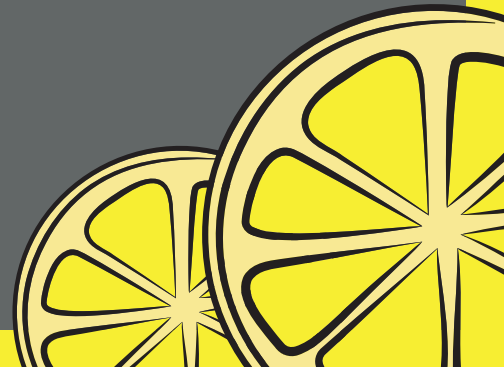
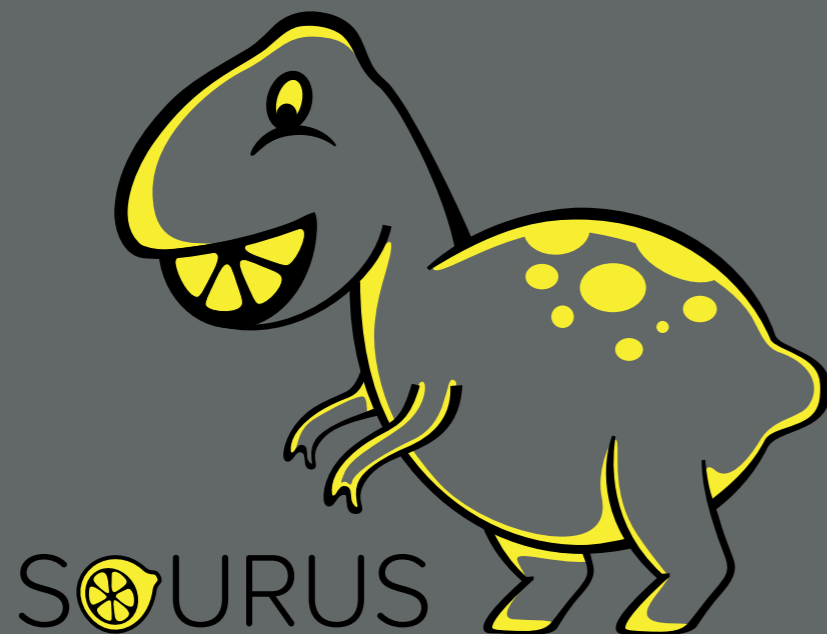


# SOURUS

## BRAND GUIDELINES

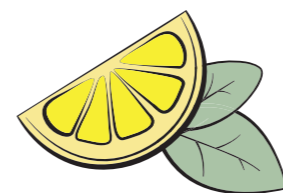
Martina Stahl





---

## TABLE OF CONTENTS...



- 01 Philosophy
- 02 Products
- 03 Target Group
- 04 Brand Name
- 05 Typography
- 06 Brand Colours
- 07 Logo Usage
- 08 Illustrative Elements
- 09 Packing Material



---

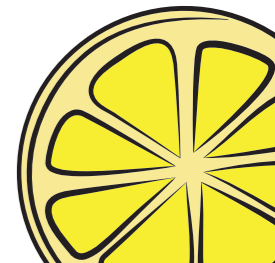
## OUR STORY...

Hi! We are Shannon and Mark. Together we are behind Sourus. A brand based on our great love for lemons. It all started with a dispute over the last lemons on the fruit shelf. Our shared enthusiasm for lemons quickly led to a close friendship. So at some point we sat on the balcony with a glass of homemade lemonade and came up with the idea to start our own lemon brand. We put all our heart and soul into our idea and now we can proudly present you Sourus. A brand with the aim of sweetening your life with our sour lemons.

# Platzhalter Produkte

## OUR PRODUCTS...

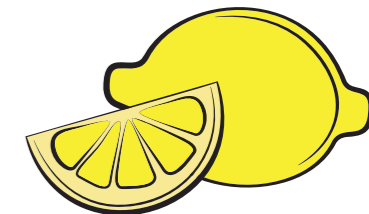
Our main product is the fresh, unprepared lemon. Grown and harvested in Italy, our sun-ripened organic lemons have a wonderful fresh taste and can be used as desired. With our brand we also want to draw attention to what this wonderful fruit actually has on it. We have also developed a 100% organic lime remover made of pure citric acid. So our lemon also provides in the bathroom for a brilliant time.



# Platzhalter Bild

## OUR TARGET GROUP...

With our modern, unusual design and our dino mascot, we want to appeal above all younger people. Boring packaging was a thing of the past. Freshly moved out of home, the selection of products in the supermarket often overwhelms you. Sourus immediately catches the eye. And through its promise of natural ingredients, the handle quickly goes to our product.



The word "SOURUS" is written in a bold, black, sans-serif font. The letter "O" is replaced by a stylized yellow lemon slice with a black outline and a green stem. The background is a dark grey rectangle with yellow circles of various sizes in the corners, set against a yellow border.

# SOURUS

---

## OUR BRAND NAME...

The name Sourus is a pun on the dinosaur Tyrannosaurus Rex and the word sour. This resulted in the lemon Tyrannosaurus Rex. The word sour in the name gives a connection to lemons. In addition, a dinosaur stands for strength and power. What are also characteristics of the products.



# Proxima Soft

Designer:  
Mark Simonson

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Light

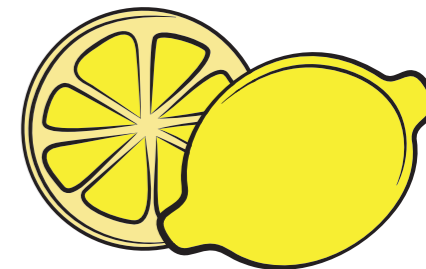
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Medium

0 1 2 3 4 5 6 7 8 9 Numbers

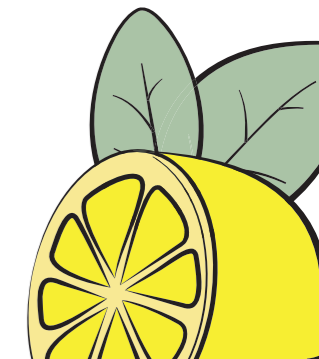
## OUR TYPOGRAPHY...

Proxima Soft is a rounded version of Proxima nova. It's a warmer, playful font. Nevertheless, also modern and simple. For the lettering in the logo, the font style Proxima Medium was used. Proxima light is used for the other texts.



## OUR BRAND COLORS...

The three main colors in the logo as well as in the whole brand design are Garish Yellow, Rhino Grey and Deep Black. The bright yellow tone provides a striking contrast on the grey background. It can be used well for effective accents. In addition, yellow also stands for our product the lemon.



### Rhino Grey

RGB 107 107 107  
CMYK 55 44 44 30  
Hex 6B6B6B

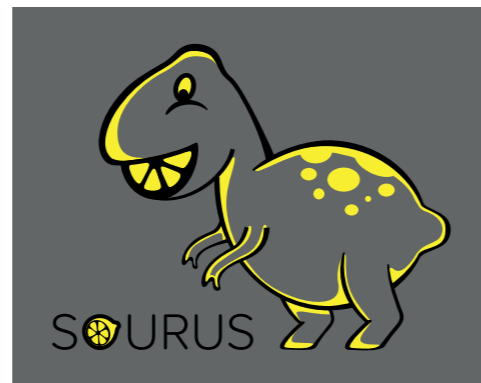
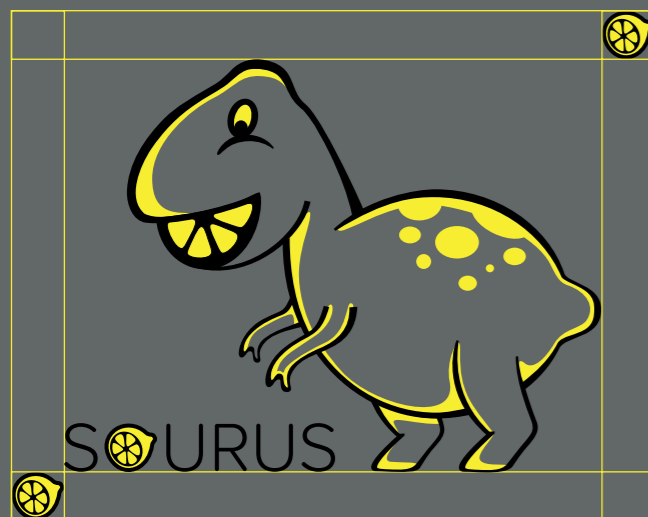
### Garish Yellow

RGB 255 237 0  
CMYK 4 0 89 0  
Hex FFED00

### Deep Black

RGB 0 0 0 0  
CMYK 91 79 62 97  
Hex 000000

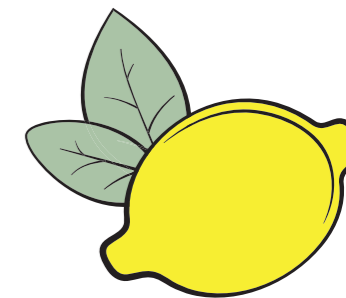




---

## OUR LOGO USAGE...

The word figurative mark can be used up to a height of 50 mm. The word mark up to a height of 8 mm. It should be noted that the figurative mark may only be used with a grey background in the shelter. The word mark, in turn, can also be applied on a white background.



## Light Yellow

RGB 252 235 151  
CMYK 3 5 51 0  
Hex FCEB97

## Garish Yellow

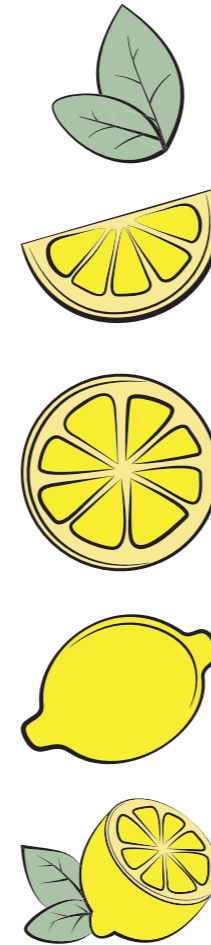
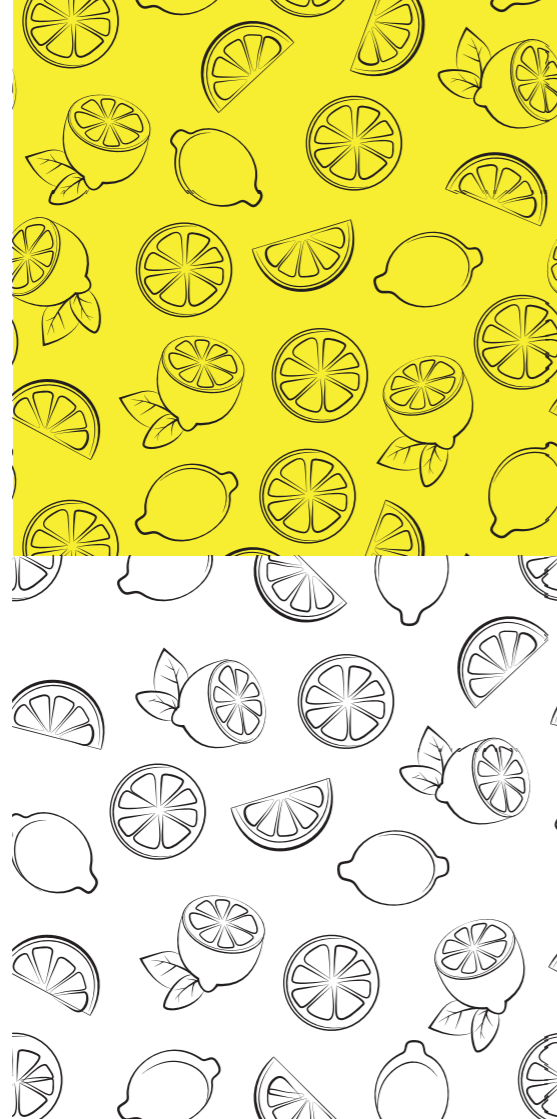
RGB 255 237 0  
CMYK 4 0 89 0  
Hex FFED00

## Rhino Grey

RGB 107 107 107  
CMYK 55 44 44 30  
Hex 6B6B6B

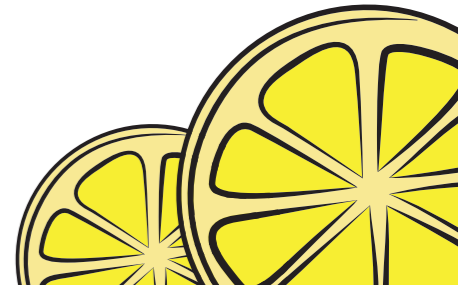
## Deep Black

RGB 0 0 0  
CMYK 91 79 62 97  
Hex 000000



## OUR ILLUSTRATIVE ELEMENTS...

The logo colours and a light yellow were used for our packaging. Various illustrations of lemons serve as illustrative elements. Two patterns were created from these graphics. One with black elements, and the other with the same elements on a yellow background



# Platzhalter Bild

## OUR PACKING MATERIAL

The packages were folded in one piece from a solid carton and glued together. The citric acid is also protected from moisture in another coated paper bag for safety reasons

