

PEELDAY

MAKE ROOM FOR ZING.

PEELDAY / IDENTITY STUDY

TTA / SELF-INITIATED CONCEPT



THE WHOLE BRIGHT SYSTEM.

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A BRIGHT PERSONALITY.

Create a citrus drinks brand that can be recognised across a shelf, a poster and a small social thumbnail. Build a family of flavours with one unmistakable visual signature.

PUNCHY

Build recognition with a strong headline and bold colour.

SOCIABLE

Invite shared occasions without overcomplicating the message.

BRIGHT

Lead with flavour cues and a confident citrus signature.

PLAYFUL

Use scale and cropping with purpose; keep the product clear.

TONE OF VOICE

KEEP IT SHORT. KEEP IT ZINGY.

Be quick, playful and direct. Use everyday language, active verbs and a little surprise.

HEADLINE

Make room for zing.

CLIENT EMAIL

Thanks for getting in touch. Let’s find a bright fit for your shelf.

DESCRIPTION

A colourful citrus soda family with a little everyday zing.

EDITING RULE

Keep the joke simple. Avoid health, ingredient or sustainability claims without evidence.

MEET THE SIGNATURE.

Use the supplied artwork. Preserve its proportions and the relationship between the symbol and name.

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PEELDAY

STACKED

PEELDAY

WORDMARK



SYMBOL

SAME NAME. NEW BACKDROP.

Choose the version for the surface. Pale artwork belongs on the primary dark; dark artwork belongs on a light or accent field.



PRIMARY



REVERSED



ACCENT FIELD

Transparent SVG and PNG assets are supplied in dark, light and accent versions. Use the accent logo only where the background provides enough contrast.

CLEAR SPACE

A LITTLE ROOM AROUND THE ZING.

Measure clear space from the visible artwork, excluding the transparent padding around the exported canvas.



x = one quarter of the symbol width. Keep at least x clear around every lockup. Keep photography, text, trim and interface controls outside this zone.

MINIMUM SIZES

SMALL CAN STILL BE BOLD.

These are starting sizes for the full asset canvas. Inspect the actual output and increase the size when the surface or reproduction requires it.

PRIMARY Screen: 220 px wide. Print: 50 mm wide.

STACKED Screen: 180 px wide. Print: 42 mm wide.

WORDMARK Screen: 160 px wide. Print: 38 mm wide.

SYMBOL Screen: 40 px wide. Print: 10 mm wide.



PEELDAY

For small avatars and favicons, use the symbol. Do not shrink a complete lockup until the name becomes difficult to read.

DON'T MESS WITH THE GOOD STUFF.

Do not distort

Never stretch, compress or skew the mark.



Do not decorate

No shadows, bevels or added symbols.



Do not rebuild

Keep the supplied shapes and lettering.



Do not obscure

Avoid busy images and low contrast.

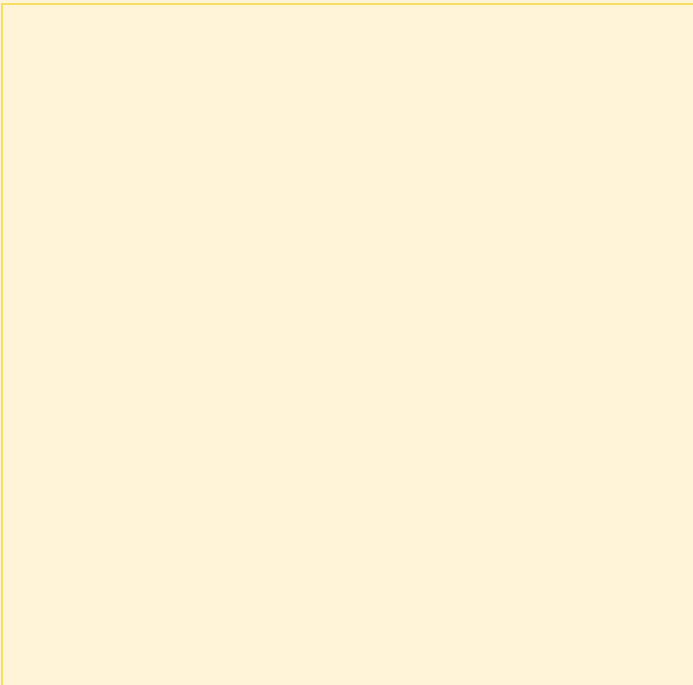


TURN THE COLOUR UP.



Cobalt

#0B216D



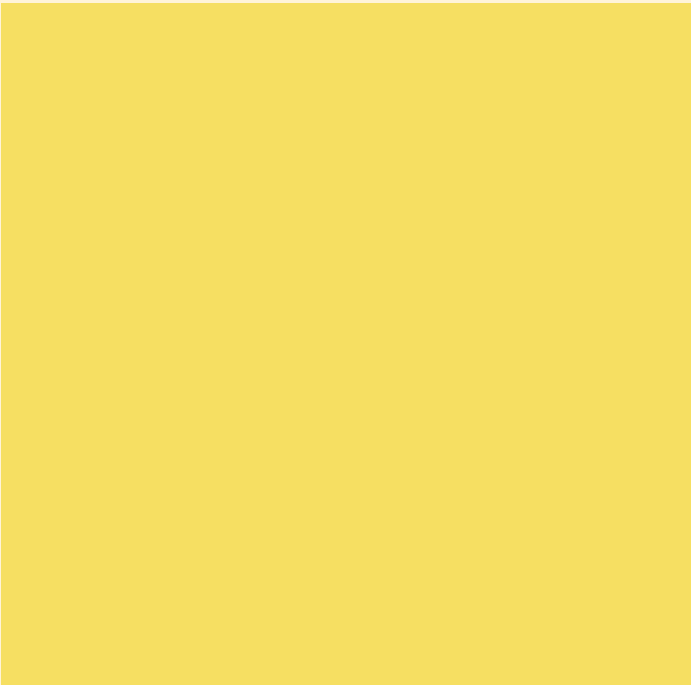
Vanilla

#FFF4D8



Tangerine

#FF5A27



Lemon

#F6DF62

Deep cobalt keeps text readable on tangerine. The flavour family brings the brighter fields.

BOLD ENOUGH TO READ.

Use high-contrast pairings for text. Reserve weaker combinations for decoration and large graphic fields.

Aa 13.21:1 PRIMARY TEXT / TEXT	Aa 13.21:1 REVERSED TEXT / TEXT
Aa 4.64:1 TEXT ON ACCENT / TEXT	Aa 2.84:1 ACCENT ON PAPER / DECORATIVE

Ratios calculated from the supplied RGB colours. For normal text use at least 4.5:1; check interactive controls and focus states in implementation.

TYPE WITH PERSONALITY.

Impact creates immediate recognition. Arial gives supporting information a clean, readable voice.

Impact

Aa Bb Cc Dd Ee Ff

0123456789 / @ & +

The fonts are installed desktop families and are not redistributed in this pack. Outlined logo SVGs remain portable. Keep live text in an available licensed font when editing.

TYPE HIERARCHY

MAKE THE MESSAGE LAND.

HEADLINE / 40–64 PT

Make room for zing.

SUBHEAD / 20–28 PT

Three ways to find your bright side.

BODY / 11–14 PT

Explain the purpose clearly. Keep line lengths comfortable and leave enough space between thoughts. One dominant headline gives the page a clear starting point.

LABEL / 9–11 PT

CITRUS DRINKS

A SLICE OF PERSONALITY.

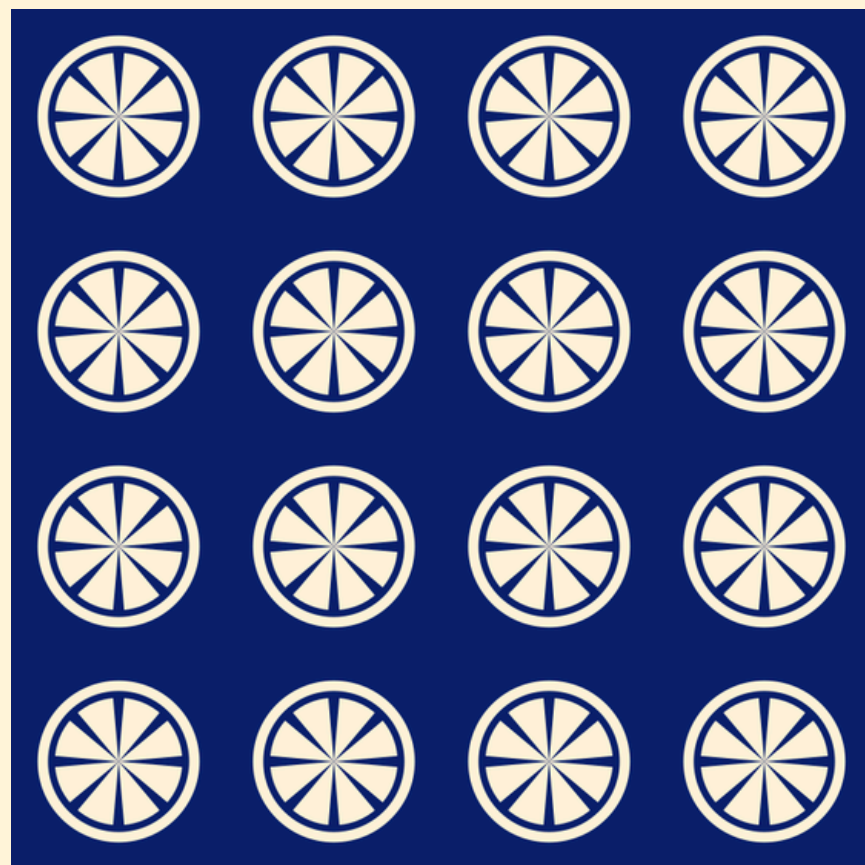
Oversized citrus wheels, cropped type and confident blocks of colour. One loud idea per surface.



Crop the wheel confidently at an edge. Pair one large graphic with one clear headline.

PUT THE ZING ON REPEAT.

Two repeat tiles are supplied in light and dark versions. Repeat without a gap and scale uniformly.



Keep the pattern for bags, wraps and secondary surfaces. Let the product name own the main panel.

LITTLE SIGNS. BIG PERSONALITY.

Icons belong to a brand, not the family. Use them with meaningful labels; they are functional icons, not alternative logos.



CITRUS



SPARK



CAN



GLASS



SUNSHINE



CONVERSATION

48-unit canvas / consistent stroke weight / uniform scaling. Start at 32 px on screen and inspect the final size. Dark and light files are supplied.

FLAVOUR IN FULL COLOUR.

Hard light, clear product silhouettes and vivid flavour cues. Keep the label legible and colour confident.



These images were generated for this fictional project. They illustrate art direction and applications; they do not document an actual property, product launch or engineering installation.

A BOLD, FLEXIBLE GRID.



MARGINS Start at 12 mm on small print; let intentional graphics reach the edge.

GRID Four columns, 5 mm gutters. Mix full fields, bold type and purposeful crops.

RHYTHM Use an 8 pt spacing step. Keep one dominant message.

BRIGHT, EVEN ON PAPER.

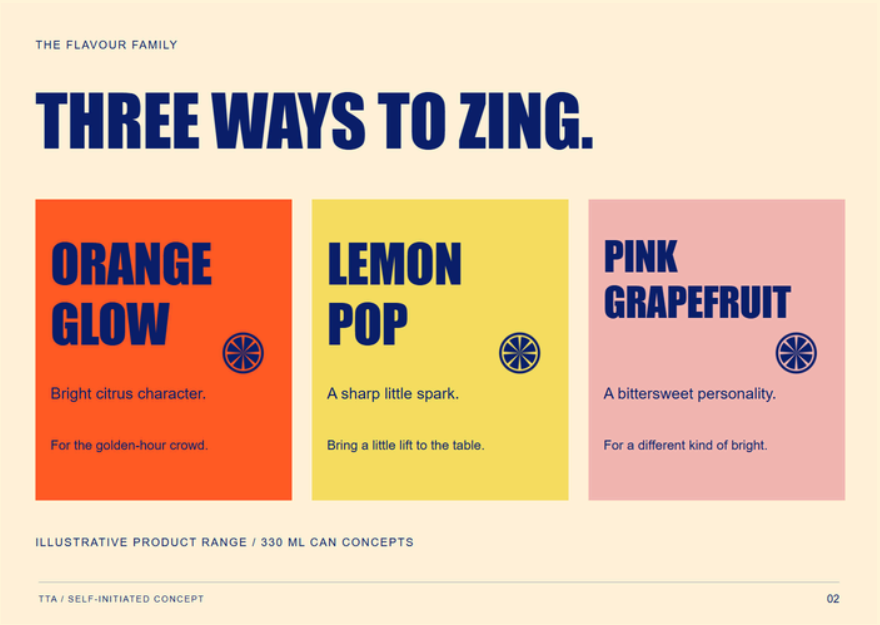


Card artwork uses an 85 × 55 mm trim canvas. Letterhead uses A4. The SVG masters remain editable. Add printer-specified bleed and replace the .example contact text before any real production.



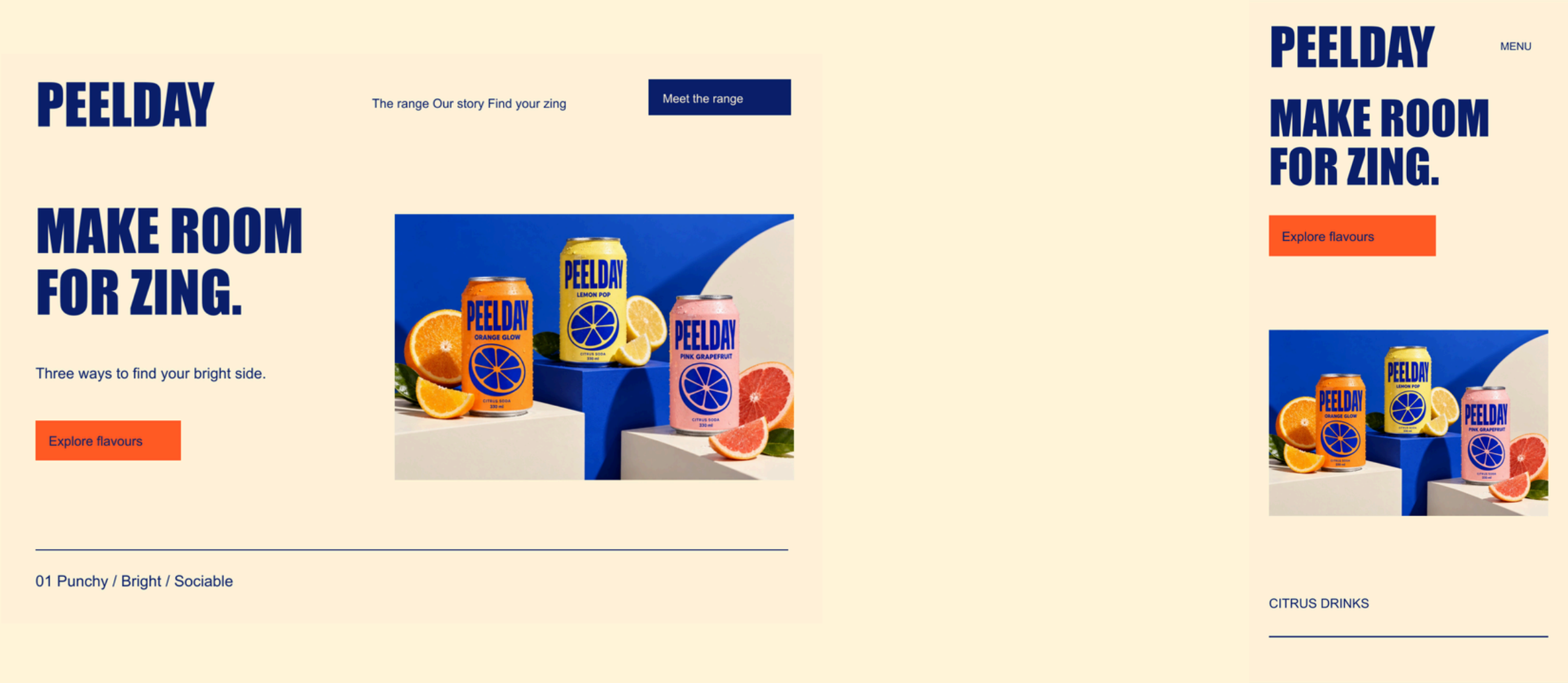
A LITTLE BOOK OF ZING.

A complete four-page brochure accompanies this identity. Copy and imagery demonstrate the fictional brand in use.



THE BRIGHT SIDE, ONLINE.

Desktop and mobile compositions show the identity in a useful interface. Preserve reading order, readable controls and the primary next action.



Visual concepts only. Navigation, forms, responsive behaviour and accessibility need implementation in a working website.

BRIGHT AT EVERY SIZE.

Three finished campaign layouts and an editable email signature accompany the identity. Adapt spacing and composition to the medium.



Keep social copy clear of platform controls. Use live contact text in email. Export for the destination and inspect the crop before release.

READY FOR ITS NEXT ADVENTURE.

EDITABLE MASTERS

SVG logos, icons, patterns and application artwork. Canva sources retain live text and layout elements. Photographs and mockups remain image layers.

PNG / SVG

PNG is ready to place; SVG remains scalable. Preserve transparency and the exact palette. Do not trace a small PNG to rebuild the logo.

SCREEN PDF

Use RGB colour and no crop marks. Check page order, fonts and image quality. The supplied PDFs are screen-review editions.

PRINT HANDOFF

Confirm final trim size, bleed, colour profile and paper with the printer. Create a dedicated print export after those specifications are agreed.

THE WHOLE BRIGHT KIT.

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GUIDELINE PAGES

A complete reference for consistent design.
An independent visual identity and art direction.

Before release: check clear space, exact colours, readable type, final copy and output size. Fictional portfolio concept; no client commission or commercial results are claimed.

IDENTITY

12 logo variants, 12 icon variants, 4 pattern tiles and 2 signature graphics. SVG and PNG versions.

APPLICATIONS

Business card, A4 letterhead, desktop and mobile visual concepts, and an editable email signature.

PUBLICATION

Four-page brochure, three campaign layouts, original images, case-study copy and Canva source files.