

Creating A Font System

Presented by:

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PICKLEJUICE

PICKLEJUICE.COM

Setting up your font system

BASIC STRUCTURE

H2 ————— *SUBHEADING*

H1 ————— **HEADLINE**

BODY ————— Body text body text body text body
text body text body text body text
body text body text body text body
text body text.

H3 ————— **CALL TO ACTION →**

SAMPLE STRUCTURE

TELL YOUR STORY.

BRAND IDENTITY PACKAGE

Does your brand feel inconsistent or all over the place? Are you preparing for massive growth? Let's get your biz on track so you can get back to killin' it and doing your thing.

GET THE DEETS →

Small touches make a huge impact!

NO HIERARCHY

Tell your story.
Brand identity package

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Get the deets →

SOME HIERARCHY

TELL YOUR STORY.

BRAND IDENTITY PACKAGE

Does your brand feel inconsistent or all over the place? Are you preparing for massive growth? Let's get your biz on track so you can get back to killin' it and doing your thing.

GET THE DEETS →

AWESOME HIERARCHY

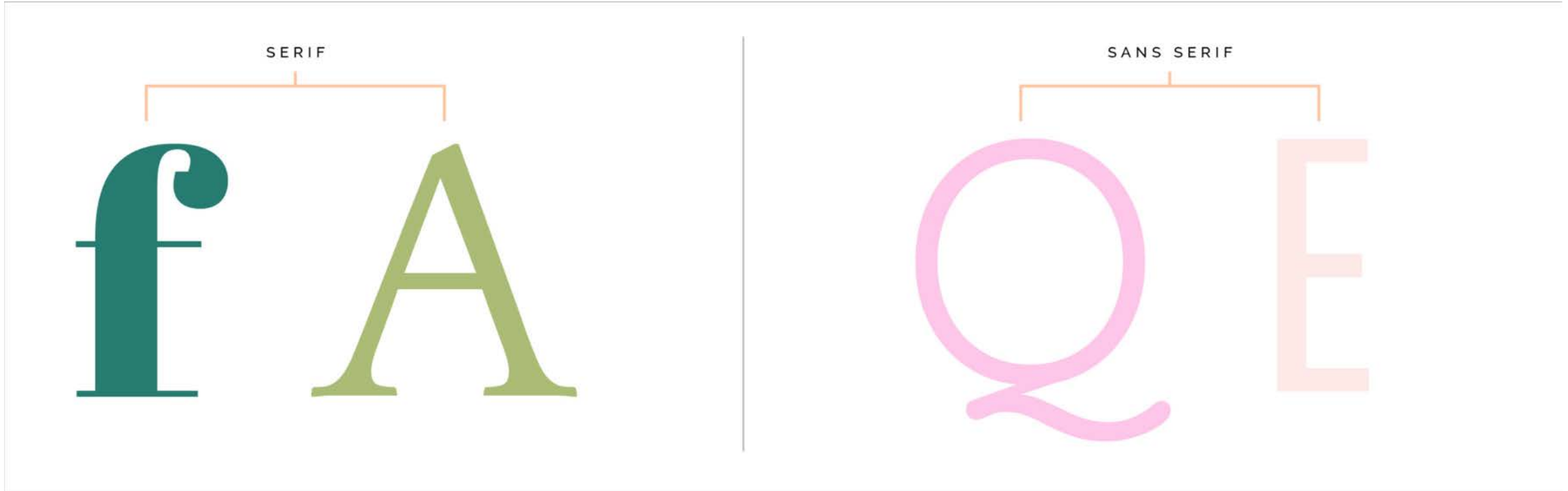
TELL YOUR STORY.

BRAND IDENTITY PACKAGE

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GET THE DEETS →

Customizing your font system.



Case study: Carolina Eastern Crop Excellence



Case study: Carolina Eastern Crop Excellence



CROP EXCELLENCE

FONTS

BW MODELICA SS01
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

QUICKSAND
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO MARKS



PATTERN



Case study: Carolina Eastern Crop Excellence

CROP EXCELLENCE

FONTS

BW MODELICA SS01

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

QUICKSAND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

PATTERN

LOGO MARKS



CE



Case study: Carolina Eastern Crop Excellence



Case study: Carolina Eastern Crop Excellence



AMMONIUM SULFATE PLUS DEPOSITION (DRIFT CONTROL) AGENT

PRINCIPAL FUNCTIONING AGENTS:
 Ammonium Sulfate 34%
 Drift Retardant, Antifoam, Inert Ingredients 66%
 Causes eye irritation and mild skin irritation. May be harmful if swallowed.



WARNING
 KEEP OUT OF REACH
 OF CHILDREN

GENERAL INFORMATION
 AS-34 PLUS is a 34% liquid ammonium sulfate with a drift retardant to act as a deposition aid. AS-34 PLUS is designed to alleviate tank mix problems commonly associated with dry ammonium sulfate in addition to reducing the number of small driftable particles. When used as directed, AS-34 PLUS maximizes the activity and effectiveness of certain herbicides in post-emergence applications. Therefore, care must be taken in treating sensitive crops during periods when plants are subjected to drought stress, high temperatures, and high humidity. SHAKE WELL BEFORE USING.

PRECAUTIONARY STATEMENTS
 Wear eye and/or face protection. Wash hands, face, and other affected areas thoroughly after handling. If eye or skin irritation occurs, seek medical attention. Disposal of contents and/or container must be in compliance with local, state, and federal laws and regulations.

DIRECTIONS FOR USE
 REFER TO PESTICIDE LABEL FOR SPECIFIC CROP USE AND APPLICATION RATES. Refer to the dilution chart below for additional information on rates.

Gallons AS-34 Plus per 100 gallons of water	Equal to Lbs of dry ammonium sulfate (AMS)
2.5	8.5
5.0	17

Prior to use, read and follow all directions on this label and on the label of the pesticide being used. The pesticide manufacturer's label for specific usages and restrictions have precedence over DIRECTIONS FOR USE referred to on this label.

STORAGE AND DISPOSAL INFORMATION
STORAGE: Protect from freezing. Store product in original container only, away from other pesticides, fertilizers, food or feed. Keep this container closed when not in use and take care to prevent any water from being introduced to the contents of this container.
DISPOSAL: Do not contaminate water, food, or feed by storage or disposal. Triple rinse container and/or label before disposal. Do not reuse container. Recycling decontaminated containers is the best option of container disposal.

NET CONTENTS: 2 x 2.5 GALLON



Carolina Eastern, Inc.
 347 McAllister Mill Road
 Scranton, SC 29591
 843-389-2741
 CROPEXCELLENCE.COM





AMMONIUM SULFATE PLUS DEPOSITION (DRIFT CONTROL) AGENT

PRINCIPAL FUNCTIONING AGENTS:
 Ammonium Sulfate 34%
 Drift Retardant, Antifoam, Inert Ingredients 66

GENERAL INFORMATION

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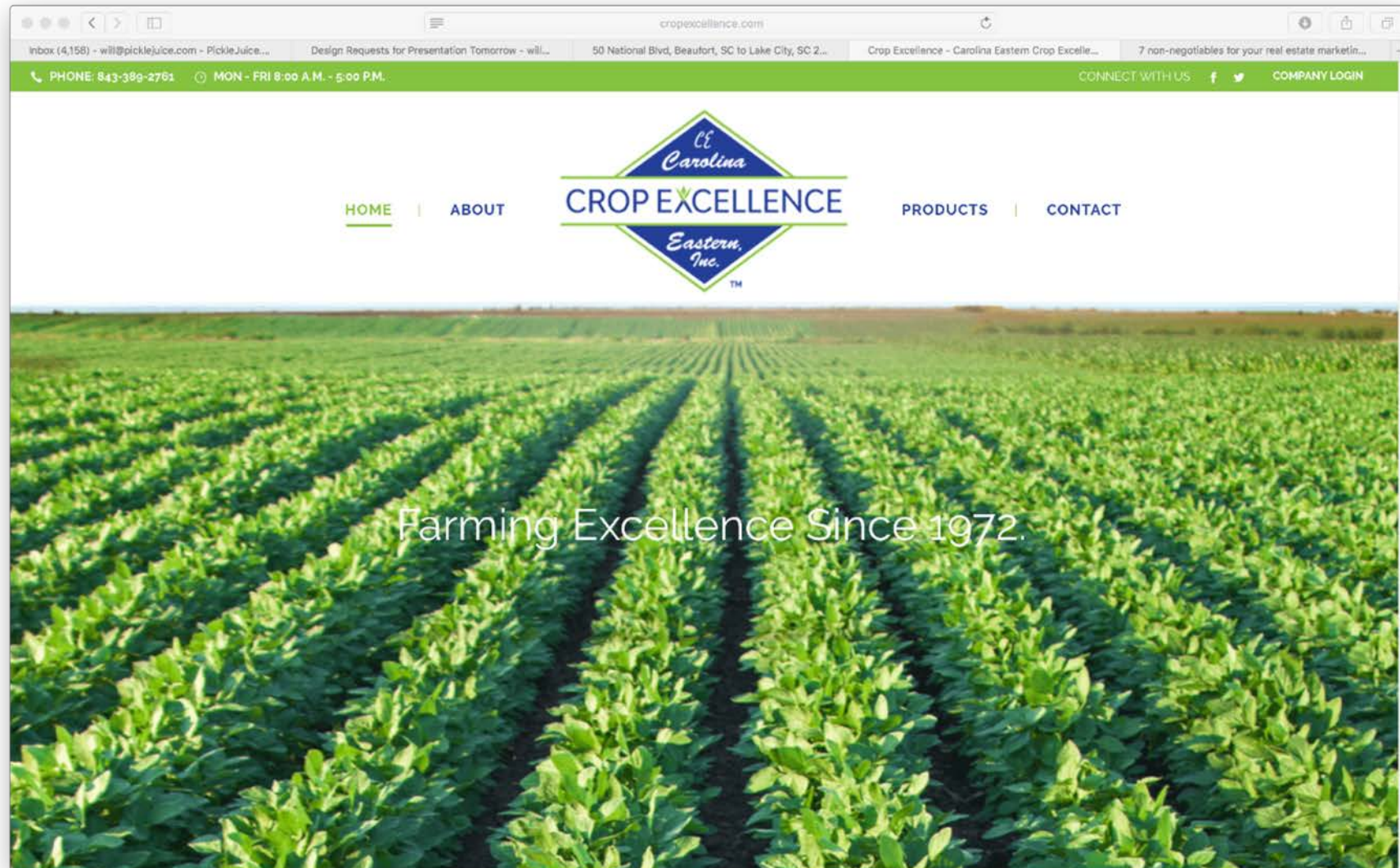
AS-34-PLUS per 100 gallons of water	ammonium sulfate
2.5 (gal)	8.5 (lbs)
5.0 (gal)	17.0 (lbs)

Prior to use, read and follow all directions on this label and on the label of the pesticide being used. The pesticide manufacturer's label for specific usages and restrictions have precedence over DIRECTIONS FOR USE referred to on this label. All ingredients in this product are exempt from the requirements of a tolerance as specified under TITLE 40 of the Code of Federal Regulations Part 180.

Case study: Carolina Eastern Crop Excellence



Case study: Carolina Eastern Crop Excellence



Case study: Relish Media Group

relish
MEDIA GROUP

Neato Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ACE SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ACE SERIF-BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ACE SERIF LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ



THANK YOU!

Now get out there and find some zesty fonts!

Picklejuice.®

SOURCE: SQUARESPACE