





Fresh.
Bright.
Natural.



+



juice → JOOS

land / island → LANDI

=





FRESH.
BRIGHT.
NATURAL.

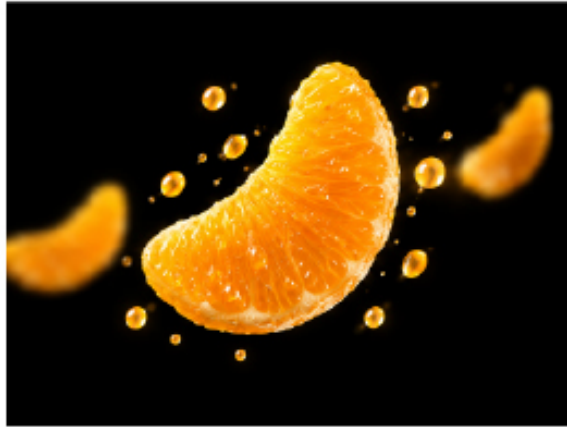
Aa

Regular
Medium
Black

Onest

GRAPHIC SYSTEM

4 elements.
One visual language.



01



02



03



04







Joos
Landi

Jooslandi

