

Brand Guidelines

REVITALISE YOUR CYCLE

OUR BRAND

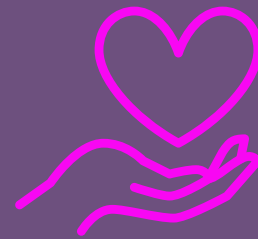
Cycle Boost is an energy drink brand that was specially curated to relieve women of period pain/cramps. The drink contains natural ingredients such as vitamin B6, chamomile, ginger and magnesium. These ingredients are anti-inflammatory and assist in the ease of pain, making it the perfect go-to re-energiser for women during their time of the month.

Our brand is more than just a product, we create a safe space for women to connect, relate and feel cared for. We work towards making real change in the lives of women and encouraging them to attain incredible heights.



OUR STORY

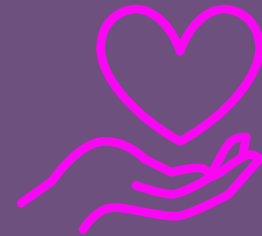
Cycle Boost originated when the owner, Jumoke Mohammed, decided to take matters into her own hands and come up with a natural and easy solution to help with period pain. She did this because growing up, she grew tired of watching the strong, independent women around her be held back by such a natural process. She wanted to find a way to make sure that the women she loved, and women around the world were living life everyday unapologetically. Our brand was created with the sole purpose of putting smiles on the faces of women who struggle to keep life together during their time of the month.



"A woman's ability to live life to the fullest, should not be limited by a period."

-Jumoke Mohammed

BRAND PERSONALITY



THE CAREGIVER

The caregiver brand archetype is one of compassion, understanding, generosity and love (Map&Fire, 2023).

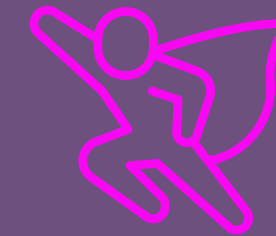
As a brand, we devote ourselves to the wants and needs of women, we support them and provide them with a solution to their problems. We show them love, care and understanding.

© 2023 The Caregiver Brand Archetype

© 2023 The Caregiver Brand Archetype

© 2023 The Caregiver Brand Archetype

© 2023 The Caregiver Brand Archetype



THE HERO

The hero brand archetype acts as a voice for the weak and a problem solver, they aim to inspire. (Dvornechcuck, 2023)

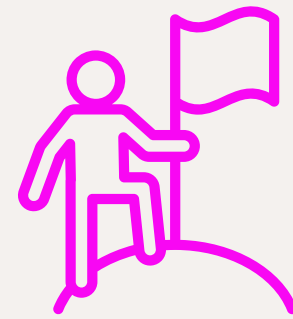
As a brand, we protect the happiness, comfort and livelihood of our consumers. We give them solutions to their problems and lead them to triumph, while inspiring them to do better and be better everyday.

© 2023 The Hero Brand Archetype

© 2023 The Hero Brand Archetype

© 2023 The Hero Brand Archetype

© 2023 The Hero Brand Archetype



MISSION

Our mission is to provide women with an effective, energising, natural and convenient way to handle their period pain. We want them to feel confident, energised and motivated to live their best lives everyday and not be limited by their period pain/discomfort. It is important for us as a brand to help women achieve peace, comfort and feel cared for.



VISION

Our vision is to become a global brand that is able to provide and protect the happiness, peace and comfort of women around the world. We aim to create a world where periods are just like any other day.

VALUES

Empowerment

We prioritise the empowerment of women, supporting and motivating them to live life to the fullest.

Inclusivity

As a brand, we emphasise the importance of embracing the differences between us. We cater to women of all shapes, colours, sizes and ethnicities.

Health & Wellbeing

We encourage our customers to prioritise their well being both mentally and physically.

Sustainability

We care for our environment because it directly affects our quality of life.

Accessibility

We hope to make our product available to women in need, all around the world.

Quality

We provide our consumers with a high quality product because we care for their safety and satisfaction.

TARGET AUDIENCE

The Cycle Boost target audience is women between the ages of 18-35. Our target audience consists of Gen-Z and Millennials. They are a group of tech savy individuals who value authenticity and transparency (Contevo, 2023). They want brands to stand out, connect with them personally and respond well to brands with a mission (Vantage, 2017).

Personality

- Free spirited
- Independent

Interests

- Social media
- Socialisation

Attitude

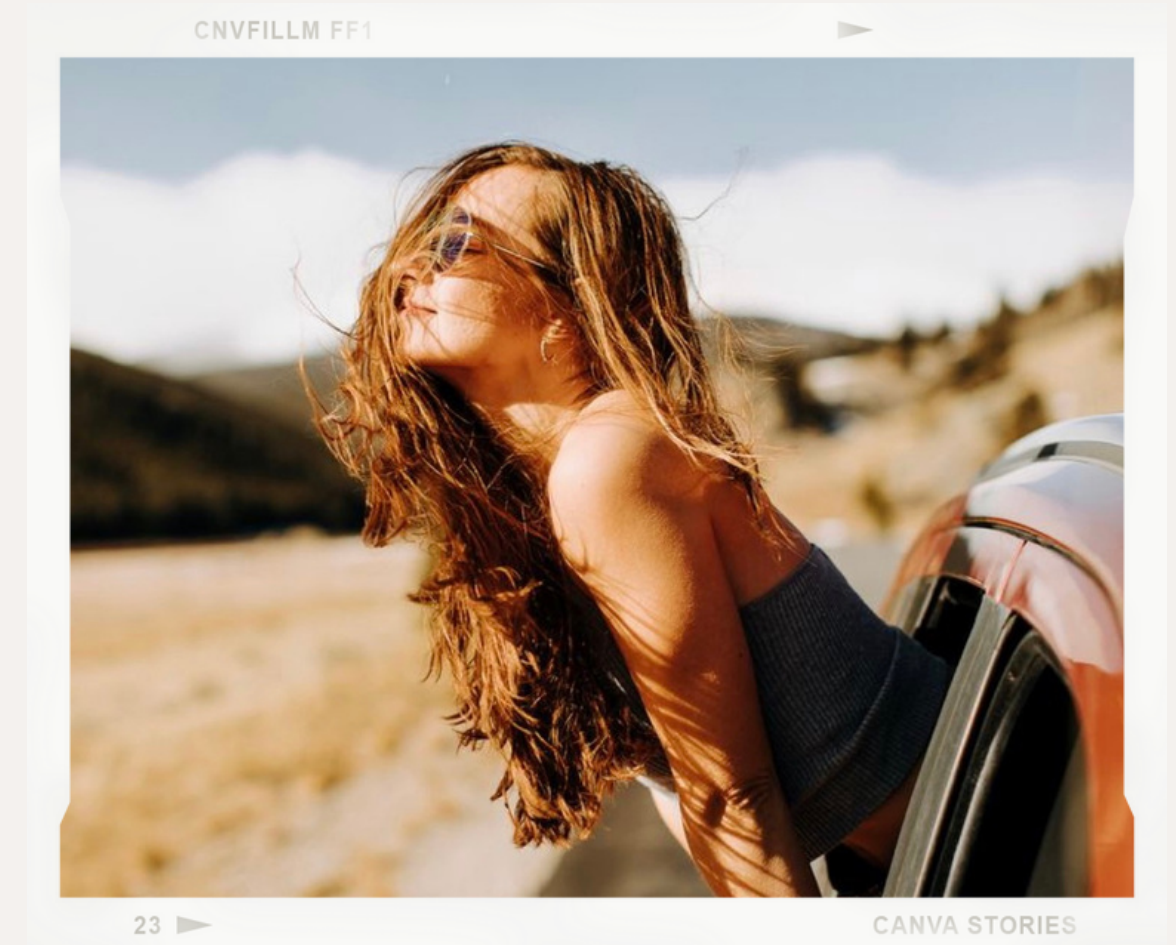
- Confident
- Creative

Values

- Authenticity
- Transparency

Lifestyle

- Active
- Social





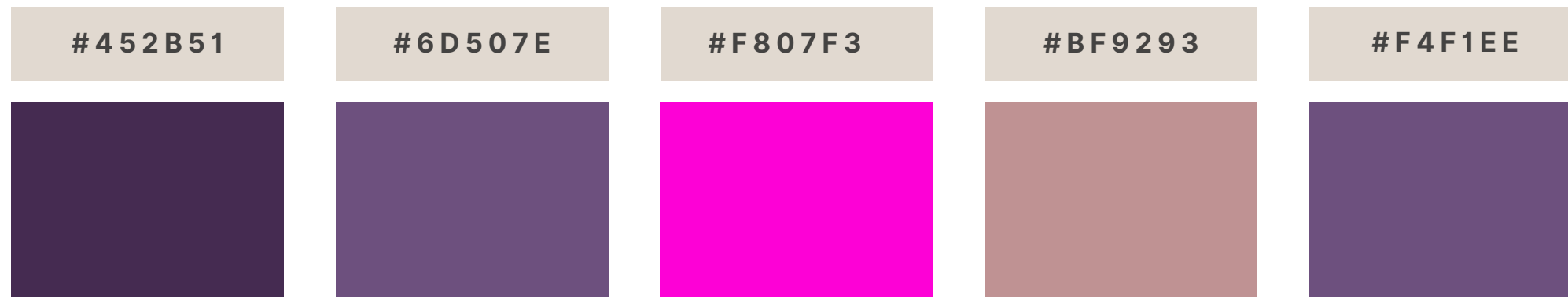
TONE OF VOICE

A brand's tone of voice helps them connect with consumers, while differentiating them from their competitors. It is an important part of sharing a brand's values with consumers (Verbina, 2022). The tone of voice for the Cycle Boost brand consists of:

- Empathy creates a deep connection with consumers (Commshelp, 2020).
- Support
- Relatability
- Uplifting

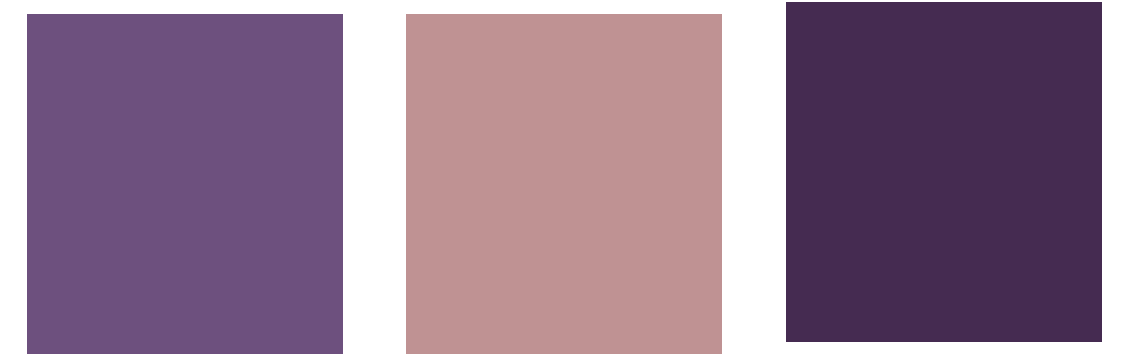
	DESCRIPTION	DO	DONT
EMPATHY	Make the consumer feel like you understand their feelings	Use compassionate and understanding word/tones.	Dont use demeaning or sarcastic words/tones.
SUPPORT	Make the consumer feel like you are there to help them.	Use supportive and encouraging word/tones.	Dont use rude or dismissive words/tones.
UPLIFTING	Make the consumer feel better about their concerns,	Use boosting and inspiring words/tones.	Dont use degrading or undermining words/tones.
HUMOUR	Make the consumer laugh and feel happy.	Use funny and amusing words/tones.	Dont use sarcastic or clown like words/tones.

COLOR PALETTE



Our brand incorporates mainly different shades of purple to emphasise our femininity and connect with our target audience. Purple was voted women's second best colour in the world (azdesign, 2023). Purple is a colour that reads elegance, wealth and courage.

Primary Colours



The primary colours are the main colours of the brand and should be used most often.

Secondary Colours



The secondary colours are the highlight colours of the brand and should only be used to emphasise small details.

TYPOGRAPHY

The official Cycle Boost font is Helvetica. Helvetica has been a classic font for years and remains timeless (design&paper, 2022). This font is one of the most popular fonts in the world and is loved for its clean lines, shape and simplicity (Coale, 2013).

- Legible
- Clean
- Versatile
- Simple

A large, bold, sans-serif font sample showing the uppercase letter 'A' and the lowercase letter 'a' in a dark red color. The letters are clean and minimalist, characteristic of the Helvetica typeface.

HELVETICA

TYPOGRAPHY GUIDLINES

- Helvetica Bold is used for Subheading, Font size - 35
- Helvetica Regular is used for bodies of text, Font size - 25
- Colour - Black or White
- Letter Spacing - 0
- Line Spacing - 1.25
- Alignment - Always left aligned

Helvetica Bold

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

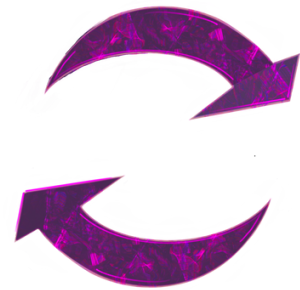
1, 2, 3, 4, 5, 6, 7, 8, 9, 0

Helvetica Regular

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

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

LOGO EVOLUTION



ARROW CYCLE

The two arrows in the cycle boost logo represent a menstrual "cycle"



CYCLE BOOST



BOLT

The lightning bolt represents energy

BRAND NAME

The text represent the cycle boost brand



FINAL LOGO

The Cycle boost logo incorporates colours such as pinks and purples to emphasise the femininity of the brand.

LOGO GUIDLINES DONTs



DO NOT remove the logo lightning bolt.



DO NOT remove the logo text



DO NOT change the logo colour.



DO NOT change the logo font.



DO NOT shrink the logo and affect readability



DO NOT rotate the logo



DO NOT present the logo text in lowercase

LOGO & BRAND NAME GUIDELINES



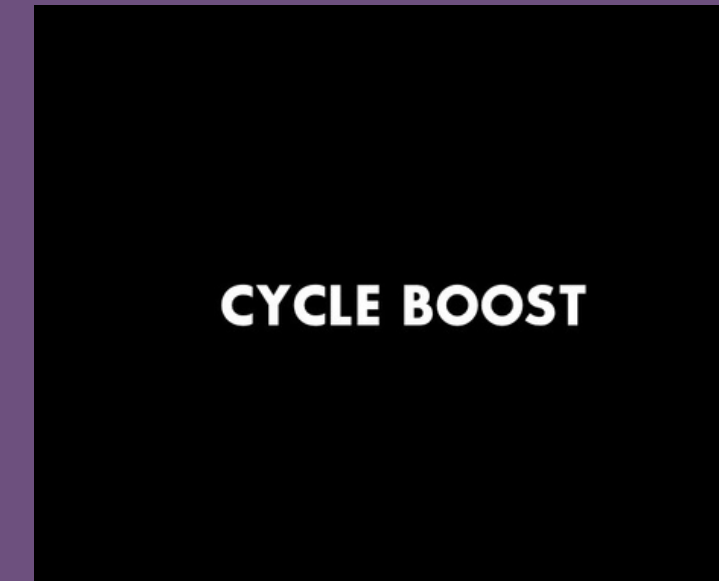
Use original black logo font colour on white/light backgrounds



Change logo font colour to white on black/dark backgrounds



Use black brand name font colour on white/light backgrounds



Use white logo font colour on black/dark backgrounds



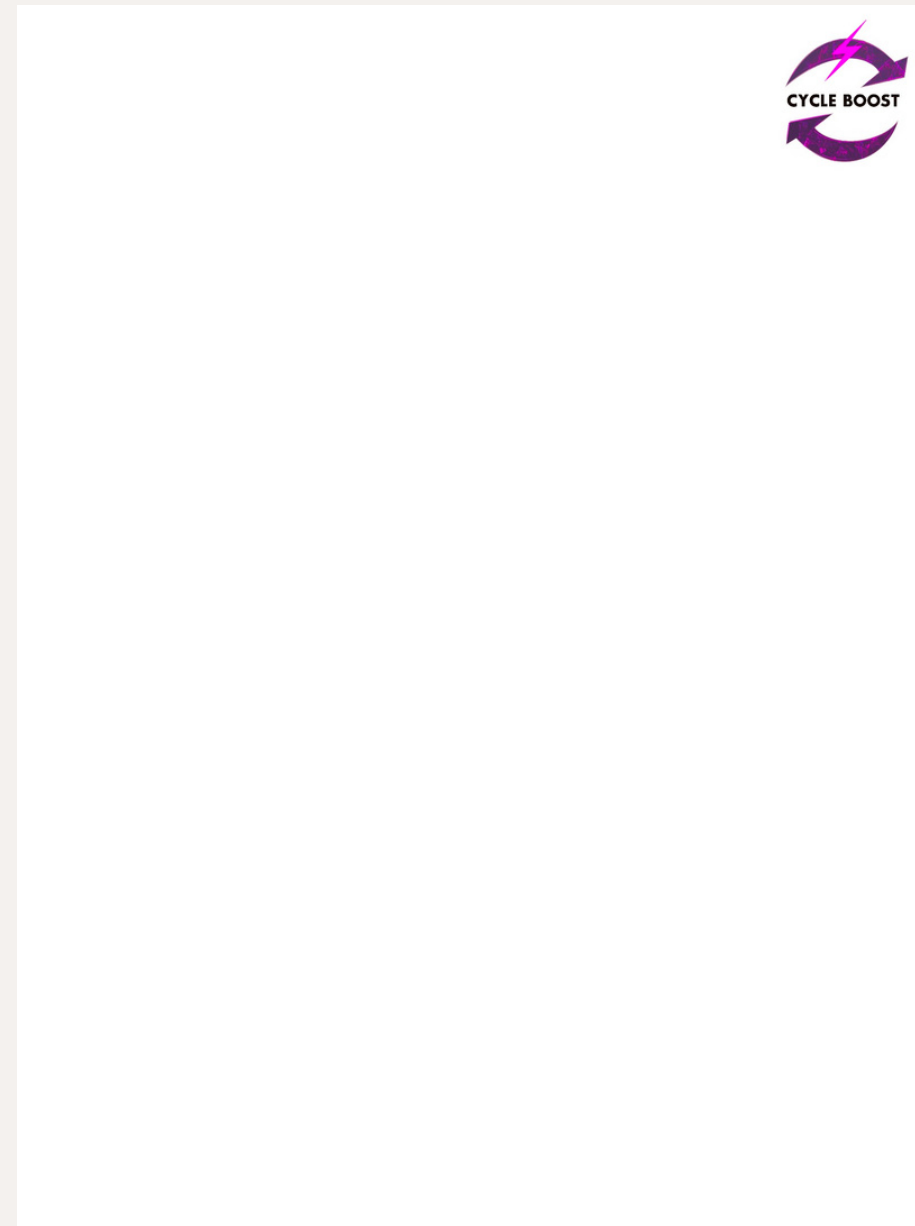
These are the **only** acceptable Cycle boost logo colour variations. No other colour variations allowed.

LOGO PRINT GUIDELINES

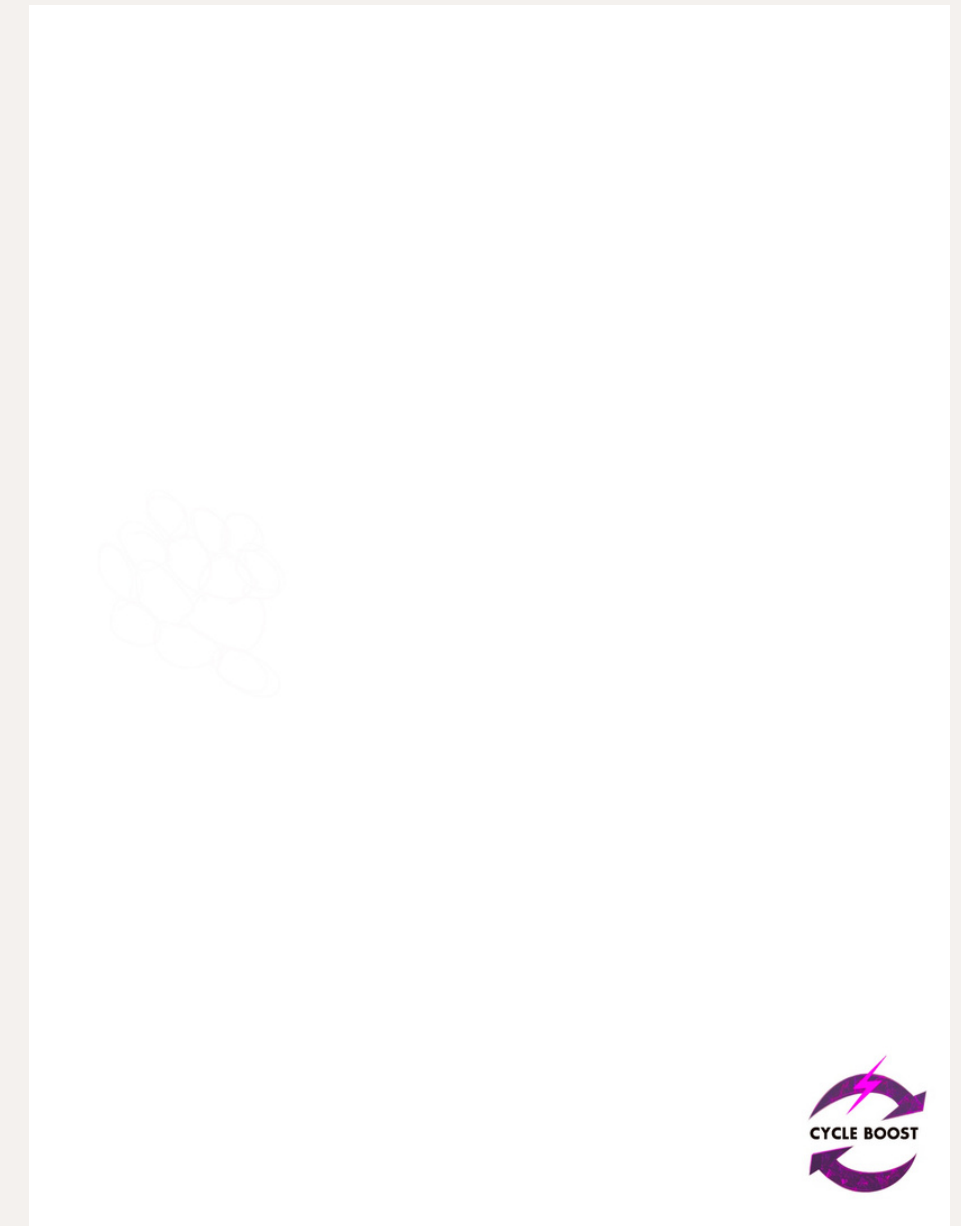
02

These are the **only** acceptable Cycle Boost logo print alignment variations

No other print logo alignment variations are allowed.



Align logo top right on print



Align logo bottom right on print



LOGO + TAGLINE GUIDELINES

Acceptable alignments



Logo left aligned



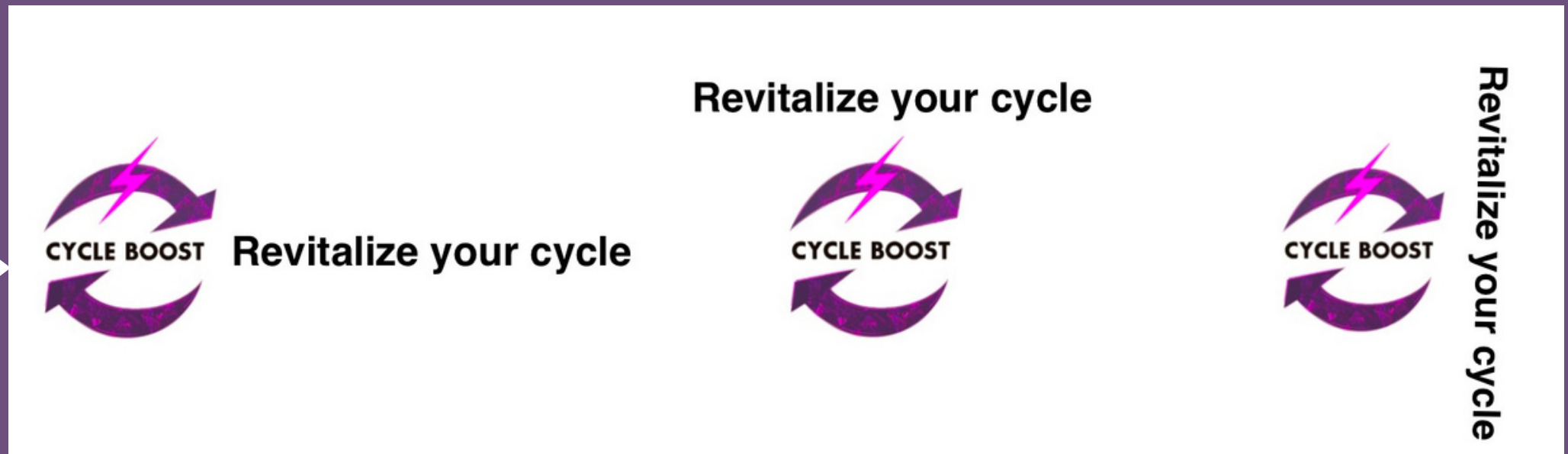
Logo center aligned



Logo right aligned



Unacceptable alignments



Tagline beside logo



Logo underneath tagline



Rotated tagline tagline



BRAND NAME + TAGLINE GUIDELINES

Acceptable alignments



CYCLE BOOST
Revitalize your cycle

CYCLE BOOST
Revitalize your cycle

CYCLE BOOST
Revitalize your cycle

Brand name left aligned



Brand name centre aligned



Brand name right aligned



Unacceptable alignments



Cycle Boost
Revitalize your cycle

Revitalize your cycle
CYCLE BOOST

Revitalize your cycle
CYCLE BOOST

Brand name smaller
than tagline



Brand name underneath
tagline



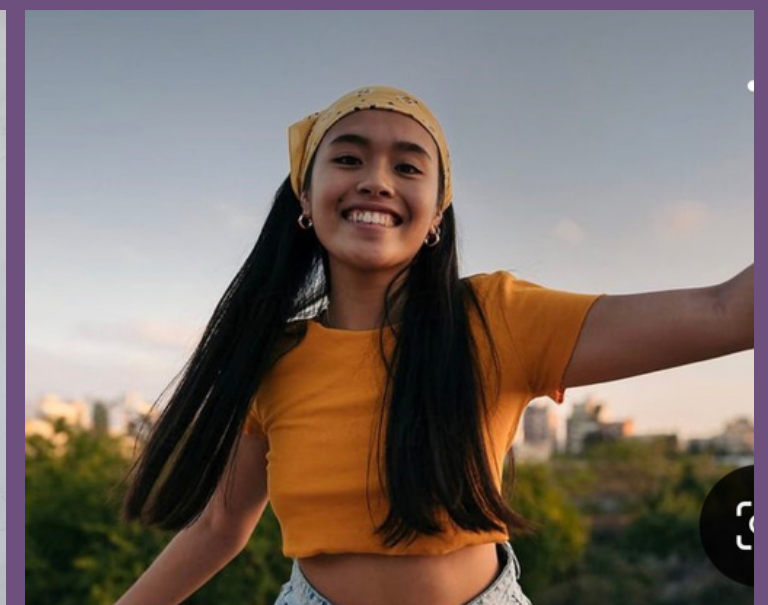
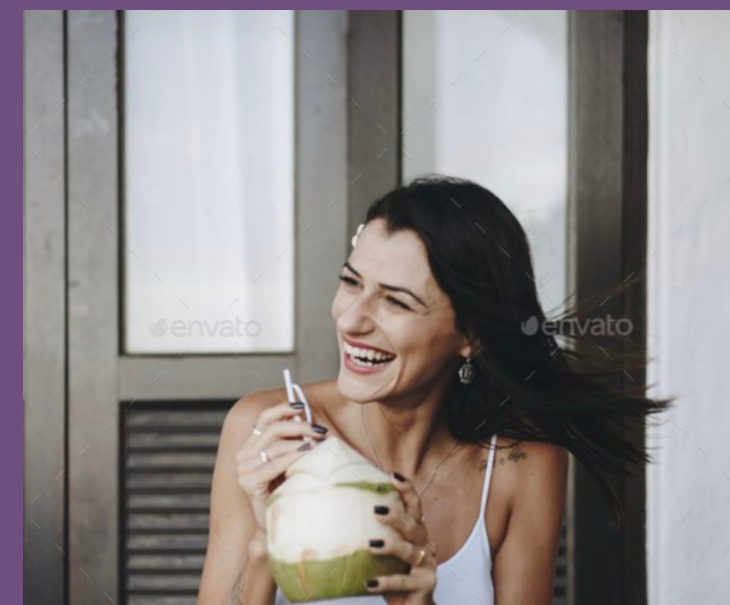
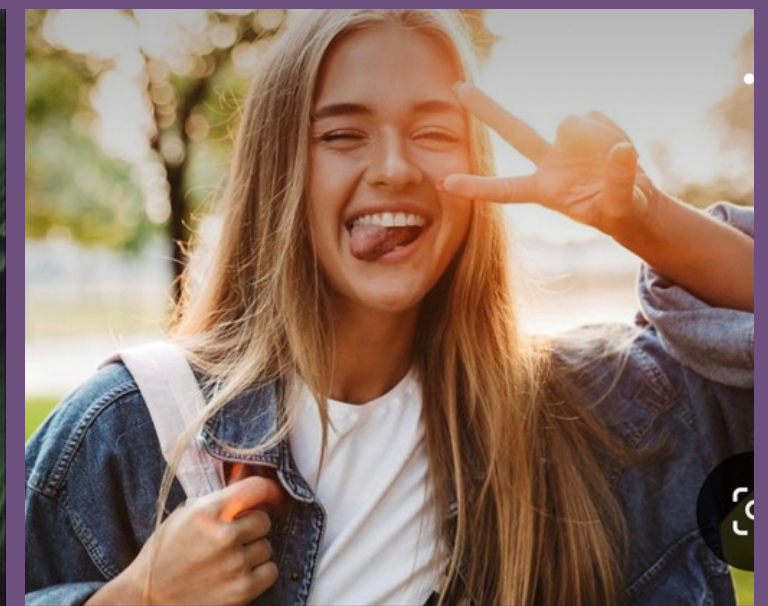
Tilted brand name or
tagline



PHOTOGRAPHY GUIDLINES

Photography Do's

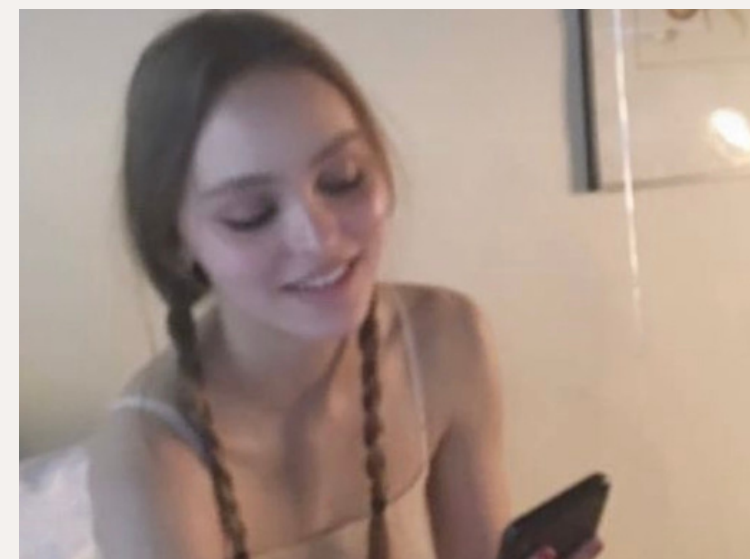
- Include images of women happy and smiling as these are the emotions that we as a brand want and intend to make them feel.
- Include images of women of different skin colours, ages and ethnicities. We are an inclusive brand that wants to make everyone feel loved and cared for.
- Include saturated and high definition images. We are a brand that values quality and colour.
- All images should be engaging and relevant.



PHOTOGRAPHY GUIDLINES

Photography Dont's

- Do not include images of women looking unhappy. i.e, sad or worried. We aim to make women feel happy, understood and cared for and the photography should reflect that.
- Do not limit the images of women to one particular skin colour, age or ethnicity. We as a brand pride ourselves in inclusivity and making sure everyone feels connected and loved.
- Do not include low quality, washed out images or black and white images. We are and high quality brand colourful brand.



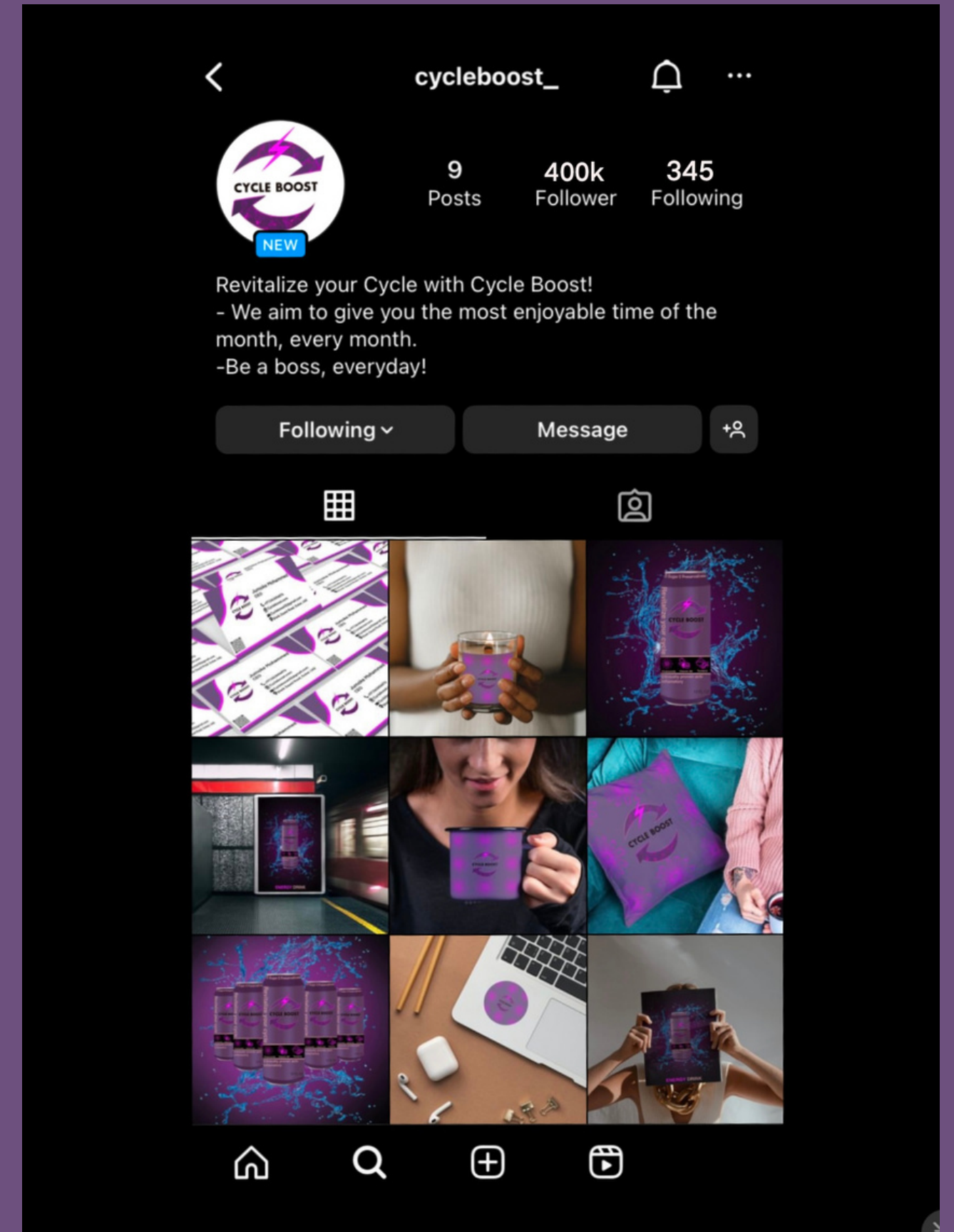
SOCIAL MEDIA GUIDLINES

Imagery

The Cycle Boost social media should radiate the essence of the brand aesthetically.

The social media accounts should apply the following:

- Purple as the dominant colour on the page
- Multiple images of energy drink and merchandise
- High quality images
- Frequent and engaging posts



SOCIAL MEDIA GUIDELINES

Tone of Voice

The Cycle Boost social media tone of voice rules:

- Engagement with consumers in comment section.
- Refer to consumers as "Boosters"
- Use tones of care, love and reliability.
- Use of emojis.

cycleboost_ Boosters, you spoke and we listened. It's finally here! Our stickers are now available for purchase via our website. Link in bio ❤️

10 minutes ago

1 like

cycleboost_ Hey Boosters! Remember to pick up our new magazine issue at your local store today 🥰

13 minutes ago

1 like

cycleboost_ Hey Boosters, remember to treat yourselves to the cycle boost drink today! If it's your time of the month, get some rest and continue to be the best version of yourself! 💕

BUSINESS STATIONERY



Revitalize Your Cycle

April 4th, 2024

Hannah Fields
Amazon
Los Angeles, California

+971563456876
Cycleboost.com
Cycleboost32@gmail.com
O Sheik Zayed Road, Dubai, UAE

Attached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boost

Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boostAttached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boostAttached below is the guideline document for cycle boost

Sincerely,

Jumoke Mohammed , CEO
CYCLE BOOST

LETTER HEAD



Jumoke Mohammed
CEO

+971563456876

 Cycleboost.com

 Cycleboost32@gmail.com

 Sheik Zayed Road, Dubai, UAE



BUSINESS CARD

LETTERHEAD GUIDELINE



Revitalize Your Cycle

Logo + Tagline

Date

April 4th, 2024

Recipient Name

Hannah Fields
Amazon

Recipient Company

Los Angeles, California

Recipient State

+971563456876
Cycleboost.com
Cycleboost32@gmail.com
O Sheik Zayed Road, Dubai, UAE

SPECIFICATIONS

Font - Helvetica Regular

Colour - Black

Size - 12

Line Spacing - 0

Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost

Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost Attached below is the guideline document for cycle boost

Sincerely,

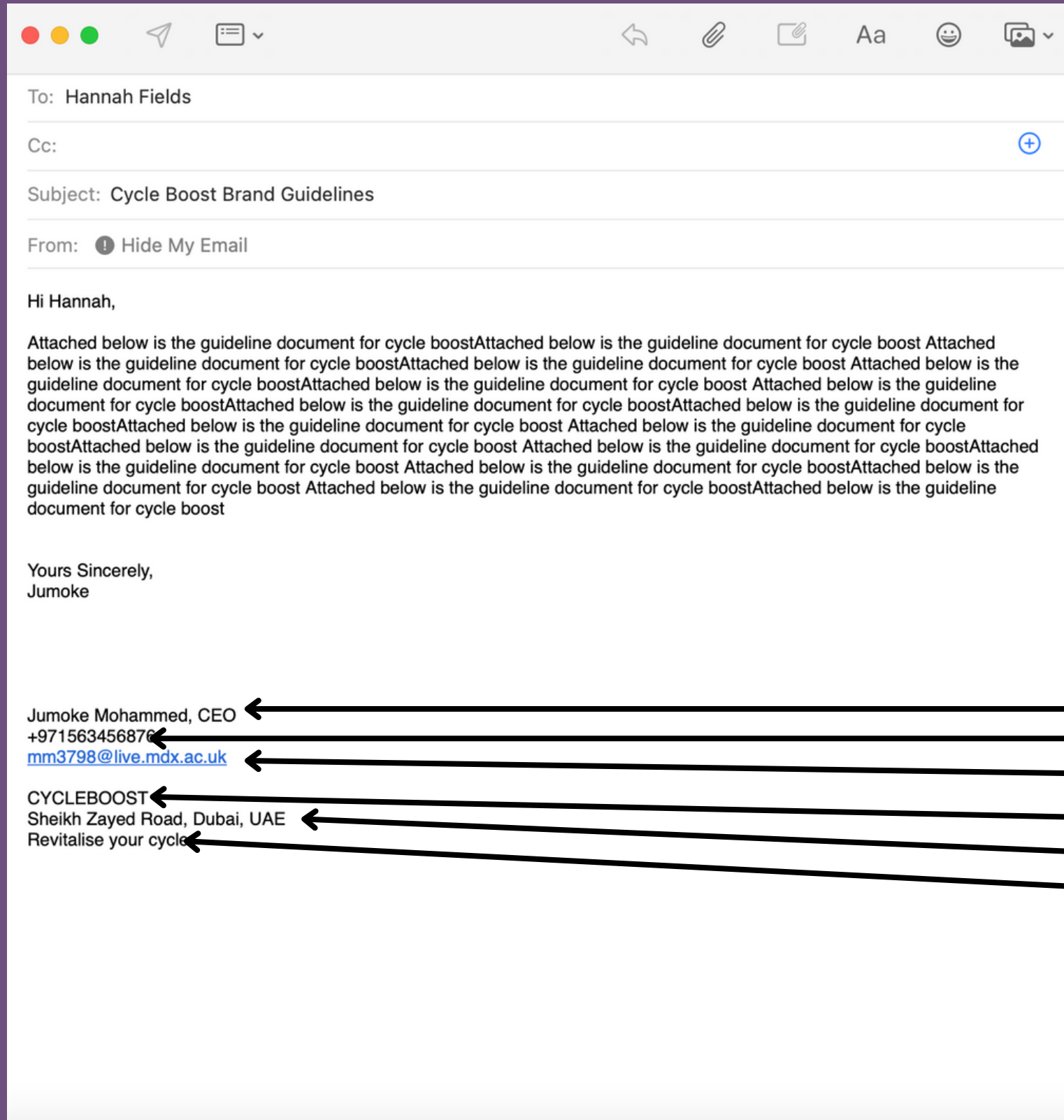
Sender Name

Jumoke Mohammed , CEO

Company Name

CYCLE BOOST

EMAIL GUIDELINE



SPECIFICATIONS

Font - Helvetica Regular

Colour - Black

Size - 12

Line Spacing - 0

Name and Role

Phone Number

Email

Brand Name

Email Address

Tagline

PRODUCT PACKAGING

SPECIFICATIONS

All Cycle Boost packaging must consist of the following:

- Logo
- Tagline
- 0 Sugar and preservative indicator
- Turmeric, ginger and camomile icons
- Proof of clinical approval
- Bottle quantity



Tagline

Sugar and preservative note

Logo

Important Ingredients

Clinical approval

Quantity

12 FL OZ

ADVERTISING MOCKUPS



ADVERTISING GUIDELINES

Cycle Boost advertisements must follow similar themes to keep the brand consistency.

Cycle Boost advertisements must consist of the following:

- A very clear and big visual of the product
- A large water splash graphic behind product
- A gradient background featuring colours from the brand colour scheme
- Large information text
- A call to action (website) at the bottom right



BUSINESS MERCHANDISE

The Cycle Boost brand merchandise consists of products that can help our customers relax and feel good during their time of the month. Cycle Boost merchandise is always thoughtful and made with the intent of bringing comfort to our consumers.

The merchandise consists of:

- Pillows
- Candles
- Stickers
- Mugs

GUIDELINES

All Cycle Boost merchandise must use the official brand print



THANK YOU!

CONTACT

E-mail

Cycleboost32@gmail.com

Website

www.cycleboost.com

Phone

+971563456876

Address

Sheikh Zayed Road, Dubai, UAE.

REFERENCES

AZ Design (2022) A Purple logo: Is it the best colour for your brand?. Available at: <https://az.design/purple-logo/> (Accessed:10 April 2023).

Crist, K. (2023). Skateboarding Guanella Pass with Memory. Available at:https://www.pinterest.com/pin/829084612672606032/sent/?invite_code=16b5556ee78e414dac722a1e58ee4e93&sender=829084750059701190&sfo=1 (Accessed: 15 March 2023).

Conveto (2022) Millennials Marketing Strategy: The 4 Things You Need To Know. Available at: <https://convevo.com.au/millennials-marketing-strategy-4-things-need-know/> (Accessed: 9 April 2023).

Coale, B. (2013). Helvetica, the Timeless Font. Available at: <https://www.caseyprinting.com/blog/2013/typography/helvetica-the-timeless-font> (Accessed: 3 April 2023).

Commshelp (2020) Empathy: how to adapt your tone of voice. Available at: <https://www.commshelp.com/post/empathy-how-to-adapt-your-tone-of-voice> (Accessed: 6 April 2023).

Creative Market (2020) Depressed woman touching head. Available at: https://www.pinterest.com/pin/829084612672155046/sent/?invite_code=6afca4f568384e0d83ea92880a70faeb&sender=829084750059701190&sfo=1 (Accessed: 10 March 2023).

Dvornehcuck, A. (2023) The Hero Archetype: 10 branding examples. Available at: <https://www.ebaqdesign.com/blog/hero-archetype#1> (Accessed: 2 April 2023).

Drobot, D. (2019) Young teenage girl walking outside i. Available at: https://www.pinterest.com/pin/829084612672606005/sent/?invite_code=5ec94772c09b47acaafdbbe03916acf1&sender=829084750059701190&sfo=1 (Accessed: 17 March 2023).

Drobot, D. (no date) Image of laughing caucasian woman drinking tea while having breakfast. Available at:https://www.pinterest.com/pin/829084612672606058/sent/?invite_code=25157b5bec5344ee95754945aecb80e1&sender=829084750059701190&sfo=1 (Accessed: 17 March 2023).

REFERENCES

Design and Paper (2022) The Story Of The World's Most Famous Font: Helvetica. Available at: <https://www.designandpaper.com/the-story-of-the-worlds-most-famous-font-helvetica/> (Accessed:13 April 2023).

Freepik (no date) Exhausted young woman touching her head with eyes closed. female exchange worker suffering from.... Available at: https://www.pinterest.com/pin/829084612672155071/sent/?invite_code=91c15f42316f459892df82eca05a95ea&sender=829084750059701190&sfo=1 (Accessed:18 March 2023).

Gavillet, A. (2016) Happiness - What Makes People Happy Study LSE. Available at: https://www.pinterest.com/pin/829084612672605981/sent/?invite_code=ab63fa6257ca4625a8fb45d6e8e0041e&sender=829084750059701190&sfo=1 (Accessed: 18 March 2023).

Legerská, N. (no date) Photography female photography portrait vogue instagram photo fashion inspiration fall fashion dress fashion blurry... Available at: https://www.pinterest.com/pin/829084612672155151/sent/?invite_code=67a33154f9164278a53f83cd8b63b210&sender=829084750059701190&sfo=1 (Accessed: 15 March 2023).

Marina, K. M. (no date) I linked my apple music :). Available at: <https://pin.it/1xnGgaf> (Accessed: 16 March 2023).

Map and Fire (2023) The caregiver brand Archetype. Available at: <https://mapandfire.com/field-guide/caregiver-brand-archetype/> (Accessed: 17 April 2023).

Nivel, A. (no date) Cómo desarrollar la inteligencia emocional frente al COVID-19. Available at: https://www.pinterest.com/pin/829084612672155087/sent/?invite_code=72ad84c033a547728daa2fe064af4f26&sender=829084750059701190&sfo=1 (Accessed: 23 March 2023).

Ottone, L. (2021) Portrait Of A Happy Asian Woman. Available at: https://www.pinterest.com/pin/829084612672605577/sent/?invite_code=c427927702ed4d618b99f3fcba3ae250&sender=829084750059701190&sfo=1 (Accessed: 16 March 2023).

Rawpixel (2018) Woman drinking a fresh coconut. Available at: https://www.pinterest.com/pin/829084612672605479/sent/?invite_code=51ff026939274fbb8936e3edfb19c9da&sender=829084750059701190&sfo=1 (Accessed:16 March 2023).

REFERENCES

Vantage (2016) The 10 Characteristics of Millennial Shoppers You Need to Know. Available at: <https://gotvantage.com/10-characteristics-millennial-shoppers/> (Accessed: 10 April 2023).

Verbena, E. (2022) How to Define Your Brand's Tone of Voice (+ Template). Available at: <https://www.semrush.com/blog/how-to-define-your-tone-of-voice/> (Accessed: 15 April 2023).

Zimmerman, P. (2020) Photo by Polina Zimmerman on Pixels. Available at: (Accessed: 18 March 2023).