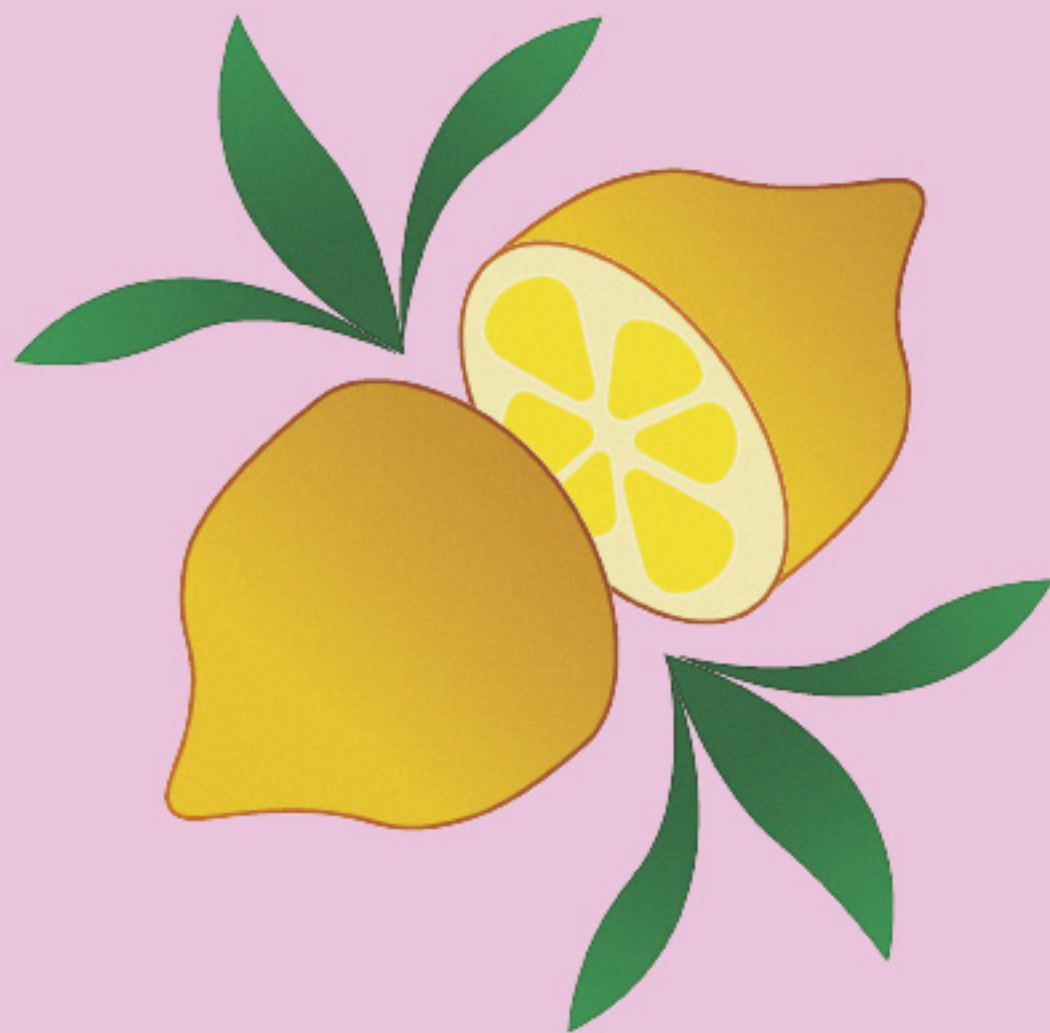




Lemon Ace

Welcome

About us	3
Logos	5
Idea	7
Fonts	9
Colours	11
Variations	13

About Us



**You know what they say? «If the life gives you lemons make lemonade!»
That's our brand's motivation, to
produce high quality fruit products to
make our clients confident and
satisfied**

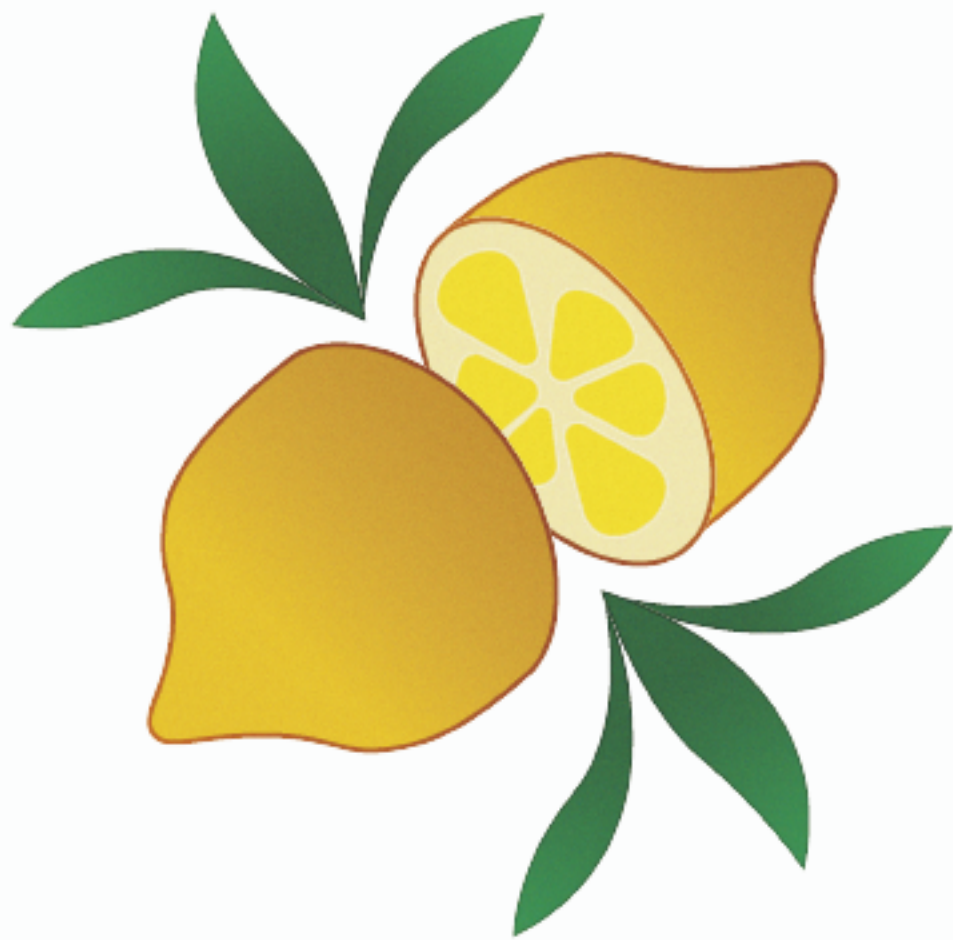
Logos





Idea





Our main idea is that our fruit products are ace quality. The name idea is a game of words «Lemonade» and «Ace», because «if life gives you lemons make lemonade» and that's exactly what motivates us

Fonts



Bernard MT Condensed

A a B b C c D d E e F f G g H h I i J j K k L
l M m N n O o P p Q q R r S s T t U u V v
W w X x Y y Z z 1 2 3 4 5 6 7 8 9 0 ! @
\$ % ^ & * () - _ = + { } [] : ; " ' <
> , . ? / | \ ~ `

Colours

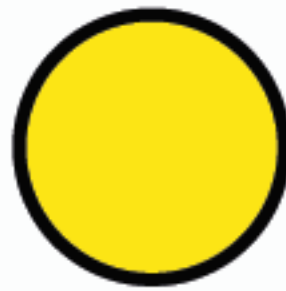


Lemon Ace Brand Guideness

Colours



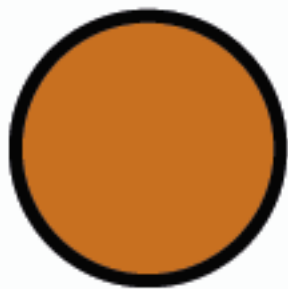
Name # Shalimar Yellow
HTML # fff5ab
CMYK # 0%, 4%, 33%, 0%
RGB # 255, 245, 171



Name # Lash Honeycomb
HTML # fce51e
CMYK # 0%, 9%, 88% 1%
RGB # 252, 229, 30



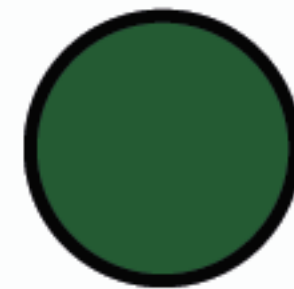
Name # Celandine
HTML # f0c827
CMYK # 0%, 17%, 84%, 6%
RGB # 240, 200, 39



Name # Cattail Red
HTML # c87120
CMYK # 0%, 44%, 84%, 22%
RGB # 200, 113, 32



Name # Faux-Sea Green
HTML # 3c9a56
CMYK # 61%, 0%, 44%, 40%
RGB # 60, 154, 86



Name # Dark Green
HTML # 245a34
CMYK # 60%, 0%, 42%, 65%
RGB # 36, 90, 52

Variations



