PLOD

VISUAL IDENTITY & APPLICATION GUIDE

Good days, bottled.

A warm, distinctive identity.
Made consistent, from bottle to inbox.

BRAND GUIDELINES **2.1**



One brand. Every touchpoint.

A practical system for applying the existing PLOD identity with clarity, consistency and character.

01	Foundations	Brand idea, voice and signature.	03
02	Core identity	Logo, color, type and graphic language.	04-10
03	Product & imagery	Photography, packaging and label hierarchy.	11-12
04	Applications	Layout, campaigns, flyers, documents and email.	13-21
05	Handover	Brand in context, production and asset access.	22-24

A little sunshine. A shared everyday ritual.

PLOD is an independent juice-brand concept built around familiar moments and a clear, contemporary shelf presence.

PLOD

Simple pleasures. Shared often.

Plod means fruit or yield in Serbian. The fruit-and-leaf symbol connects the name to growth and its source.

Use the English and Serbian campaign lines by audience. Preserve their wording; keep one language per primary message.

WARM

Invite people into a moment: breakfast, a pause, time together.

DIRECT

Use everyday words. Give each headline one clear idea.

OPTIMISTIC

Offer brightness through tone and color. Keep product statements factual.

Good days, bottled.

Dobar dan počinje plodom.

A distinctive mark. A consistent signature.

The PLOD wordmark and fruit-and-leaf symbol are custom vector artwork. Always place the supplied master.



PRIMARY / CAMPAIGN LOCKUP

Green on warm paper is the default expression. Use the campaign line for spacious brand-led layouts.



REVERSE / COMPACT

Warm paper on orchard green. Omit the campaign line when space or reproduction makes it too small.



Symbol only

Avatars, small markers and repeat brand cues. Identify PLOD nearby; use the full mark at first contact.

The compact master contains the symbol and wordmark. The symbol-only version is a controlled secondary asset, never a replacement for the full identity on packaging fronts.

Space is part of the logo.

Define x as the width of the vertical stem of the P. Keep at least x clear space around the visible artwork.



CLEAR SPACE / ALL FOUR SIDES

Measure from the outermost visible symbol or letter. Keep copy, photographs, pattern edges and trim boundaries outside the protected area.

COMPACT MARK / MINIMUM

180 px

Digital display width

35 mm

Print reproduction width

Campaign line

At least 12 px on screen or 7 pt in print. Omit it below that threshold; never enlarge it independently inside a lockup.

Minimum sizes are working thresholds from the existing system. Inspect the final output at actual size, especially on textured stock, small labels and high-density displays.

Keep the character. Protect the artwork.

Use the approved primary or reverse version. The examples below show treatments to avoid.



01 / DISTORTION

Keep the original aspect ratio.



02 / UNAPPROVED COLOR

Keep green or the cream reverse.



03 / EFFECTS

Use flat artwork without shadows.



04 / BUSY BACKGROUNDS

Give the mark a quiet solid field.



05 / CROPPING

Keep the complete mark visible.



06 / REBUILDING

Use the vector, never retype PLOD.

Grounded. Bright. Balanced.

Keep the original four colors. Green and warm paper establish recognition; orange and yellow add energy.

01

Orchard green

#173F35

RGB 23 / 63 / 53

CMYK* 63 / 0 / 16 / 75

Primary logo and reading color.

02

Warm paper

#F6EEDC

RGB 246 / 238 / 220

CMYK* 0 / 3 / 11 / 4

Default canvas and reverse type.

03

Citrus orange

#EF773D

RGB 239 / 119 / 61

CMYK* 0 / 50 / 74 / 6

Citrus graphics and Orange cues.

04

Sunlit yellow

#E9B949

RGB 233 / 185 / 73

CMYK* 0 / 21 / 69 / 9

A restrained supporting accent.

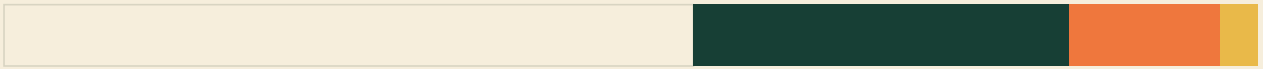
*CMYK values are approximate starting conversions, not press targets. Convert through the chosen printer profile and approve a physical proof. HEX and RGB are the digital references.

Let the palette do its job.

Use a calm field for reading and a single accent for emphasis. Keep small text away from orange backgrounds.



COMPOSITION STARTING POINT



55% warm paper / 30% green / 12% orange / 3% yellow

A flexible visual balance for brand-led layouts. Product photography can occupy a separate image field.

Aa

Green on cream
10.11:1
BODY TEXT

Aa

Green on yellow
6.39:1
BODY TEXT

Aa

Green on orange
4.10:1
LARGE TEXT

Aa

Cream on orange
2.46:1
DECORATION ONLY

Digital text: use at least 4.5:1 for body copy; 3:1 for large text (24 px regular or about 19 px bold). Reverse cream on green is also approved.

Clear hierarchy. A human rhythm.

Nimbus Sans is the core family: Bold for headlines, Regular for body copy. The logo remains custom artwork.

NIMBUS SANS / BOLD

Good days grow here.

NIMBUS SANS / REGULAR

Bring a little brightness to the table.
Pour, pause and enjoy the moment together.

Aa Bb Cc 0123456789

ROLE / PRINT / DIGITAL

Display
28-40 pt / 1.05-1.15
32-64 px / 1.05-1.15

Body & documents
11 pt / 15 pt leading
16 px / 24 px leading

Notes & captions
9 pt / 12 pt leading
12-14 px / 18-21 px

Office & email fallback
Arial Regular / Bold
Arial, Helvetica, sans-serif

Left align copy. Use sentence case and regular body weight. Georgia Regular is an optional, sparse editorial accent for a short campaign line; keep functional copy in sans serif.

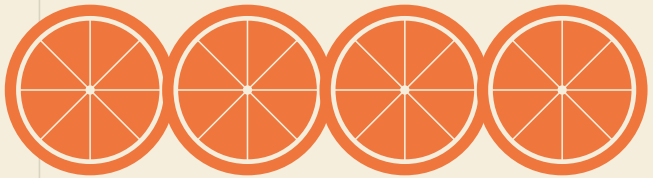
A recognizable visual rhythm.

Build with the existing citrus wheel, cropped curves and generous quiet space. Patterns are supporting graphics.



01 / ONE LARGE CROP

Crop the wheel deliberately at an outer edge. Keep its circular proportions.



02 / EDGE RHYTHM

Repeat one size at regular intervals. Keep the pattern outside reading areas.



03 / QUIET COPY FIELD

Hold the headline on solid green or cream. Use the motif as a corner accent.

Keep orange for citrus motifs, cream for separation and green for stable reading fields. Do not turn the logo into a pattern, mix several wheel scales in one field or place wheels behind small copy.

Warm light. Honest materials.

Use the existing bottle imagery as the product reference: believable glass, a clear label and an everyday setting.



CONTEXT / ROOM FOR THE MOMENT



HERO / PRODUCT FIRST

Retain bottle geometry, cap, fill color, label proportions and artwork. Match exposure and warmth across a set. Leave clean copy space; keep retouching subtle and avoid crops through the label.

One family. Four clear flavors.

The brand stays constant. Each label uses the color and a small illustration of its own fruit.

PLOD
GOOD DAYS, BOTTLED.

ORANGE

A little sunshine.



Orange
#EF773D

PLOD
GOOD DAYS, BOTTLED.

LEMON

A little brightness.



Lemon
#E5C84B

PLOD
GOOD DAYS, BOTTLED.

STRAWBERRY

A little sweetness.



Strawberry
#B84A5B

PLOD
GOOD DAYS, BOTTLED.

PINEAPPLE

A little golden hour.



Pineapple
#E9B949

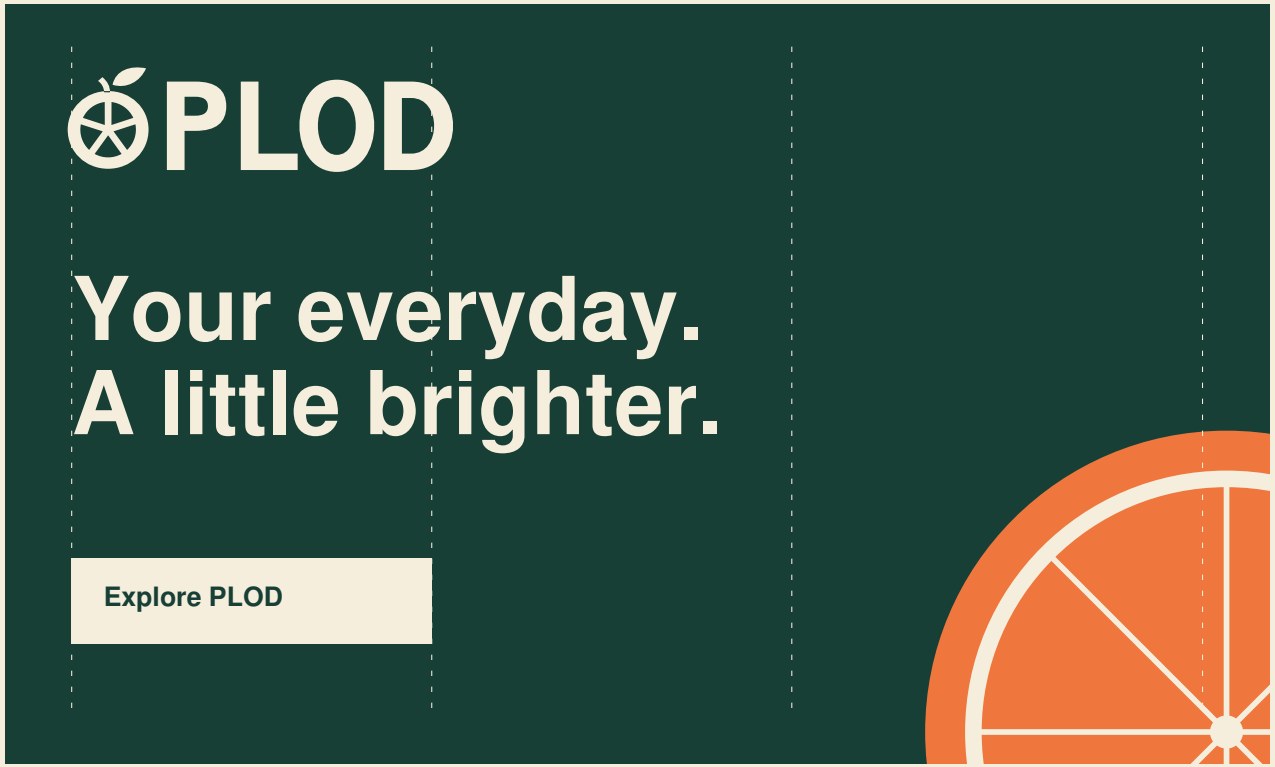
Keep the identity stable.

Same green citrus logo, cream reading field, Nimbus Sans hierarchy, label dimensions and volume position.
Change only the flavor name, accent band and matching fruit artwork. Strawberry rose is a flavor-only extension.

Concept front labels / 70 x 90 mm trim + 3 mm bleed. Confirm product information, bottle fit and printer profile before production.

Structure creates the family.

Keep a common alignment, a clear hierarchy and one dominant visual. Recompose deliberately for each format.



FOUR-COLUMN CONSTRUCTION / ILLUSTRATIVE

Align logo, headline, supporting text and action to the same edge. Let the citrus crop occupy a secondary corner.

Margins

Use 5-7% of the short side for campaign layouts; 20 mm for A4 documents.

Spacing

Use an 8 px digital rhythm. Keep larger gaps between sections than within them.

Reading order

Logo, headline, product, supporting message, action. Reduce content before shrinking type.

Hierarchy

One headline, one focal image, one primary action. Keep the logo clear space intact.

One campaign. Multiple compositions.

Preserve the message and product while adapting the balance of image, type and space to the placement.

PLOD

A bright little moment.

Meet PLOD



WEBSITE / 16:9 COMPOSITION

PLOD

Good days.
Great company.

SOCIAL / SQUARE

For wider banners, preserve a solid message field and move the product into its own image zone. For square placements, shorten the message and simplify the supporting elements.

Export in sRGB at the required placement dimensions. Keep essential copy and the logo inside the destination platform's current safe area; inspect the final crop on a phone.

A little sunshine. Made tangible.

A focused A5 product flyer uses the supplied bottle mockup, a clear campaign message and one destination.

PLOD

ORANGE

A little sunshine.

A bright little moment for the table.



Good days, bottled.

Explore PLOD / bojankanja.art/plod.html

Format

A5 portrait: 148 x 210 mm. Add 3 mm bleed for 154 x 216 mm artwork.

Hierarchy

Logo, flavor, headline, product, one supporting line, one destination. Keep the front scannable in a few seconds.

Placement

Keep key text at least 8 mm inside trim. Use the supplied hero image without changing the bottle or front label.

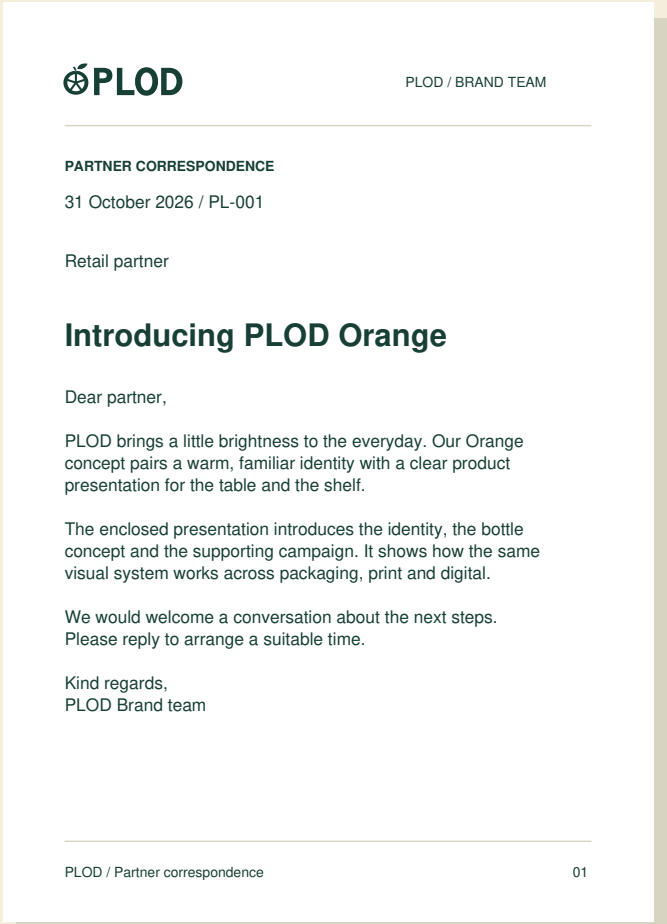
Use

Retail counters, product introductions and event handouts. Use the reverse for verified details or a single offer when needed.

Shown reduced. Use a high-resolution photo and vector logos; inspect a final-size proof. Add prices, claims or QR destinations only from the approved campaign brief.

Professional on every page.

Letterheads, proposals, quotations and invoices share a restrained header, readable body and consistent footer.



PLOD

PLOD / BRAND TEAM

PARTNER CORRESPONDENCE

31 October 2026 / PL-001

Retail partner

Introducing PLOD Orange

Dear partner,

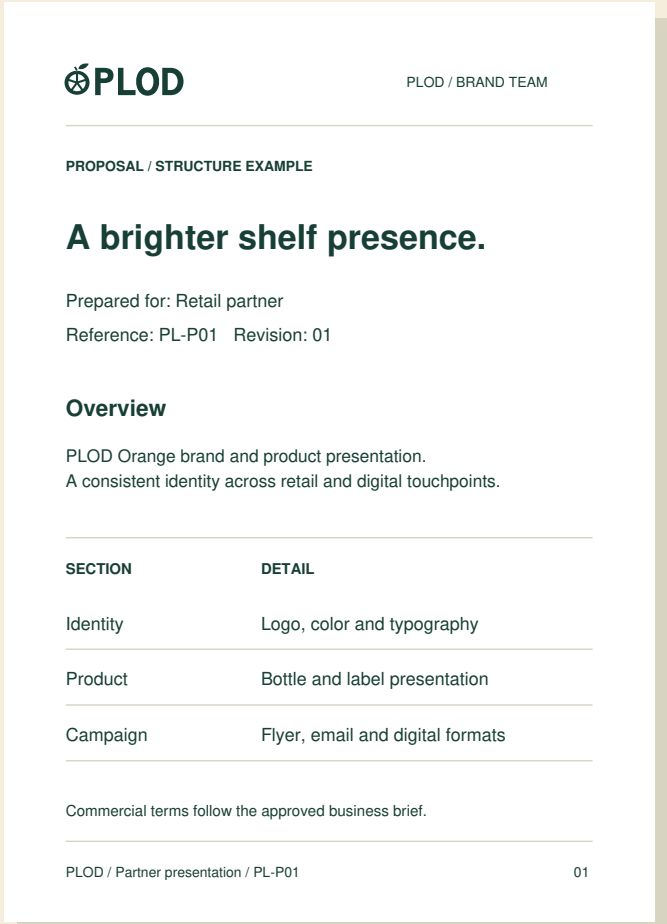
PLOD brings a little brightness to the everyday. Our Orange concept pairs a warm, familiar identity with a clear product presentation for the table and the shelf.

The enclosed presentation introduces the identity, the bottle concept and the supporting campaign. It shows how the same visual system works across packaging, print and digital.

We would welcome a conversation about the next steps. Please reply to arrange a suitable time.

Kind regards,
PLOD Brand team

PLOD / Partner correspondence 01



PLOD

PLOD / BRAND TEAM

PROPOSAL / STRUCTURE EXAMPLE

A brighter shelf presence.

Prepared for: Retail partner

Reference: PL-P01 Revision: 01

Overview

PLOD Orange brand and product presentation.
A consistent identity across retail and digital touchpoints.

SECTION	DETAIL
Identity	Logo, color and typography
Product	Bottle and label presentation
Campaign	Flyer, email and digital formats

Commercial terms follow the approved business brief.

PLOD / Partner presentation / PL-P01 01

A4 / EXTERNAL MASTERS

Canvas

210 x 297 mm; white paper; 20 mm margins.

Header

35-45 mm compact logo. Keep the mark tagline-free.

Text

11 pt body / 15 pt leading. Short, left-aligned paragraphs.

Metadata

Document title, date, reference and recipient are easy to locate.

Footer

Use verified legal name, address, contact and tax details where required.

Illustrative correspondence and proposal layouts. Add actual recipient, sender, document and commercial details from approved business records before issue.

Clear inside. Consistent outside.

Memos, policies, onboarding material and team presentations use the same visual logic with less decoration.

PLOD

PLOD / BRAND TEAM

INTERNAL / BRAND OPERATIONS

Campaign handover

Owner: Brand team Version: 2.1 Date: 31 October 2026

Purpose

Keep every Orange application consistent before release.

Decisions

Use the approved green logo on warm paper.
Retain the existing 250 ml bottle and front-label artwork.

Actions

Design: export the approved layout set.
Marketing: confirm copy and campaign destinations.
Production: review final-size print proofs.

Release condition

All files match the identity and pass the output checklist.

INTERNAL / Brand team / v2.1 01



TEAM PRESENTATION / 16:9 COVER

Useful information comes first.

Name the document and its owner. Include date, version and internal status. Use clear section headings, actions, owners and due dates. Reserve the citrus motif for covers and dividers.

Content pages: white or cream, green type, consistent page numbers. For a 16:9 deck, start at 32-44 pt for titles and 20-24 pt for body copy; check the room or screen at presentation size.

A familiar welcome. A clear sign-off.

Build the header and footer as reusable modules. The logo is an image; useful information and links remain live text.

A little brightness for your everyday.

PLOD

HEADER / 600 PX CONTENT WIDTH

PLOD

PLOD / A little sunshine.

Contact | Manage preferences | Unsubscribe

Sender legal identity and mailing address

FOOTER / GREEN FIELD, LIVE LINKS

Header

Use a warm paper field and 24-32 px padding. Set the compact logo to at least 180 px display width, with its clear space intact.

Logo export

Export at 2x for high-density screens. Add explicit width and height, descriptive alt text and a link to the intended destination.

Footer

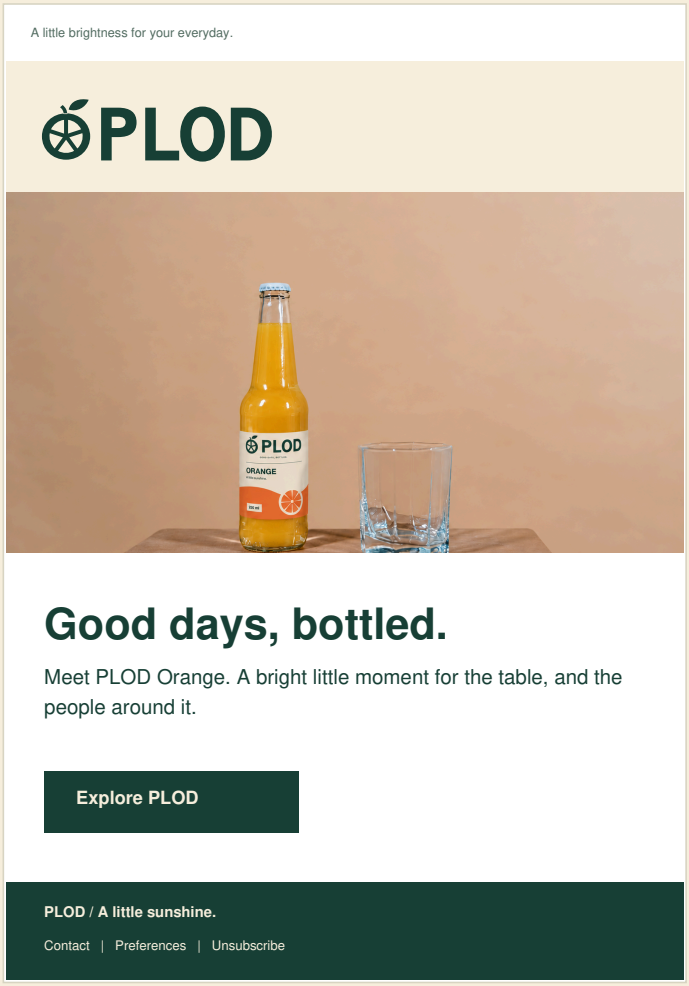
Use 14 px live text with generous line spacing. Include sender identity, mailing address, contact, preferences and unsubscribe.

Behavior

Avoid important text baked into images. Check the modules with images off, in dark mode and on a narrow screen.

From inbox to everyday ritual.

One message, one product moment and one primary action. Keep the layout light, readable and easy to navigate.



SUBJECT

A little sunshine for your everyday

PREHEADER

Meet PLOD Orange and the moments worth sharing.

Good days, bottled.

A quiet breakfast. An afternoon with friends. Meet PLOD Orange and bring a little brightness to the table.

Explore PLOD

PRIMARY ACTION / ONE DESTINATION

Use a product destination for a live product campaign. This concept links to the PLOD case study. Keep the CTA wording consistent from email to landing page.

Readable before it is decorative.

Use a resilient single-column structure and test the final send. Keep the brand recognizable when images cannot load.

600 px

Maximum content width; responsive to the available screen.

16 / 24

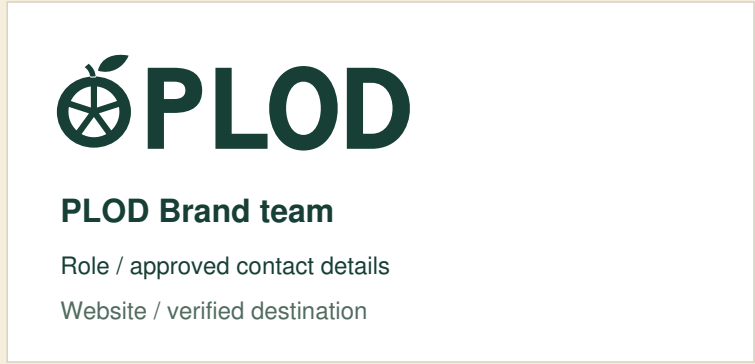
Body type and line height in pixels; 28-36 px for the main headline.

44 px

Minimum working button height with a clear, descriptive label.

24-32 px

Content padding. Reduce carefully on mobile while retaining breathing room.



EMAIL SIGNATURE

Use a compact logo PNG plus live name, role and contact text. Avoid large image-only signatures, promotional attachments and decorative backgrounds.

Before sending

Check links, alt text, plain-text version, subject, preheader, image loading and footer. Test mobile, desktop, images off and dark mode.

Font stack: Arial, Helvetica, sans-serif for broad email compatibility. Use Nimbus Sans only where supported; preserve hierarchy when the fallback appears. Underline live text links.

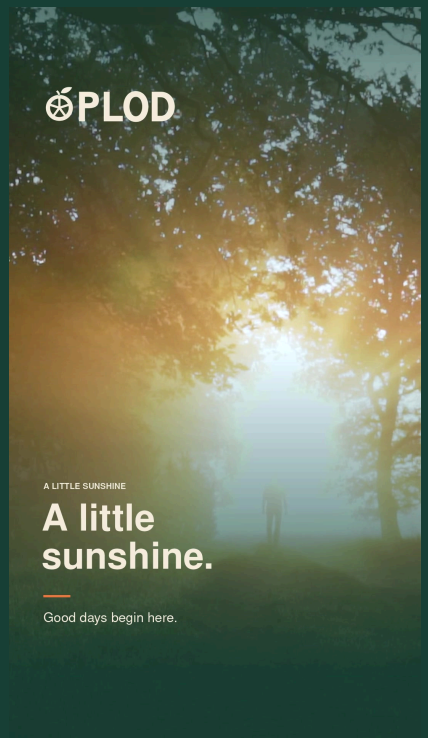
The same feeling. Two ways to share.

Use the existing horizontal and vertical campaign films as the motion expression of the identity.



16:9 / 1920 X 1080

Open with morning light, shared moments and a warm human pace. Let the product and brand message lead the closing beat.



9:16 / 1080 X 1920

Reframe each format. Protect labels, logos and type from interface overlays; inspect the final mobile crop.

Existing campaign: approximately 30.7 seconds, voiceover and music. Keep music beneath the voice, maintain readable end cards and review both edits with sound on and off.

Recognizable at every scale.

The core elements stay stable while the amount of expression changes with the task.

PLOD

A little sunshine.

PLOD

PLOD Brand team

Clear. Warm. Consistent.

CAMPAIGN / EXPRESSIVE



PRODUCT / RECOGNIZABLE

PLOD

ORANGE

Good days. Great company.

PRINT / FOCUSED

Make the last step as good as the first.

Use the approved masters, export for the destination and inspect the final file at the size it will be used.

OUTPUT	MASTER & EXPORT	FINAL CHECK
Logo	SVG master; vector PDF for print. PNG at 1x / 2x for digital.	Correct primary or reverse version; proportional scaling; clear space.
Print & flyers	Vector PDF; 3 mm bleed where artwork reaches trim. Printer-defined profile.	Trim, safe area, legible copy and approximately 300 ppi at placed photo size.
Product label	Use existing vector artwork. Confirm dieline, stock and production setup.	Bottle fit, bleed, minimum type, verified product information and proof.
Digital campaigns	sRGB JPG/PNG at placement dimensions. Recompose each aspect ratio.	Platform crop, contrast, mobile legibility, message and destination.
Email	Responsive HTML and plain text; optimized logo and product images.	Live text, alt text, tested links, mobile behavior and footer.
Documents & films	Editable document/deck plus PDF; supplied horizontal and vertical films.	Current metadata, complete pages, embedded fonts; readable end cards and sound.

Suggested naming: PLOD_[asset]_[format]_[language]_v02.ext. Keep an approved master set separate from campaign exports; archive final copy, images, fonts and output specifications together.

A clear system. A brighter everyday.

Use this guide with the original PLOD masters. The identity is consistent when every touchpoint starts from the same source.



01 Full PLOD case study
02 Primary logo / SVG
03 Reverse logo / SVG
04 Orange front label / PDF
05 Label and specification / PDF
06 Horizontal and vertical films

SOURCE & CREATIVE DIRECTION

PLOD / Independent juice-brand concept
Creative direction and portfolio production: Bojan Kanja.
Edition 2.1 / October 2026.

Guide basis: the existing PLOD case-study identity, earlier 16-page guide, supplied vector label and bottle mockups. Business layouts are illustrative; production specifications are working rules for this concept.

Digital contrast reference: W3C, Understanding SC 1.4.3. Font files retain their own licenses. Asset destinations follow the original case-study handover links.