TJUICE

BRAND GUIDELINES

Our Logo

Our Logo

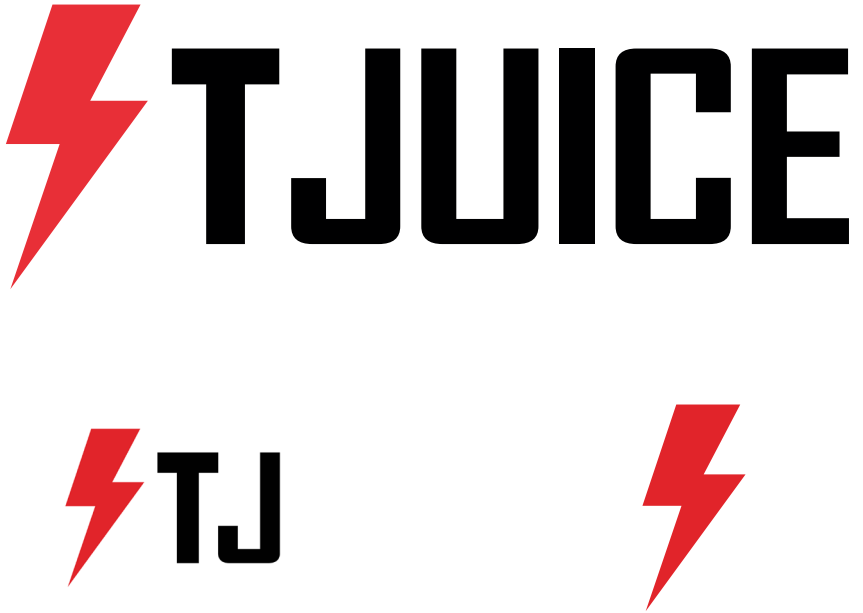
This change takes the inherent design complexity away found in previous iterations, whilst being adaptable in all formats:

Horizontal and vertical, without losing our core identity.

Cleaner and clearer!

Brand Name(Logo variations)

Our Look



Our Logo

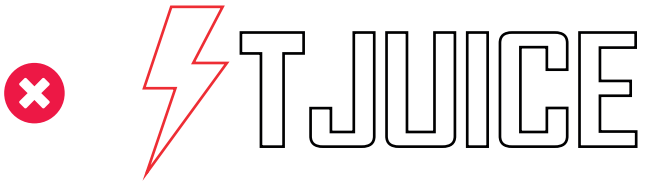
Logo Usage

Unacceptable Usage

To ensure the integrity of the logo is maintained, always use the correct artwork file.

And do not...

- Stretch or distort the logo
- Change the colours of the logo
- Recreate the logo
- Add a shadow or other effects to the logo
- Outline the logo
- Use the logo within copy.



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Our Typography

Our Typography

Typography is a powerful brand tool when used consistently. This typeface best represents the bold and modern fell of the brand and should be used across all print and web touchpoints.

Typeface

Primary

AaBbCcDd123456

Montserrat Light

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ (£!?&@:)
abcdefghijklmnopqrstuvwxyz 1234567890

Monserrat Medium

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ (£!?&@:)
abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat SemiBold

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ (£!?&@:)
abcdefghijklmnopqrstuvwxyz 1234567890

Monserrat Bold

THE QUICK BROWN FOX JUMPS OVER THE LAZY DO
The quick brown fox jumps over the lazy dog
ABCDEFGHIJKLMNOPQRSTUVWXYZ (£!?&@:)
abcdefghijklmnopqrstuvwxyz 1234567890

Our Colours

CMYK

RGB

Our Colours

The T-Juice colour palette is inspired by the red within our logo and has a significant meaning to T-Juice.

- Are **determined** to help smokers quit and stay off tobacco.
- We are **passionate** about all the things we do.
- We have a **desire** to make better products.
- **Love** what we do everyday which gives us immense gratification.
- We deliver **powerful** content about why vaping is the best form of cessation and keep people smoke free.

Black balances the red in our logo and evokes a strong feeling.

- By sharing our knowledge will give us **authority** within a very fragmented industry.
- T-Juice is a **rebellion** against tobacco sales.
- We make **elegant** products that vapers enjoy.
- T-Juice is known for making **sophisticated** flavours.

The secondary and tertiary colours bring equilibrium and provide focus for our products and assets.

Main Colours

Logo Colours

Important note: CYMK - For print use and RGB - For digital use only. HTML/HEX values are based on the RGB colors.

RGB CMYK

CMYK 0 96 82 1
RGB 210 39 48
HTML D22730

RGB CMYK

CMYK 0 0 0 100
RGB 0 0 0
HTML 000000

Our Colours

Each of our communication streams has its own unique colour attached to its brand which directly relates to the initiative itself. Whilst each colour is distinctive in its own right they are unified when paired with our new cleaner clearer and stronger branding which clearly identifies each as being part of the wider T-World.

- **T-Family** our **B2B** community is identified by a pink which evokes feelings of warmth and fraternal love typically associated with familial connections.
- **T-Talk** our vehicle for communicating product regulatory and industry news to our **community** is identified by a blue connecting it with reputable news outlets.
- **T-Tips** our vaping **training** and guidance platform for both online and offline purposes is identified by a green which is often used in educational settings.
- **T-Club** our customer **loyalty** programme is identified by a strong orange demonstrating the mutal passion shared between our brand and our community.
- **T-iD** our product **personalisation** initiative is identified by a red which is similar to our main brand colour whilst still a unique shade visually alluding to the opportunity for our customers to customise a product which is still T-Juice at its core.

Communication Colours

Palette

Important note: CYMK - For print use and RGB - For digital use only. HTML/HEX values are based on the RGB colors.

RGB CMYK

T-Family

CMYK	05 38 0 0
RGB	241 167 220
HTML	F1A7DC

RGB CMYK

T-Talk

CMYK	65 0 06 0
RGB	5 195 221
HTML	05C3DD

RGB CMYK

T-Tips

CMYK	36 0 49 0
RGB	155 225 152
HTML	9BE198

RGB CMYK

T-Club

CMYK	0 53 85 0
RGB	255 138 61
HTML	FF8A3D

RGB CMYK

T-iD

CMYK	0 88 94 0
RGB	238 56 49
HTML	EE3831

Our Colours

The T-Juice packaging colours include a **grey system** to help customers quickly identify product formats at a glance.

The grey system has been devised for two reasons; firstly to ensure every combination of flavour and product format presents a **striking visual** in store and secondly to make it easy for customers to select products which match their vaping experience

In consultation with vapers we have identified which of our product formats are the easiest to use and which ones require further knowledge.

The **easier** a product is to use the **darker** its packaging and therefore product formats with lighter packaging require some extra expertise.

The grey system has another practical applications flagging the levels of **customisation** available to the customer based on the colour of the packaging – Concentrates are the lightest shade of grey and therefore the most customisable whilst Premixed Nicotine Base products are the darkest and least customisable e-liquids.

Packaging Colours

Grey system

Important note: CYMK - For print use and RGB - For digital use only. HTML/HEX values are based on the RGB colors.

RGB CMYK

Concentrate

CMYK	0 0 0 12
RGB	233 233 233
HTML	E9E9E9

RGB CMYK

Longfill

CMYK	0 0 0 36
RGB	187 186 186
HTML	BBBABA

RGB CMYK

Shortfill

CMYK	0 0 0 56
RGB	144 144 144
HTML	909090

RGB CMYK

Premix - Salt

CMYK	0 0 0 68
RGB	117 116 116
HTML	757474

RGB CMYK

Premix - Nicotine

CMYK	0 0 0 97
RGB	45 45 44
HTML	2D2D2C

Our Colours

Packaging Colours

Flavour card - Fruits

Important note: CYMK - For print use and RGB - For digital use only. HTML/HEX values are based on the RGB colors.

Red Astaire
Red Berries - Menthol - Aniseed

Black 'N' Blue
Blueberry - Liquorice - Menthol

Clara-T
Red Berries - Grape - Menthol

Northern Lights
Grape - Mint - Menthol

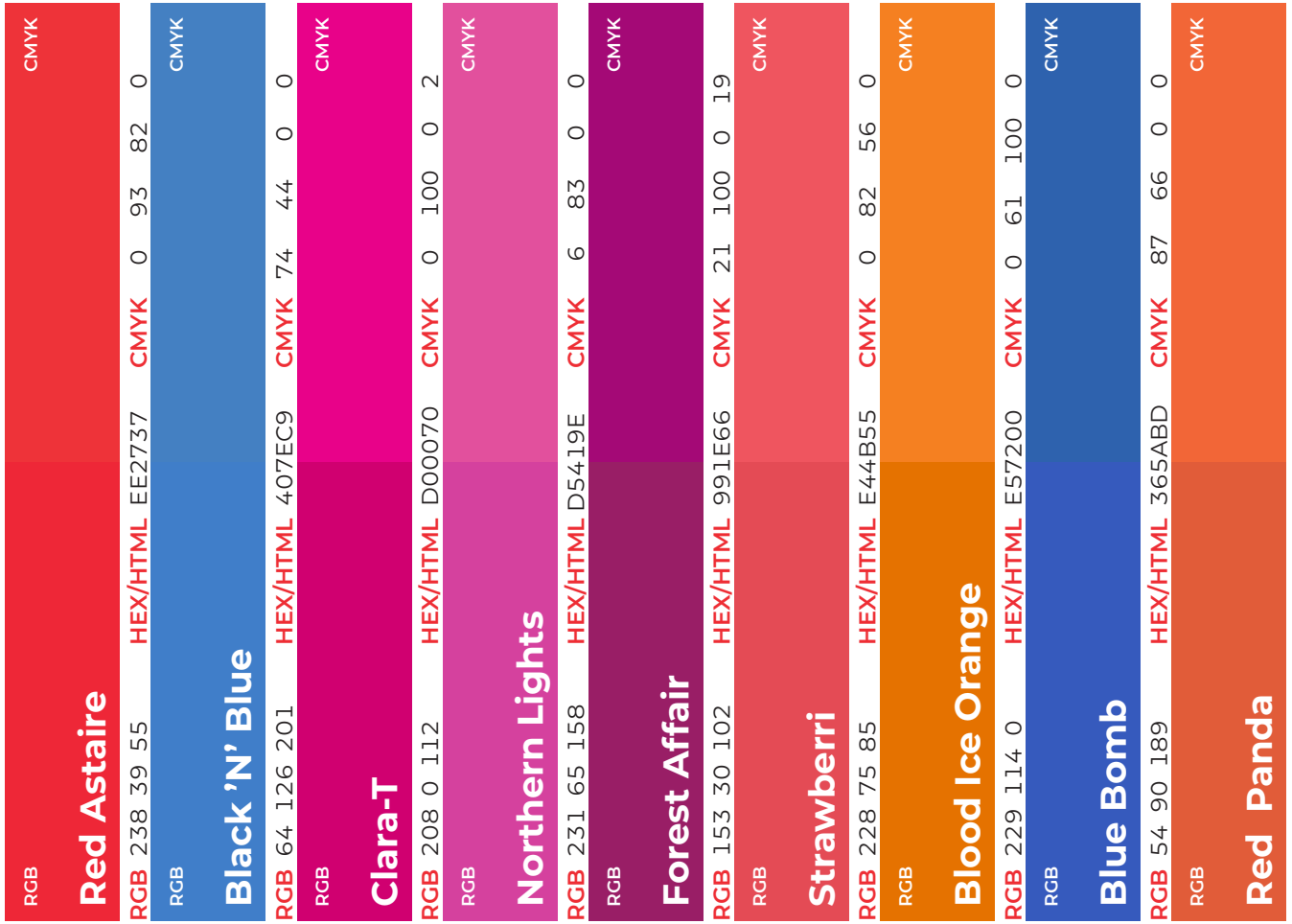
Forest Affair
Blueberry - Raspberry - Aniseed

Strawberri
Strawberry

Blood Ice Orange
Blood Orange - Menthol

Blue Bomb - Coming soon - 23/11/2020
Blue Raspberry - Menthol - Aniseed

Red Panda - Coming soon - 03/05/2021
Red Fruit - Aniseed - Mixed Berries



Our Colours

Packaging Colours

Flavour card - Beverage, Sweets & Desserts

Important note: CYMK - For print use and RGB - For digital use only. HTML/HEX values are based on the RGB colors.

Gins Addiction
Lemon Gin - Absinthe

Green Kelly
Pink Lemonade - Raspberry - Lemon

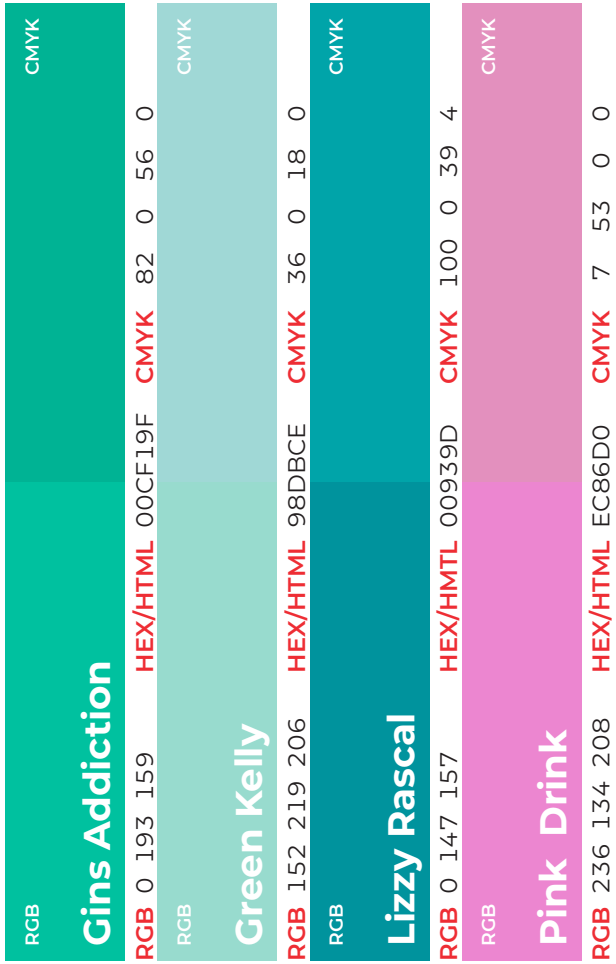
Lizzy Rascal
Strawberry - Mint - Menthol

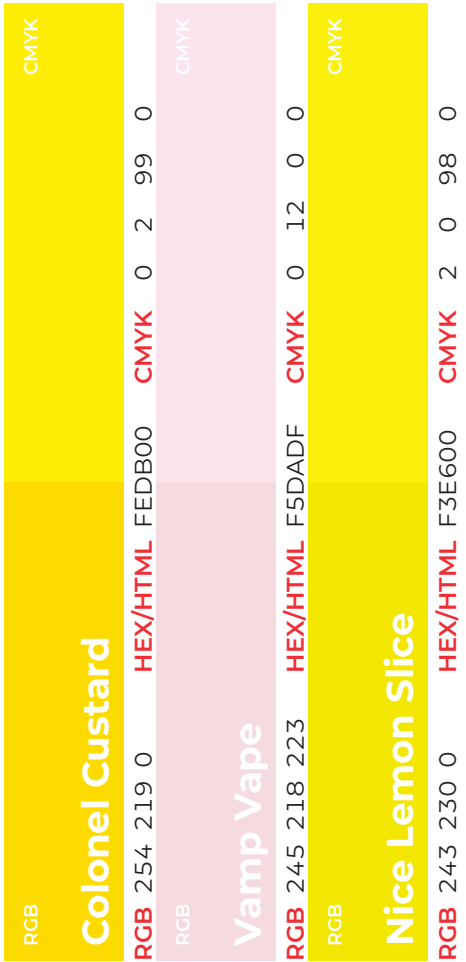
Pink Drink - Coming soon - 03/05/2021
Grape & Berries - Menthol

Colonel Custard
Custard - Vanilla

Vamp Vape
Caramel - Coconut

Nice Lemon Slice
Lemon - Cake





Our Colours

Packaging Colours

Flavour card - Mentol & Mint, Tobacco

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High Voltage
Menthol - Cherry

Polarised
Menthol - Mint

Minted
Mint - Menthol

UK Smokes
Tobacco - Burley - Latakia

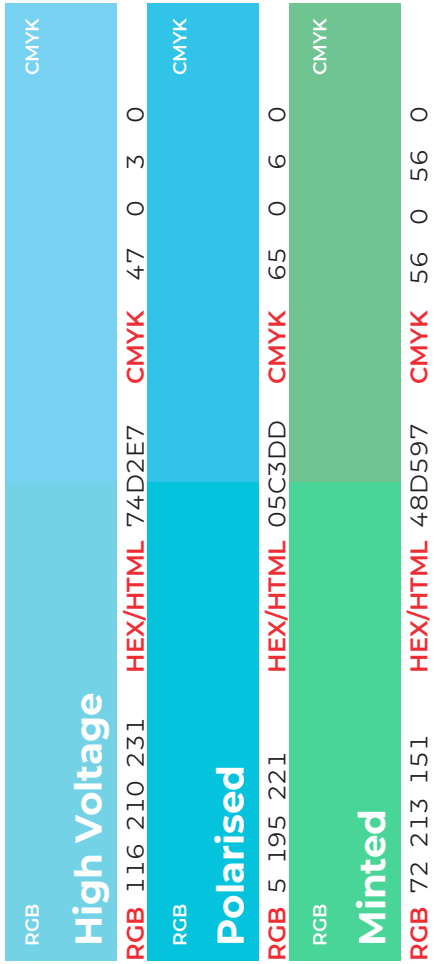
TY4
Tobacco - Nut - Sugar

Java Juice - Coming soon - 01/02/2021
Tobacco - Virginia - Coffee

Golden Tobacco Mint - Coming soon - 01/02/2021
Tobacco - Burley - Mint

Tobacco Crunch - Launch date - 23/11/2020
Tobacco - Virginia - Cookie

Rock n Rolling - Coming soon - 01/02/2021
Tobacco - Virginia



Our Colours

At T-Juice we only use the highest quality components to create our e-liquids.

Our nicotine, PG, and VG are USP/EP pharmaceutical grade products, and all sourced exclusively from thoroughly audited UK suppliers.

Packaging Colours

Flavour card - Nicotine Shots, Diluents

Important note: CYMK - For print use and RGB - For digital use only. HTML/HEX values are based on the RGB colors.

50/50 - PG/VG

CMYK

RGB 126 126 130 HEX/HTML 7E7E82 CMYK 47 39 31 14

100 PG

CMYK

RGB 167 168 169 HEX/HTML A7A8A9 CMYK 33 24 20 2

100 VG

CMYK

RGB 200 201 199 HEX/HTML C8C9C7 CMYK 18 13 10 0

50/50 Salt

CMYK

RGB 221 229 237 HEX/HTML DDE5ED CMYK 10 2 0 0

PG

CMYK

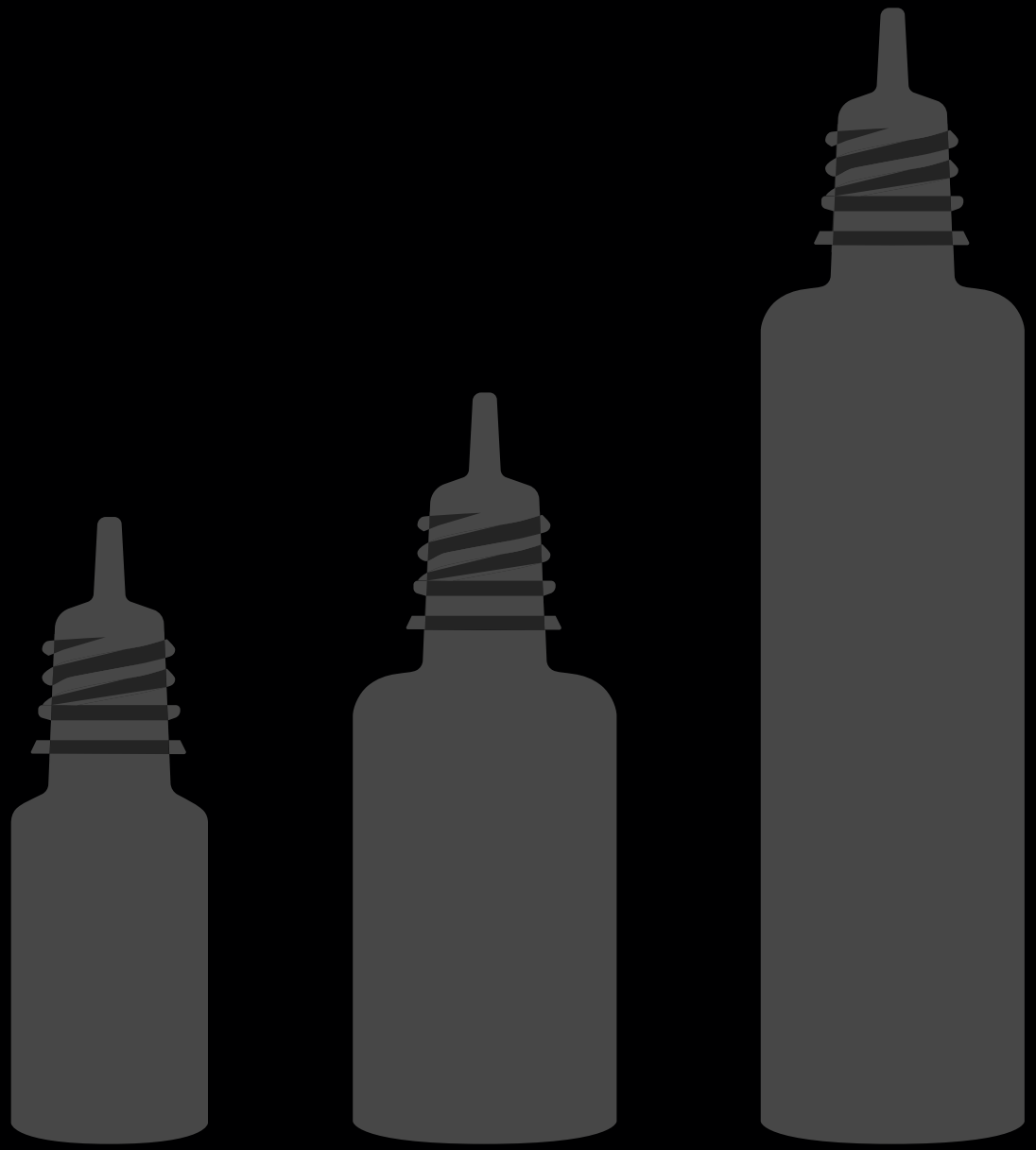
RGB 159 174 229 HEX/HTML 9FAEE5 CMYK 38 26 0 0

VG

CMYK

RGB 111 123 212 HEX/HTML 6F7BD4 CMYK 63 50 0 0

Our Packaging



Our Packaging

Packaging Formats

Product Packaging - Cartons

Our Packaging

Packaging Formats

Product Packaging - Bottles

Our Merchandise

MERCHANDISE

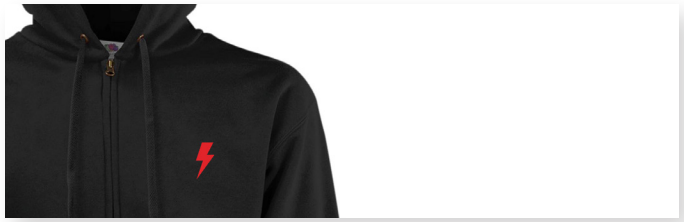
LOGO BACKPACK

T-BOLT FACEMASK

T-BOLT HAT

MERCHANDISE

“CREW” HOODIE



T-BOLT SHIRT

“CREW” SHIRT

MERCHANDISE

SOFT COUNTER MAT

SHOP FRONT - DOOR MAT

WINDOW STICKER