



BRAND STYLE GUIDE

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Brand Story

Hi there,

I'm Sephora. I grew up with 5 (yes 5!) younger brothers. I have so many wonderful memories from that time—jumping on our beds past bedtime (sshh), living in our expertly built forts, climbing the walls (literally—I was pretty good at it), and discovering the world together in the most active and exciting ways.

Nowadays, things are different. I see kids sitting for hours on end, eyes glazed, glued to mom's smartphone, their tablet, the TV, and other devices. It's hard to watch. I believe kids should be learning the world through play and exploration—and the studies agree. That's why I created JoyBerri, a line of quality children's products to help get kids off the couch and engage their bodies, develop their minds, and explore the world in the most creative and fun ways.





Brand Positioning

While children are ultimately the JoyBerri users, parents are the JoyBerri customer.

“By parents for parents”.

JoyBerri focuses on products that will ignite childrens imagination, energy and creativity and encourage activity of body and mind.

Target Audience

Parents:

Ages 30-50, mid-high income, homeowners, grandparents



Kids:

All ages



Adults:

Adults who enjoy games to connect with their kids through play.



Unique Value Proposition and Tagline



What Smiles Are Made Of

All Joyberri products are developed by real parents, with a focus on encouraging healthy exploration and impeccable safety standards for children.

Persona: The Doting Grandparents

Meet Grandma and Grandpa Shoppers, the doting duo whose love for their grandkids knows no bounds. With hearts as warm as freshly baked cookies and a twinkle in their eyes that mirrors the joy of childhood, they're the epitome of timeless affection and boundless generosity.

Demographics:

Age: 60+

Gender: Both male and female

Location: Suburban or rural areas, possibly retired

Income: Middle to upper-middle class

Education: Varied, but likely with a focus on family values and traditions.

Values & Traits:

Family-Oriented, Generous, Traditional, Nostalgic, Reliable

Shopping Habits:

Purposeful, Quality-Conscious, Personalized, Nostalgic, Reliable, In-Store Enthusiasts, Budget-Savvy



Brand Relationship:

Grandma and Grandpa Shoppers are fiercely loyal to brands that align with their values of family, quality, and tradition. They value authenticity and reliability, preferring brands that evoke a sense of nostalgia and evoke fond memories of their own childhood. A brand that understands the importance of grandparent-grandchild bonds and offers personalized, thoughtful shopping experiences will undoubtedly earn their trust and loyalty for generations to come.

Persona: The Providing Parents

Meet the Parental Providers, the dynamic duo dedicated to providing the best for their children. With a blend of sophistication and practicality, they navigate the world of parenthood with confidence, always striving to create a nurturing and enriching environment for their family within the comfort of their own home.

Demographics:

Age: 30-45

Gender: Both male and female

Location: Urban or suburban areas, homeowners

Income: Mid to high-income earners

Education: Typically college-educated with a focus on career advancement and personal growth

Values & Traits:

Family-Centric, Ambitious, Resourceful, Discerning, Tech-Savvy

Shopping Habits:

Curated, Investment-Oriented, Brand-Conscious, Online Enthusiasts, Experience-Seekers



Brand Relationship:

Parental Providers are drawn to brands that offer a seamless blend of style, functionality, and innovation. They seek out trusted brands with a reputation for quality and reliability, but also appreciate brands that are forward-thinking and embrace modern trends. A brand that understands their needs as parents, respects their values, and delivers exceptional products and experiences will earn their loyalty and admiration for years to come.

Safety

Every Joyberri product:

- ✓ is lab tested at US accredited laboratories
- ✓ meets or exceeds all US safety standards for toy safety
- ✓ is certified free of harmful lead, chemicals, or phthalates



Logo

The Joyberri logo has three variations.



Symbol Icon



Primary/Combination Logo



Wordmark Logo

Logo Usage



Leave enough empty space around the logo, you should be able to fit the “o” on all sides around the logo containing area.



Don't make the logo too tiny, the minimum size should be 0.75" wide.

Logo Colors



What **NOT** to do with the Joyberri logo:



DO NOT mix colors in parts of logo



DO NOT rotate or reposition the symbol

What **NOT** to do with the Joyberri logo:



DO NOT outline or add drop shadows



DO NOT add gradients, patterns or colors

HEADING FONTS

Omnes SemiBold and **Omnes Bold** are used for most titles and headings:

What Smiles Are Made Of

What Smiles Are Made Of

Berlin Sans FB Demi is used for some marketing heading as needed:

Summer Fun With A Splash

COPY & PARAGRAPH FONTS

Omnes Regular and **Medium** can be used for paragraphs with **Omnes Bold** or **SemiBold** used to accent fonts within the copy:

Lorem ipsum dolor sit amet:

Praesent porta tellus turpis, vitae bibendum leo porta non. Nunc id tincidunt lacus. Proin a lorem nec felis laoreet fringilla. Ut leo turpis, consequat a ligula sit amet.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent porta tellus turpis, vitae bibendum leo porta non. **Nunc id tincidunt lacus.** Proin a lorem nec felis laoreet fringilla. Ut leo turpis, consequat a ligula sit amet.

Brand Colors

Primary Colors

Use one or two at a time as primary accents.

Purple

#a478b5

Electric Pink

#ee3682

Orange

#f58120

Lemon Yellow

#eedf59

Pastels & Darks

Use along side the primaries or on their own as backgrounds.

Beige

#e8d9cf

Purple Puff

#e8ddec

Sand

#f7f2e5

Midnight

#282c44

Chocolate

#352016

Neutrals

Use as needed in all design elements.

White

#ffffff

Black

#000000

Silver 3

#b4b5be

Silver 2

#d4d5da

Silver 1

#e9e9ec

Extra Colors

Use in marketing when the primary or neutral colors don't fit.

Sky Blue

#1f99df

Electric Green

#6cbe45

Pure Yellow

#fed302

Joyberri Purple

#6d4b9e

Icons



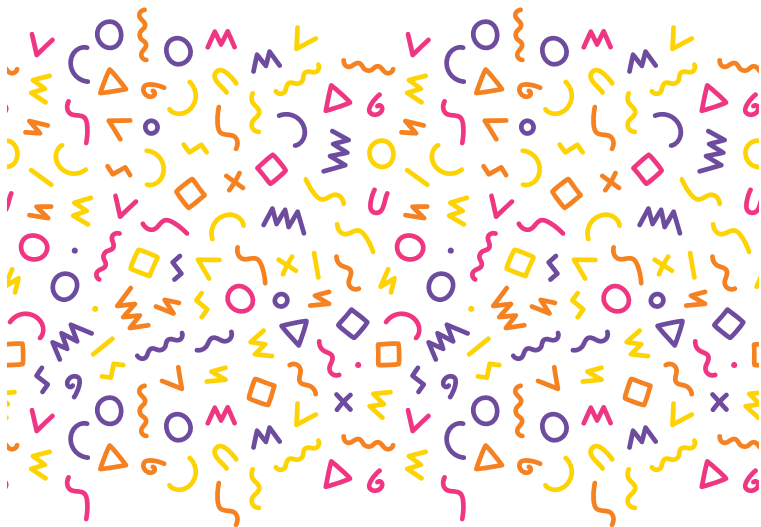
Badges



Pattern

This fun, whimsical pattern can be used sparingly in branded design elements.

The colors of the shapes in the pattern can be displayed in any of the brand colors to match the designs where they are used. Here are examples of the pattern using multiple colors and monotone over a color background.



Photography

Samples of product usage photos on a white background.



Photography

Samples of lifestyle product photos with a background.



Joyberri Brand Guide



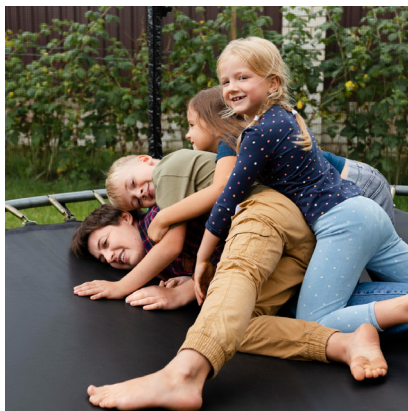
22

Packaging

Samples of color box in product packaging.

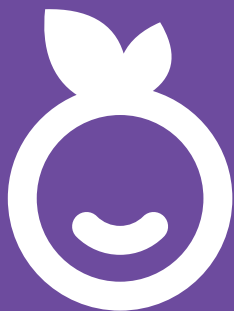


Instagram Inspo



Instagram Inspo





What Smiles Are Made Of

www.joyberri.com