WE CANE.

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01. Brand Strategy

Positioning Statement

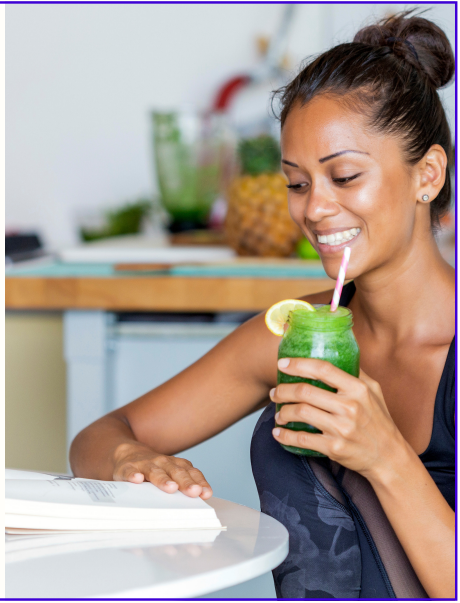
We Cane offers naturally squeezed sugar cane juice with refreshing natural flavors, providing a bold and vibrant alternative to conventional beverages for health-conscious consumers

Purpose

To provide naturally bold, fresh, and vibrant beverages that promote health and well-being.

Vision

To be the leading provider of innovative, healthy drink alternatives, inspiring a global movement towards better living.



Target Audience

Primary Audience: Health-conscious individuals seeking refreshing and nutritious drinks.

Secondary Audience: Fitness enthusiasts, eco-friendly consumers, and Millennials and Gen Z looking for natural and trendy beverage options.

Brand Values

Health: Prioritizing products that contribute to the well-being and vitality of our customers.

Innovation: Continuously seeking new and better ways to enhance the health and flavor of our products.

Quality: Ensuring the highest standards in every product we offer, from ingredients to final packaging.

Transparency: Being open and honest about our ingredients, sourcing, and processes.

Community: Engaging with and supporting our community to promote a healthier lifestyle for all.

Brand Personality

Refreshing, Nutritious, Authentic

Tone of Voice: Empowering, Inviting, Uplifting

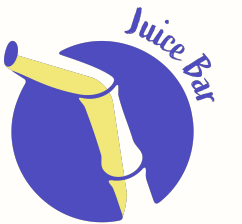
Tagline: We Cane always Be Bold, Fresh, & Vibrant.

02. Logos, Variants & Assests

Primary Logo

1 color

1 color-Inverted



2 colors

Isolation area

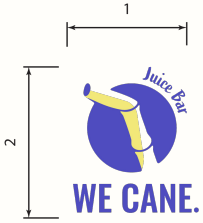
The isolation area corresponds to the height of the text in the logo. No other typography, text, graphic, or photographic element may overlap the logo in any way.

Backgrounds

Avoid using background colors with the same contrast level as the logo. Instead, use white or tinted whites for the background.

Minimum size

The primary logo must appear no smaller than 1 inch wide or 2 inches high. For print, this is equivalent to 300 pixels at 100 DPI, and for digital use, this is equivalent to 144 pixels at 72 DPI.



Logo on photographs

Use the one-color logo variant on photographs, placing it on less busy areas to maintain legibility. The white logo variant can be used on dark backgrounds in photos, as long as legibility is preserved.

Icon

1 color

1 color-Inverted

2 colors

Secondary Logo

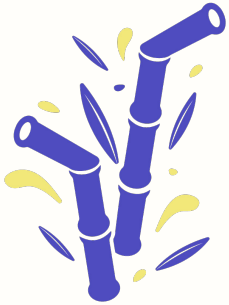
Vertical

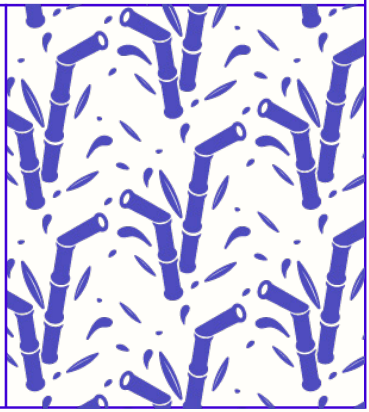
Use the stacked and vertical logo variation in spaces where a taller, narrower logo fits better, such as on mobile screens, banners, or vertical signage.

Horizontal

Use the horizontal logo variation in spaces where a wider layout is more appropriate, such as on website headers, letterheads, or horizontal banners

Assets



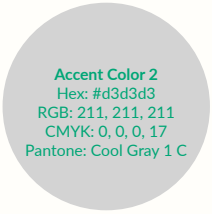


Juice Bar
WE CANE.
We Cane
Always Be
Bold, Fresh
& Vibrant

Juice Bar
WE CANE.

03. Color System

We Cane Brand Guidelines



Primary Color: Use the primary color for major elements like the logo, main headers, and primary buttons.

Secondary Color: Apply the secondary color to secondary elements such as subheadings, background elements, and secondary buttons.

Accent Colors: Use accent colors sparingly to highlight important information, call-to-action buttons, or special offers.

03. Type System

WE EXPERIENCE THE BOLD FLAVOR

Oswald Medium

Bold condensed sans-serif font with a strong, impactful appearance.

Usage: Headlines (headlines contain capital letters only), titles, major text elements

Style: Bold, clear, and modern

Made with love & care.

Active Regular

Handwritten, cursive, and uniqueand adds a personal and artisanal feel.

Usage: Decorative text, quotes, and special highlights

Our naturally squeezed sugar cane juice with natural flavors like pineapple, strawberries, and coconut.

Lato Regular (or another clean, readable sans-serif font)

Usage: Body text, subheadings, secondary text elements

Style: Clean, readable, and versatile
Characteristics: Modern sans-serif font with a balanced, approachable look

Headlines and Subheadings

Ensure clear visual hierarchy by using different font sizes and weights.

Maintain consistent spacing above and below headings.

Paragraph Spacing: Use a consistent space between paragraphs (e.g., 1.5x the line height).

Margins and Padding: Maintain consistent margins and padding around text blocks to ensure readability and a clean layout.

Thank You