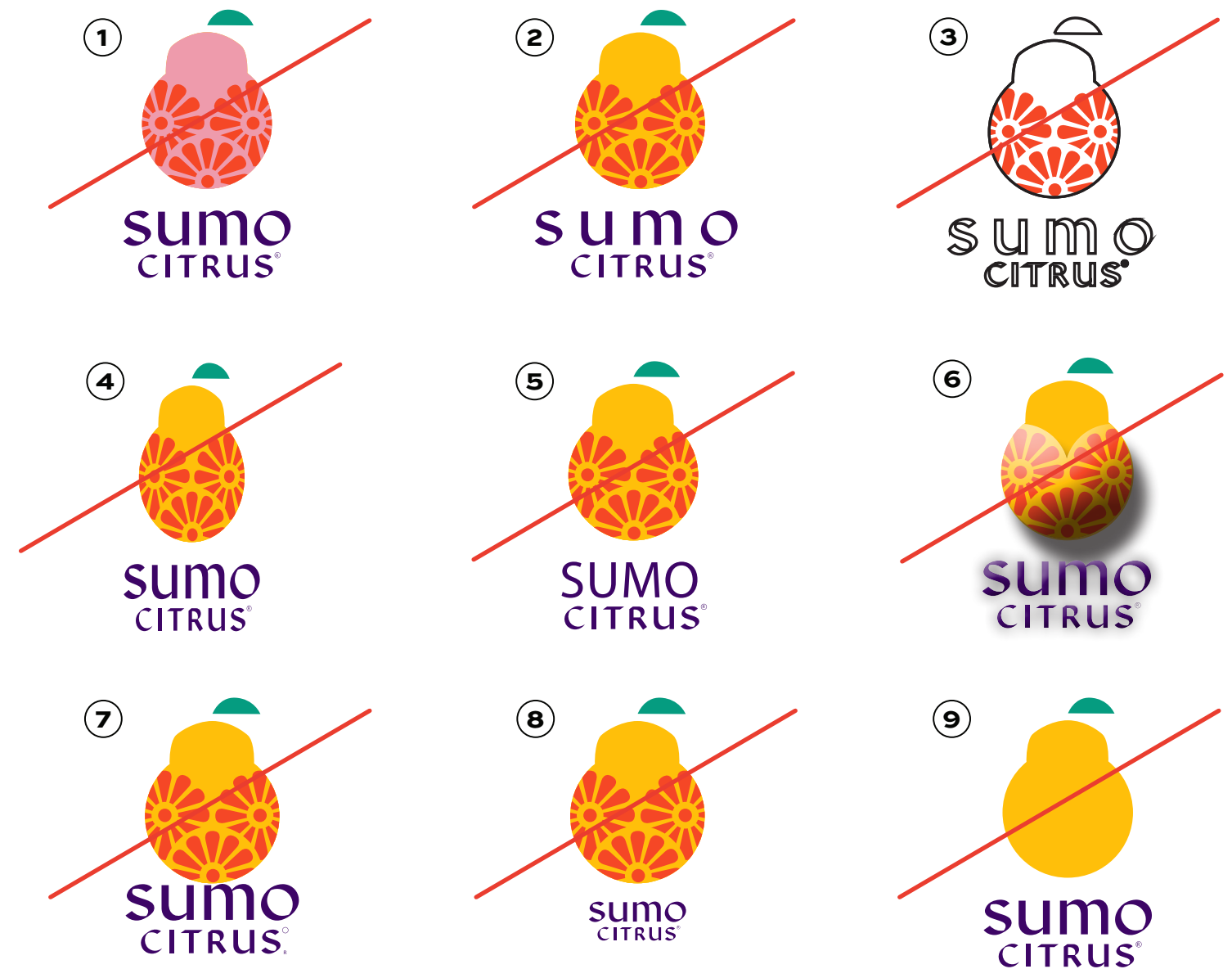
The horizontal logo lockup can be scaled down to 0.75” (72px) and no smaller than 0.42” (40px) in height, in order to maintain the most legibility and design impact.



LOGO MISUSE

It is important to maintain the integrity of the logo. Do not alter, discolor or skew the logo in any way. Shown to the right are some (but not all) examples of logo misuse.

1. DO NOT change the logo color to a non-brand approved color.
2. DO NOT alter the letter spacing.
3. DO NOT outline the logo.
4. DO NOT warp or stretch the logo.
5. DO NOT change the wordmark typeface.
6. DO NOT apply effects to the logo.
7. DO NOT change the spacing between the icon and wordmark.
8. DO NOT change the scale of the icon to wordmark ratio.
9. DO NOT fill in the icon completely without the pattern.





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BRAND ELEMENTS

TYPOGRAPHY

We have chosen our typography as it is reflective of our premium yet approachable personality. Use the following weight for all text cases, including print and digital.

LE MONDE SANS STD BOLD FONT

Used mostly all cap for main header, claims, call-to-action phrases and other key information.

SWEET SANS ON AIR BLACK FONT

Used mostly in all caps for subheads and slogans.

SWEET SANS ON AIR MEDIUM FONT

Used mainly in all caps for short body copy in cases where bolder types would enhance legibility.

SWEET SANS ON AIR REGULAR FONT

Used in lower case for body copy.

LE MONDE
SANS STD
BOLD FONT

MAIN HEADER

SWEET SANS
ON AIR BLACK
FONT

SUB-HEADER

SWEET SANS
ON AIR MEDIUM
FONT

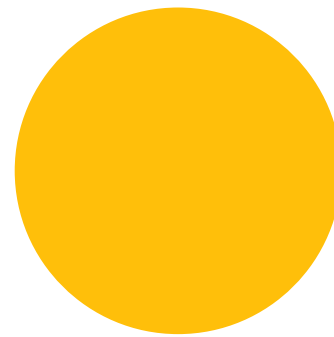
SHORT PARAGRAPH TEXT
WE TAKE INSPIRATION FROM JAPANESE CULTURE
SPIRIT TO CREATE A DISTINCT BRAND LANGUAGE
FOR SUMO CITRUS.

SWEET SANS
ON AIR REGULAR
FONT

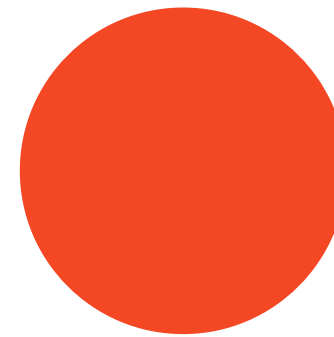
Paragraph text:
The most covetable fruit. Sumo Citrus handles our
mandarins with care to handcraft the sweetest, juiciest
fruits that are snackable and easy to peel.
It's Sumo Season!

PRIMARY COLORS

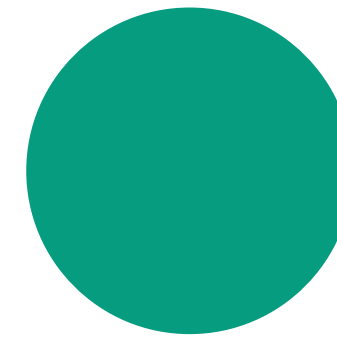
Our primary color palette was inspired by our citrus and Japanese heritage. These colors are used throughout all touchpoints and serve as our brand colors.



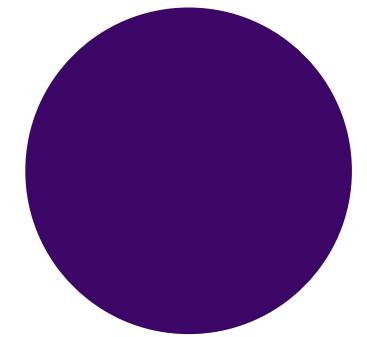
PANTONE 1235 C
 RGB 255 184 28
 HEX #FFB81C
 CMYK 0 29 100 0



PANTONE ORANGE 021 C
 RGB 254 80 0
 HEX #FE5000
 CMYK 0 65 100 0



PANTONE 7482 C
 RGB 0 159 77
 HEX #009F4D
 CMYK 90 0 93 0



PANTONE 2607 C
 RGB 80 7 120
 HEX #500778
 CMYK 83 100 0 5

GRAPHIC ELEMENTS & TYPOGRAPHY

Illustrations, typography and the logo can all be locked up together as shown. The logo should always be in the center of the layout. The juicy graphics can be reduced to integrate centered claims while still maintaining the juicy story of the brand.



CARTON BOX EXAMPLE

Sample execution of the visual identity on the shipper carton box for in-store displays.



DISPLAY STAND EXAMPLE

Sample execution of the visual identity on the shipper display carton and header for in-store displays.



STICKER EXAMPLE

Sample execution of the visual identity on the stickers for the USA and the E.U.



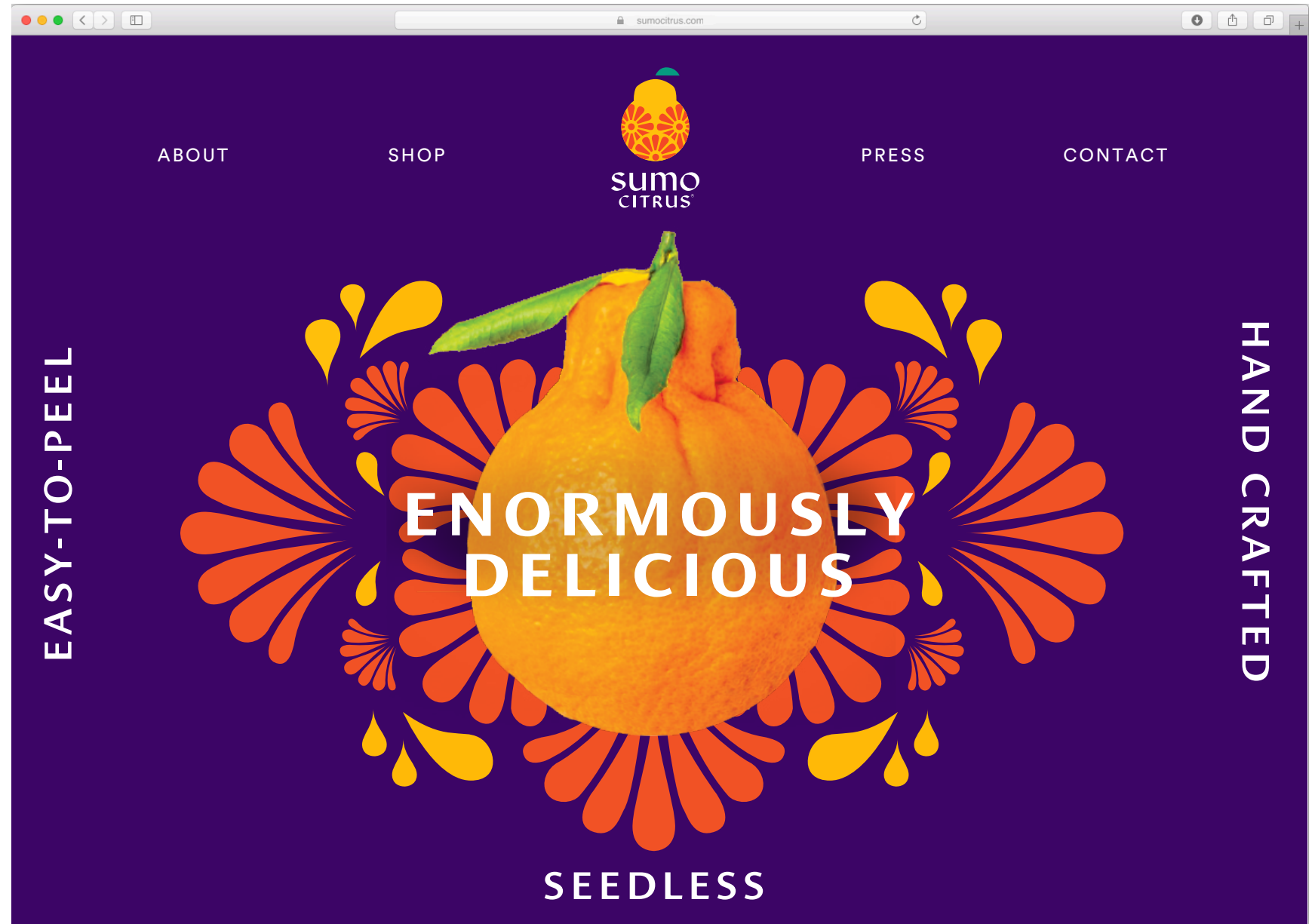


— 03 —

OFF - PACK

WEBSITE

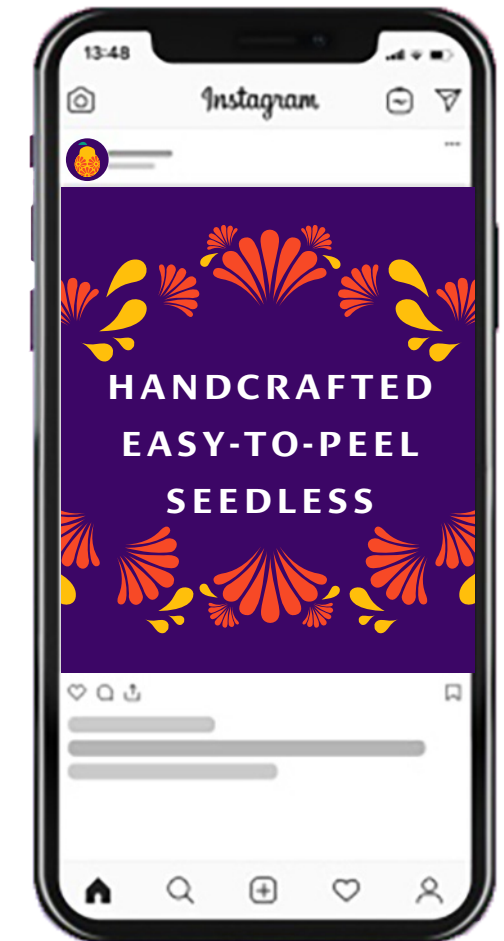
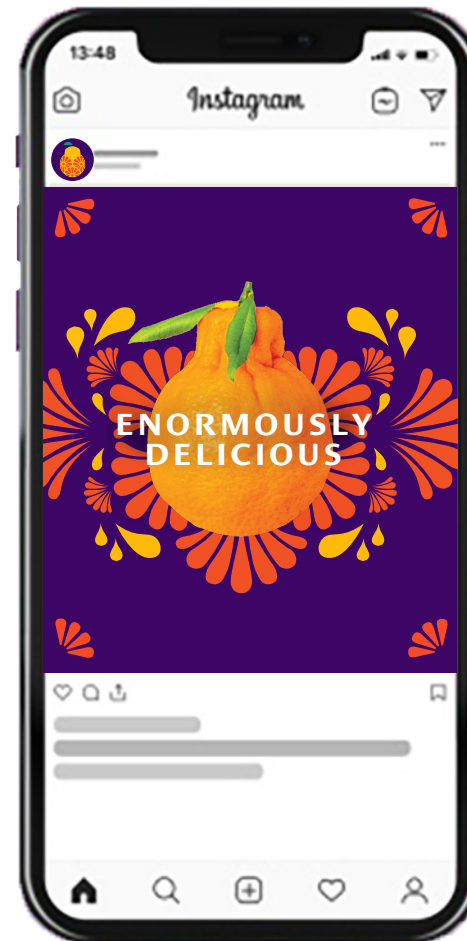
Sample execution of the visual identity on the homepage.



SOCIAL MEDIA

Sample execution of the visual identity for social media.

The juicy, floral graphics can be integrated with fruit photography and typography to tell the brand story.





**THANK
YOU**

