



MARKETING JUICE

Brand Blueprint

Updated January 2022



Table of Contents

BRAND BLUE PRINT BREAKDOWN

About Marketing Juice

Our Logo

Our Logo's Evolution

Our Brand Colors

Approved Fonts

Our Brand Voice

Using the Marketing Juice Brand in Digital and Print Media

Content Direction

Our Brand Identity

About Marketing Juice

OUR COMPANY'S HISTORY

Marketing Juice was born out of the frustration of owner, Miranda Imperi, with the lack of quality marketing services for small business owners. Prior to creating Marketing Juice, Miranda witnessed many small business owners experience financial hardship attempting to secure quality marketers, only to find that their expectations were not being met.

Marketing Juice exists to provide quality marketing services to small business owners as well as educate small business owners on digital marketing best practices in order to take control of their marketing and manager their expectations accordingly.





Marketing Juice Brand Blueprint | 2022

WORDS WE LIVE BY

The best marketing doesn't
feel like marketing.

TOM FISHBURNE



MJ's Roadmap

THE VISION

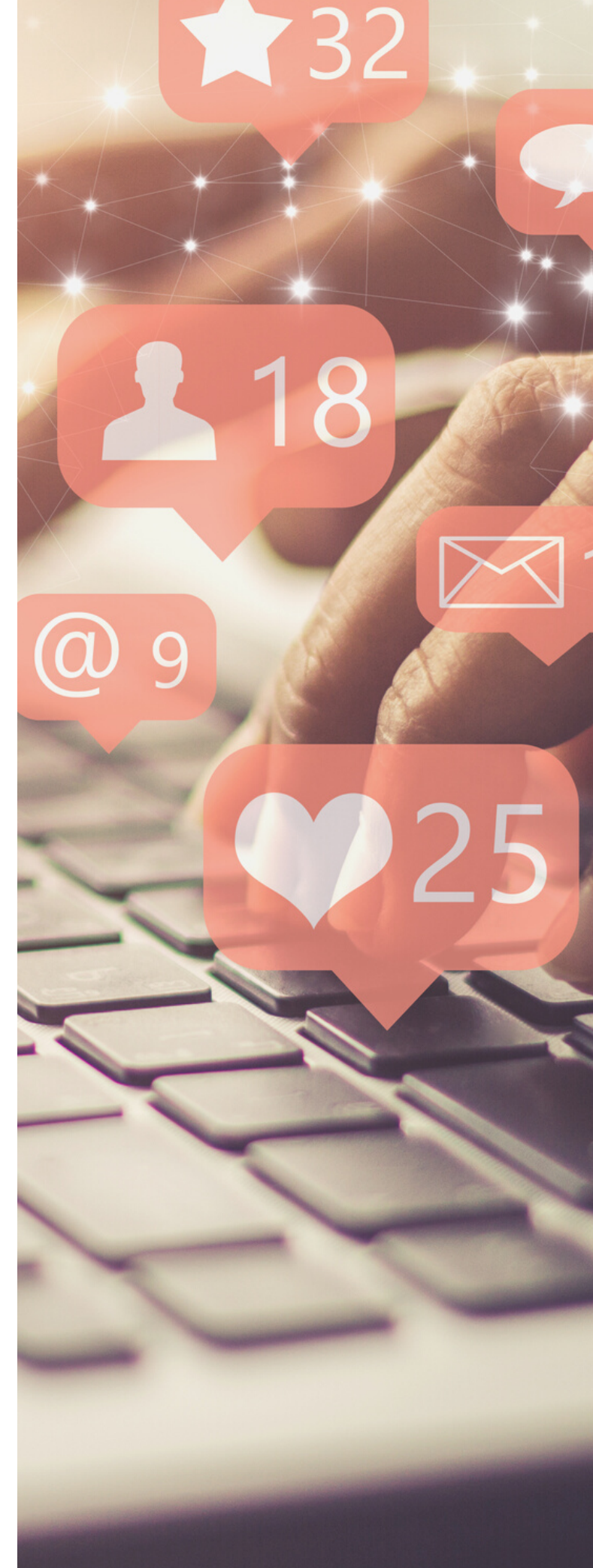
Mindful marketing for each small business client, using creative & budget friendly strategies.

THE MISSION

To create accessible and affordable marketing services for small businesses that make them feel empowered and in control of their marketing.

THE OBJECTIVES

Design unique and custom marketing plans for each MJ client.





Our Values

MINDFULNESS

Marketing Juice puts mindful effort behind each of our marketing strategies.

RELIABILITY

Marketing Juice follows through with our commitments and strives to complete deadlines on time.

EDUCATION

Marketing Juice believes there is no such thing as a "secret sauce" in the marketing industry. We offer marketing education for free whenever we can.

QUALITY

Marketing Juice is committed to quality in all of our deliverables. We go above and beyond in expectations in design and copywriting services.



Marketing Juice Brand Blueprint | 2022

MARKETING
JUICE

Main Branding Guidelines

STYLE RULES AND REGULATIONS



Marketing Juice Brand Blueprint | 2022



Our Logo Today

INSPIRATION AND BACKSTORY

The Marketing Juice logo is meant to feel playful and stand out among the traditional corporate appearance of marketing agencies. Our logo is inspired by cartoons of our youth and is meant to feel approachable and accessible across multiple generations.





Our Logo's Evolution

FROM OUR BEGINNINGS TO THE PRESENT



VERSION 1

Marketing Juice's original logo was meant to emulate simple juice carton insignia. We wanted our brand to be simple so our work would stand out.



VERSION 2

We adjusted the brand logo in 2017 to better communicate the fun and creative side of the company and brand.



VERSION 3

Today's logo is more polished and allows for more versatile usage in marketing materials. Our refinement of the splat in 2019 was designed to appeal to a wider audience and better communicate our design capabilities.



About Our Tagline

***NOT FROM CONCENTRATE**

Our tagline "not from concentrate" comes from the disclaimer used by many juice and snack companies. Concentrate is created through a process of extracting juice from fruit and removing the water to create a fruit concentrate. Once the concentrate is created, it is equally distributed into the products being produced for sale and water is added to standardize the juice or product to ensure consistency in the outcome.

Marketing Juice does not standardize our approach to marketing, thus our plans and strategies are "not from concentrate" and are unique to each client. This helps our agency stand out from competitors and our clients to have unique brand presence online and in their communities.



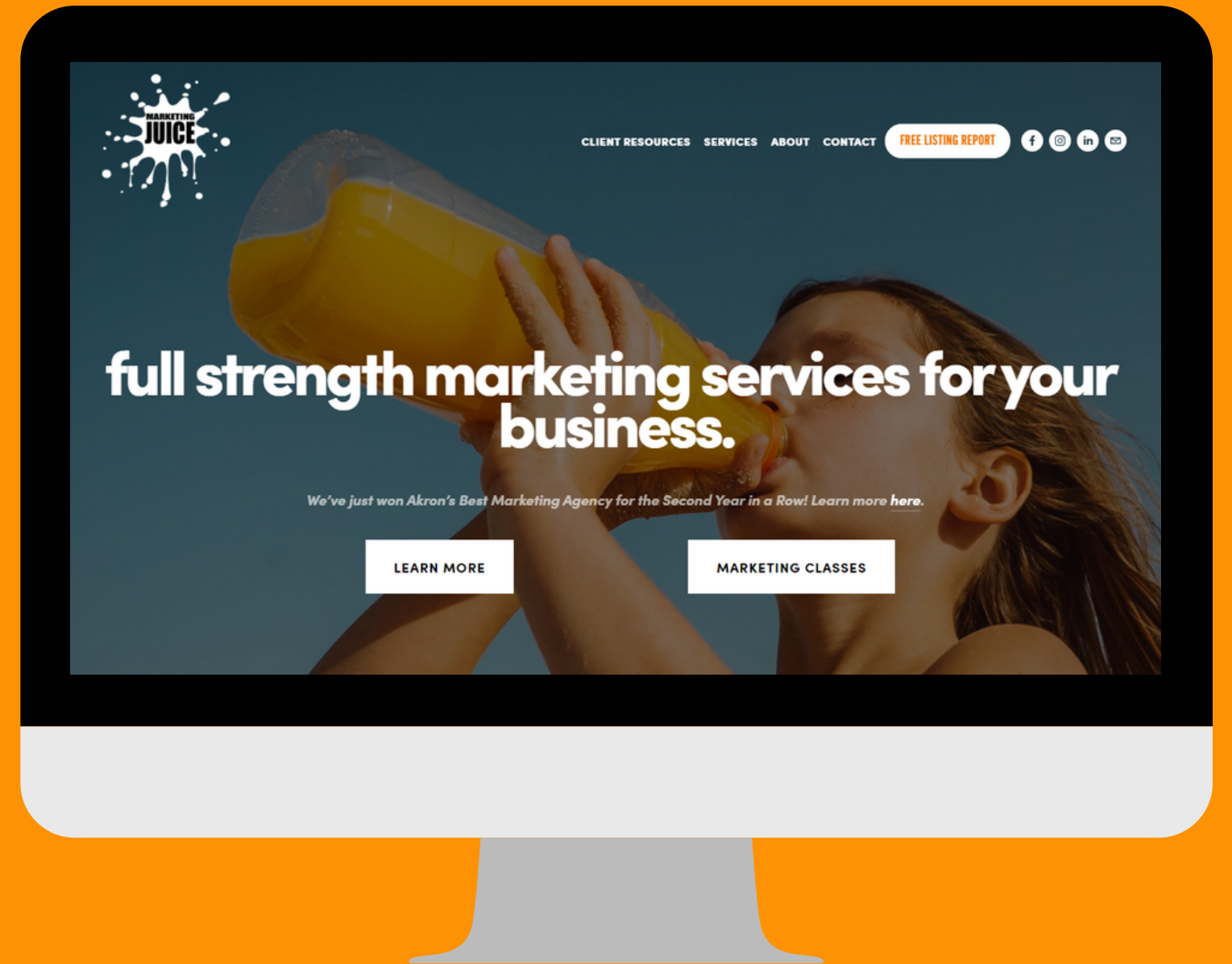
Marketing Juice Brand Blueprint | 2022



Our Brand Online

EXAMPLES TO FOLLOW

Marketing Juice online presence should be fun, bold, and approachable; following our logo and brand identity.





Our Color Scheme

APPROVED COLOR VALUES

Marketing Juice's primary brand colors are black and orange. Approved accent colors are light olive green, light orange, white, and dark grey.

#FD9204



#000000



#F4BD74



#B5C283



#585959





Color Utilization

LOGOS

There are three approved brand logos: orange, black, and white. Logo colors should always correspond with a contrasting background. Never use white or orange logos on light backgrounds. Do not add any shadows or additional elements to the logo.

IN PRINT

Marketing Juice printed marketing materials should look high contrast and rich in color. Utilize high resolution photography and limited clip art or drawn elements. Never use photography as backgrounds unless it is faded and filtered to accomplish a high contrast look with the text.

IN SOCIAL MEDIA

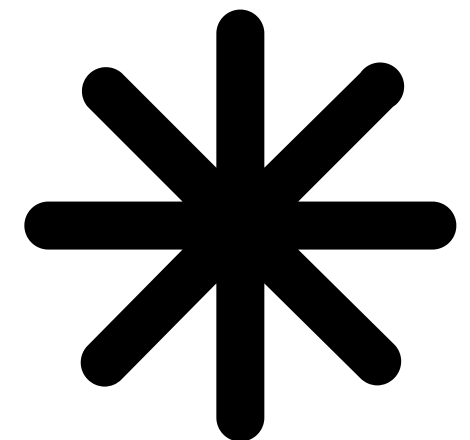
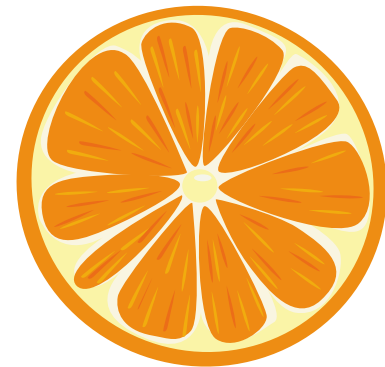
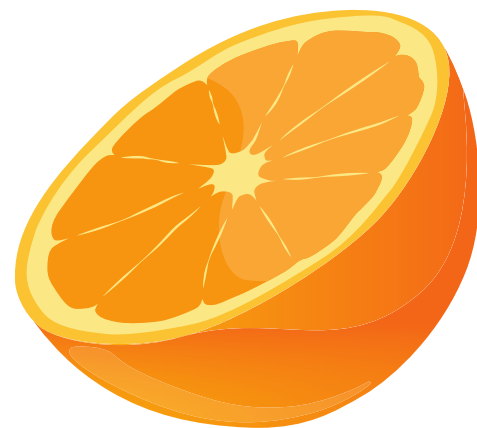
Orange and black should always be present in social content, however only one accent color should be added if necessary. All social media coloration should follow the high contrast look of all other brand presentation.



Using Symbols

ICONOGRAPHY GUIDELINES

Marketing Juice symbols should follow the color and brand image guidelines and be simple in style. The Marketing Juice splat can also be used as a symbol. See examples of approved symbols below:





The Basic Style Guide

PROPORTION

Marketing Juice's logo should not be the main focus on any marketing piece. MJ logos look best in corners.

BALANCE

All marketing pieces should have a clear focal point. Too many elements makes the viewer dizzy. Limit the elements to 3 or less.

SIZING

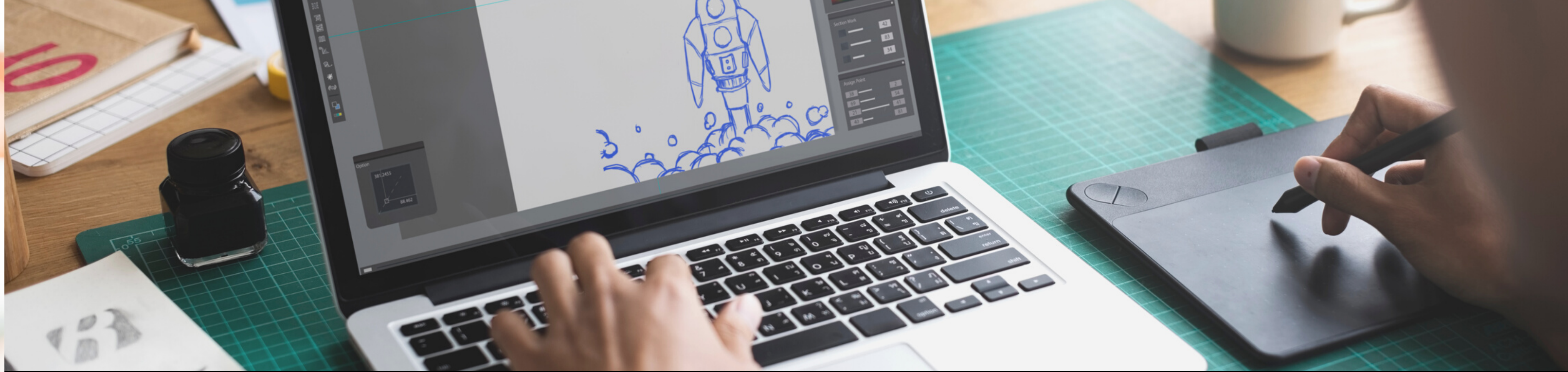
The MJ logo should never be too small to read the text but never overpower the content of the design. Text should always be sized to be legible.

SPACING

Margins are important. Only the MJ splat and similar elements can carry off the page. All text should have ample margins for easy reading.



Marketing Juice Brand Blueprint | 2022



Font and Text

RULES TO FOLLOW

Approved Marketing Juice fonts and guidelines.



Comprehensive Text Guidelines

ALLOWED FONTS

The primary font for the MJ brand is Impact. MJ should always appear stacked and in all caps. The tagline should always present in lowercase.

TITLES AND PARAGRAPHS

Titles should be Impact and all other paragraph styles should be Sofia Pro or Glacial Indifference. In certain cases, Montserrat is also OK.

APPROVED WEB FONTS

Squarespace fonts:
Sofia Pro

Canva fonts:
Impact/Anton &
Glacial Indifference



Marketing Juice Brand Blueprint | 2022

Our Brand in Print

A FEW EXAMPLES

MJ Print marketing should be bold and colorful, in line with the brand visuals online.



Work with an
Award Winning
Agency

Juice has
Akron's
Agency
and is
Business
through the
gram.



Juice
Corporate
is named
Agency for

High Quality Marketing
Support for ANY Small
Business Budget

- Monthly Marketing Plans
- Local & Organic SEO
- Social Media Marketing
- Website Design
- Graphic Design
- Consulting

Interested in rates? We believe in total transparency. View our plan details and pricing at MarketingJuice.biz/Plans-Pricing



PRINT MARKETING EXAMPLES CONTINUED

Consistency is key in print designs. Stick to these main principles:

- Keep the message simple
- Use bold colors and imagery
- Avoid images as backgrounds unless they are blurred or faded

MARKETING JUICE	
Plans & Pricing	
Featured The Brand Blueprint - \$1500	
	\$ Monthly \$
Squeeze Services	
Local SEO Squeeze	
Social Media Squeeze	
Bundled Squeeze (Local SEO - Social Media)	
Video Podcasting Squeeze	\$500
Website Squeeze	\$600
The Marketing Juice Plan	\$950
With Pulp (email marketing)	\$1200+
The E-Commerce Juice Plan	\$1500



The Lite Menu

Squeeze Services

- Local SEO Squeeze**
This plan includes the management of hundreds of local listing sites to help improve local search visibility. We handle reputation management on this plan, sending out monthly review campaigns and posting content to your GMB page. The monthly fee for local SEO is \$250 per location.
- Social Media Squeeze**
This plan is designed to be a maintenance social media plan for small businesses. Marketing Juice will create content to regularly post on up to 3 social channels, handle profile optimization and editing, and social advertising creation and management as needed. The monthly fee for this service is \$500.
- Bundled Squeeze**
Bundle the above two services (local SEO and Social Media) for a reduced monthly rate of \$700.
- Video Podcasting Squeeze**
With this plan, Marketing Juice will help you create an audio and video podcast. We'll help to develop the content plan, facilitate the recordings, and distribute and optimize the content on all of your social media channels. This plan includes 2 episodes per month and the fee for this service is \$500 per month.
- Website Squeeze**
This plan covers the maintenance of your website. Marketing Juice will handle search optimization, create fresh content through blog posts, build links to your website each month, and provide up to 15 hours of development per month. The monthly fee for this service is \$600.





Content Direction



OUR TONE & VOICE

Our tone and voice should be fun and bold just like the visuals. Our recipients should want to be friends with MJ. Bring on the juice puns!

HELPING OVER SELLING

We should always prioritize helpful tips and education over pushing our services.

FEATURE OUR CLIENTS

Our work should speak louder than our brand. Clients are attracted to MJ for our stellar reputation.

Our Brand Identity

WHO WE ARE

If Marketing Juice were a person...

Personality - Outgoing, helpful, funny, loud, creative, artsy, colorful

Likes - Fresh squeezed fruit juice, authenticity, making others happy, puns, pop music, video games, modern art, making a statement

Dislikes - copycats, duplicitous behavior, country music, mainstream brand snacks, waking up early, repetitive tasks





Marketing Juice Brand Blueprint | 2022



Find Us Online



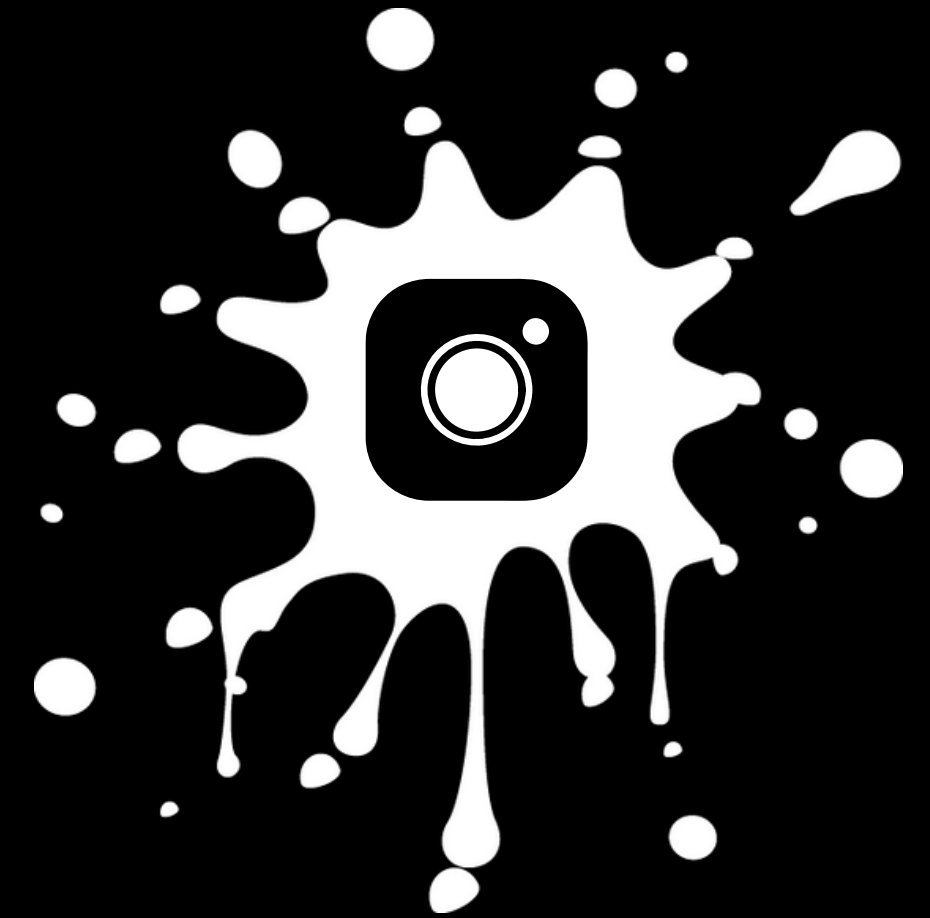
LINKEDIN

@MarketingJuiceOhio



FACEBOOK

@MarketingJuiceOhio



INSTAGRAM

@MarketingJuiceBiz

When appropriate, it's OK to use other fruit juices or fruits alongside Marketing Juice's brand.

The oranges help tie in our brand colors, but lemons, grapefruits, and other citruses also work well in marketing graphics.





Marketing Juice Brand Blueprint | 2022

Contact Us

FOR CLARIFICATIONS AND QUESTIONS

MAILING ADDRESS

141 Broad Blvd, Suite 109, Cuyahoga Falls, OH 44221

EMAIL ADDRESS

info@marketingjuice.biz

PHONE NUMBER

(234) 288-2033