Primary logo





# CREATIVE JUICES











Color Palette









Typography

## DAZZLO UNICAJO

ABCDEFGHIJKLMNOPQRJTUVWXYZ ABODEFGHIJKLMNOPQRSTUVWXYZ O123456789

#### Mission Statement

At Creative Juices Publishing, our mission is to amplify diverse voices and ideas through compelling storytelling and innovative content. We strive to provide a platform where creativity flows freely, breaking barriers and redefining what's possible in publishing. With a focus on quality, originality, and impact, we aim to nurture both emerging and established authors, helping them shape narratives that resonate and inspire readers around the world

### Logo Design

Our logo combines both the creative juices and ink pen one needs to create a compelling story. We wanted to show that when you put together the zest one has for life, and the eager to write about it, anything is possible. The use of orange and yellows bring a feeling of happiness that we want all of our writers to feel when they are pushed to be the best writers they can be. The droplet is symbolic of ink and juice both being results of pressure.



### **Executions**











