zuzu

the brand book. read it. go loud.

Everything you need to make stuff that looks, sounds and wobbles like Zuzu. Version 1.0, autumn 2026.



hi. we're zuzu.

Zuzu is fizzy oat milk. Yes, really. It started in 2024 in a shared kitchen in Leeds, when two flatmates, Juno and Bas, poured oat milk into a soda siphon at 2am to see what would happen. It went pssht. It tasted brilliant. Nobody slept.

Two years and about four hundred test batches later, Zuzu is a creamy, sparkly, plant-based soda for people who are twenty-something and slightly too awake. Low sugar, no dairy, zero seriousness.

Who we talk to: 18 to 26, phone in one hand, can in the other. They can smell an ad from a mile away. Talk to them like a friend who happens to make soda.

zuzu is

- loud, bright, bouncy
- generous and a bit weird
- funny with you, never at you
- quick: say it, then stop

zuzu isn't

- a health lecture or a diet
- luxe, posh or "premium"
- corporate, sarcastic or mean
- for kids (no cartoon mascots)

three flavours. zero chill.

ALWAYS IN THIS ORDER

01



yuzu zap

Yuzu peel, oat cream and a zap of ginger. Sour first, smooth after.

YUZU YELLOW #FFD21F
TEXT: DEEP PURPLE

sour first.

02



mango mayhem

Ripe mango, oat milk, a pinch of chilli-lime. Chaos, but creamy.

MANGO ORANGE #FF7A1A
TEXT: DEEP PURPLE

chaos mode.

03



bluezu berry

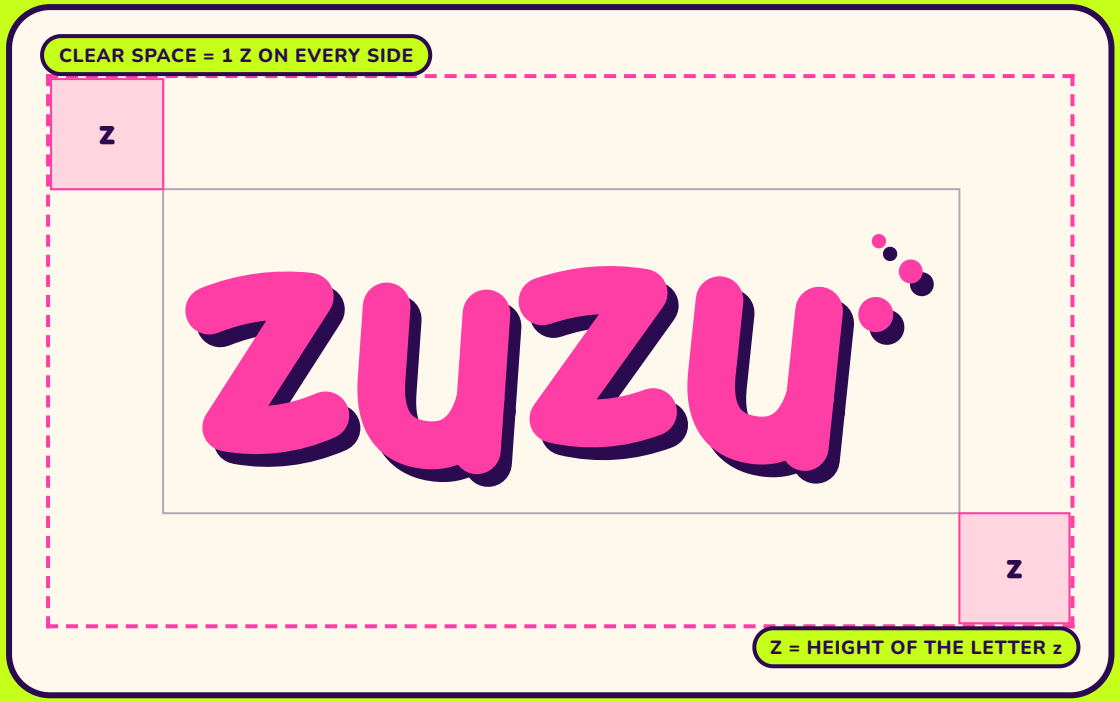
Blueberry, vanilla oat and too many bubbles. Tastes like a blue sky.

BLUEZU #3B4CFF
TEXT: OAT

blue mood.

the wobbly wordmark.

The wordmark is drawn, not typed: four bubbly letters that bob up and down, plus three rising bubbles, with a hard deep-purple pop-shadow. Always use the SVG files. Never retype "zuzu" in Fredoka or any other font.



1. **Clear space:** keep 1 Z (the height of the letter z, about half the logo's height) empty on all four sides. No text, no stickers, no edges.
2. **Minimum size:** wordmark 120 px wide on screen (30 mm in print). Below that, use the bubble icon (min 32 px).
3. **Backgrounds:** primary.svg on Oat, Lime or Yuzu Yellow only. on-dark.svg on Deep Purple only. Never on Pink, Mango, Bluezu or the fizz pattern.
4. **One per screen.** The wordmark appears once per view; repeat the brand with the icon or the cans instead.

THE THREE FILES



logo/primary.svg
pink + purple shadow



logo/on-dark.svg
lime + pink shadow



logo/bubble-icon.svg
app icon, favicon

THE 8° RULE

The logo may wobble: rotate it anywhere from −8° to +8°. Not one degree more. Zero is fine too.



please don't.

Every one of these has happened to some brand somewhere. Not to ours. If a layout seems to need one of them, change the layout, not the logo.



rotated 20°
Over 8° it stops wobbling and starts falling over.



outlined
No keylines, no hollow letters. The logo is solid and chunky.



gradient-filled
Zuzu uses zero gradients. Anywhere. Flat colour only.



squashed or stretched
Scale it proportionally or not at all.



wrong colours
Two versions exist: pink/purple and lime/pink. No flavour colours.

low contrast, no shadow
Lime on oat vanishes. Never drop the pop-shadow.



soft drop shadow
Shadows are hard and offset. Never blurred, never black.



retyped, or on pink
Typing "zuzu" in a font is not the logo. And pink eats the pink logo.

turn it up.

Four core colours carry the brand; three flavour colours only ever appear with their own flavour. Colours are always flat: no gradients, no tints, no transparency tricks. There is no black and no white in Zuzu: dark is Deep Purple, light is Oat.

zuzu pink

#FF3EA5
RGB 255 62 165 · the hero. Buttons, logo, big moments.

acid lime

#C6FF1A
RGB 198 255 26 · highlights, stickers, accents on purple.

deep purple

#2B0B4F
RGB 43 11 79 · our "black": all text, borders and shadows.

oat

#FFF4E2
RGB 255 244 226 · our "white": light backgrounds and text on dark.

yuzu yellow

#FFD21F
Yuzu Zap only

mango orange

#FF7A1A
Mango Mayhem only

bluezu

#3B4CFF
Bluezu Berry only

HOW MUCH OF EACH, PER SCREEN



One flavour colour per section, never two side by side except in the three-flavour line-up.

TEXT: ALLOWED PAIRS (WCAG AA, 4.5:1 OR MORE)

- Aa PURPLE ON OAT 15.3
- Aa LIME ON PURPLE 14.0
- Aa OAT ON PURPLE 15.3
- Aa PURPLE ON LIME 14.0
- Aa PURPLE ON YUZU 11.5
- Aa PURPLE ON MANGO 6.4
- Aa PURPLE ON PINK 5.1
- Aa PINK ON PURPLE 5.1
- Aa OAT ON BLUEZU 5.3
- Aa LIME ON BLUEZU 4.8

FORBIDDEN, AT ANY SIZE

- ~~Aa~~ PINK + LIME 2.7
- ~~Aa~~ OAT/WHITE ON PINK 3.0
- ~~Aa~~ LIME ON OAT 1.1
- ~~Aa~~ PINK + MANGO 1.2
- ~~Aa~~ PURPLE ON BLUEZU 2.9
- ~~Aa~~ YUZU ON OAT 1.3

Also banned: pure black #000, pure white #FFF, grey text, gradients, and pink or mango blocks touching each other.

fat and friendly.

Aa zz

fredoka bold 700

Display: Fredoka · fonts/Fredoka-Bold.ttf (headlines) and fonts/Fredoka-Medium.ttf (subheads). Round, chunky, a bit bouncy.

Nunito ExtraBold 800

Nunito Regular 400 for reading.

Body: Nunito · fonts/Nunito-Regular.ttf (text) and fonts/Nunito-ExtraBold.ttf (labels, buttons, emphasis).

1. **Headlines are always lowercase**, Fredoka Bold, 6 words max, line-height 0.9 to 1.0. End with a full stop, not an exclamation mark.
2. **The hero headline tilts −3°** (anticlockwise). Only one tilted headline per screen; everything else sits straight.
3. **Body copy is sentence case**, Nunito 400, never under 16 px on screen, line-height 1.5, lines no longer than 60 characters.
4. **Labels and buttons**: Nunito 800, UPPERCASE, letter-spacing 0.06em. Never italic anywhere; never underline except links.

Two families, both open source (SIL OFL), both in the kit's fonts/ folder. Fredoka shouts, Nunito explains. Nothing else, ever: no system fonts, no serif, no monospace.

WEB TYPE SCALE (DESKTOP / MOBILE)

HERO	big fizz.	Fredoka 700 120 / 64 px
H2	pick a flavour.	Fredoka 700 64 / 40 px
H3	yuzu zap	Fredoka 700 32 / 26 px
SUB	sour first, smooth after.	Fredoka 500 24 / 20 px
BODY	You crack it, it goes pssht, you grin. That's the whole plan.	Nunito 400 18 / 16 px
LABEL	GRAB A CAN	Nunito 800 14 / 14 px
SMALL	Contains oats. Shake gently, not your fist.	Nunito 400 14 / 13 px

talk like a mate.

Cheeky, short, warm. We talk **to you**, in the second person, like a friend with a fridge full of soda. Sentences of 12 words or fewer. One exclamation mark per page, max. No emoji in copy; we have bubbles for that.

THE ZUZU DICTIONARY (USE ONE OR TWO PER PAGE, NOT ALL SIX)

zuzzy
adj. fizzy, bright and a little chaotic. "Feeling zuzzy?"

pssht
n. the sound of a can opening. The best sound.

fizzfam
n. everyone who drinks Zuzu. That's you now.

glugtime
n. whenever you're thirsty. It's always glugtime.

bubblebrain
n. the happy fog after the first big gulp.

oatally
adv. totally, but oatier. Max once per page.

BANNED WORDS. NEVER WRITE THESE.

~~solution~~ ~~leverage~~ ~~premium~~ ~~synergy~~ ~~delicious~~ ~~beverage~~ ~~product~~ ~~consumers~~ ~~artisanal~~ ~~crafted~~ ~~indulge~~ ~~guilt-free~~ ~~superfood~~ ~~elevate~~ ~~innovative~~ ~~best-in-class~~ ~~experience~~ ~~wellness~~

Say **drink** or **can**, not beverage or product. Say **you**, not consumers. Instead of "delicious", tell them what it actually tastes like.

do	don't
pssht. that's the sound of your afternoon getting better.	~~Discover our premium sparkling oat beverage.~~
Mango, oat milk, a pinch of chilli. Yes, chilli.	~~A delicious fusion of exotic tropical flavours.~~
You don't need a reason. It's glugtime.	~~The perfect solution for every occasion!!!~~
Made with oats. Not made with dairy. Or drama.	~~A guilt-free, plant-powered wellness experience.~~
grab a can	~~Click here to learn more~~
Sold out. Sorry. We're making more, fast.	~~This item is currently unavailable for purchase.~~

bubbles, not photos.

Zuzu never uses photography or stock images. The brand is drawn: bubbles, stickers, squiggles and flat cans, all in the kit's assets/ folder. Thick deep-purple outlines (3 px), hard offset shadows, round corners, flat colour.



the fizz pattern

ASSETS/FIZZ-PATTERN.SVG · 160 PX TILE

- Repeat it only on Deep Purple.
- Tile size 120 to 200 px. Never rotated, never recoloured.
- Never behind body text; headlines and cans only.



the sticker

ASSETS/STICKER.SVG

- 1 to 3 words on it, Fredoka Bold, lowercase.
- Tilt between −12° and +12°, never straight.
- Max two per screen, slapped over a card's corner.



the squiggle

ASSETS/SQUIGGLE.SVG

- Underlines one word of a headline. One word, once per screen.
- Sits just under the baseline, as wide as the word.
- Never as a divider or a border.



the cans

ASSETS/CAN-YUZU-ZAP.SVG · CAN-MANGO-MAYHEM.SVG · CAN-BLUEZU-BERRY.SVG

- The cans are our product shots. Show them upright or tilted up to 8°.
- A can always sits with its own flavour's name and colour.
- Line-up order is fixed: yuzu, mango, bluezu.

SHAPES

CORNERS 24 PX ON CARDS

999 PX ON BUTTONS

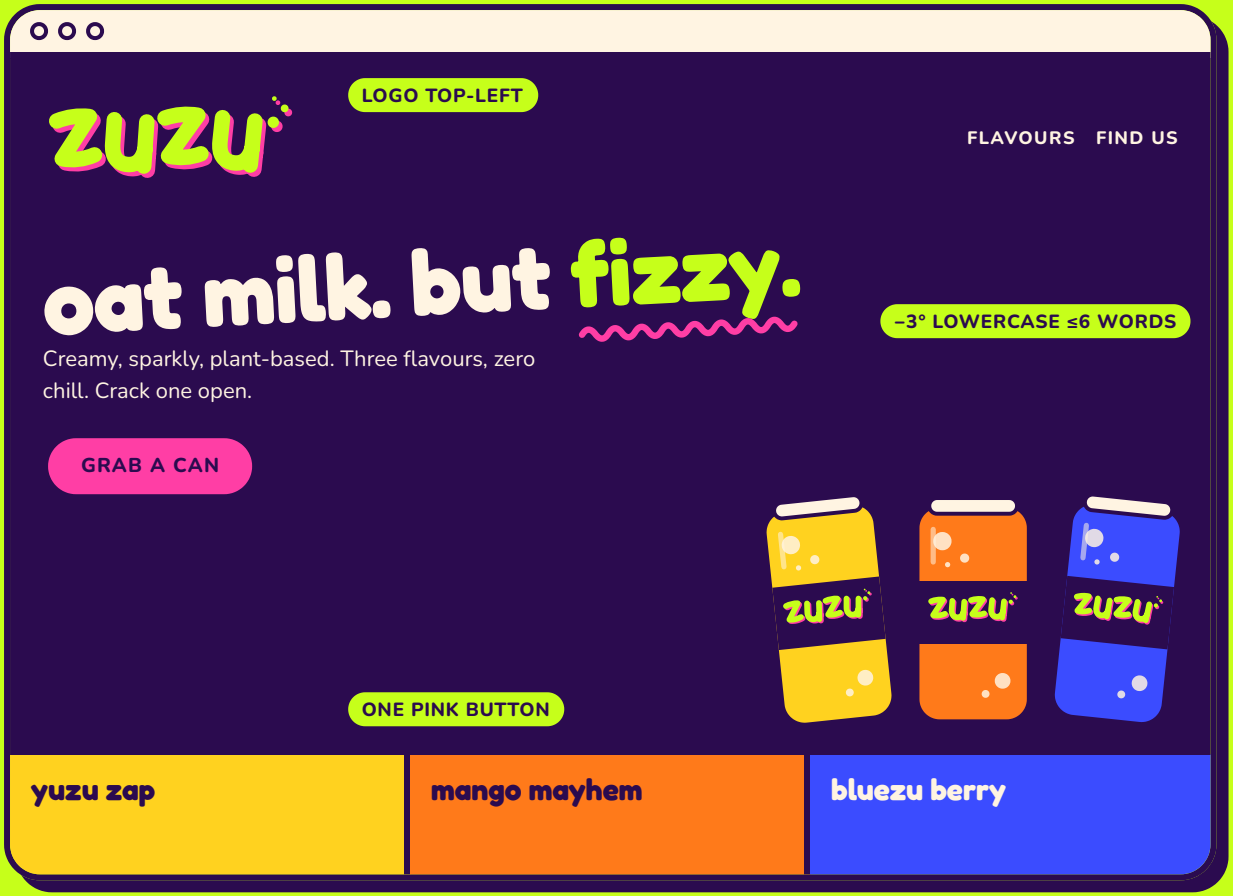
SHADOW 4-6 PX, 0 BLUR

3 PX PURPLE OUTLINES

NO SHARP CORNERS

the first screen.

A Zuzu page is big type and blocks of colour, stacked. Full-width sections, each one a single flat colour, each with one job. Here is the minimum a page has to get right.





1. **First screen shows:** the wordmark top-left (at least 140 px wide), one lowercase headline of 6 words or fewer, all three cans, and exactly one pink "grab a can" button. Deep Purple background, fizz pattern optional.
2. **Buttons are pills**: radius 999 px, 3 px Deep Purple border, hard shadow 4px 4px 0 Deep Purple, label Nunito 800 uppercase in Deep Purple. Primary is Pink; secondary is Oat. One primary per screen.
3. **Flavour blocks**: one card or full-width section per flavour, filled with its own colour, holding its can, its lowercase name, its one-liner and a sticker. Always in the order yuzu, mango, bluezu.
4. **Colour blocking**: sections switch background colour, never fade between them. No gradients, no white, no grey, no black. Text pairs from page 05 only.
5. **Motion is bouncy but short**: 150 to 300 ms, easing cubic-bezier(.34,1.56,.64,1), never longer than 400 ms. Things pop and wobble; nothing slides in slowly or fades alone. Respect prefers-reduced-motion.
6. **Big type**: hero 120 px desktop / 64 px mobile. Generous space: section padding at least 96 px desktop, 56 px mobile. Max content width 1200 px.
7. **No photos, no stock icons, no emoji.** Only the kit's SVGs, the fonts in fonts/ and CSS shapes.