The Branding Guideline

Jujfood

Primary Lockup

Hello

we’re happy you are here

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Primary Lockup

01

Our Brand

Our mission

Our vision at Juj Food is to be the leading online platform that revolutionizes the way communities access and enjoy fresh food. We aim to empower every household to experience the joy and convenience of getting the best, locally-sourced food ingredients right at their doorstep, fostering a healthier, well-nourished world.

Our Vision

At Juj Food, our mission is to simplify the food buying process by providing an accessible, efficient, and reliable online marketplace where customers can purchase high-quality food materials at competitive prices. We are committed to supporting local producers, enhancing food literacy, and delivering exceptional service to create a seamless shopping experience for all.

The Challenges

1. Variability in Supplier Quality: Not all suppliers may have the same standards for quality and handling, potentially affecting the consistency of the products received by customers.
2. Logistics Vulnerabilities: The longer the transit time and the more handoffs between different logistics partners, the higher the risk of product quality degradation.
3. Environmental Factors: Temperature fluctuations, humidity, and improper handling during transportation can compromise the integrity of fresh produce and perishable goods.
4. Customer Perception: Even minor inconsistencies in product quality can significantly impact customer satisfaction and brand reputation.

Our Soultion

Supplier Collaboration and Standards:

- Develop a comprehensive supplier selection process that includes strict criteria for quality standards, sustainability practices, and reliability.

Advanced Logistics and Monitoring:

- Implement real-time tracking and temperature monitoring technology in all transport vehicles and storage facilities to ensure products are kept at optimal conditions.

Quality Control Checkpoints:

- Establish multiple quality control checkpoints throughout the supply chain—from receipt of goods from suppliers to the packaging for delivery.

Friendly

Juj Food is approachable and welcoming to all its customers. It’s the kind of brand that communicates in a warm, conversational tone, making customers feel like they are interacting with a good friend. This trait supports a customer service approach that is understanding, patient, and always ready to help.

Innovative

Always at the forefront of the latest food trends and technologies, Juj Food embraces innovation. It continually seeks to improve the customer experience, whether through implementing new technologies for easier ordering and tracking, or by exploring creative food options and packaging that keep food fresh longer and reduce environmental impact.

Trustworthy

Reliability and trust are core to Juj Food. The brand promises and delivers high-quality and freshness, transparent sourcing, and accurate, honest communication. Customers can rely on Juj Food for consistent quality and receive exactly what they order every time, with no surprises.

Educational

Juj Food not only sells food but also educates its customers about healthy eating habits, the origin of ingredients, and how to make sustainable food choices. This trait makes it a go-to resource for customers looking to enhance their culinary skills and knowledge, reinforcing the brand's role as a leader in food literacy.

Supportive

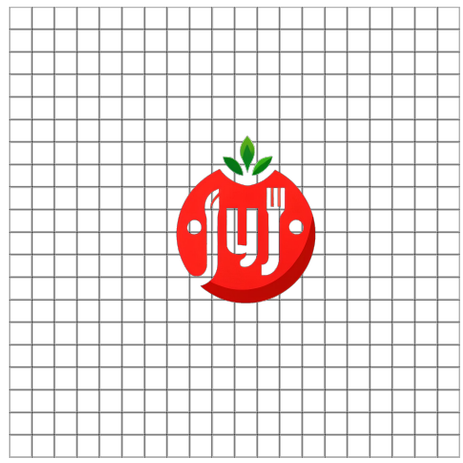
As a brand that supports local producers and sustainable practices, Juj Food is seen as a community builder that cares deeply about the impact of its business on the environment and local economies. It actively participates in community initiatives and supports local agriculture, which makes it a brand that stands for a cause beyond just profit.

02

Design elements

Our Logo

The logo is primarily in a vibrant red color, which is often associated with energy, passion, and appetite—commonly used in food-related branding to attract attention. The logo is shaped like a tomato, which suggests freshness and directly ties to food themes.



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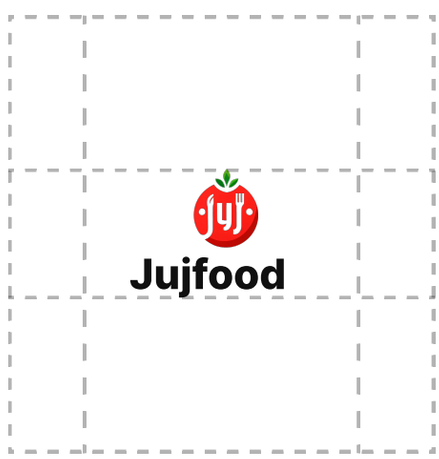


Logo Usage

The full-color logos should be used only on the following backgrounds. Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

Logo Misuse

Do not crop the logo

Do not change the transparency of the logo

Do not use different colors

Do not rotate any part of the logo

Do not distort the logo

Do not blur the logo

03 Colors

Colors

Engineering orange

100% 80% 60% 40% 20%

RGB 212, 0, 0
HEX: D40000
CMYK: 0, 100, 100, 17

Linen

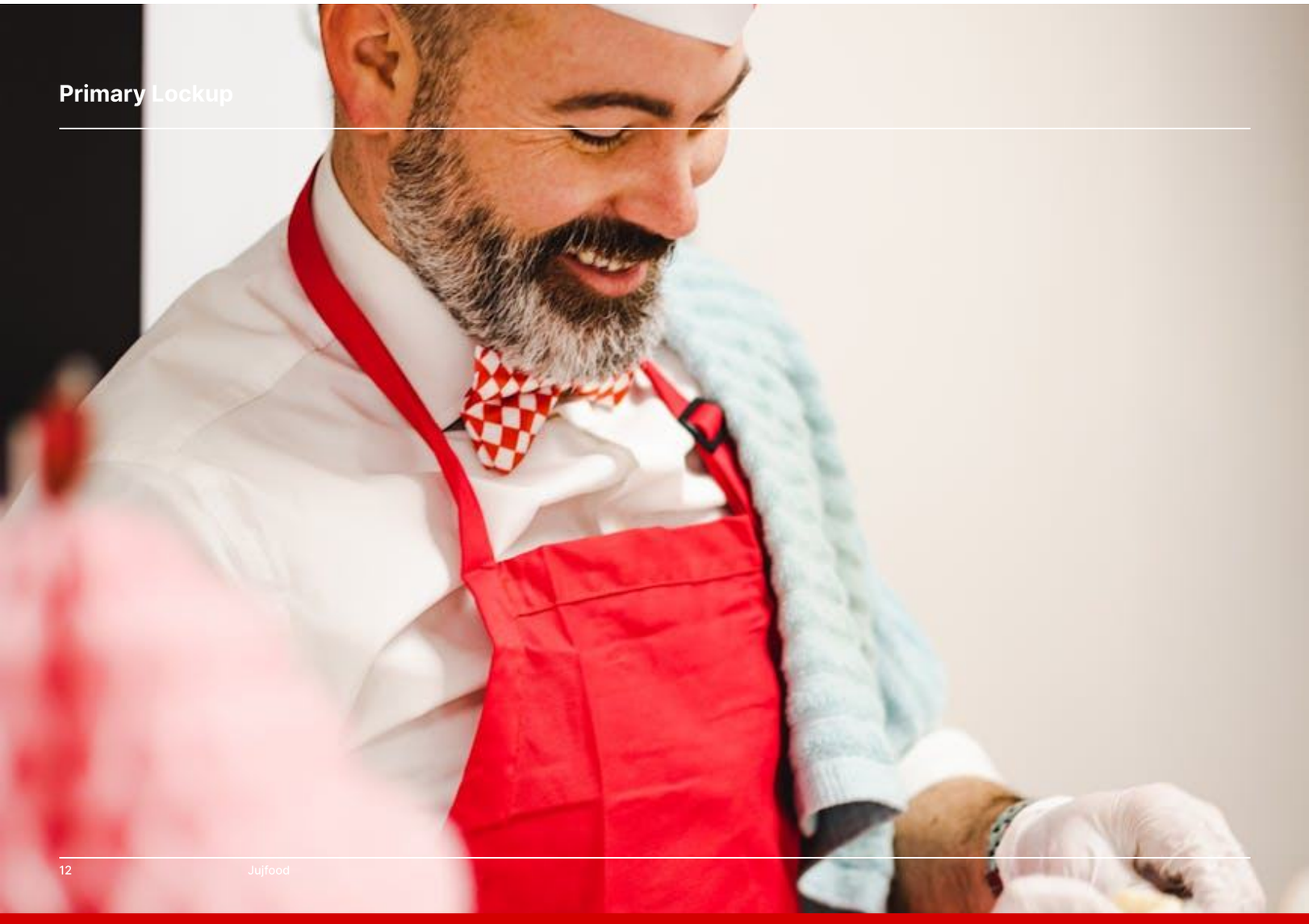
100% 80% 60% 40% 20%

RGB 254, 243, 231
HEX: FEF3E7
CMYK: 0, 4, 9, 0

Black

100% 80% 60% 40% 20%

RGB 0, 0, 0
HEX: 000000
CMYK: 0, 0, 0, 100



04 Typography

Inter

H1
76px

H2
61px

H3
49px

Paragraph
20px

Subtitle
16px

A	B	C	D	E	F	G	H
I	J	K	L	M	N	O	P
Q	R	S	T	U	V	W	X
Y	Z						

0	1	2	3	4	5	67	
8	9						

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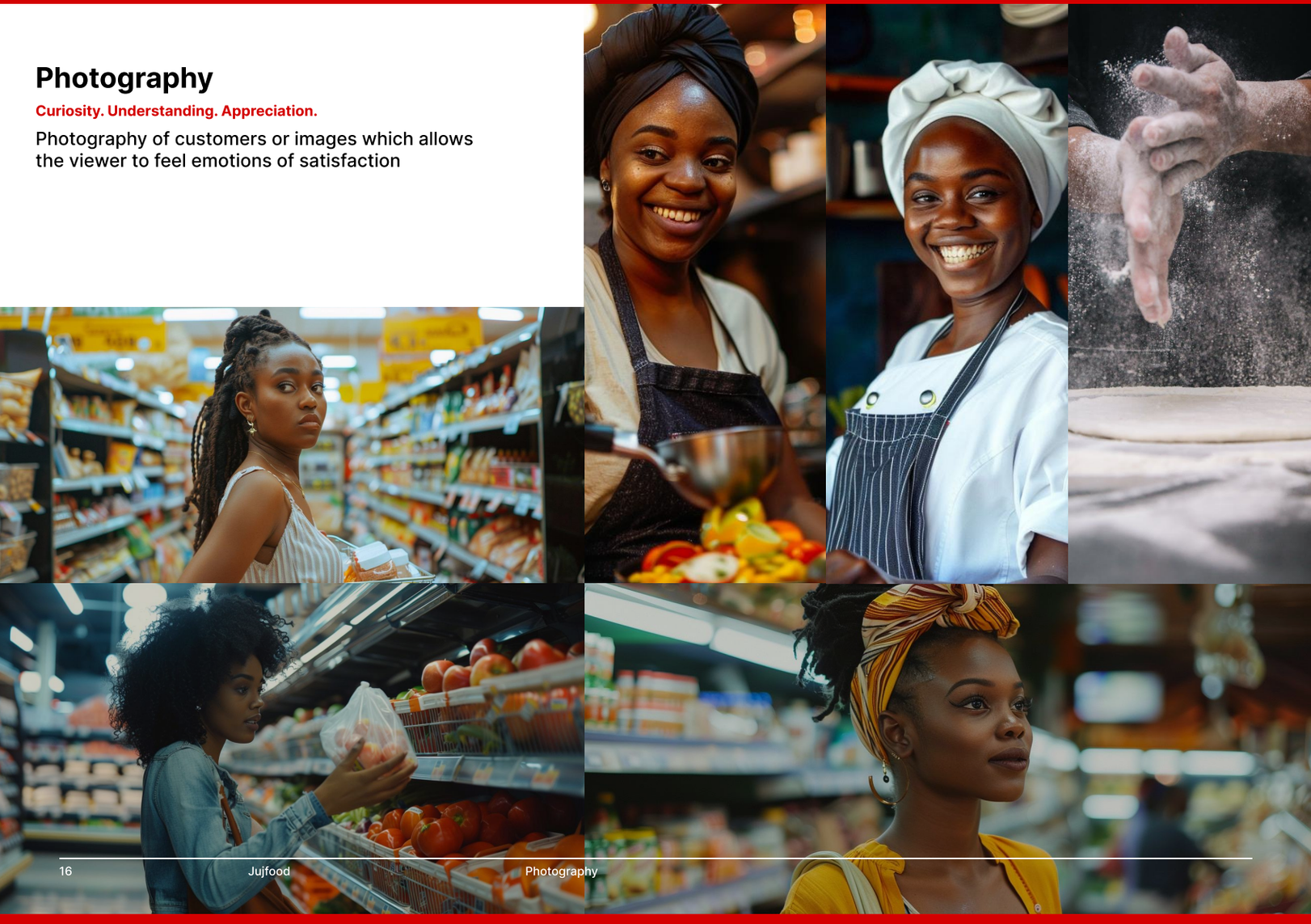
05 Photography

Photography

Curiosity. Understanding. Appreciation.

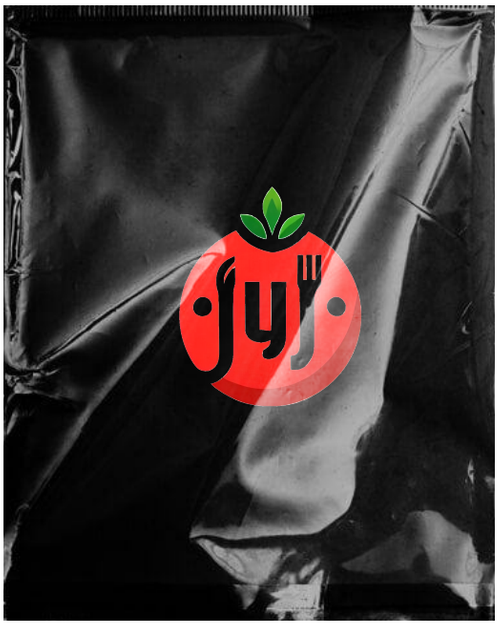
Photography of customers or images which allows the viewer to feel emotions of satisfaction



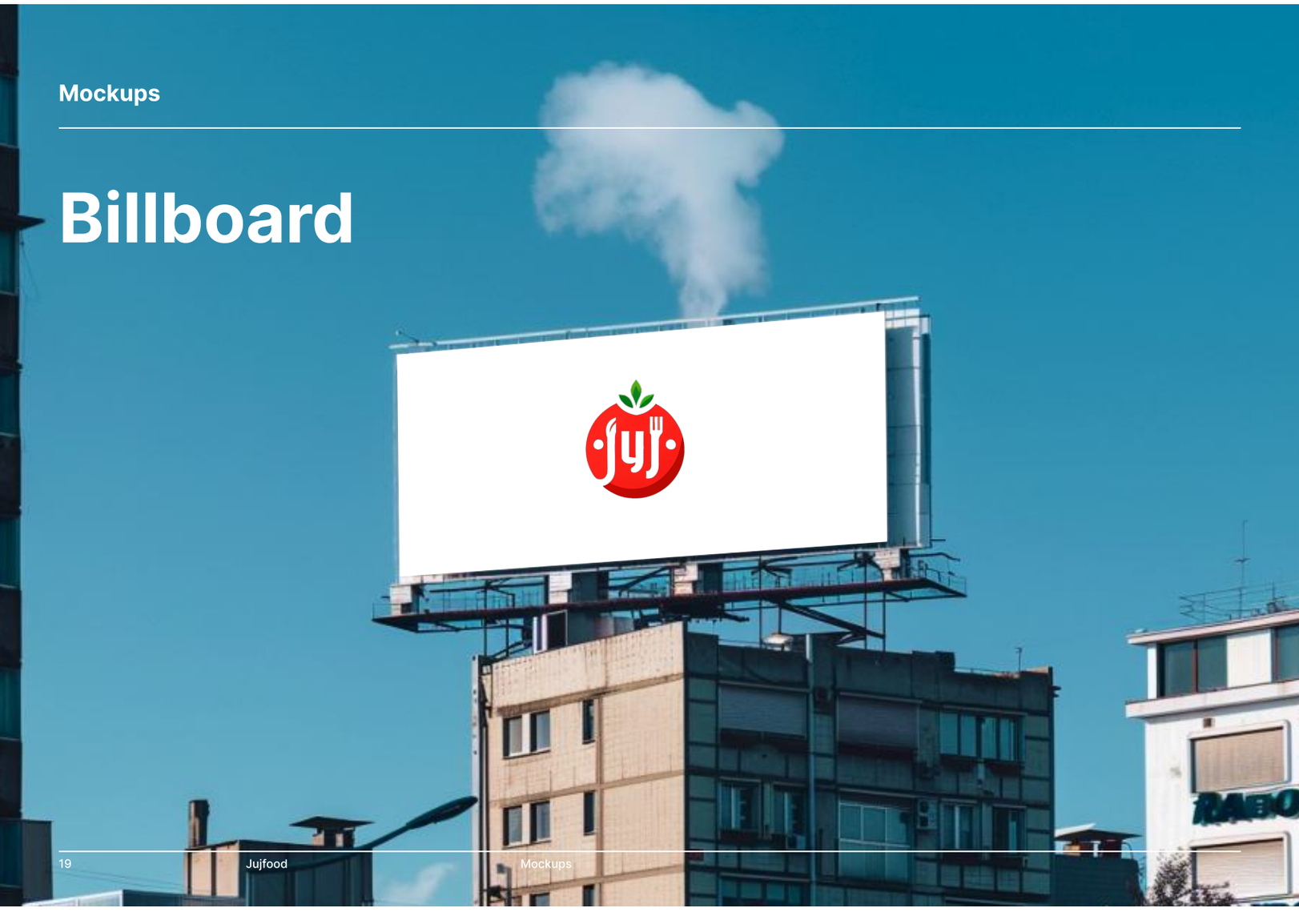
Mockups

06 Mockups

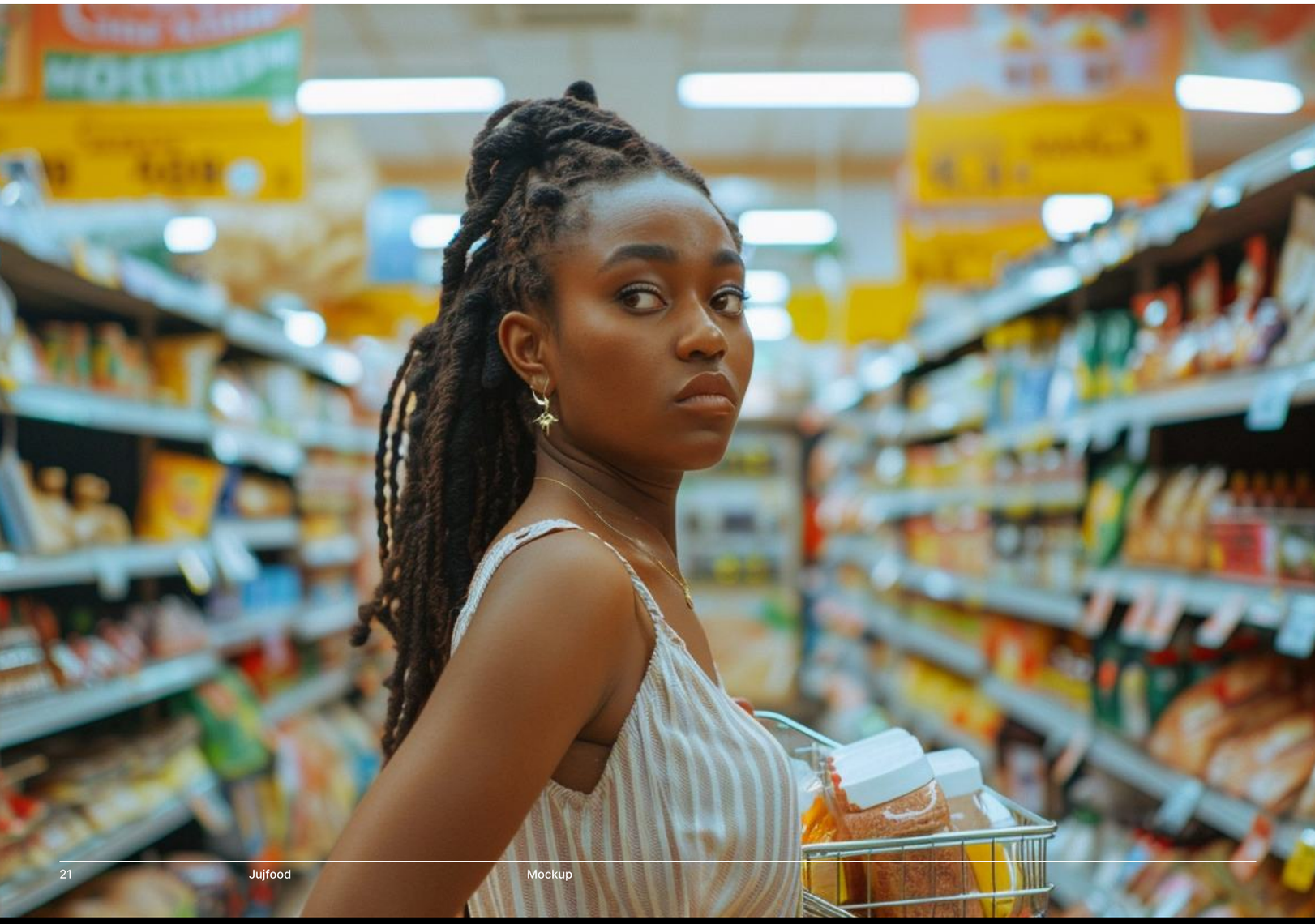
Wrapped

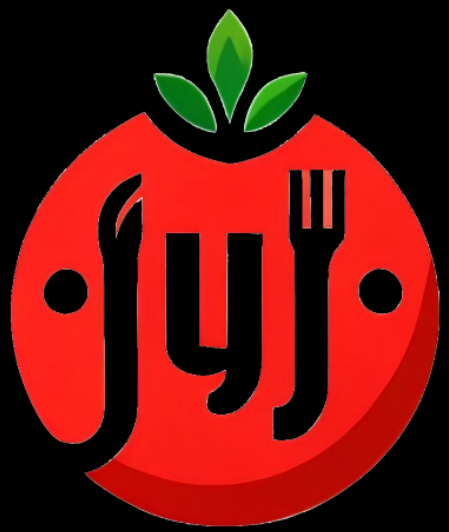


Billboard



T-shirt

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