



Juniper & Co.

Brand Guidelines

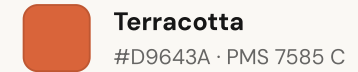
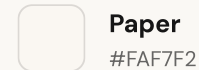
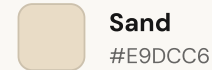
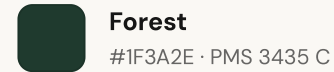
Version 1.0 · October 2026

Prepared by Northlight Studio

Inside this guide

At a glance	03
Our brand	04
Primary logo	05
Logo suite	06
Logo colour variations	07
Clear space & minimum size	08
Logo misuse	09
Colour palette	10
Colour balance & tints	11
Accessible colour pairs	12
Typography	13
Type scale	14
Social & digital	15
Stationery	16

The brand on one page



- Use the supplied files only. Never redraw, stretch or recolour the logo.
- Keep clear space of 25% of the logo's height on every side.
- Minimum width: 120px on screen, 25mm in print.
- On dark colours or photos, use the white logo.

WHO WE ARE

Botanical skincare, grown slowly.

Juniper & Co. makes small-batch skincare from botanicals grown on our own farm in the Scottish Highlands. We believe in fewer, better ingredients, honest labels and packaging that comes back to us to be refilled.

BRAND VALUES

Honest

Unhurried

Grounded

Generous



THE PRIMARY LOGO

Our signature

The primary logo is the most recognisable expression of Juniper & Co. Use it wherever possible, at a generous size, on clean backgrounds with plenty of breathing room.

Always use the supplied master files. Never redraw, retype or rearrange the logo.

One identity, 3 lockups



Primary

Default for most uses: websites, documents, signage.



Secondary

For tighter or square-ish spaces where the primary logo feels cramped.



Brand mark

For small spaces: favicons, app icons, social avatars, stamps.

Pick the version with the most contrast



Full colour

Preferred. Use on white or very light backgrounds.



Reversed (white)

On Forest or any dark background and photography.



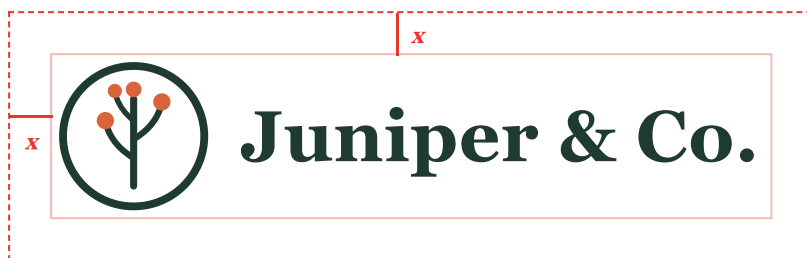
Black

Single-colour print, stamps, engraving, fax-quality documents.



Brand mono

When only one ink is available, or for subtle co-branding.



CLEAR SPACE

Give it room

Keep a clear zone around the logo equal to **x = 25% of the logo's height**. No text, graphics or edges should enter this space.

MINIMUM SIZE

120 px

Digital (width)

25 mm

Print (width)

Below these sizes, switch to the brand mark.

MISUSE

Please don't



Don't stretch or squash



Don't rotate



Don't change the colours



Don't add effects



Don't use on busy backgrounds



Don't use low contrast

Our colours

Forest
PRIMARY

Terracotta
SECONDARY

Sand
ACCENT

Ink
NEUTRAL

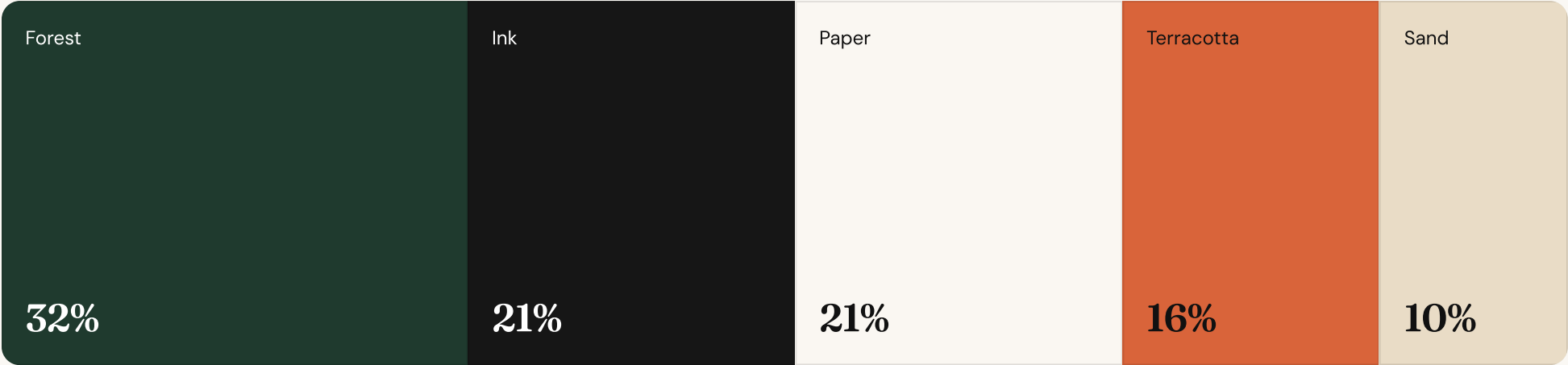
Paper
NEUTRAL

HEX	#1F3A2E	HEX	#D9643A	HEX	#E9DCC6	HEX	#161616	HEX	#FAF7F2
RGB	31, 58, 46	RGB	217, 100, 58	RGB	233, 220, 198	RGB	22, 22, 22	RGB	250, 247, 242
CMYK*	47, 0, 21, 77	CMYK*	0, 54, 73, 15	CMYK*	0, 6, 15, 9	CMYK*	0, 0, 0, 91	CMYK*	0, 1, 3, 2
PMS	3435 C	PMS	7585 C	HSL	38, 44%, 85%	HSL	0, 0%, 9%	HSL	38, 44%, 96%
HSL	153, 30%, 17%	HSL	16, 68%, 54%						

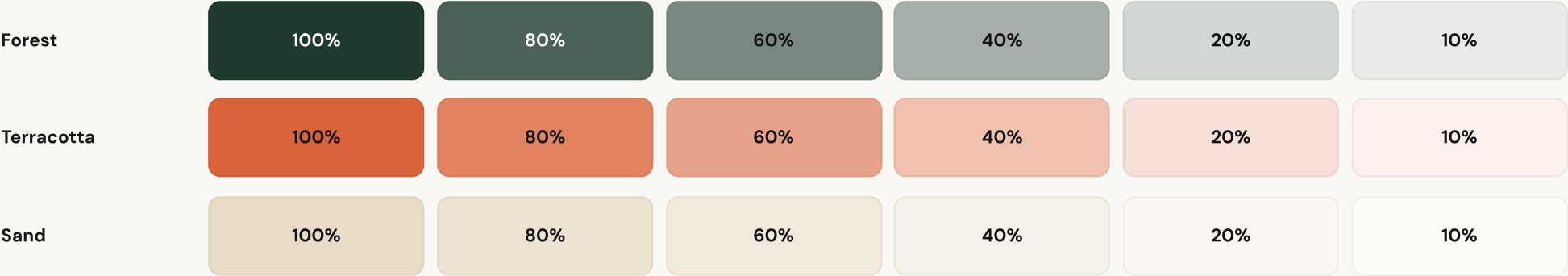
*Approximate CMYK conversion. Ask your printer to match against a printed proof.

BALANCE

How much of each



TINTS



Readable combinations

Contrast ratios for text on each background, rated against WCAG 2.2. Use **AA** or better for body text; **AA Large** only for text 24px+ (or 19px bold).

	Forest bg	Terracotta bg	Sand bg	Ink bg	Paper bg
Forest text	—	Aa ✓ AA Large · 3.4	Aa ✓ AAA · 9.1	Aa ✗ Fail · 1.4	Aa ✓ AAA · 11.5
Terracotta text	Aa ✓ AA Large · 3.4	—	Aa ✗ Fail · 2.6	Aa ✓ AA · 5.0	Aa ✓ AA Large · 3.3
Sand text	Aa ✓ AAA · 9.1	Aa ✗ Fail · 2.6	—	Aa ✓ AAA · 13.3	Aa ✗ Fail · 1.2
Ink text	Aa ✗ Fail · 1.4	Aa ✓ AA · 5.0	Aa ✓ AAA · 13.3	—	Aa ✓ AAA · 16.9
Paper text	Aa ✓ AAA · 11.5	Aa ✓ AA Large · 3.3	Aa ✗ Fail · 1.2	Aa ✓ AAA · 16.9	—

TYPOGRAPHY

Typefaces

HEADINGS

Aa

Fraunces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &@?!%

Juniper & Co. 400

Juniper & Co. 600

Juniper & Co. 800

BODY & UI

Aa

DM Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &@?!%

Juniper & Co. 400

Juniper & Co. 500

Juniper & Co. 700

Type scale

Display
38pt / 1.05

Juniper & Co.

Heading
26pt / 1.1

A clear, confident headline

Subheading
20pt / 1.2

Supporting section titles

Lead
14pt / 1.55

An introduction that sets up the page in a sentence or two.

Body
11pt / 1.6

Juniper & Co. makes small-batch skincare from botanicals grown on our own farm in the Scottish Highlands. We believe in fewer, better ingredients, honest labels...

Caption
8.5pt / 1.5

Captions, labels, footnotes and legal text

IN USE

Social media & web



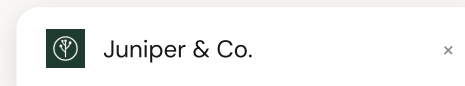
LinkedIn personal banner



Profile picture



Link preview (Open Graph)



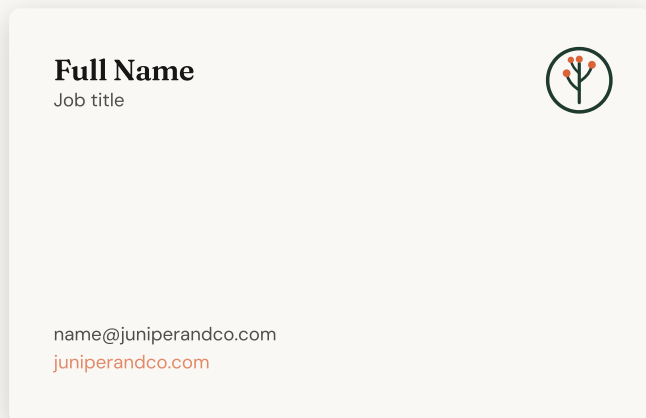
Favicon in a browser tab

IN USE

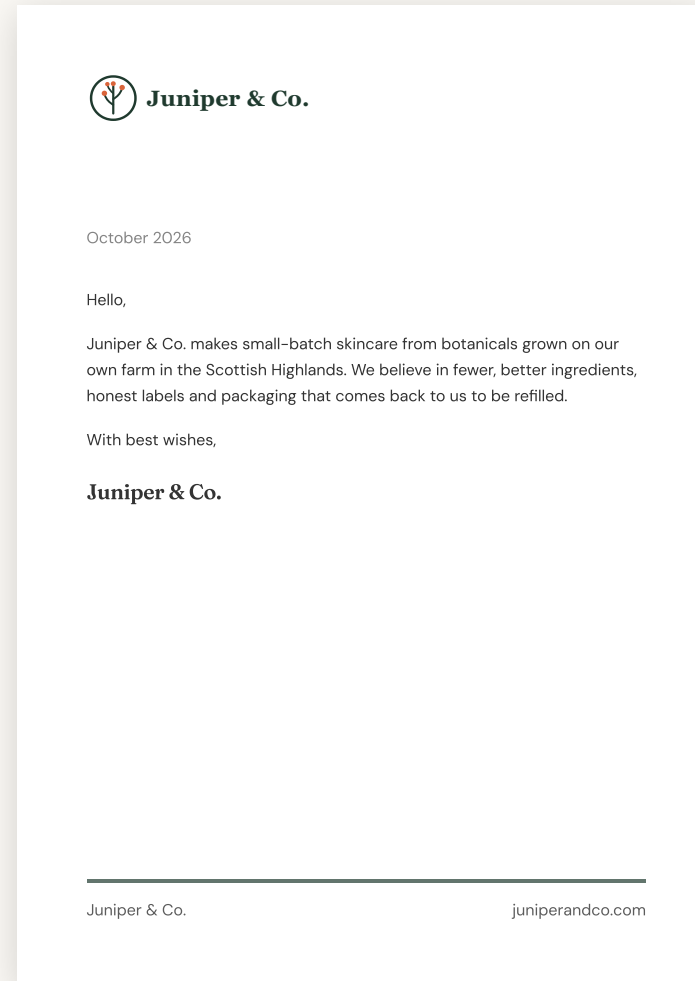
Stationery



Business card, front (actual size)



Business card, back (sample details)



Letterhead (A4)



QUESTIONS ABOUT THE BRAND?

hello@northlight.studio

northlight.studio

Set in Fraunces & DM Sans · Prepared by Northlight Studio