

the Juice bar

VISUAL IDENTITY STANDARDS

The Juice Bar Dallas

Brand Guide

Welcome to your new daily ritual.

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Prepared by The Tribe Maker

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Logo files are linked from this guide, one file for each brand mark.



SECTION 01

Logo

The Juice Bar wordmark is a hand-lettered script: a small “the,” a large looping “Juice” and a small “bar.” The black file sits on light grounds. The white file sits on Ink and dark photography. The green file is for large brand moments on white. These are the PNG files published on thejuicebardallas.com today, trimmed of empty space. We did not find vector (SVG, AI or EPS) files on the live site; please send them if you have them.

Files: [img/logo/juicebar-logo-black.png](#), [img/logo/juicebar-logo-white.png](#), [img/logo/juicebar-logo-green-square.png](#), [img/logo/juicebar-logo-green.png](#), [img/logo/juicebar-map-pin.png](#), [img/icon-512.png](#). Each file is linked on the guide page. There is no combined asset pack.



ON PAPER — PRIMARY BLACK



ON INK — REVERSED WHITE

CLEAR SPACE



Keep clear space equal to the height of the small “bar” on every side (about 20px at header size). The dashed box shows that margin.

MINIMUM SIZE



Minimum display width is 96px. Shown here at that size. Below it the small “the” and “bar” fill in. For anything smaller, use the cup favicon.

DO

- Use the black lockup on Cream, Paper and White.
- Use the white lockup on Ink and on photography with a dark overlay.
- Use the green lockup large, on White, for brand-color moments.
- Scale in proportion. Minimum display width is 96px.
- Leave the script whole. Do not redraw or retype it.

DO NOT

- Do not stretch, rotate, recolor or add shadows or outlines.
- Do not put the green lockup on Ink or on Juice Green.
- Do not set the white lockup on busy photography without an overlay.
- Do not separate "Juice" from "the" and "bar."
- Do not use the old theme logos still in the site media library.

Logo variations

Black on light. White on dark. Green on white, large. The map pin is for maps only. The favicon was built for this prototype from the cup in your map pin.


PRIMARY LOCKUP, BLACK

img/logo/juicebar-logo-black.png

Every light ground: Cream, Paper and White. The default file for print.


REVERSED LOCKUP, WHITE

img/logo/juicebar-logo-white.png

Night, Forest and dark photography overlays. The site header, the footer and the transparent header over photo heroes.


GREEN LOCKUP, LARGE

img/logo/juicebar-logo-green-square.png

Brand-color moments on White or Paper at large sizes only (packaging, signage).


GREEN LOCKUP, SMALL

img/logo/juicebar-logo-green.png

Small raster of the green lockup. Use at 180px wide or larger.

**MAP PIN**

`img/logo/juicebar-map-pin.png`

Location pin with the wordmark and cup. Maps and directions only.

**FAVICON (PROTOTYPE)**

`img/icon-512.png`

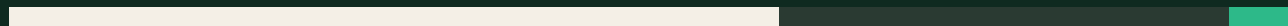
Built for this prototype from the cup in your map pin. Browser tab and home-screen icon. Replace if you have an official icon.

SECTION 02

Color Palette

The color comes from the juice. The rooms stay quiet and rich (Night, Forest, Cream, White) so the bottles, fruit and greens carry the page. Juice Green is taken from the logo and is the one brand accent. Night, Forest, Cream and Sand were added in the v2 design pass as room colors; they sit behind the brand, they do not replace it.

Green is jewelry. Juice Green marks the one action you want taken, the thin dash before a section label, and small highlights. It is never a full-page field. Put Ink text on Juice Green, not white: white on green fails contrast.



60% Cream or White **35%** Night or Forest **5%** Juice Green

NIGHT

#0B0F0D

Near-black room with a green undertone. Header, footer, menu and photo-led rooms. Carries a 5% grain.

19.3:1 with White text

FOREST

#0F2A20

Deep green room. Process, cleanse benefits, FAQ. Alternates with Night so dark rooms never repeat.

15.3:1 with White text

CREAM

#F4EFE6

Warm light room and page ground. Product photos on white melt into it with multiply. Ground

SAND

#E4DBC8

Hairlines and quiet fills on Cream. Decorative only

JUICE GREEN

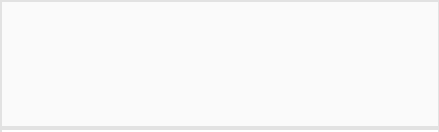
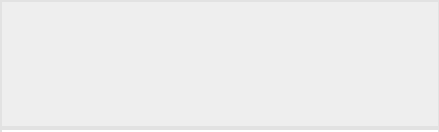
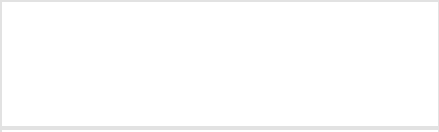
#2DB989

The logo green. Primary buttons, accents, the dash before a kicker. Ink text on it, never white. 6.4:1 with Ink text

LEAF

#48B86C

The current site accent. Hover glow and small highlights on Ink. Use on Ink only for text

 LEAF DEEP #2E7A47 Links and small labels on white. 5.3:1 on White	 INK #222222 Headlines and body text on light rooms. 15.9:1 on White	 SLATE #666666 Secondary text, captions, metadata. 5.7:1 on White
 PAPER #FAFAFA Quiet ground for documents and tables. Ground	 MIST #EEEEEE Hairlines, tiles, quiet fills. Ground	 WHITE #FFFFFF Menu and product rooms. Bottle photography sits on white. Ground
 STONE #C7C7C7 Borders on dark, disabled states. Decorative only		

SECTION 03

Typography

Two families. Fraunces, an editorial serif, carries headlines, big numbers and prices with confidence; a single italic phrase adds the voice. Raleway, the typeface on the current site, carries body text, navigation and labels. Labels run small, wide and uppercase; body text is set large and easy to read at 1.25rem / 1.6.

FRAUNCES — DISPLAY

Display

600, -0.035em, line-height .96 — Hero headlines

Made fresh *daily*.

Heading

600, -0.03em — Section headings, card names

Two tons of hydraulic *pressure*.

Numbers

500, -0.04em, lining figures — Prices, stats, facts

\$11.50 16oz 2012

RALEWAY — TEXT AND LABELS

Label

700, 0.28em, uppercase — Eyebrows, nav, buttons

WELCOME TO YOUR NEW DAILY RITUAL

Text

400–500 — Body copy

We source locally and cold-press everything in-house. We make fresh batches everyday.

Import

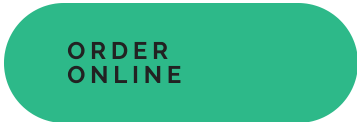
Google Fonts: `Fraunces:ital,opsz,wght@0,9..144,400..700;1,9..144,300..600` and `Raleway:wght@400;500;600;700;800`. Turn on lining figures (`font-feature-settings: "lnum"`) so prices and hours sit on the line. No third family.

SECTION 04

Buttons

Juice Green fill with a Night label, pill shape, small wide uppercase type and a short trailing rule that stretches on hover. One primary action per screen, usually Order Online.

PRIMARY



**ORDER
ONLINE**

Juice Green fill. Night 700 label. Pill shape. On light rooms hover flips to Night with a white label; on dark rooms it flips to White.

SECONDARY



**SEE THE
MENU**

1px hairline border, no fill. On Night and Forest rooms it flips to a white hairline and label.

INLINE LINK

See all pressed juices

Leaf Deep, underlined. Inside body copy and lists.

SHARED PATTERN — PILL, RALEWAY 700, UPPERCASE

```
.btn-primary {
  background: #2DB989;
  color: #0B0F0D;
  border: 1px solid #2DB989;
  border-radius: 999px;
  padding: 19px 32px;
  font-family: "Raleway", sans-serif;
  font-weight: 700;
  font-size: 0.74rem;
  letter-spacing: 0.2em;
  text-transform: uppercase;
}
.btn-primary:hover { background: #0B0F0D; border-color: #0B0F0D; color: #FFFFFF; }
.btn-ghost {
  background: transparent;
  color: #222222;
  border: 1px solid rgba(11, 15, 13, 0.28);
}
.btn-inline {
  color: #2E7A47;
  font-weight: 700;
  text-decoration: underline;
  text-underline-offset: 4px;
}
```

SECTION 05

Voice & Tone

Warm, local and plain. The current site already has the voice: short lines about freshness and how the juice is made. Say what is in the bottle and how it was made. Let the ingredients do the selling.

PERSONALITY

FRESH

LOCAL

FRIENDLY

PLAIN

WORDS WE USE

COLD-PRESSED

MADE FRESH DAILY

CHEF-CREATED

IN-HOUSE

LOCALLY OWNED

DALLAS

Welcome to your new daily ritual.

Made fresh daily.

Let's do a shot. The good kind.

VOICE LINES, FROM YOUR CURRENT SITE

NOT THIS

- ❑ "Our miracle detox juice melts fat and cures inflammation!" (medical claims we cannot back up)
- ❑ "Dallas's #1 juice bar, loved by thousands!" (rankings and numbers we have not verified)
- ❑ "Unlock your wellness journey with our synergistic superfood solutions." (jargon)

SECTION 06

Usage Rules

Apply these with the logo, color and type rules above. When a layout and a logo file disagree, the file wins.

LOGO

- Black lockup `juicebar-logo-black.png` on light. White `juicebar-logo-white.png` on dark.
- Green lockup on White, large only.
- Clear space equals the height of "bar." Minimum width 96px.
- Vector files wanted. Until then, never scale the PNGs above their native width.

COLOR AND TYPE

- Juice Green #2DB989. Leaf #48B86C. Leaf Deep #2E7A47. Ink #222222. Slate #666666. Rooms: Night #0B0F0D, Forest #0F2A20, Cream #F4EFE6, Sand #E4DBCB.
- Ratio: 60% Cream or White, 35% Night or Forest, 5% Juice Green.
- Night text on Juice Green. Never white text on green.
- Fraunces for headlines, numbers and prices (600, one italic phrase at most). Raleway for body (400–500) and labels (700 uppercase).

PHOTOGRAPHY

- Bottles and cups on clean white, shot straight on. This is the menu look; keep it consistent.
- Produce and prep shots full-bleed with a soft dark overlay for text.
- Real stores, real counters, real juice. No stock photography.
- Credit: Claudia Coker Photography, as on the current site.



Product



Produce



Process



Place

COPY

- No health or disease claims beyond what a nutrition label can support. Say what is in it, not what it cures.
- No invented numbers, rankings or reviews.
- Prices stated plainly, matched to the in-store menu.
- Do not use emojis in copy, UI or print.

LAYOUT

- Full-bleed rooms, not stacks of boxes. Alternate a dark room (Night or Forest) with a light one (Cream or White). 120–160px of vertical air on desktop, an 82% content wrap.
- Pill buttons. Square photos and cards. Real UI cards (menu items, stores) get a 1px hairline, a soft wide shadow and lift on hover.
- Depth from photo overlays, lite shadows and 1px hairlines, never flat green slabs.
- Flush-left headings. Section labels carry a short green dash.

HOW THE JUICE IS MADE

Use a small Juice Green square in place of numerals in step lists.

- **Sourced locally.** Fruits and vegetables come in fresh.
- **Ground.** Produce is ground in-house.
- **Pressed.** Slowly, with two tons of hydraulic pressure.
- **Delivered daily.** Fresh batches go to all three locations.

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