

CITRA FRESH

YOUR HOME, OUR PLANET

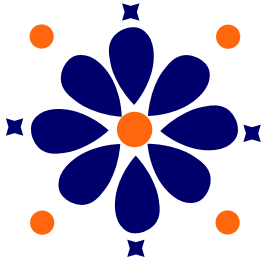


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01

Our Brand

Our Brand**Brand Goals****The Logo****Colour Palette****Typography****Brand Voice****Iconography****Patterns****Emblems****Applications**

Step into a world of freshness and sustainability with CitraFresh. Our eco-conscious, organic cleaning products embrace the beauty of nature's purity.

CitraFresh turns your cleaning into a freshening journey to European citrus groves with our thoughtful packaging and invigorating scents.

As we say, "Your home, our planet," we are committed to nurturing both your living spaces and the Earth, that we all call home. Join us in this bright, sustainable revolution and rediscover the joy of cleaning, with CitraFresh.



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Brand Goals

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- **Environmental stewardship:** involves minimizing environmental impact using eco-friendly ingredients, the reduction of plastic packaging, and the adoption of sustainable manufacturing practices.
- **Health and safety:** should be prioritized by utilizing non-toxic ingredients and providing explicit usage instructions for the benefit of consumers and workers.
- **Promote sustainable lifestyles:** by advocating for refillable packaging, providing educational resources, and forming partnerships that support environmentally conscious practices.



03

The Logo

Logo Breakdown
Logo Safezone
Logo Do's and Don'ts

03

The Logo

Citrafresh, is a sustainable organic cleaning product company, the logo design combines organic elements with an old-school European feel to convey a sense of tradition and environmental responsibility. The organic essence of the logo reflects the company's commitment to

sustainable ingredients. The old-school European aesthetic, evokes a sense of trust and time-tested quality, implying that their products are rooted in age-old cleaning traditions while still being forward-thinking and environmentally conscious.

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The arm located in the “F” of the CitraFresh logo serves as the foundation for the “C.” This not only contributes to a greater sense of unity within the logo but also offers the flexibility to stack the words vertically, allowing for the creation of an alternative logo variation when necessary.



The CitraFresh logo employs letters with varying thickness to impart an organic and approachable aesthetic. Additionally, the slanted orientation of the letters adds a dynamic quality to the brand’s identity.

The CitraFresh logo incorporates ligatures to enhance the readability and provide a more cohesive reading experience.

03

The Logo Logo Safezone

The recommended minimum spacing between the logo and surrounding artwork should be equivalent to the width of the letter 'N' extending outwards from the logo in all directions.

The logo is designed to be versatile and adaptable across different sizes. It is advisable to avoid using the logo at sizes below 50 px in height.

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F

04

Colour Palette

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Colour Palette

The primary color palette consists of brand-specific colors that are both distinctive and versatile, designed to enhance the product's visibility and appeal. They are intended for use across the brand's various products, encompassing all branded elements and backgrounds.

The palette may be expanded in the future to accommodate a new product variant that requires a different color.

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#00006C
RGB 0, 0, 108
CMYK 100%, 100%, 0%, 58%

#FF660E
RGB 255, 102, 14
CMYK 0%, 60%, 95%, 0%

#0000A7
RGB 0, 0, 167
CMYK 100%, 100%, 0%, 35%

#FFC517
RGB 255, 197, 23
CMYK 0%, 23%, 91%, 0%

#000000
RGB 0, 0, 0
CMYK 0%, 0%, 0%, 100%

#FBFBFB
RGB 251, 251, 251
CMYK 0%, 0%, 0%, 2%

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Typography

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Poppins

Headings – Poppins Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

! “ \$ % = () [] : + ? ;

Body – Poppins Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii

Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

! “ \$ % = () [] : + ? ;

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Brand Voice

They are deeply committed to sustainability and environmental responsibility.

Citrafresh is open and honest about their products and practices.

They aim to make eco-friendly choices accessible to a wide audience, promoting inclusivity and community.

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Their brand exudes a contemporary, lively spirit that brings a modern twist to eco-conscious living.

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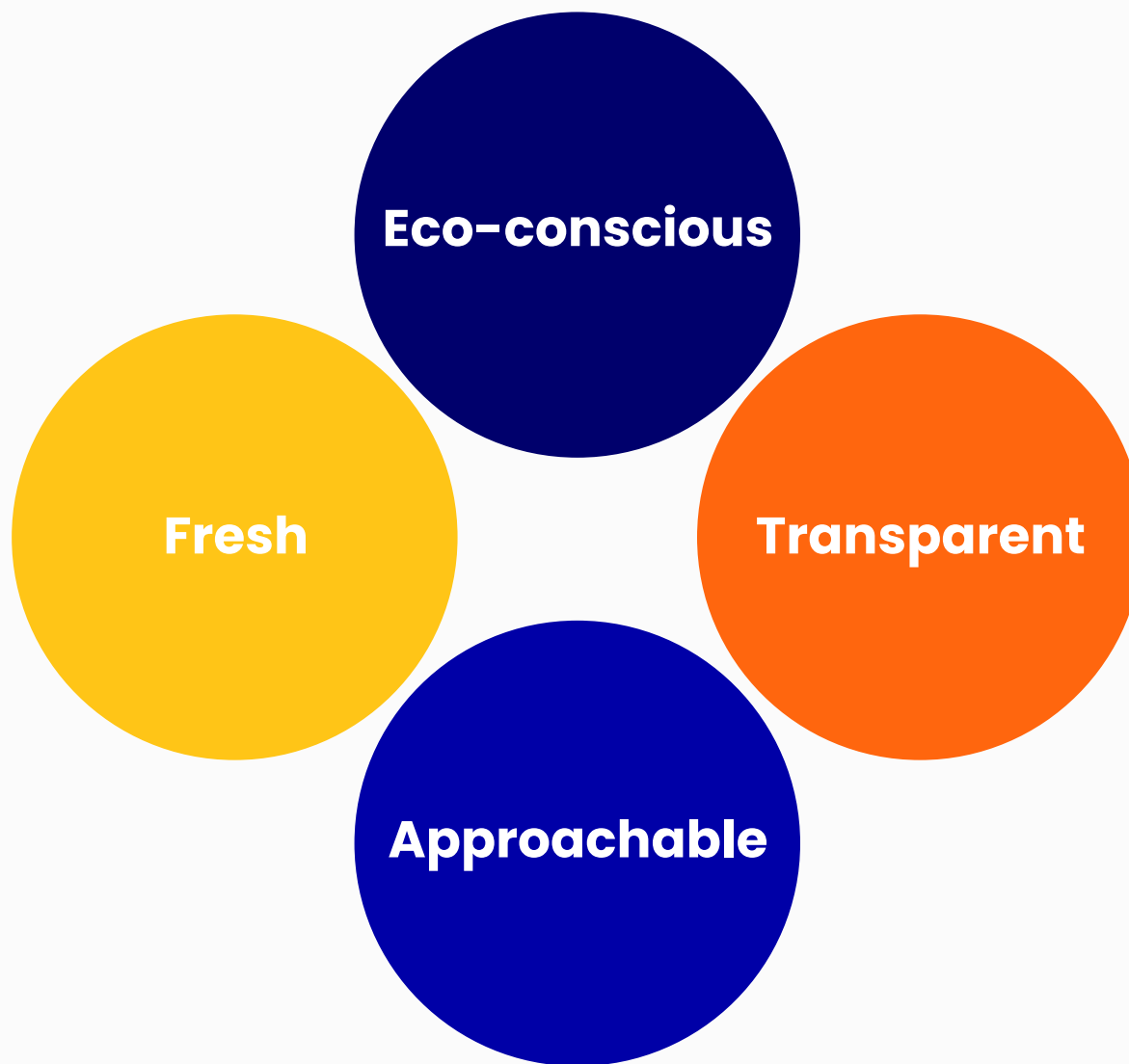
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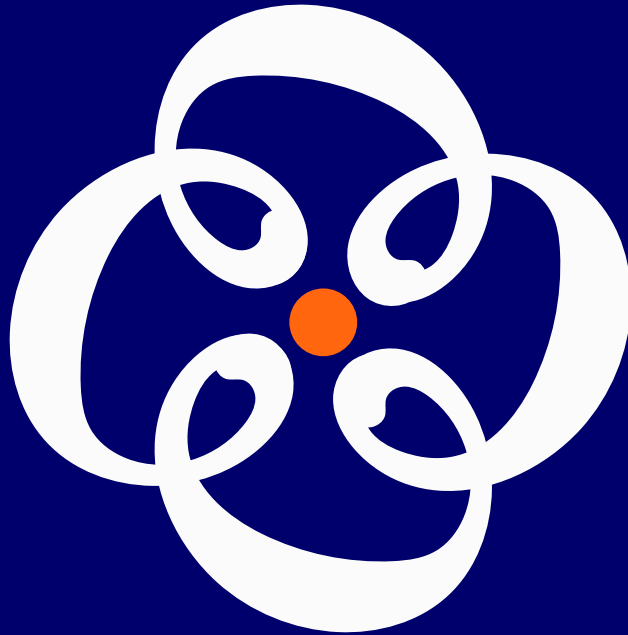
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Patterns

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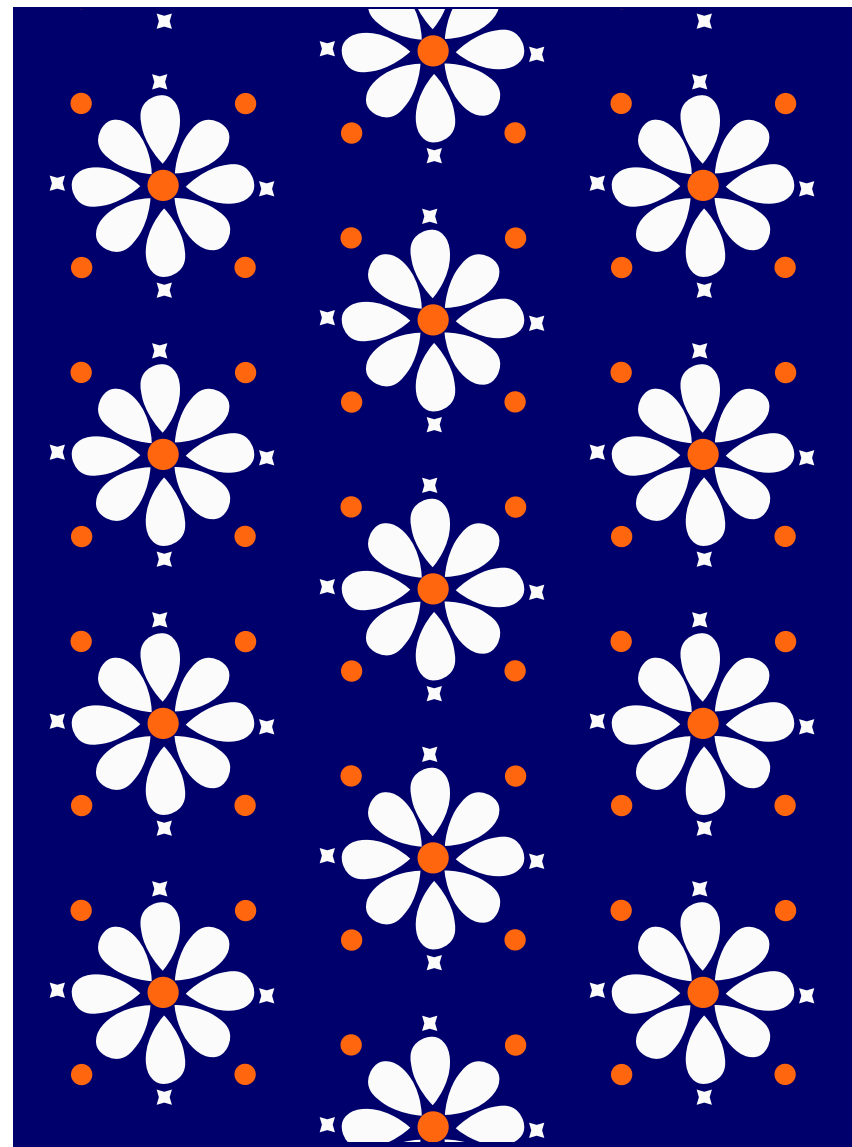
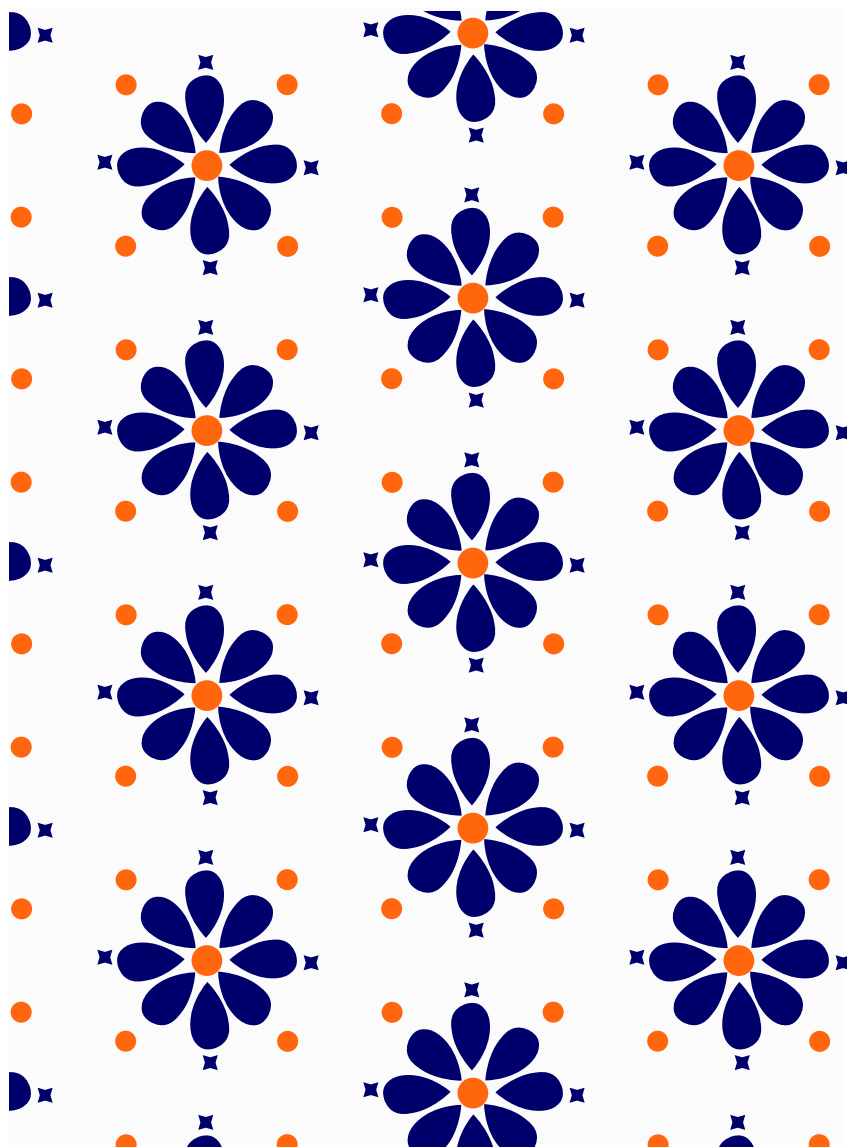
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Emblems

These emblems can be freely used on packaging, and appropriate merchandise, like business cards.

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Business Cards

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Reusable Water Bottle

Baseball Cap

Packaging

Refill Sachets

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Applications Baseball Cap

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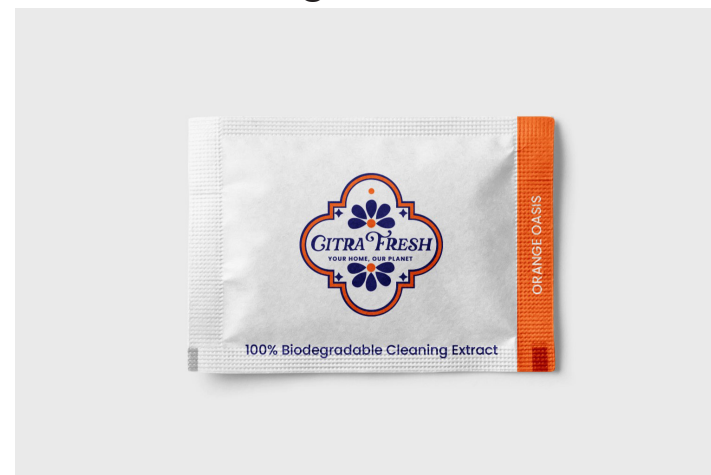
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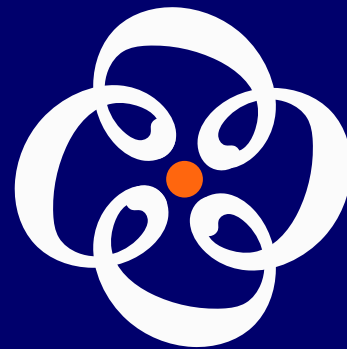
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Front**Back of “Zesty Lemon” refill****Back of “unscented” refill****Back of “Orange Oasis” refill**



Thank you