THE LOGO

Remix Juice Co. Cemagi

Every bottle has its own label. So does Cemagi.

Their juice labels have zigzag edges and two painted, cut-out shapes that change from one bottle to the next. The site is made of these labels: the same shapes, remixed for Cemagi.



The original logo, traced to vector from the file on remixjuiceco.com: green disc, thin ring, white R and two leaves.

VERSIONS



Colour
Default. On white, paper or photos with calm areas.



Light
White ring, R and leaves, no disc, on Forest #2F5A3B.



Dark
R, leaves and ring in Ink #1D2A21, no disc, on a light ground.

CLEAR SPACE



Clear space: keep a margin of **x** around the logo, where x is a quarter of its diameter.

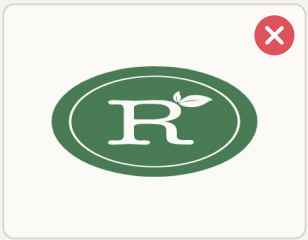
MINIMUM SIZE



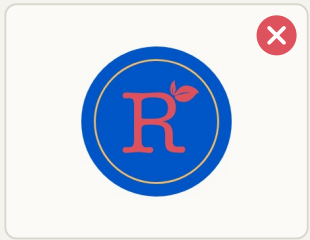
32 px screen **10 mm** print **64 px** comfortable

Never smaller than 32 px on screen or 10 mm in print: below that the thin ring and the leaves fill in.

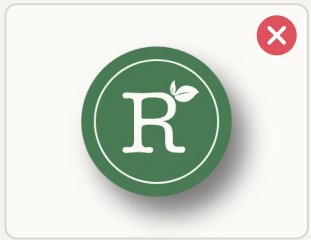
NEVER



Stretch or squash it



Recolour it



Add a shadow or any effect



Place it on a busy photo

COLOURS

The colours of the site

Remix green
#497B55
RGB 73 123 85
CMYK 41 0 31 52

Logo disc, buttons, hero accent, the juice-name band and the Visit section.

Forest
#2F5A3B
RGB 47 90 59
CMYK 48 0 34 65

Footer and button hover. Dark ground for the light logo.

Menu green
#4A7A52
RGB 74 122 82
CMYK 39 0 33 52

The menu section, with its grid, taken from their printed menu.

Ink
#1D2A21
RGB 29 42 33
CMYK 31 0 21 84

Headlines, body text and the floating bar.

Leaf grey
#56635A
RGB 86 99 90
CMYK 13 0 9 61

Secondary text, captions and small print.

Background
#F4F3EE
RGB 244 243 238
CMYK 0 0 2 4

The page background.

Label paper
#EFE9E1
RGB 239 233 225
CMYK 0 3 6 6

Label cards and the Herbal bar section.

White
#FBFAF7
RGB 251 250 247
CMYK 0 0 2 2

Cards, pills, and light text on green.

Line
#D9D6CC
RGB 217 214 204
CMYK 0 1 6 15

Hairlines and the border of unselected pills.

THE PAINTED SHAPES

Colours of the labels



Cobalt
#0056C6
RGB 0 86 198
CMYK 100 57 0 22

Glow, Djamoe, Strength, Remedy and Replenish labels.



Coral
#DE525D
RGB 222 82 93
CMYK 0 63 58 13

Glow, Love, Combat, Kindness and Replenish labels.



Sage
#66907A
RGB 102 144 122
CMYK 29 0 15 44

Goodness, Strength, Remedy and Balance labels.



Olive
#B0AA51
RGB 176 170 81
CMYK 0 3 54 31

The Restart label.

Sky
#BBDFE8
RGB 187 223 232
CMYK 19 4 0 9

Restart, Combat and Health labels, and the name band.



Apricot
#F8BE64
RGB 248 190 100
CMYK 0 23 60 3

Health, Balance and Purity labels.

Blush
#F1D9D6
RGB 241 217 214
CMYK 0 10 11 5

Love, Kindness and Purity labels.

Each label takes **two shapes in two different colours**. The only other tint is the paper tape (#DECDA5 at 85%) that holds the photos on the menu. CMYK values are approximations from the screen colours: confirm with a printed proof.

TEXT PAIRINGS THAT WORK

Aa	13.4 : 1 Ink on Background	Aa	12.4 : 1 Ink on Label paper	Aa	4.7 : 1 White on Remix green	Aa	7.6 : 1 White on Forest	Aa	4.8 : 1 White on Menu green

Inter

HEADLINES AND TEXT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weights **400 to 800** (used: 400, 500, 600, 700). The typeface of their own site, remixjuiceco.com.

Pressed from
the heart.

Use	Desktop	Phone
Hero title (700)	92 px	44 px
Section titles (700)	72 px	40 px
Menu title (600)	92 px	46 px
Body text (400)	17 px	16 px
Dish names, buttons (600)	16-17 px	16-17 px

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Newsreader

JUICE NAMES AND QUOTES

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weights **400 to 600**, roman and *italic*. Used for juice names, quotes, reviews and the Herbal bar. It stands in for the paid Reckless Neue of their labels.

Glow

"For the little moments, familiar faces, and everything in between."

Use	Desktop	Phone
Label name (400)	46 px	32 px
Large label name	60 px	42 px
Juice-name band	40 px	28 px
Quote (italic)	28 px	22 px
Herbal bar title (500, caps)	81 px	46 px

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La Belle Aurore

HANDWRITTEN NOTES

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Weight **400**. The handwriting of their own site. One short note at a time: a greeting, a margin comment, never a paragraph.

Remix Juice Co. Cemagi
Add extra matchapresso +10

Use	Desktop	Phone
Greeting above the title	32 px	26 px
Menu margin note	24 px	24 px

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THE LABEL

Glow

Cold Pressed Juice

goji berries * carrot * pineapple *
cos lettuce * ginger * lemon

from Rp 41.850

Paper, name, two shapes. Newsreader name in the colour of its shapes, Inter for the ingredients, the mini logo at the foot.

THE ZIGZAG EDGE

Teeth 28 × 12 px, on the top and bottom of every label, section and band. The colour of the edge is always the colour of the block.

EIGHT PAINTED SHAPES

Circle · Triangle · Square · Rectangle

Bean · Cloud · Heart · Fan

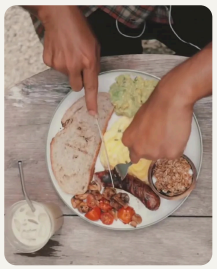
Irregular, hand-cut edges like painted paper. Never a clean geometric circle or square.

HAND-DRAWN ICONS

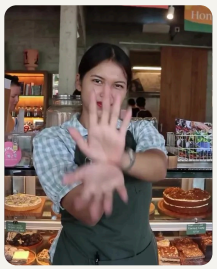


Their own drawings, traced to vector and set in Remix green.

PHOTOGRAPHY



The dishes



The team



The front

Real photos of the place, in natural light, framed 4:5 with 6 px corners.

THE MENU BOARD



Taken from their printed menu: green grid, taped polaroid, a hand-drawn thread and a note in the margin.

DO

- + Real photos of the place: dishes, team, front
- + Natural light, 4:5 framing, 6 px corners
- + Two shapes per label, in two colours
- + Tape and polaroid on the green menu only

AVOID

- × Stock photos, filters or heavy edits
- × Shadows, gradients and glossy effects
- × Straight, perfectly clean geometric shapes
- × Dark themes: the site is light only

INSTAGRAM STORY · 9:16



SQUARE POST · 1:1



SQUARE POST · 1:1



HOW IT IS BUILT

Same pieces, every time.

One photo, one label, one line.
Each piece holds a real photo of the place, one label and one short headline. Nothing else.

The label
Paper #EFE9E1, zigzag top and bottom, name in Newsreader, two shapes in two colours, one line of small text.

The headline
Inter 700, tight tracking (−4.5%), white on green or Ink on Background. One accent word in Remix green.

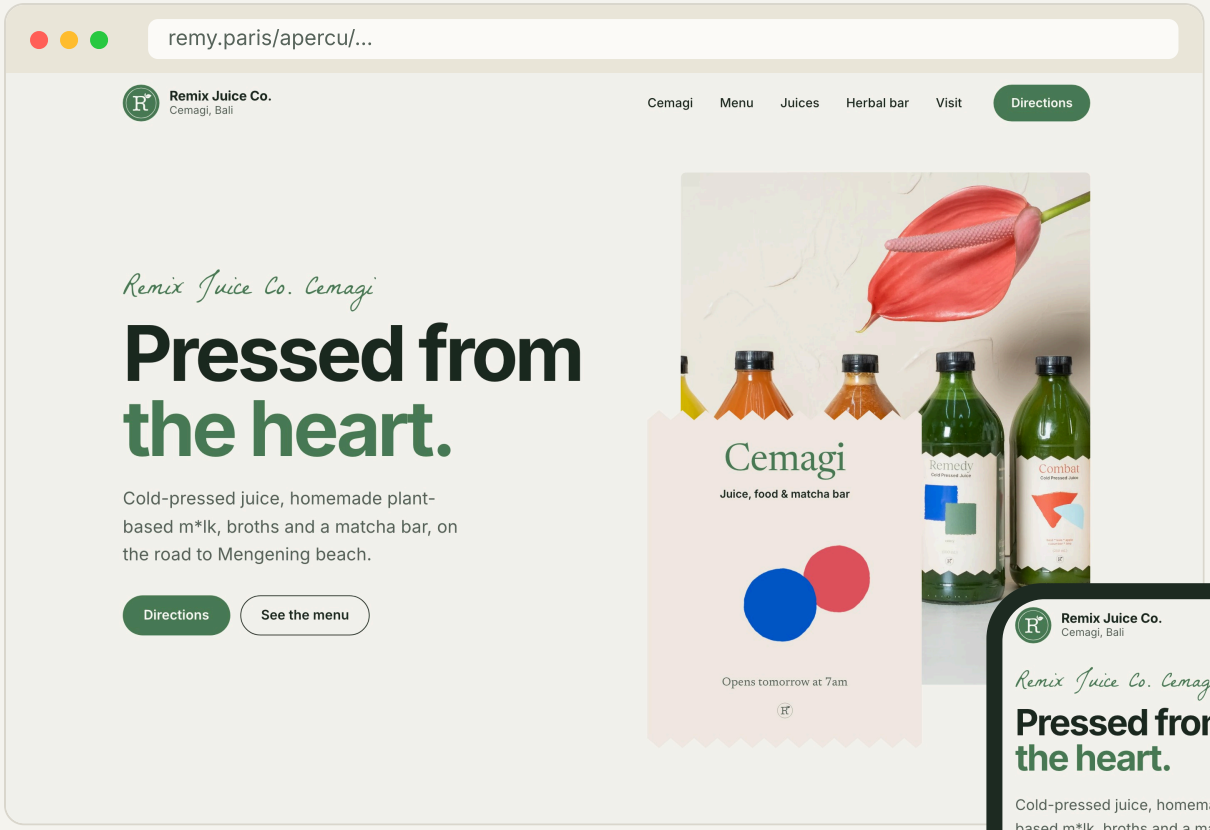
The logo
Always small and in a corner: light version on green, colour version on light.

Colour
Remix green, Menu green, paper and white. Shape colours only inside labels.

Handwriting
One short note in La Belle Aurore, never a paragraph.

Sizes
Story 1080 × 1920, post 1080 × 1080. Keep 6% of margin on every side.

All texts are taken from the site: "Pressed from the heart.", "Always welcome home.", "Open every day, 7am to 8pm".



THE SITE

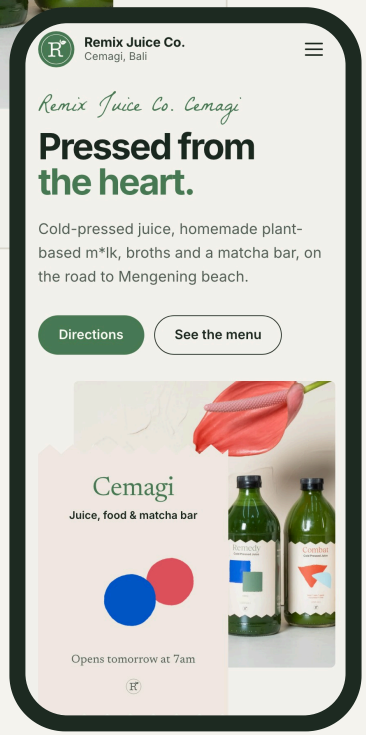
The guide at work

The site puts every rule of this guide on one page: the logo in the bar, Inter headlines, Newsreader label names, the zigzag band, the green menu with its taped photo, and real photos of the place.

WHAT TO LOOK AT

- **Home.** On opening, the two shapes of the Cemagi label slide in from each side and meet.
- **Pick a bottle.** Each juice name rebuilds the label: new name, new shapes, new colours.
- **Our menu.** Their printed menu as tabs: green grid, taped photo, a note in the margin.

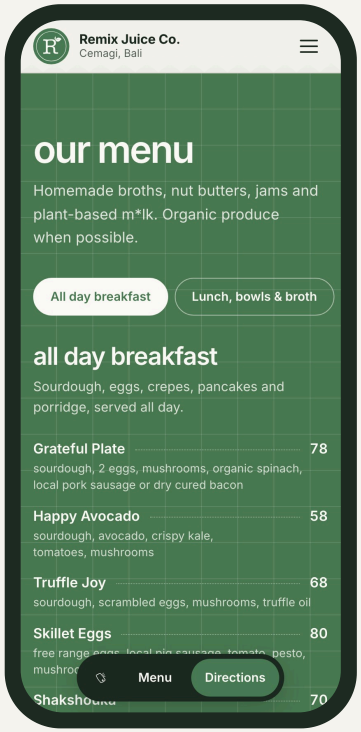
Desktop captures at 1440 × 900, phone at 390 × 844, taken on the live preview with animations finished.



Home



Pick a bottle



Our menu