

# JUST

BAKED GOODS

Tone of voice

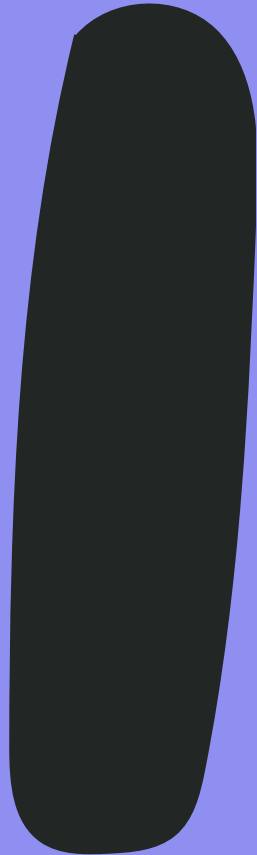
# Fresh baked, minimal ingredients.

We make delicious, simply baked goods, using minimal, high-quality ingredients. We want people to enjoy baked goods without feeling worried that they are harming their bodies or the environment.

We want our customers to understand that we care for them and the environment by using friendly language and honest imagery.



# LOGO



- 1.1 Logo
- 1.2 Logo usage
- 1.3 Clear space
- 1.4 Don'ts

# Logo

## 1.1

### Logo

The Just logo makes use of bespoke bold, doughy typography to represent our squishy fresh baked goods. The words within the logo demonstrate the simplicity of the ingredients list in our products. We make just baked goods.

The primary logo is to be used for the majority of print and web based designs, except for small scale due to readability of 'baked goods'.

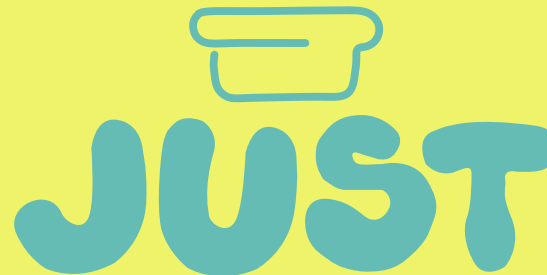
The secondary logo is an option to be used for small scale placement.

The logomark is an icon of our bestseller, sandwich bread.

#### Primary



#### Secondary



#### Logomark



# Logo

## 1.2

### Logo usage

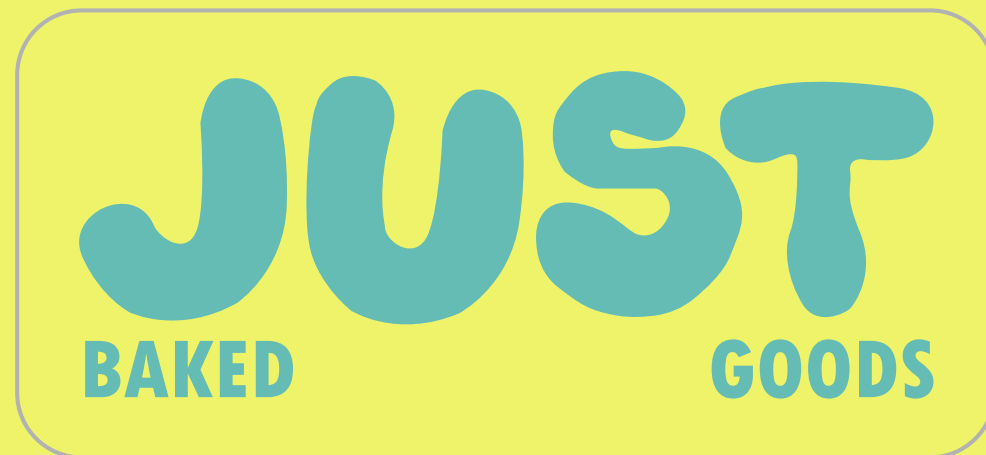
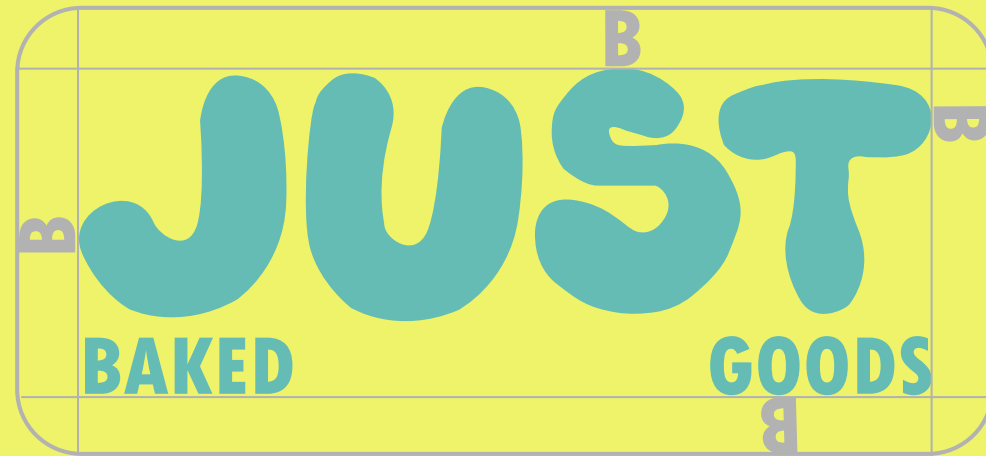
The logo is available for use in the Just primary colours, always ensure official logo files are used and place it on contrasting colours for maximum visibility.

For more corporate situations, where black and white is required, please do not have a background colour and use “Just charcoal” as the colour.



## 1.3 Clear space

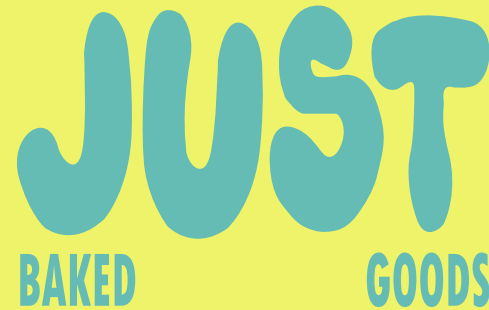
Always allow clear space around the logo to ensure the a visual impact is made. Just like when we're baking, space is needed around the logo to make sure other content doesn't touch it.



## 1.4 Don'ts

Here are a few examples of incorrect uses of the logo. When using any of the just logos please always ensure official logo files are used.

We know our bread is lovely and squishy but please do not squish our logo, do not distort the proportions, apply visual effects, place the logo on low contrast colours, remove elements of the logo or carry out any of the following.



# Typography



- 2.1 Primary typography
- 2.2 Secondary typography
- 2.3 Body text

## 2.1 Primary typography

Andale Mono MI Pro Regular is a perfect contrast to the large bold typography used for the logo.

It is a valuable typeface as it can be applied for a variety of uses, such as packaging titles, headings on print designs and occasionally as body text.

Andale Mono MT Pro Regular

AaBbCcDdEe

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt  
Uu Vv Xx Yy Zz

## 2.2 Secondary typography

The TW Cen MT Condensed Extra Bold font is strong, and clear to read. It denotes our authentic, clear, and honest messaging.

This is perfect to be used for subtitles, calls to action and clear messaging.

When using, you should primarily use uppercase lettering for all text.

**Tw Cen MT Condensed Extra Bold  
Regular**

**Aa Bb Cc Dd**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz**

## 2.3 Body text

Like the extra bold type, TW Cen MT Condensed Regular communicates our authenticity and simplicity to the audience.

It is to be used for body text on packaging, to ensure good readability.

Tw Cen MT Condensed Regular

**Aa Bb Cc Dd Ee**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**



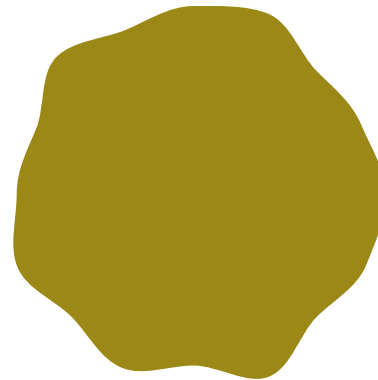
# Colours

- 3.1 Primary colours
- 3.2 Secondary colours

# 3.1 Primary colours

The primary colour palette for Just reflects nature and the environment required to grow the ingredients used in our products.

They are inspired by the whole process, from the field, to the bakery.



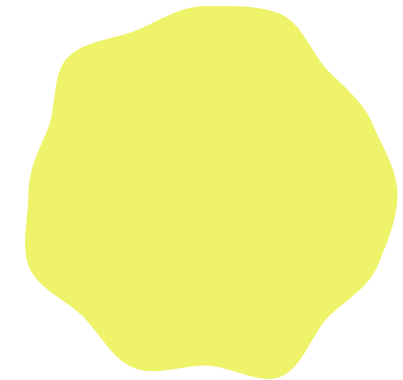
**Wheat field green**  
**#9B8816**

RGB: 155, 136, 22  
CMYK: 40% 38% 100% 9%



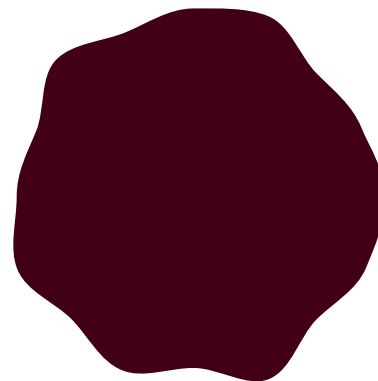
**Rainy day blue**  
**#65BCB5**

RGB: 101, 188, 181  
CMYK: 59% 5% 33% 0%



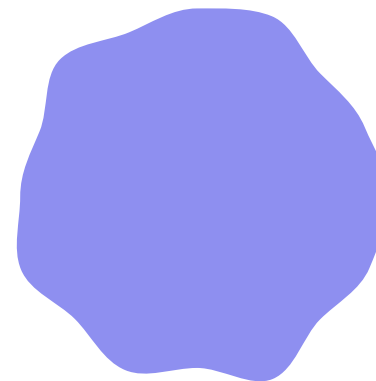
**Buttery yellow**  
**#EEF36A**

RGB: 238, 243, 106  
CMYK: 11% 0% 70% 0%



**French bakery purple**  
**#410015**

RGB: 65, 0, 21  
CMYK: 51% 85% 65% 72%



**Lavendar lilac**  
**#8E8FF0**

RGB: 142, 143, 240  
CMYK: 47% 44% 0% 0%



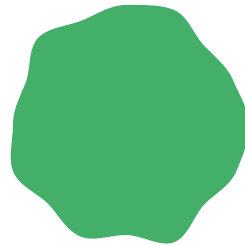
**Just charcoal**  
**#222725**

RGB: 34, 39, 37  
CMYK: 73% 63% 66% 70%

## 3.2 Secondary colours

The secondary colours bring a playfulness which will work perfectly for the bright patterned packaging and illustrations.

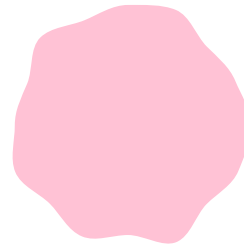
Whilst being much more bright than the primary colour palette the colours are complimentary and allow for the design team to use an array of colours and showcase the fun brand that Just are.



**Leafy green**

**#44AF69**

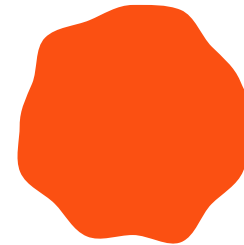
RGB: 68, 175, 105  
CMYK: 73% 5%  
79% 0%



**Blossom pink**

**#FFC2D5**

RGB: 255, 194, 213  
CMYK: 0% 30% 2%  
0%



**Carrot orange**

**#FB5012**

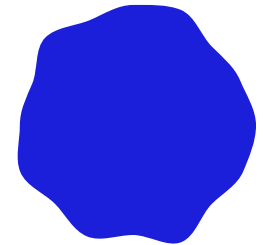
RGB: 251, 80, 18  
CMYK: 0% 83%  
100% 0%



**Misty morning**

**#E3F3F1**

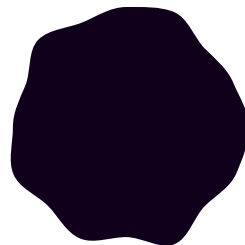
RGB: 227, 243, 241  
CMYK: 10% 0% 5%  
0%



**Cobalt blue**

**#1C1FD9**

RGB: 28, 31, 217  
CMYK: 89% 82%  
0% 0%



**Midnight violet**

**#11001C**

RGB: 17, 0, 28  
CMYK: 79% 79%  
58% 77%



**Morning glow**

**#F79B14**

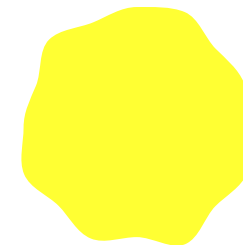
RGB: 247, 155, 20  
CMYK: 1% 45%  
100% 0%



**Sky blue**

**#1789FC**

RGB: 23, 137, 252  
CMYK: 74% 45%  
0% 0%



**Buzzybee yellow**

**#FFFF33**

RGB: 255, 255, 51  
CMYK: 6%, 0%,  
89%, 0%

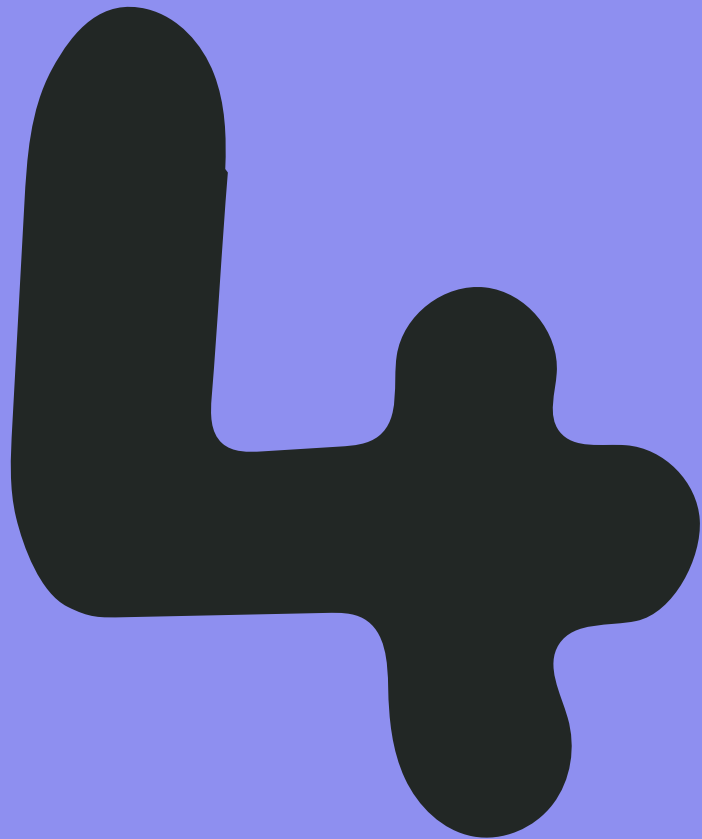


**Jammy red**

**#C61224**

RGB: 198, 18, 36  
CMYK: 15% 100%  
100% 5%

# Illustrations



**4.1 Illustrations**

**4.2 Patterns**

# Illustration

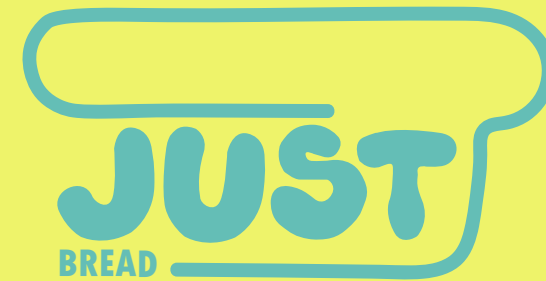
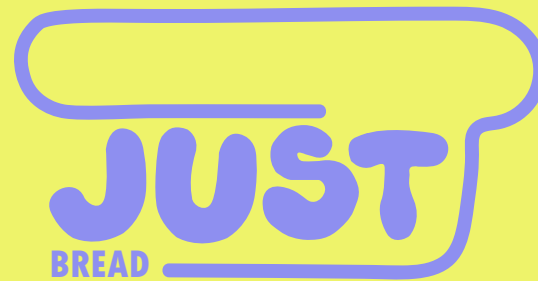
## 4.1

### Illustrations

The illustrations are created as an accessory to be used on the packaging. Each one is a playful visualisation of the item and uses the the style of the logo with a product description.

Simarlaly to the logo, they communicate the message of minimal ingredients to the consumer. They're buying 'Just bread' or 'Just croissants', no hidden ingredients.

Various colours can be used for each illustration to be in keeping with colour coded packaging.



BREAD  
**JUST**

BREAD  
**JUST**

**JUST**  
BAKED

BEST BEFORE  
27/03/2026  
  
**ENJOY**

**JUST**  
BREAD

**JUST**  
BREAD

**JUST**  
BREAD

## 4.2 Patterns

The patterns are created using the primary and secondary colour palette and are mainly for use on packaging.

They can also be used to support marketing assets.

