



Jayeola's

Soya Milk Delight



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Brand Guidelines

For Jayeola's Soya Milk Delight

Name: Rauph Muhammed

Brand: Jaywon Design Studio

Contact: 08120568917



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Brand Introduction

Jayeola's Soya Milk Delight is a health-conscious, refreshing, and eco-friendly food drink brand. Our product provides a refreshing solution for students and people in hot climates who seek a healthy, nutritious, and affordable alternative to sugary drinks. We are committed to promoting wellness through natural, plant-based ingredients while being mindful of our environmental impact.

Brand Story



Mission Statement:

To provide students at Bayero University of Kano (BUK) and the surrounding community with an affordable, nutritious, and refreshing drink that delivers significant health benefits, especially in the challenging hot weather of the region. The brand aims to become the go-to beverage choice for a chilled, nutrient-packed refreshment.

Vision Statement:

To build a brand that provides eco-friendly, healthy, and nourishing drinks within Kano, BUK, and eventually, beyond the region. Jayeola's Soya Milk Delight aims to be recognized for its commitment to offering customers a sustainable, natural, and delicious alternative to sugary, carbonated drinks.

Brand Strategy

Brand Essence:

“Refreshing Nourishment, Naturally”

Jayeola's Soya Milk Delight stands for health, refreshment, and affordability. We're here to provide students and young people with a natural, nutritious, plant-based drink that keeps them cool and energized, especially in the hot weather of Kano.

Brand Positioning:

For students and health-conscious individuals in Kano and beyond, who need a refreshing and nutritious alternative to sugary, carbonated drinks, We offer a chilled, affordable, plant-based soy drink that delivers taste, health benefits, and comfort, all in one eco-friendly bottle.



Brand Values

"Stay refreshed, stay focused"

"Your natural energy boost"

"A chill that keeps you going"

Nutritious

Plant-based

Lactose-Free

Affordable

Accessible

Refreshing

Energizing

Target Audience



Primary Audience:

Medical students, university students at Bayero University of Kano (BUK), and the people living around BUK.

Secondary Audience:

Health-conscious individuals and those seeking plant-based, lactose-free drinks.

Brand Personality

"Stay refreshed, stay focused"
"Your natural energy boost"
"A chill that keeps you going"

Friendly & Approachable

Healthy & Conscious

Energetic & Refreshing

Eco-Friendly & Responsible

Youthful & Inspiring

Visual Overview

Jayeola's Soya Milk Delight is a natural, youthful, health-conscious brand with deep cultural relevance and a modern lifestyle appeal. The visual identity is consistent, approachable, and purposefully designed to grow in both school and public markets.



Logo Overview

Our logo is a visual representation of our brand identity and should be used following established guidelines. This includes the proper use of color, scale, and the fonts.



Logo Rationale

Typography:

The font "CHEWY" used for "Jayeola's" is friendly, approachable, and slightly playful. This choice reflects the brand's desire to appeal to a youthful audience, especially students, while still maintaining a natural and trustworthy tone.

Color Choices:

Brown: Represents the earthiness and organic origin of soybeans

Green: Symbolizes freshness, health, and vitality.

Cream/Beige: It evokes the creaminess of milk and gives a calm, natural feel.

Soya Bean Leaf Element:

Positioned above the 'y' in Jayeola's:

This symbolizes the natural origin of the drink and acts as a visual anchor for the brand's health-focused identity.





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Soya Milk Delight



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Do's & Dont's



Do's

Use Official Color Palette:

Ensure you use the brand's specified colors in all assets.

Typography Consistency:

Use the specified fonts and styles in the brand guidelines for all written communication.

Consistent Messaging:

Ensure the message delivered is aligned with our brand values.

Dont's

Modify the Logo:

Do not alter, distort, or change the logo colors without permission.

Misuse Design Element:

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.

Conflicting Messages:

Avoid communications that contradict or obscure our brand message.

Color Palette

Our color palette is inspired by nature, creating a fresh and vibrant look. These colors should be used consistently across all media to maintain brand integrity.



HEX #3d9c3e	HEX #b2e25b	HEX #b5e083	HEX #4eace1
HEX #5a3b1f	HEX #e8c89b	HEX #fdf6ec	HEX #f7efdd

Primary Typeface

We use a custom font selected for its readability, playfulness, elegance, and uniqueness. This font represents our brand identity and should be used in all communication.

Chewy

Primary Typeface

Chewy Chewy Chewy

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

Secondary Typeface 1

We use a custom font selected for its readability, playfulness, elegance, and uniqueness. This font represents our brand identity and should be used in all communication.

Caveat Brush

Secondary Typeface

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

Caveat Brush

Caveat Brush

CAVEAT BRUSH

Secondary Typeface 2

We use a custom font selected for its readability, playfulness, elegance, and uniqueness. This font represents our brand identity and should be used in all communication.

Lato

Secondary Typeface

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

Hairline

Light

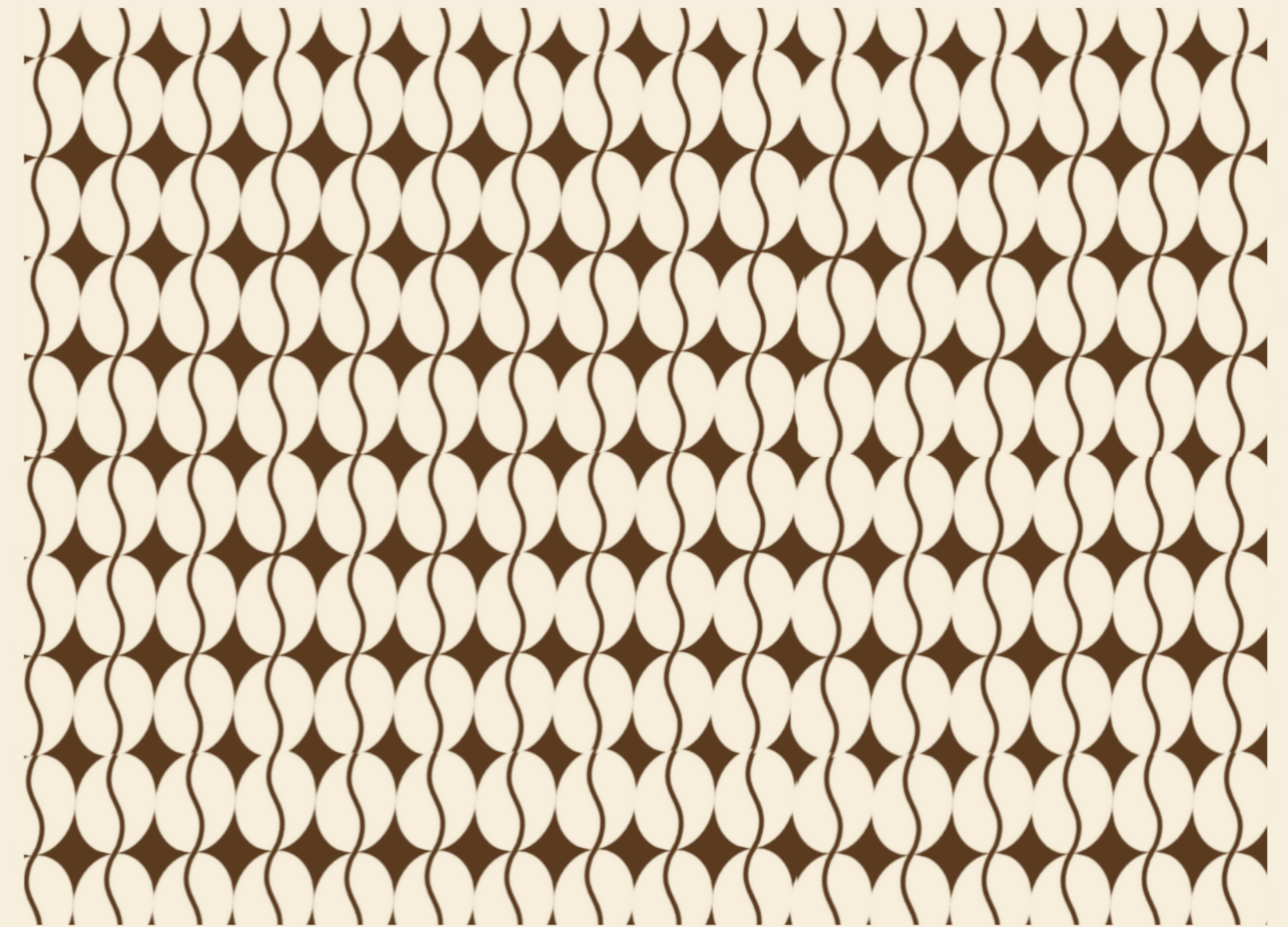
Regular

Bold

Black

Brand Pattern

The brand pattern is formed by repeating the bean icon in a seamless, symmetrical way. This creates a visually rich yet minimalist background that connects all brand materials with a unified visual identity.



Brand Icon

The icons are designed as simple, recognizable symbols that reinforce the core product values.



Brand Application





Product Packaging



Label Printing Dimensions:

300ml Yoghurt Bottle

- Front Label: 8.5 x 6.5 cm | 1004 x 768 px @ 300 DPI
- Wrap-around Label: 19 x 6.5 cm | 2244 x 768 px @ 300 DPI

Ice Cream Cup

- Side Label: 26 x 6 cm | 3071 x 709 px @ 300 DPI
- Top Lid (Optional): 7.5-8 cm diameter | 885-945 px @ 300 DPI
- All should be in CMYK color mode
- 3mm bleed recommended on all edges





Our brand identity is built on a deep philosophy of innovation and excellence. Every element, from our logo to our color palette, reflects our vision and core values. The sleek design of our logo embodies our commitment to providing nutrition, refreshment, and satisfaction, while the cool and natural coloring of our palette symbolizes our passion and energy.

Thanks for viewing!

Contact Information



Phone

08082454058



WhatsApp

09163758222



Designer

Name: Rauph Muhammed
Brand: Jaywon Design Studio
Contact: 08120568917



Location

Bayero university, Kofar
Dukayuwa, Kano
700282, Kano, Nigeria.