

# Juicebox

BRAND GUIDELINES

BRAND VALUES

**Transparency**

**Trust**

**Fun & exciting**

**Community-driven**

**Customization**

**Reliability**

# The Logo

[LOGO FILES](#) →

Main Logo

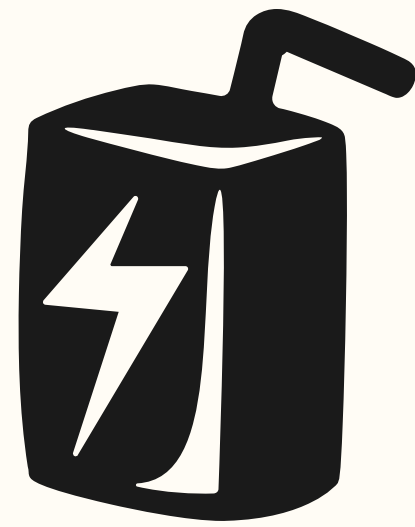


Type Logo

Juicebox

Juicebox

Icon Logo



## Logo Overview

MAIN LOGO



TYPE LOGO

Juicebox

ICON LOGO



COLLABORATION EXAMPLE





# Logo Misuse

Do not stretch



Do not rotate icon



Do not use random colours



Do not pair with random fonts



Always ensure logo has enough contrast



Always ensure logo is readable



Always ensure logo has breathing room



# Color Palette

## THE COLOR PALETTE

Inspired by tropical fruits and good times, the new Juicebox color palette conveys our playful nature while building trust and setting us apart from the crowd.

# Color Palette

Bone #FFF7E8

Split #FFBB45

Bluebs #5777EB

Grape #A57AED

Crush #FF9FD5

Peel #EE6F3A

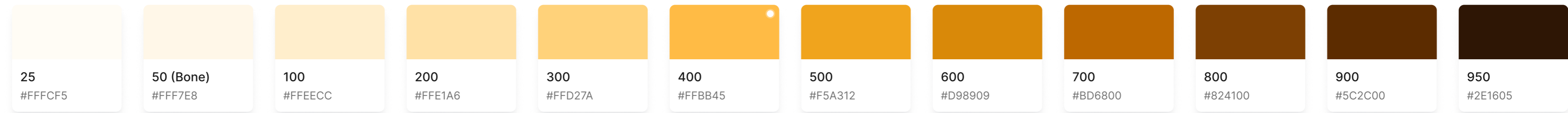
Melon #68CA8F

# COLOR BREAKDOWN

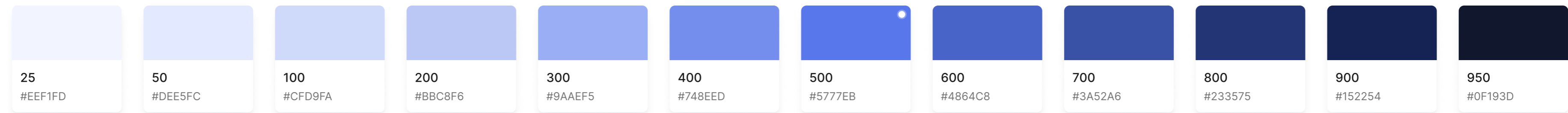
White dot indicates 'base' color

## Primary

### Split

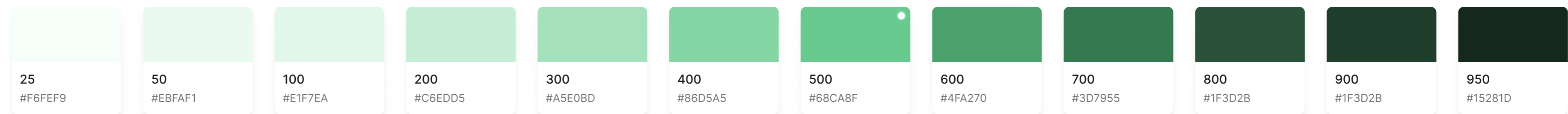


### Bluebs

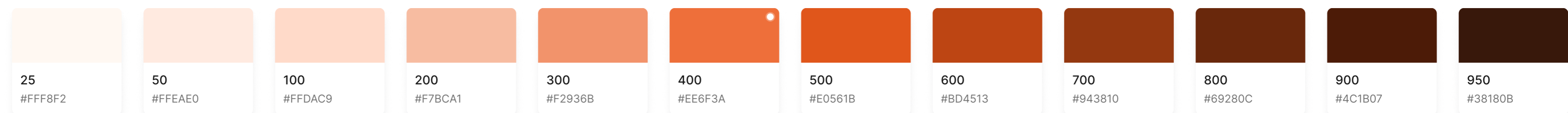


## Secondary

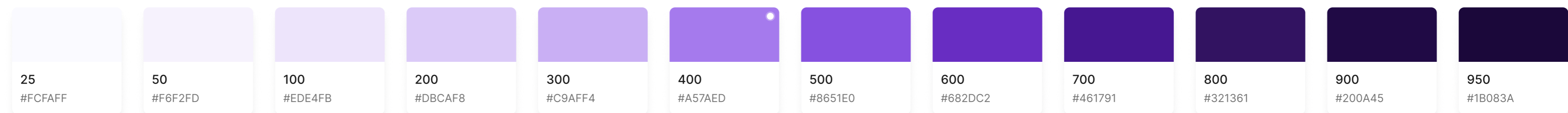
### Melon



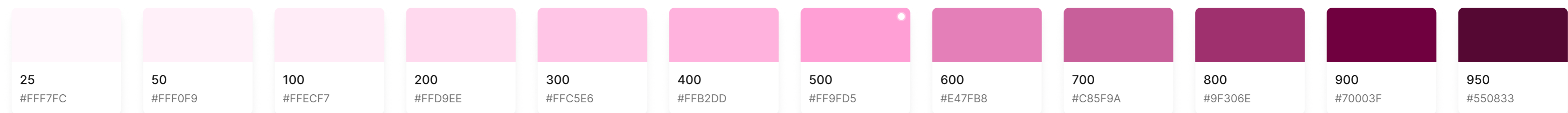
### Peel



### Grape



### Crush

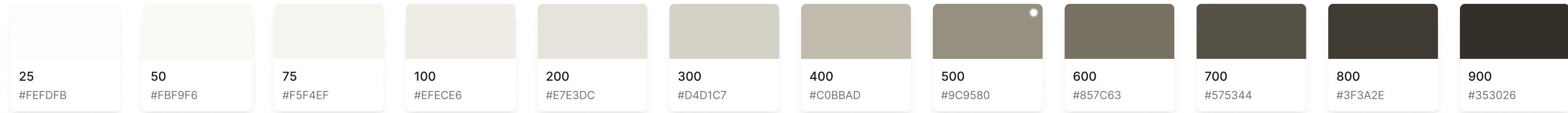


# COLOR BREAKDOWN

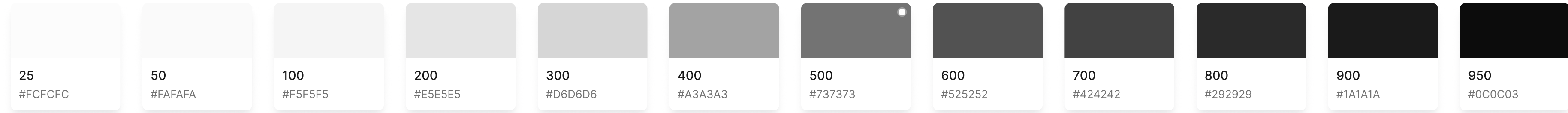
## Neutral

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### Smoke



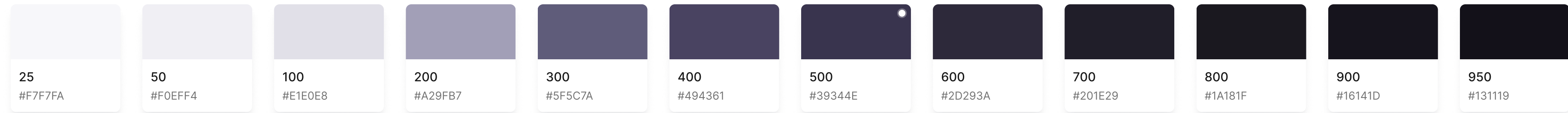
### Grey



## Dark Theme

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### Slate



# Typography

## INTRODUCING AGRANDIR

Agrandir is a contemporary sans serif that celebrates the beauty of being imperfect. It was designed to be a brave antipode to neutral modernist fonts. Agrandir accepts its own shapes as they are – unaligned, quirky and funky. It celebrates humanity, not machines.



# Typography

## DISPLAY (LARGE HEADINGS)

Aa

**Agrandir Wide**

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## HEADINGS

Aa

**Agrandir Normal**

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## BODY & UI

Aa

**Beatrice**

## TYPE EXAMPLE

# Fund anything

The programmable funding protocol for builders and creators. Light enough for a group of friends, powerful enough for a global network of anons.

## How it works

The programmable funding protocol for builders and creators. Light enough for a group of friends, powerful enough for a global network of anons.

# Typography

## DISPLAY FONT

### Agrandir Wide

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&\*()

## DISPLAY STYLING

# Display 1

Agrandir Wide 72px / text-7xl

# Display 2

Agrandir Wide 60px / text-6xl

# Display 3

Agrandir Wide 48px / text-5xl

# Display 4

Agrandir Wide 36px / text-4xl

# Display 1

Agrandir Wide 72px / text-7xl

# Display 2

Agrandir Wide 60px / text-6xl

# Display 3

Agrandir Wide 48px / text-5xl

# Display 4

Agrandir Wide 36px / text-4xl

# Typography

## HEADING FONT

**Agrandir**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

## HEADING STYLING

**Heading 1**

Agrandir 48px / text-5xl

**Heading 2**

Agrandir 36px / text-4xl

**Heading 3**

Agrandir 30px / text-3xl

**Heading 4**

Agrandir 24px / text-2xl

**Heading 5**

Agrandir 20px / text-xl

## BODY & UI FONT

**Beatrice**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$%^&\*()

## BODY STYLING

**Body Large**

Beatrice 18px / text-lg

**Body Base**

Beatrice 16px / text-base

**Body Small**

Beatrice 14px / text-sm

**Body Tiny**

Beatrice 14px / text-xs

**Body Large**

Beatrice 18px / text-lg

**Body Base**

Beatrice 16px / text-base

**Body Small**

Beatrice 14px / text-sm

**Body Tiny**

Beatrice 14px / text-xs

**Body Large**

Beatrice 18px / text-lg

**Body Base**

Beatrice 16px / text-base

**Body Small**

Beatrice 14px / text-sm

**Body Tiny**

Beatrice 14px / text-xs

# Illustration

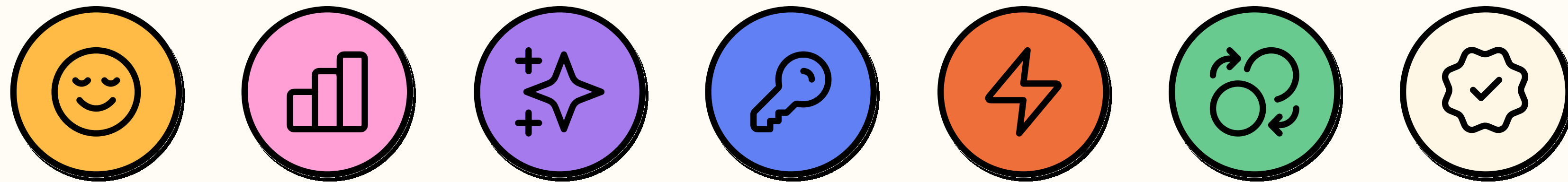
ILLUSTRATION



Juicebox illustrations bring a unique flavour to the brand to create an unrivalled identity.

# Iconography

## ICONOGRAPHY



**Our icons are fun, playful & modern. Bringing life to the interface while informing the user.**

# User Interface



# FIRST PASS BRAND ROLLOUT



Connect



## Payouts

Add payouts to wallet addresses or Juicebox projects to receive funds from your treasury each cycle. Any unallocated funds will stay in your treasury for use in a future cycle, or to be claimed by token holders.

Limited  Unlimited  None

You will pay out a specific amount of funds from your treasury each cycle. These funds are allocated in 'Payout Addresses' below.

### Payout Addresses ?

Add wallet addresses or juicebox projects to receive payouts.

[+ Add Payout](#)

Payouts to Ethereum wallets will incur a 2.5% fee. Sending funds to other Juicebox projects will not incur any fees. [Learn more about fees.](#)

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DESIGN SYSTEM

**Coming soon...**

