

Jayden's Joy

BRAND GUIDELINES

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THE BRAND

Hey there! My name is Tasha and I am the founder and head baker. Over the past several years I have spent several hours re-creating traditional recipes for my son Jayden. Through testing, we discovered that Jayden had severe multiple food allergies at 10 months old. Jayden could not eat anything that contained wheat, dairy, eggs, corn, soy, peanuts, tree nuts, fish, shellfish, sesame and a host of gums and preservatives.

We developed a very limited diet for Jayden. We learned that many gluten-free products contained xanthan's gum and corn which Jayden was unable to consume.

Jayden suffered an allergic reaction after consuming his allergen-free birthday cake on his first birthday. The baker was unaware of corn derivatives. To ensure Jayden's safety and though a novice baker, I began creating recipes in our home. I continued researching allergen derivatives and ingredients of ingredients to source the most safe ingredients.

Because there were no options in stores for Jayden cooking and baking from scratch together has been a great bonding time for us. We have created variations of recipes together, we laugh, play and enjoy one another's company. I want others to experience the joy of baking despite their dietary restrictions. It's the reason why we offer baking mixes.

I am passionate about providing ingredient- cautious allergen-free options for children and adults with food allergies and limited diets. This business is a small commitment to making the best of life's challenges.

PRIMARY LOGO

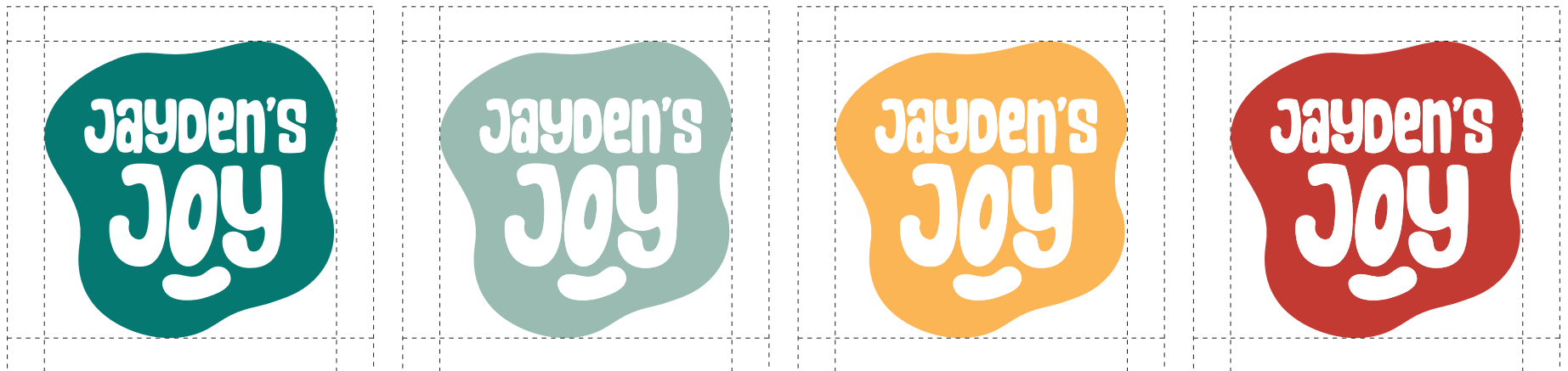
As the visual cornerstone of your brand identity, creating a professional logo is essential. A well-designed logo not only increases brand recognition but also communicates to your target audience your values, mission, and level of dedication. It's the initial impression that prospective customers get of you and is very important in building credibility and trust. A well-designed logo establishes the tone for your entire business, making it essential to creating a powerful and memorable online presence that will eventually draw in and connect with your target market.



LOGO USE

While using any design, there are some basic and logical rules to follow. These are the foundations for monochrome backdrops, graphics, or video. On light, white, or yellow backgrounds, it is not recommended to use the white form of any logo.

It is not suggested to utilize a logo's full color rendition on its analog color. On dark backgrounds (black), it is not suggested to use the black form of any logo. When it comes to backdrops with a variety of colors or videos, it's important to remember that the logo's legibility must not be compromised. Because its purpose is not emphasized, the logo can be used in a very clear color over white for watermarks.



PRIMARY PALETTE

The primary brand colors refer to the primary and consistent colors utilized in all publications, signage, graphics, and other materials.

Being essential to the visual identity of the brand, primary brand colors are rarely altered.

JJ TEAL

HEX #00B1AC

CMYK 100, 0, 3, 31

PANTONE 326 C

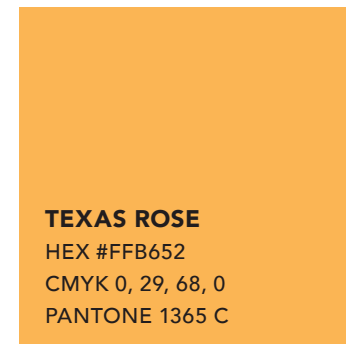
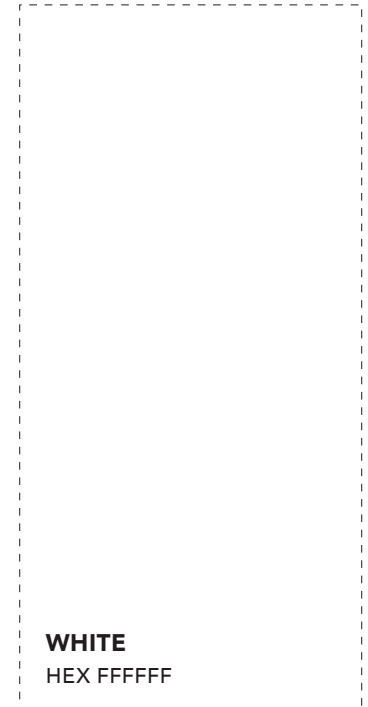
SECONDARY PALETTE + COLOR APPLICATION

Print

CMYK colors work best when printing. It is advised to use the Pantone Matching System (PMS) spot colors when printing in large quantities with few colors.

Web

It is advised to use RGB or HEX color values when using them on the web. However, keep in mind that different computers and devices may display colors differently due to uneven monitor color calibration.



TYPOGRAPHY

Establishing a set of branded fonts for use in all marketing materials promotes visual consistency and strengthens brand identity, which increases audience recognition and trust.

The font family's **Rooney and Sharkbit** can be utilized in slogans, taglines, websites, extra information, and so on.

Primary

Rooney

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Secondary

Logo Font

Sharkbit

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Hey there!

YOU CAN REACH US AT

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JAYDENSJOY.COM