




ajwa
bakery

BRANDBOOK



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PRESENTING AJWA BAKERY.

This Brandbook is the Corporate Identity that shall be used as a guide to create visual materials for Ajwa Bakery to ensure consistency and building its brand identity. It is a dynamic guide that shall be used as it is or be expanded for controlled brand identity development.

THESE ARE THE ELEMENTS
THAT BUILD IDENTITY OF AJWA BAKERY®

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PASSION WITHOUT PURPOSE
IS LIKE A SHOT WITHOUT TARGET

BRAND VISION

VISION

Primary choice for bake goods amongst Malaysian community

MISSION

We deliver impactful therapy with care and courtesy through our qualified therapist, facilitating optimum recovery towards encouraging a more productive living and elevating the quality of life

BRAND ARCHITECTURE

COMPANY

Ajwa Bakery Bakery Sdn. Bhd.MASTER
BRAND**Ajwa Bakery**SUB
BRAND# **Ajwa Bakery
Bakery** #PRODUCT
BRAND**Gathering Box****Wonderland Cake****Baby Cake****Pastry box****8" cake, 6" cake**

BRANDS ARE LIKE HUMAN,
BUILDING BRAND IS BUILDING RELATIONSHIP

TARGET MARKET



Knowing our niche target market allows us to grow better

- Individuals who:
 - are female with stable income
 - Like promotion & combo
 - React to wish and celebration
 - Celebrate family with bigger spending
 - Celebrate office with smaller spending
- Families that:
 - Visits bakery on weekly basis.
 - celebrate birthday with cakes as a must.
 - like pastry desserts and quick hot meals
 - like bakery with modern settings
- Professionals who:
 - Like quick breakfast options.
 - Give or manage corporate gifts.

BRAND PERSONALITY

Ajwa Bakery main brand personalities are:

● JESTER

AJWA BAKERY IS **FUN-LOVING**

AJWA BAKERY IS **PLAYFUL**

AJWA BAKERY IS **ENTERTAINING**

AJWA BAKERY IS **SPONTANEOUS**

AJWA BAKERY IS **IMAGINATIVE**

AJWA BAKERY IS **CHEERFUL**

● HERO

AJWA BAKERY IS **COURAGEOUS**

AJWA BAKERY IS **DETERMINED**

AJWA BAKERY IS **STRONG**

AJWA BAKERY IS **CONFIDENT**

AJWA BAKERY IS **INSPIRING**

AJWA BAKERY IS **PASSIONATE**

Brand is very much like a person. A consistent, predictable personality increases trust.

BRAND VOICE

The Official Language of Ajwa Bakery is Manglish (Malaysian + English). Malay language is optional to use when needed. Mixed Manglish or slang is used by Ajwa Bakery.

Ajwa Bakery speaks from the perspective of a community or motherly figure. With neat grammar, Ajwa Bakery likes to share their experience and passion for general health.

Without using bombastic words, the verses used are concise and accurate. Always incite interest among customers, not selling too much.

*AJWA BAKERY EMPHASIZES
"JOYFUL" IN ITS BRANDING.*

LOGO IS THE GATEWAY TO A BRAND

AJWA BAKERY OFFICIAL LOGO





Line art abstract landmark with hidden bird, leaf and letters.



Letter J without the dot.



All rounded font.

LOGO RATIONALE

The "AJWA Bakery" logo is a delightful amalgamation of natural elements and clever design that speaks to the brand's roots and artisanal approach. The landmark is a creative fusion of a leaf and bird, symbolizing the organic, natural ingredients used in the bakery and the freedom of flavor and innovation that characterizes their baked goods.

Cleverly hidden within this symbol are the initials 'A J W A', each letter flowing seamlessly into the next, much like the seamless blending of flavors in their offerings. The color palette is intentional and evocative; green represents freshness, growth, and the brand's commitment to natural ingredients, while orange adds a zestful energy and warmth, reminiscent of a cozy, inviting bakery atmosphere.

The typography is modern and rounded, reflecting the friendly and approachable nature of a local bakery that prides itself on being a community staple. The softness of the font paired with the vibrant landmark conveys a sense of joy and the simple pleasures that AJWA Bakery's delicious creations bring to their customers' daily lives. This logo doesn't just brand a bakery; it tells a story of nature-inspired baking, community, and the craft of creating joyful culinary experiences.

LOGO SCALE

Keep the logo with the right size and ratio (10:9.8) not including trademark symbols on the side of the logo. Make sure there is enough empty breathing space around the logo with an estimate of at least as wide and high as the width of the letter 'a'.

98



LOGO VARIANTS

OFFICIAL LOGO



VARIANT ARRANGEMENT



BRANDMARK ONLY



OFFICIAL LOGO WITH ®



WITHOUT DESCRIPTOR



BRANDMARK ICON



95% of the time, use the Official Logo for almost all purpose except there are area constraints requiring the use of other variant logo. Only use the logo with ® (registered trademark symbol) once the brand already got certified by MyIPO.

WHERE TO USE THESE VARIANTS?

- Website
- Longboard signboard
- Plastic or Non-woven bags with silkscreen mold
- Shirt, Apron, Hats with thread embroidery
- Sponsorship logo with long space

LOGO BACKGROUND



Preferably, use a white color background with full color logo. For other light color background, full color logo can be used as shown above



If there are constrain of colors to be used in an artwork, black and white logo can be used. Make sure the black or white logo has enough contrast to the background.

BACKGROUND RESTRICTION



DO NOT place the logo on low contrast background.

DO NOT place the logo on background with color tones similar to the log color.

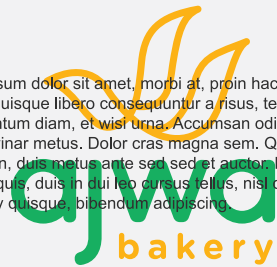
DO NOT place the logo on any patterned background.

DO NOT place the logo on any pictorial background.

Make sure the logo is in its own space with enough breathing space and without any background interference.

LOGO MANIPULATION PROHIBITION

Lorem ipsum dolor sit amet, morbi at, proin hac, velit ultricies quisque libero consequuntur a risus, tellus condimentum diam, et wisi urna. Accumsan odio ac arcu, justo pulvinar metus. Dolor cras magna sem. Quis pretium sollicitudin, duiis metua ante sed sed et auctor. Risus at natoque quis, duiis in dui leo cursus tellus, nisi dolor. Non nonummy quisque, bibendum adipiscing.



❌ DO NOT place the logo behind the post



❌ DO NOT rotate or tilt the logo



❌ DO NOT flip the logo in any way



❌ DO NOT change the logo color



❌ DO NOT lower the opacity of the logo



❌ DO NOT make any outline around logo

LOGO POSITION



FOR STILL IMAGE or DESIGN, most of the time the logo should only be placed on the top left or bottom right corner.

FOR VIDEO, most of the time the logo should only be placed on the top right corner.

Use appropriate logo color and breathing spacing as guided previously.

COLOR DIFFERENTIATE US FROM THE OTHERS

PRIMARY COLORS

White and Dark Grey and Royal Blue are the main colors of AJWA BAKERY. This color set is selected to facilitate the structuring of content hierarchy to ease visual communication, as well as to reinforce brand

PROPORTION RECOMMENDATION

WHITE 40%

BLUE 30%

DARK GREY 20%

OTHERS 10%



Fresh Green
RGB: #70B974
CMYK: 39, 0, 37, 27
Pantone: 2421 C

Golden Orange
RGB: #F3A02E
CMYK: 0, 34, 81, 5
Pantone: 151 C

Mint Green
RGB: #BDFFC6
CMYK: 26, 0, 22, 0
Pantone: 359 C

Cream Beige
RGB: #FBEDC9
CMYK: 0, 6, 20, 2
Pantone: 7499 C

Charcoal Gray
RGB: #494949
CMYK: 0, 0, 0, 71
Pantone: Black C

Pure White
RGB: #FFFFFF
CMYK: 0, 0, 0, 0
Pantone: White



SECONDARY COLORS

Secondary color AJWA BAKERY is set to be used minimally if needed.

Secondary colors can be combined with the main color according to the recommended color proportion.

Aqua Blue
RGB: #04AEAC
CMYK: 98, 0, 1, 32
Pantone: 3272 C

Coral Red
RGB: #FF6638
CMYK: 0, 60, 78, 0
Pantone: 172 C

Candy Pink
RGB: #F97AAE
CMYK: 0, 51, 30, 2
Pantone: 225 C

Sunshine Yellow
RGB: #F7ca56
CMYK: 3, 20, 78, 00
Pantone: 109 C

Soft Peach
RGB: #FFE6C7
CMYK: 0, 10, 22, 0
Pantone: 155 C

Lavender Purple
RGB: #9F6BE2
CMYK: 30, 53, 0, 11
Pantone: 2587 C



THE PURPOSE OF WRITING
IS TO COMMUNICATE CLEARLY

HEADER FONTS

Use header font for main titles or header in most visuals or communications and official documents.

1 GOTHAM ROUND

Samples **A B C D E F G H I J K L M N**
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Thickness Options

- Light
- Book
- **Medium**
- **Bold**

Line Spacing Preference Minimum +1pt of font size

Kerning Preference Min -50, Max 200

2 ARCON ROUND

Samples **A B C D E F G H I J K L M N**
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

Thickness Options

- **Regular**

Line Spacing Preference Minimum +1pt of font size

Kerning Preference Min 0, Max 200

CONTENT FONTS

Use content font for all regular paragraphs for all marketing materials and official documents.

1 GOTHAM ROUND

Samples **A B C D E F G H I J K L M N**
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

- Thickness Options
- Light
 - Book
 - **Medium**
 - **Bold**

Line Spacing Preference Minimum +1pt of font size

Kerning Preference Min -50, Max 600

2 ROBOTO

Samples **A B C D E F G H I J K L M N**
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

- Thickness Options
- Thin
 - Light
 - Regular
 - **Medium**
 - **Bold**
 - **Black**
 - **+Condensed (for all)**

Line Spacing Preference Minimum +1pt of font size

Kerning Preference Min -50, Max 600

ACCENT FONTS

Use accent fonts for main titles or highlight wording in marketing visuals. Not in official document.

1 EXPLORER FREE

Samples **ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789**

Thickness Options · **REGULAR**

Line Spacing Preference Minimum +1pt of font size

Kerning Preference Min -50, Max 400

2 =Buycat=

Samples **A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9**

Thickness Options · **Regular**

Line Spacing Preference Minimum +1pt of font size

Kerning Preference Min -50, Max 400

PROHIBITED FONTS

DO NOT use listed fonts because they do not fit the AJWA BAKERY® brand, some are not professional looking, and are all too cliché or overused by others.

- ✗ Arial
- ✗ Century Gothic
- ✗ Myriad Pro
- ✗ Times New Roman
- ✗ **BEBAS NEUE**
- ✗ *Brush Script*
- ✗ Comic Sans
- ✗ Kristen
- ✗ *Mistral*
- ✗ **COPPERPLATE**
- ✗ Papyrus
- ✗ *Carlz*
- ✗ **Cooper**
- ✗ *ቫዩክክሪኔ*

BRAIN PROCESSES PICTURES WAY BETTER THAN TEXT.
GOOD IMAGES BRINGS EMOTION SUFFICIENTLY WITH
MESSAGE AND PERSONALITY

PHOTOGRAPHY



All images need to be taken professionally with bright lighting and consistent concepts.

Use natural, preferably momentous happy or positive scenery or people image that shows not only beauty faces but clear subject or message to be conveyed.

Use neat background and a hint of Ajwa Bakery color, make sure there is enough negative space for text.



DO NOT use inappropriate ai generative photo

DO NOT use illustration for other than Wiwa the dedicated mascot.

DO NOT use low resolution, pixelated, low light photos.

PERSONALITY IS ENHANCED BY VISIBLE FACE

MASCOT

Use this mascot illustration in appropriate location and materials. It may be enhanced with different poses or different outfit if necessary.

Wiwa

- Peach female cat with orange spots
- Like to wear apron
- Like to celebrate
- Fat cat
- Playful cat
- Love to eat
- Cheerful
- Act like a human, not cat



KEEP IT FUN, ONE DELIGHTFUL VISUAL AT A TIME

SECONDARY MASCOT

Use these illustration elements in various branding materials to enhance the brand's personality and visual appeal.



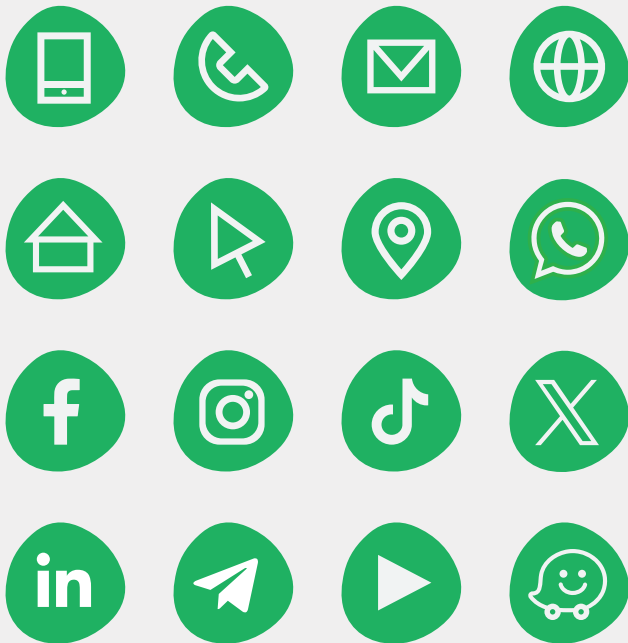
Pastry Family

- A mother and 3 children pastry
- Simple eyes, mouth and feet
- Happy characters
- Black outline
- Can be used individually or as a group
- Can interact with Wiwa

UNIQUENESS LIES WITHIN THE SMALLEST OF DETAILS

ICONOGRAPHY

Use only icons and buttons set by AJWA BAKERY for all types of visual communications.



- 1 List Of Numbers
- 2 List Of Numbers
- 3 List Of Numbers
- List Of Bullets
- List Of Bullets
- List Of Bullets

BUTTON 1

BUTTON 2

BUTTON 3

BUTTON 4

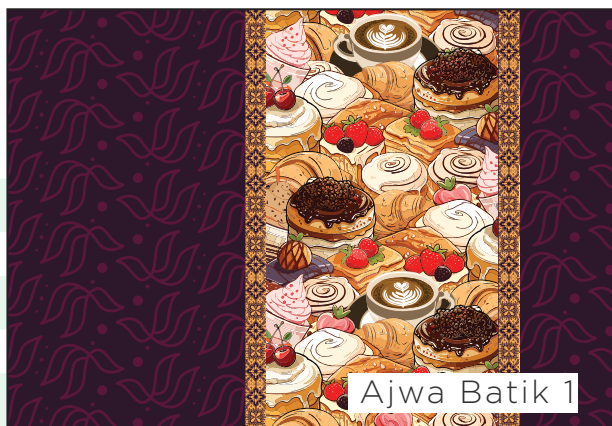
BUTTON 5

 **FONT SIZE INFO**

CONSISTENCY DOES NOT COMES FROM REPITITION,
IT IS A FORMATION AND INTRODUCTION TO THE PURPOSE

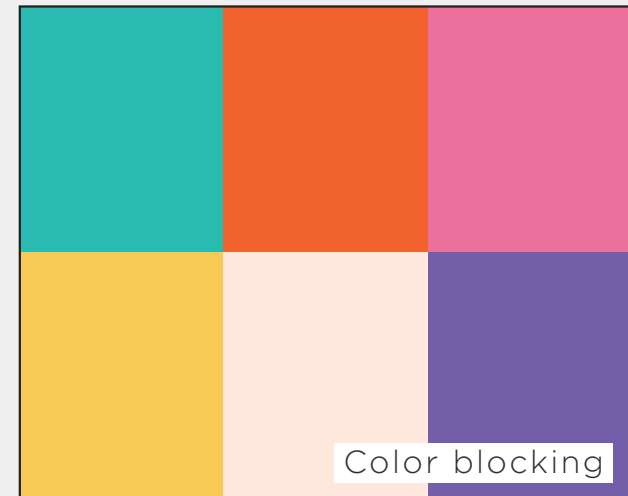
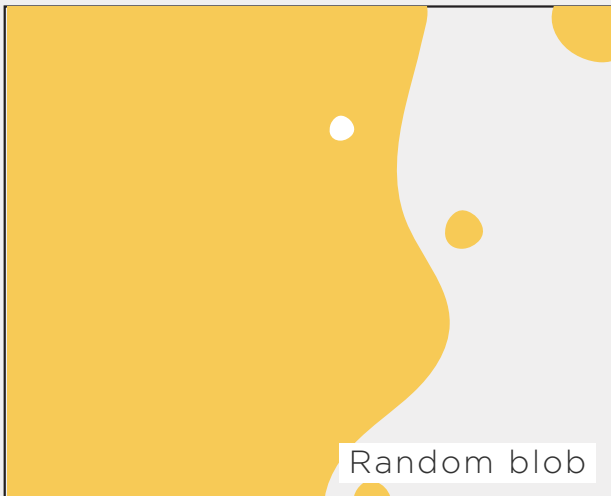
PATTERNS

Use the patterns sparingly in visual materials. Do not overuse, overshadowing the main highlight of the design. The patterns are expandable to different representation as long as it derives from these original patterns.

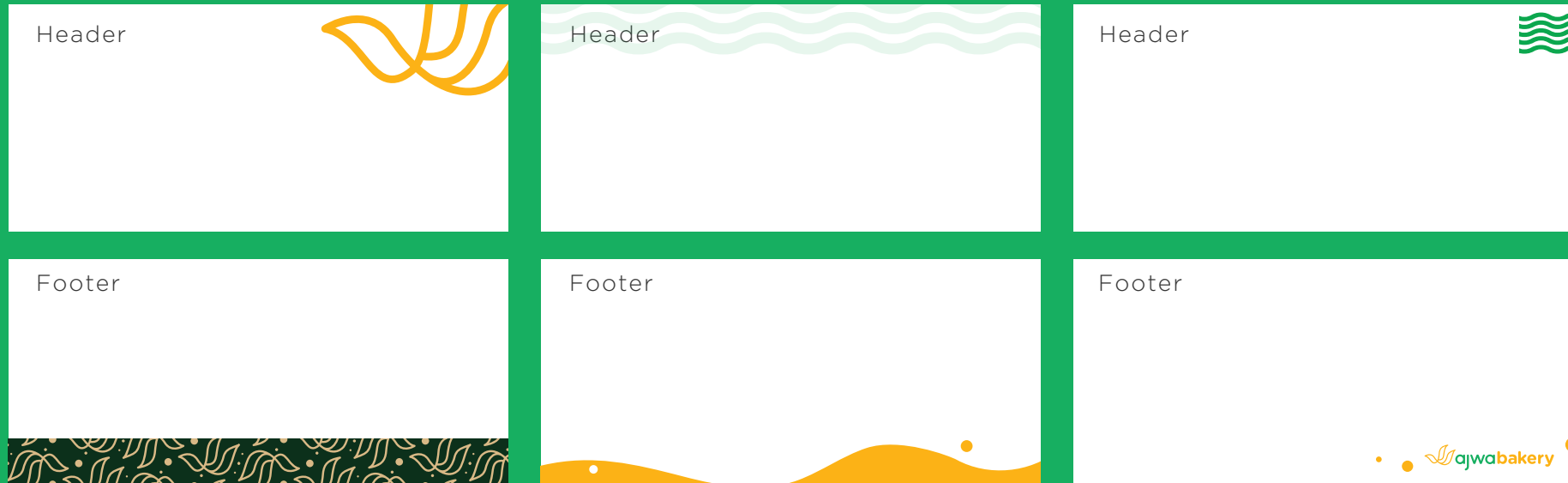


BACKGROUNDS / TEXTURES / ELEMENTS

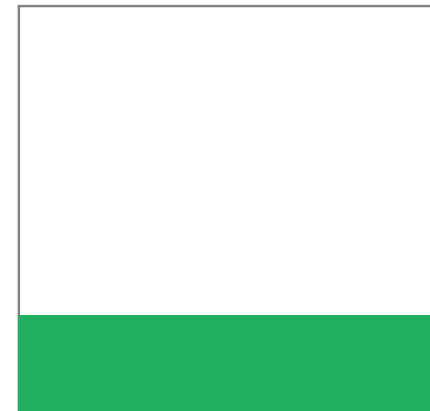
Use the backgrounds or textures to give depth in visual materials. Do not overuse, overshadowing the main contents of the design. The textures are expandable to different representations as long as it derives from original texture of Ajwa



HEADER & FOOTERS



The header and footer above shall be used separately. They serve the purpose to hint Ajwa Bakery brand identity, as well as to differentiate the area for contact information at the bottom of any visual materials. Do not use cliché or unrelated



RESOURCES

All assets in this brandbook should be used as they are to ensure consistency. Please download Ajwa Bakery brand assets including logo, photos, pattern, fonts and many more through this link or QR code:

www.ajwabakery.my/brandasset

Editable &
Useable
with:



Consistent contact information represented in marketing materials helps build good and professional image for the brand. Please use the following arrangement, icon and font:

-  +6012-399 4556
-  +6012-399 4556
-  www.ajwabakery.my
-  ajwabakery77@gmail.com
-  Ajwa Bakery Sdn. Bhd.
Unit 15-G, Jalan Cecawi 6/33,
Seksyen 6 Kota Damansara,
47810 Petaling Jaya Selangor.
-  Ajwa Bakery Bandar Baru Bangi
-  +6012-399 4556
-  Ajwa Bakery
-  Ajwa Bakery Official
-  Ajwa Bakery
-  Ajwa Bakery
-  Ajwa Bakery

