



BRAND IDENTITY DESIGN

By Jaywon Design Studio



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INTRODUCTION

ABOUT THE FOUNDER:

Raugh Muhammed, professionally known as **Jaywon**, is a passionate and highly skilled creative with over four years of experience in the graphic design and digital marketing space. Alongside his journey as a dedicated medical student at the Federal University of Health Sciences, Azare, **Raugh has consistently built his creative reputation through hard work, continuous learning, and a sharp focus on results.**

Starting as a self-taught designer, Raugh quickly grew into a respected professional, working with local businesses, global brands, startups, university associations, and specialized industries like health and food branding. **His journey is marked by resilience, adaptability, and a vision for helping businesses unlock the power of visual storytelling.**

Beyond his technical mastery in brand identity, logo design, and marketing visuals, **Raugh brings a strategic mindset, seeing design not just as art but as a growth tool that positions brands competitively in the marketplace.** Known for his leadership, Raugh has led creative teams, mentored junior designers, and built design strategies for major student associations and businesses while balancing medical training demands. His entrepreneurial spirit, combined with his drive for excellence, has shaped him into a creative founder who is passionate about empowering others through design.



INTRODUCTION

ABOUT THE BRAND:

Jaywon Design Studio is a fast-evolving design and marketing agency with a bold mission: to design and scale brands for business owners both locally and internationally. With a clear focus on Brand Identity Design, Marketing Designs, and Social Media Management, Jaywon Design Studio exists to help businesses build a compelling presence online, connect meaningfully with their audiences, and edge out competitors in today's crowded digital landscape.

Guided by the tagline, "Let's design your brand for you," the studio offers business owners a collaborative, professional, and strategic creative partner who takes the heavy lifting off their shoulders. Jaywon Design Studio goes beyond surface-level design—each project is driven by a deep understanding of the client's goals, market, and audience, ensuring that every visual and marketing asset contributes to real business growth. With a portfolio that spans industries and markets, Jaywon Design Studio is committed to delivering world-class design solutions that don't just look good but work hard, boosting brand awareness, driving customer engagement, and enhancing competitive positioning. The studio's vision is to become a trusted global creative hub for entrepreneurs who want to elevate their brand and stand out confidently in the digital age.

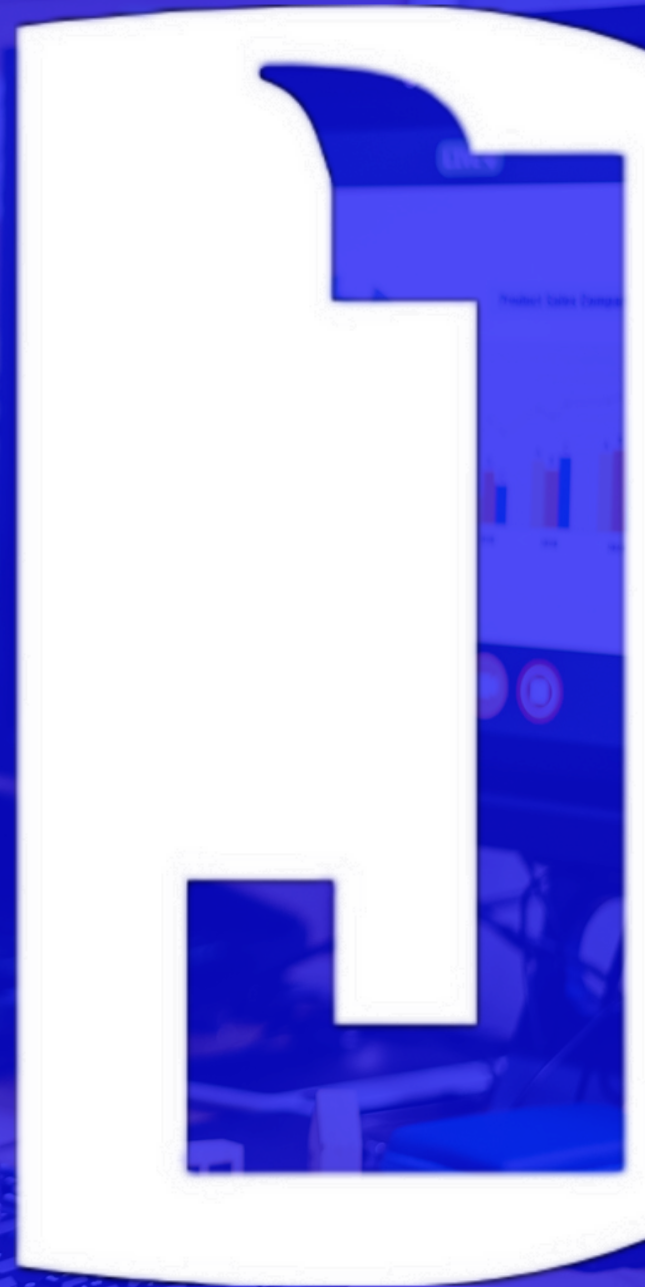


BRAND STORY

Brand Overview

Brand Mission

Brand Vision



BRAND OVERVIEW:

Jaywon Design Studio is a creative design and marketing studio committed to helping businesses build powerful, memorable, and effective brands. We specialize in **Brand Identity Design, Marketing Designs, and Social Media Management**. We partner with business owners to visually communicate their values, engage their target audience, and gain a competitive advantage in local and international markets.

With a tagline, "**Let's design your brand for you,**" we position ourselves as creative collaborators, we take the burden off entrepreneurs by crafting impactful brand visuals and managing their online presence, so they can focus on running their business while we scale their brand.

BRAND MISSION:

Our mission is to **equip businesses with compelling brand identities and marketing visuals that elevate their presence, connect with their audience, and drive business growth across digital platforms**. We aim to make brand-building simple, accessible, and effective for entrepreneurs at every stage of their journey.

BRAND VISION:

We envision **a world where every business, big or small, can access world-class branding and marketing solutions that drive visibility, credibility, and sustainable growth**. Our goal is to become a trusted creative partner for entrepreneurs seeking to scale their businesses through strategic design and marketing.

BRAND STRATEGY

Brand Essence
Brand Positioning

Name: Rauph Muhammed

Brand: Jaywon Design Studio

Contact: 08120568917

BRAND ESSENCE:

At the core of Jaywon Design Studio is “**empowering brands through creative excellence and strategic visibility.**”

We blend creativity, strategy, and digital expertise to help brands not just look good, but also perform effectively in the market.

BRAND POSITIONING:

We position ourselves as a **creative and strategic partner for business owners**, who are looking to elevate their brand presence, communicate their value effectively, and gain a competitive edge in the digital marketplace.

Unlike freelance designers who offer only visuals or agencies that focus solely on marketing, Jaywon Design Studio **bridges the gap between design and strategy**, providing **holistic brand identity solutions, high-impact marketing designs, and expert social media management.** We aim to empower businesses not just to look polished, but to **scale, engage, and thrive** through cohesive brand experiences that resonate with their audience and drive growth.



BRAND IDENTITY

- Brand Values
- Brand Target Audience
- Brand Personality

BRAND VALUES:

Creativity with purpose: Every design choice we make is intentional and tailored to business goals.

Collaboration: We work closely with our clients, valuing their insights and goals as key inputs.

Excellence & Professionalism: We uphold high standards in quality, communication, and delivery.

Strategic Thinking: We design not just for beauty, but for business impact and competitive advantage.

Empowerment: We aim to empower entrepreneurs with tools and visuals that elevate their brands.

BRAND TARGET AUDIENCE:

Small & Medium Business Owners: looking to establish or refresh their brand identity.

Startups and Entrepreneurs: who need a cohesive branding and marketing strategy to launch successfully.

Online Businesses & E-commerce Brands: wanting to build stronger visual presence and customer connection on social media.

Local and International Businesses: seeking to expand or reposition their brand in a competitive market.

Service-Based Professionals: (consultants, coaches, creatives) who want to brand themselves professionally online.

Demographics: Primarily aged 25–45, tech-savvy, growth-oriented, proactive in marketing, and value creative collaboration.

BRAND PERSONALITY:

Creative

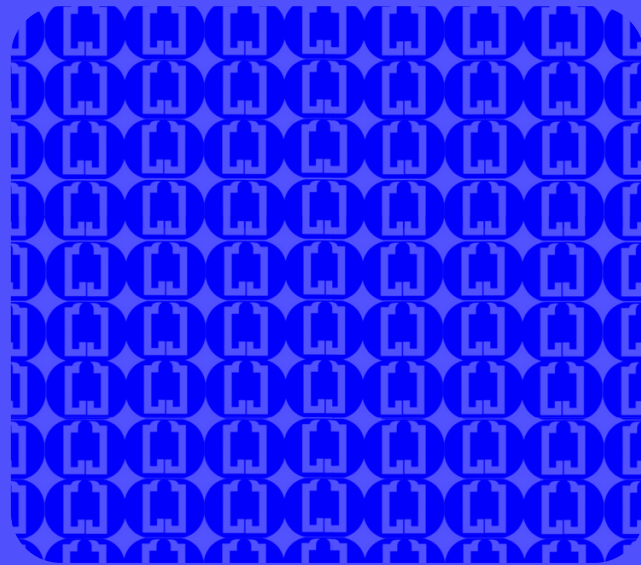
Professional

Supportive

Strategic

Energetic

Optimistic



VISUAL IDENTITY

Visual Overview



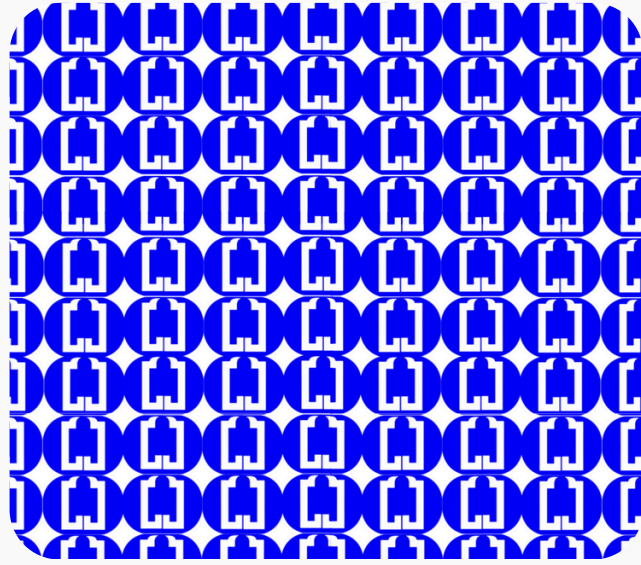
Name: Rauph Muhammed



Brand: Jaywon Design Studio

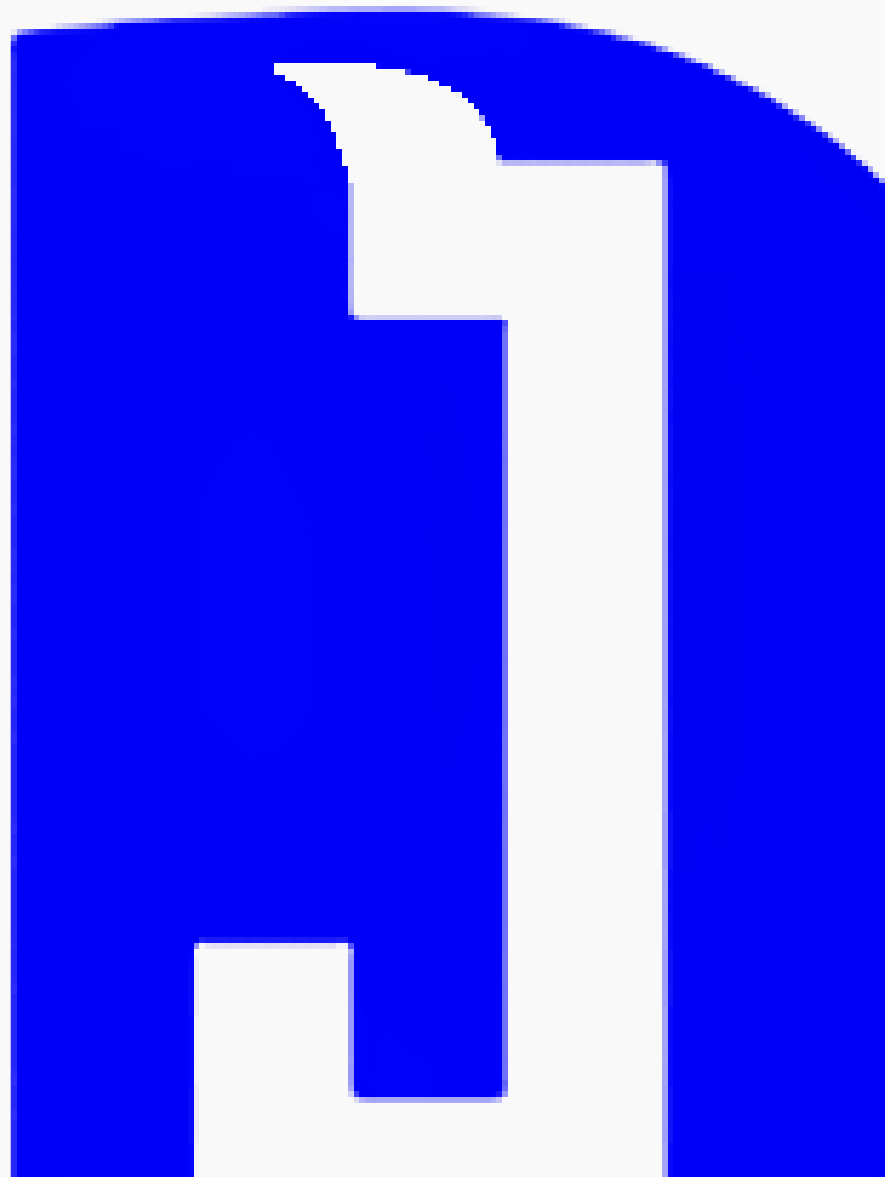


Contact: 08120568917

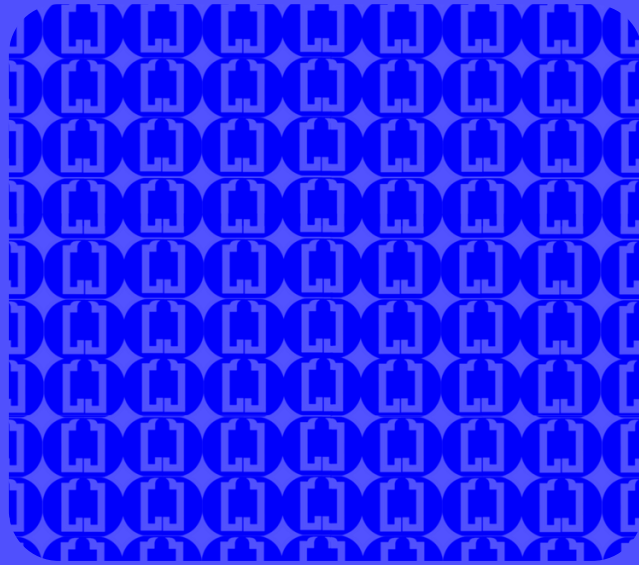


**LET'S DESIGN
YOUR BRAND
FOR YOU**

Jaywon Design Studio







LOGO OVERVIEW

- Logo Rationale
- Clear Line Spacing
- Logo Usage
- Logo Design



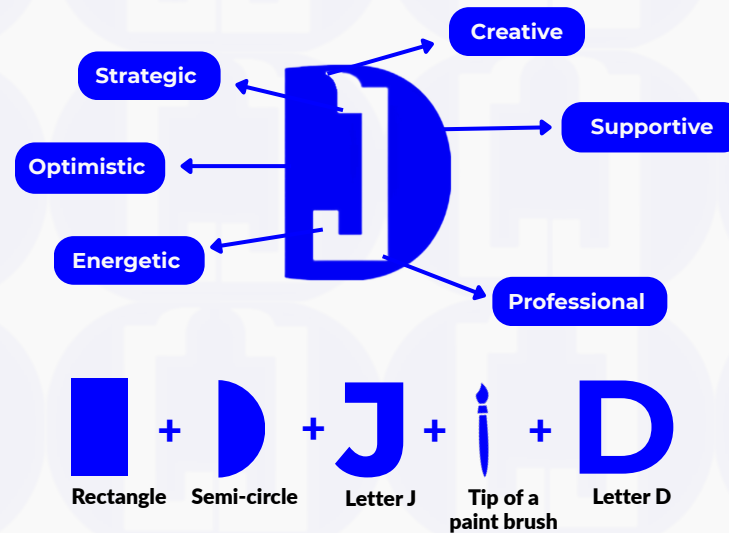


JAYWON
DESIGN STUDIO



JAYWON
DESIGN STUDIO

LOGO RATIONALE:



The logo for **Jaywon Design Studio** is a distinctive monogram with negative spacing, built from the brand's initials **J** and **D**, thoughtfully combined with **symbolic geometric elements** and an **artistic brush tip**. It visually communicates the brand's threefold mission: to **design, strategize, and educate brands**, helping them grow and thrive, particularly through the power of social media.

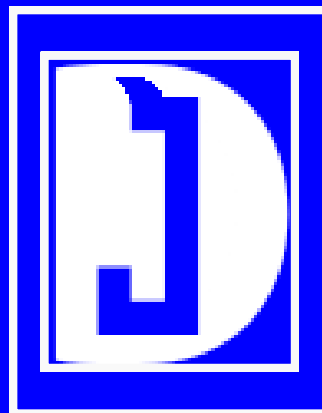
LOGO COMPOSITION AND SHAPE PSYCHOLOGY:

Letter "J" (Straight-edged with Rectangular Form): Crafted with clean, rectangular edges, the "J" conveys **strategic, energetic, and professional**. The rectangular structure projects **strength and clarity**, essential in crafting visual brand identities and strategic communication.

Letter "D" (Formed from a Semi-circle and Pointed Rectangle): The "D" is a composite of: **A semi-circle**, representing **openness, creativity, and inclusiveness**, symbolizes how Jaywon Design Studio embraces innovation and fresh ideas. **A pointed-edged rectangle**, which injects a **sense of direction, focus, and strategic thinking**, a nod to the brand's structured approach to brand strategy

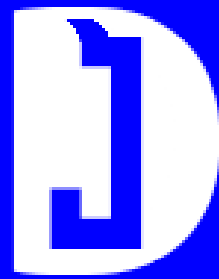
Brush Tip Element on the "J": Sitting atop the "J" is the **tip of a painting brush**, a subtle yet powerful addition. This represents the **creative essence of the brand**, the artistic mind behind every logo, layout, and concept. It conveys that **Jaywon Design Studio** doesn't just build brands, it infuses them with **originality and design intelligence**.

CLEAR LINE SPACING





HORIZONTAL FORM



**JAYWON
DESIGN STUDIO**

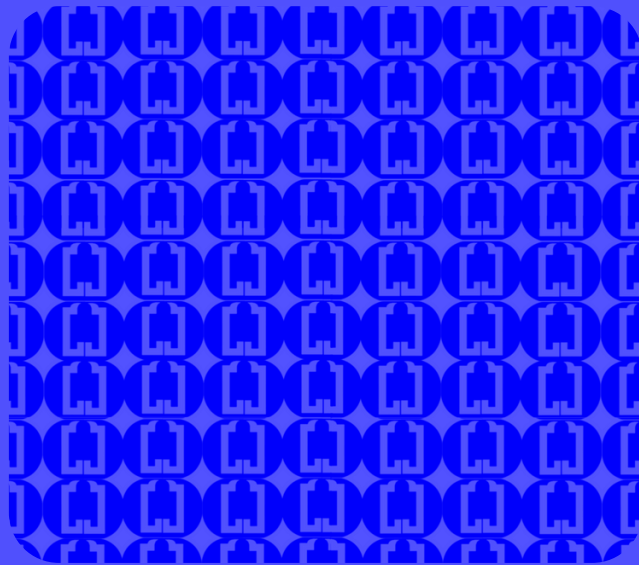
VERTICAL FORM





JAYWON
DESIGN STUDIO





COLOR OVERVIEW

Color Palette



Name: Rauph Muhammed

Brand: Jaywon Design Studio

Contact: 08120568917

HEX #FFD230

R: 255

G: 211

B: 32

HEX #0000FF

R: 0

G: 0

B: 255

HEX #F9F9F9

R: 249

G: 249

B: 249

HEX #000000

R: 0

G: 0

B: 0

BRAND TYPOGRAPHY

Primary Font

Secondary Font

PRIMARY FONT:

Montserrat is a bold, geometric sans-serif typeface that reflects modernity, confidence, and clarity, perfectly mirroring Jaywon Design Studio's goal of helping brands stand out and stay memorable. Clean and versatile, it gives our brand a strong visual presence across digital platforms and print materials.

Aa

Montserrat

Aa Bb Cc Dd Ee Ff Gg

Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt

Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Thin

ExtraLight

Light

Regular

Medium

Semibold

Bold

Extrabold

Black

SECONDARY FONT:

Lato is a warm and friendly sans-serif font with clean lines and a humanist touch, used to balance the boldness of Montserrat. Its subtle curves and readability make it ideal for longer texts, allowing audiences to engage comfortably with our message without distraction.

Lato complements Montserrat with approachability and professionalism, embodying the studio's supportive nature and attention to client relationships.



Lato

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Hairline

Regular

Black

Light

Bold

STYLISH FONT:

Playwrite US Trad adds a touch of sophistication and personality to the brand. With its handwritten flair and traditional style, it injects a sense of creativity and uniqueness into designs without overwhelming the clarity of Montserrat and Lato.

Used sparingly, this font helps highlight key phrases or accentuate artistic elements, aligning with Jaywon Design Studio's mission to blend function with flair in every project.

Aa

Playwrite US Trad

*Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0123456789*

Thin

ExtraLight

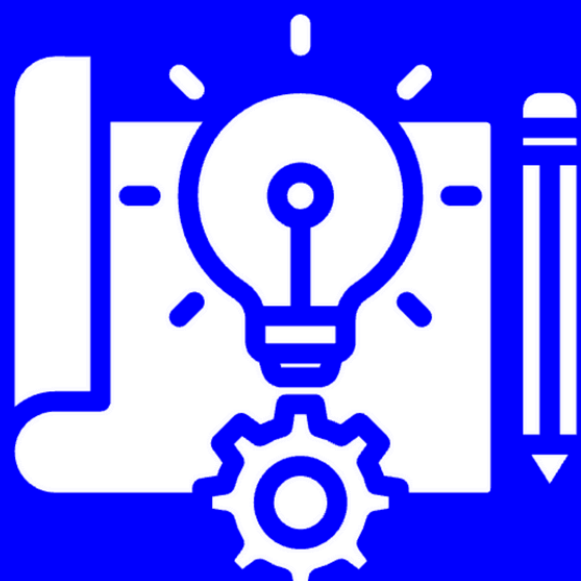
Light

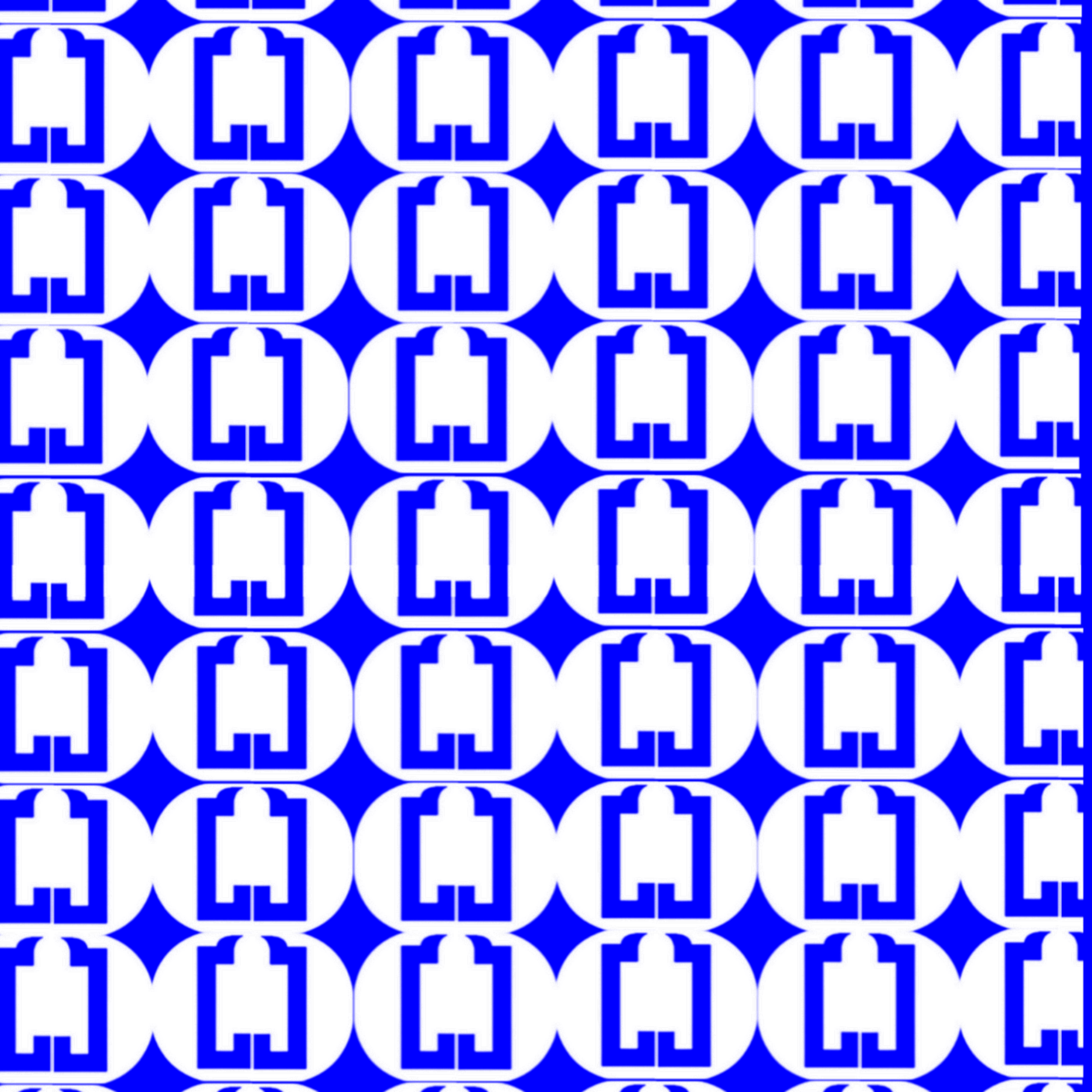
Regular

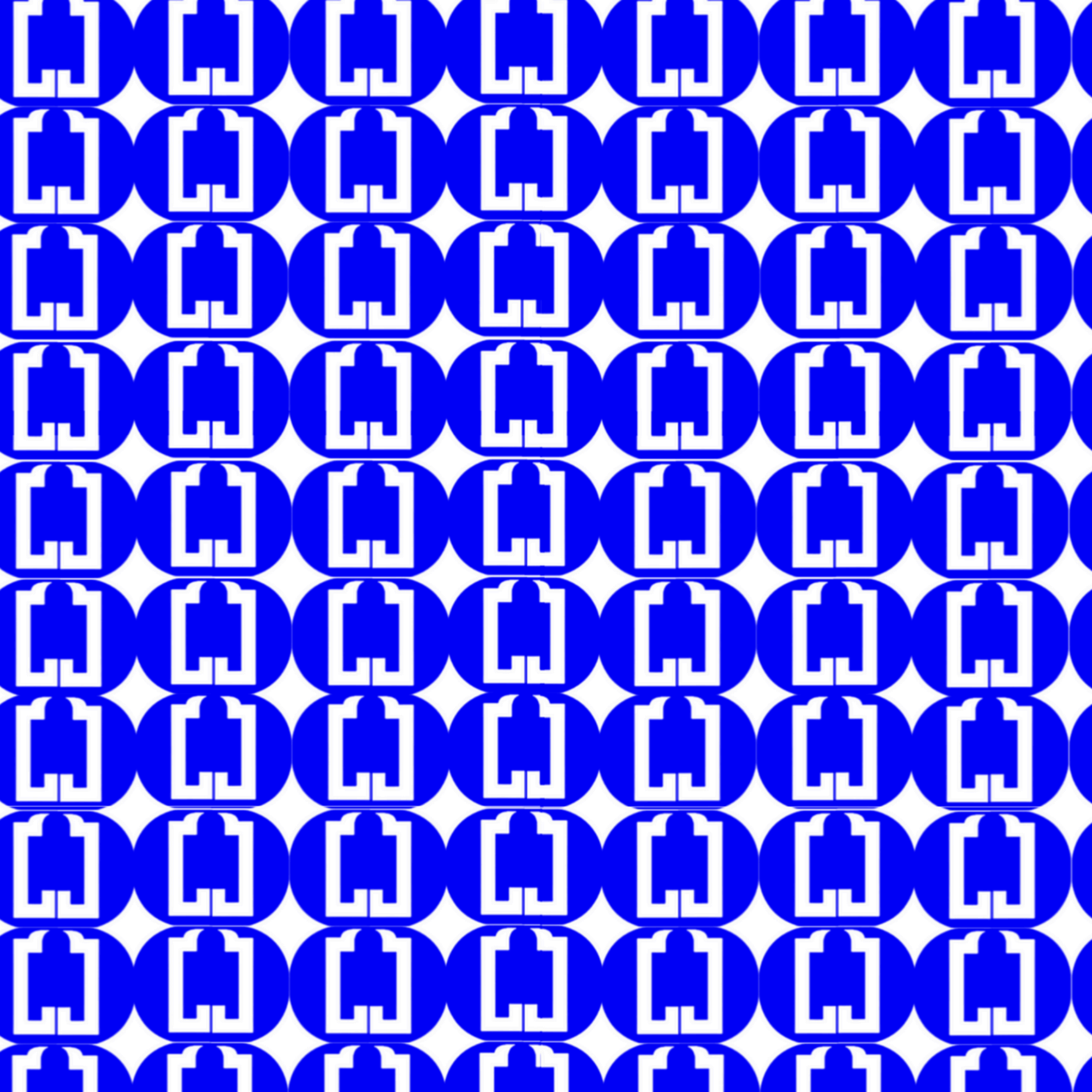
BRAND IN ACTION

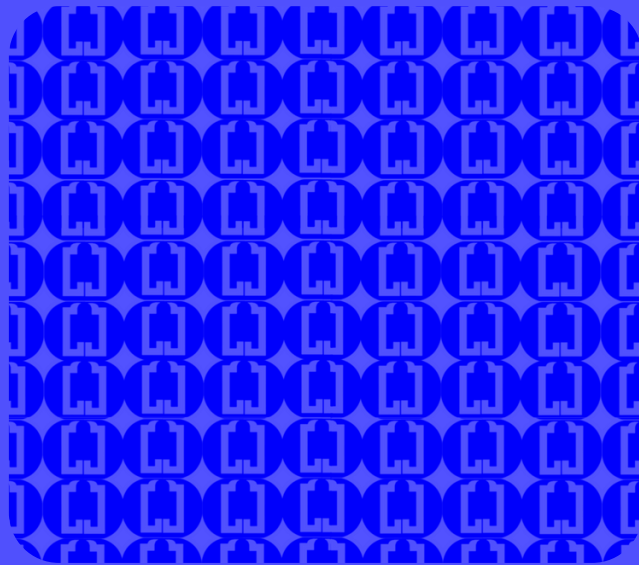
Illustrations
Pattern





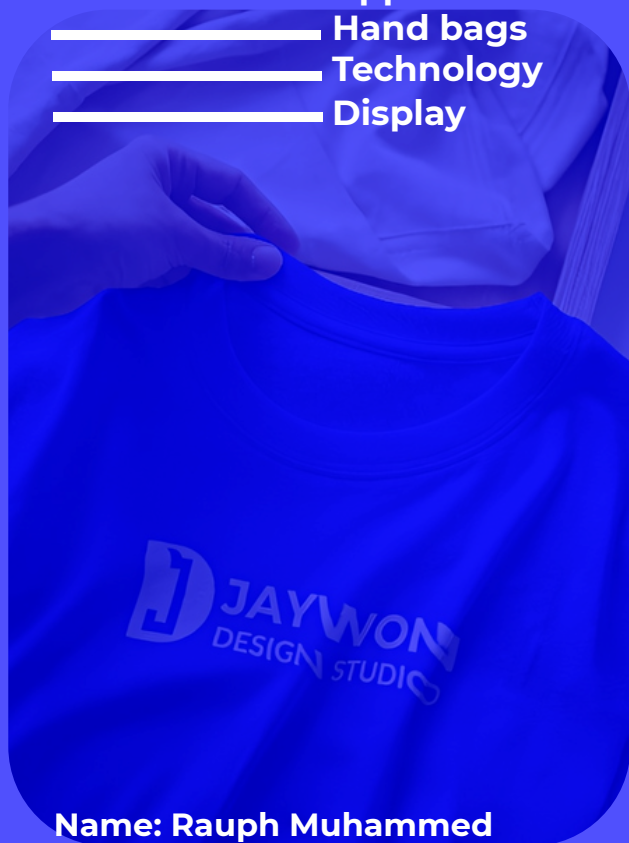






BRAND MOCK-UPS

- Apparels
- Hand bags
- Technology
- Display



Name: Rauph Muhammed



Brand: Jaywon Design Studio



Contact: 08120568917

A close-up photograph of a person's hand holding the collar of a vibrant blue t-shirt. The t-shirt features a white logo on the chest. The logo consists of a stylized letter 'J' inside a white circle, followed by the text 'JAYWON' in a bold, sans-serif font, and 'DESIGN STUDIOS' in a smaller, similar font below it. The background is slightly blurred, showing a wooden surface and a white fabric item.

J JAYWON
DESIGN STUDIOS



JAYWON
DESIGN STUDIO









 **JAYWON**
DESIGN STUDIO

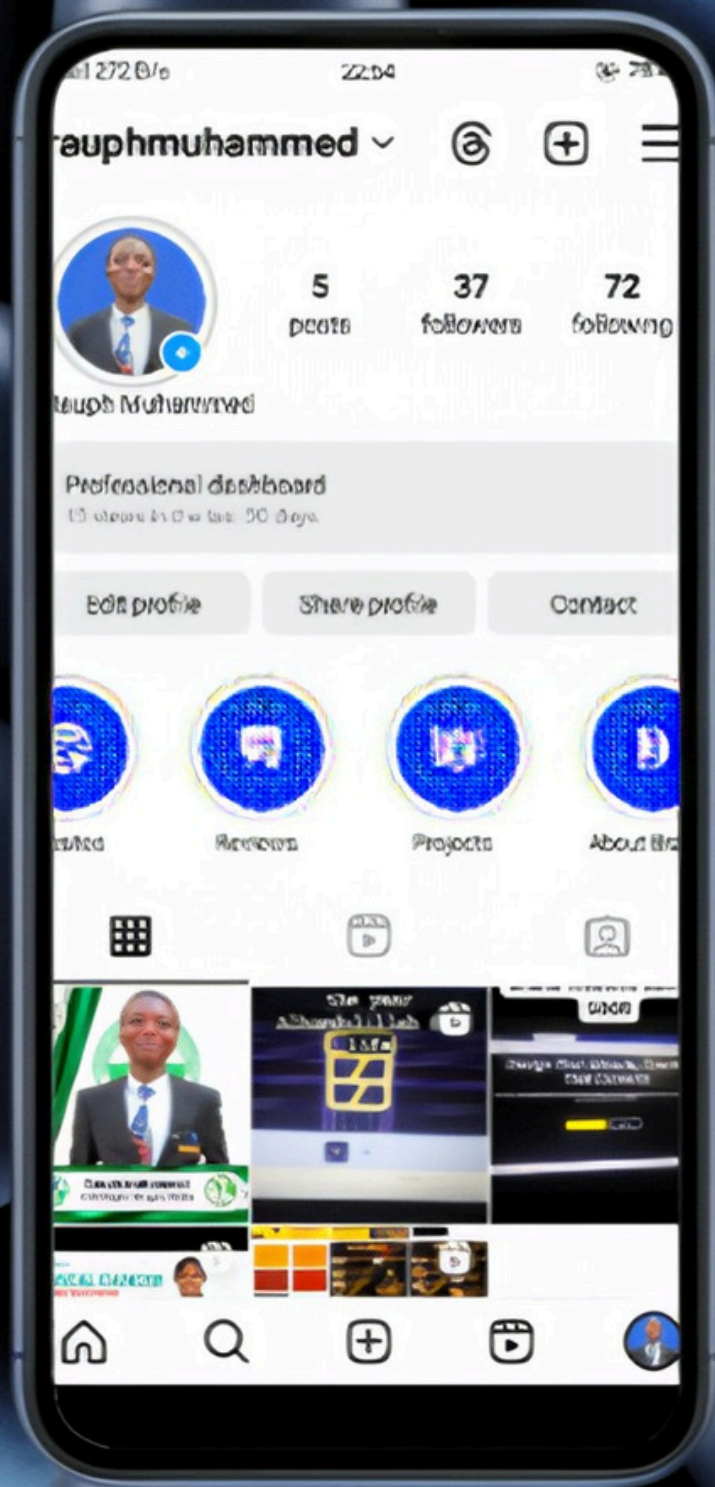


 **JAYWON**
DESIGN STUDIO





08120568917

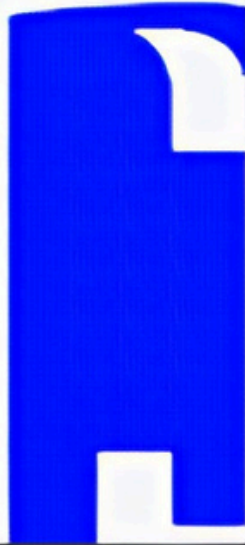






**LET'S DESIGN
YOUR BRAND
FOR YOU**

Jaywon Design Studio





**While You Relax,
We Design Your
Brand For You!!**



08120568917

@jaywondesignstudio

THANK YOU FOR VIEWING!

Jaywon Design Studio

Special thanks to my boss @Sepon Abdulazeez, his works has been an inspiration throughout the course of building a brand identity Project for Jaywon Design Studio.

Let me know your honest thoughts on this design...if you're in need of a brand guideline, development strategy and identity for your brand, kindly reach out to me via:
muhammedrauph@gmail.com/08120568917.

