



Hello Soy

Brandbook Guidelines

Shy Yen Chow



Introduction

Hello Soy is a sustainable wellness Brand founded in 2022 by Debbie Chow and William Smith from Australia. Initially, the Brand was established with the motive to educate and share sustainable and inexpensive living. The Brand's design consists of natural, modern, and organic elements to voice out the importance of using products that are the best for you and the people around you. As important as it is to have healthy eating habits, wellness and skin play a huge role in your health. Ultimately, the Brand's mission is to provide sustainable living at an affordable price and allow people to be comfortable and confident in their skin for a better future.

These guidelines set out basic instructions on how to visually present Hello Soy, as it is a must to follow the look and feel of every piece of communication that is produced and to have a proper representation of the company. It is crucial to maintain the consistency of our Brand in the marketplace to avoid any misuse or misrepresentation of the brand's identity.

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DEFINITIONS

BRAND

A company, or product, or something else, presented in ways that create an image

BRANDING

The development and maintenance of a brand

IDENTITY

The characteristics by which a brand is known

IMAGE

The market's opinion about a brand

BRANDMARK

A graphic mark that represents a brand

TRADEMARK

A registered (legally protected) brandmark

Mollerup (2013), Professor of Communication Design Author, 'Marks of Excellence'

BRANDMARK LOGO

A graphic mark that represents a brand



Mercedes Benz



Apple



Pepsi



Razer



Microsoft



Target

LOGOTYPE LETTER MARK

A brandmark consisting of letters



UCLA



Logitech



CNN



Louis Vuitton



Ebay



Deloitte

FIGURE MARK

A brandmark consisting of one or more figures



Google



NBC



LG



KFC



Olympic Rings



Starbucks

COMBINED MARK

A brandmark consisting of letter/s and figure/s



Adidas



Spotify



Airbnb



Pizza Hut



Amazon



Unilever

TRADE MARK

A graphic mark that represents a brand



McDonald's



HyperX



EA Play



Nike



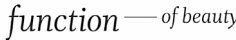
HBO



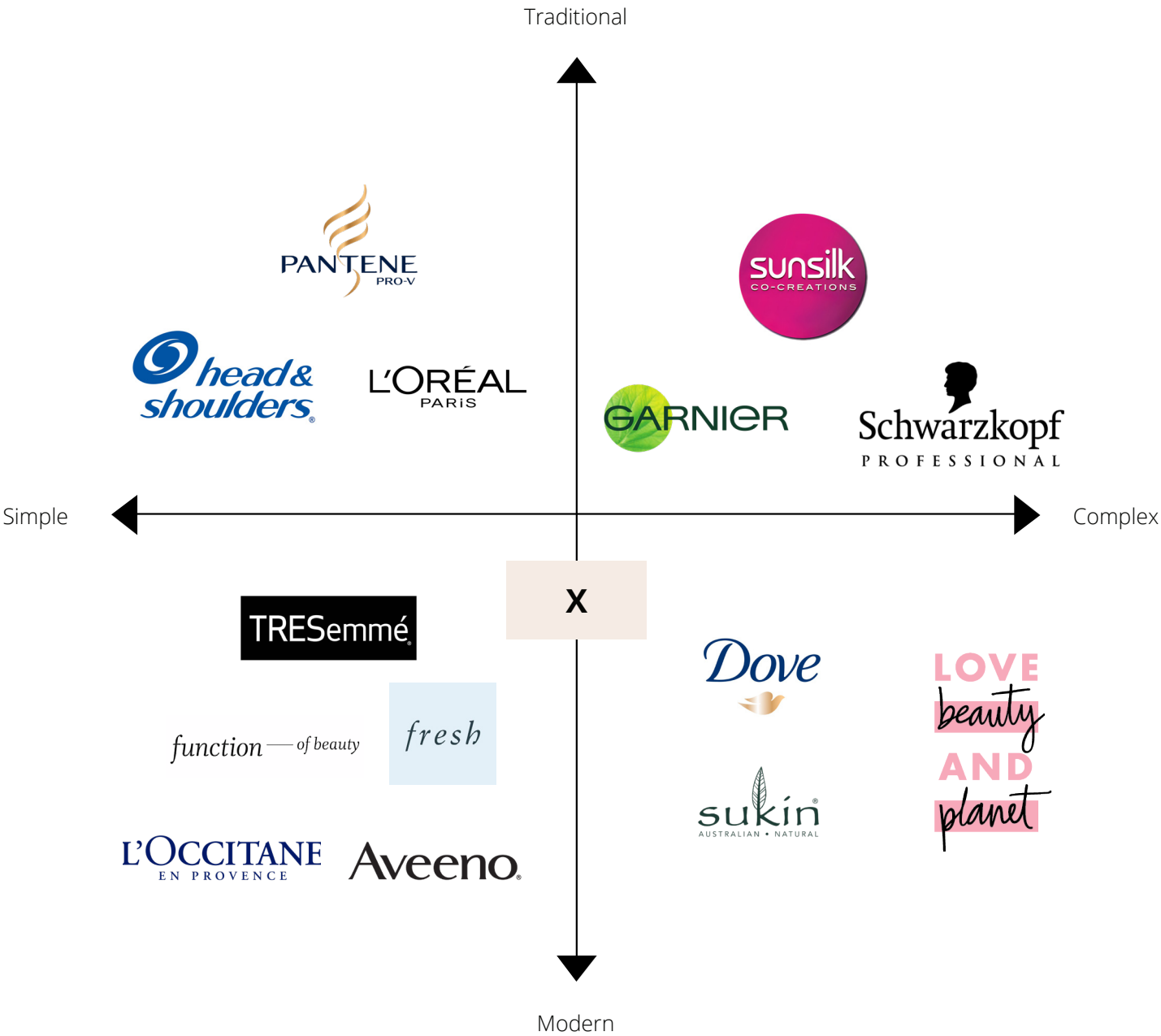
MTV

COMPETITORS'

Brandmarks chosen are from other brands with hair care / products related to soy, beans, and almonds.

 Fresh	 L'occitane	 Love Beauty And Planet
 Garnier	 Head & Shoulders	 Aveeno
 Pantene	 Function Of Beauty	 Sukin
 TRESemmé	 Dove	 Tsubaki

Positioning Map



L'OCCITANE

EN PROVENCE

The L'OCCITANE Group is a global manufacturer and retailer of natural cosmetics and well-being products.

They are committed to developing high-quality products and demonstrating respect for the environment throughout each step of the process. The concept of their brand is showing their products placed in beautiful breathtaking landscapes.



Shampoo and conditioner with almond oil



Bar soaps with different fragrances



Perfume, hand cream and body lotion



Front view of a store



Advertising



LOVE beauty AND planet

At Love Beauty and Planet, they infuse formulas with several ingredients that come only from certified sustainable sources. One of their company's life goals is to commit to every natural ingredient they use in their products to be from certified sustainable sources.

Love Beauty and Planet started with one goal... to make you feel more beautiful and give a little love to our planet. We want to help make a little difference towards a happier, less wasteful planet with every shower. We think beauty and its environmental impact are inseparable.



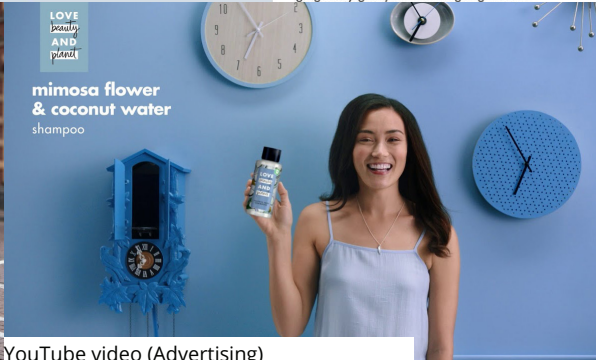
Coconut water & mimosa flower shampoo & conditioner



Blooming colour shampoo and conditioner



Love Beauty & Planet Launch



YouTube video (Advertising)



At Sukin, they believe beauty shouldn't cost the earth, so they're committed to creating sustainable and affordable natural skincare! From off-setting our carbon emissions to always using 100% vegan and cruelty-free formulations, their natural skin products seek to treat the planet as well as it treats us. Inspired by our beautiful Australian origins, they're all about simple natural skincare. Sukin packaging products are carefully developed based on their Sustainability Policy, considering the primary packaging and the whole supply chain, maximizing efficiency and reducing the impact to the environment.

Hydrating Shampoo & Conditioner



Rosehip Enriching Night Cream



Signature Facial Moisturiser



Botanical Lime & Coconut Body Wash & Lotion

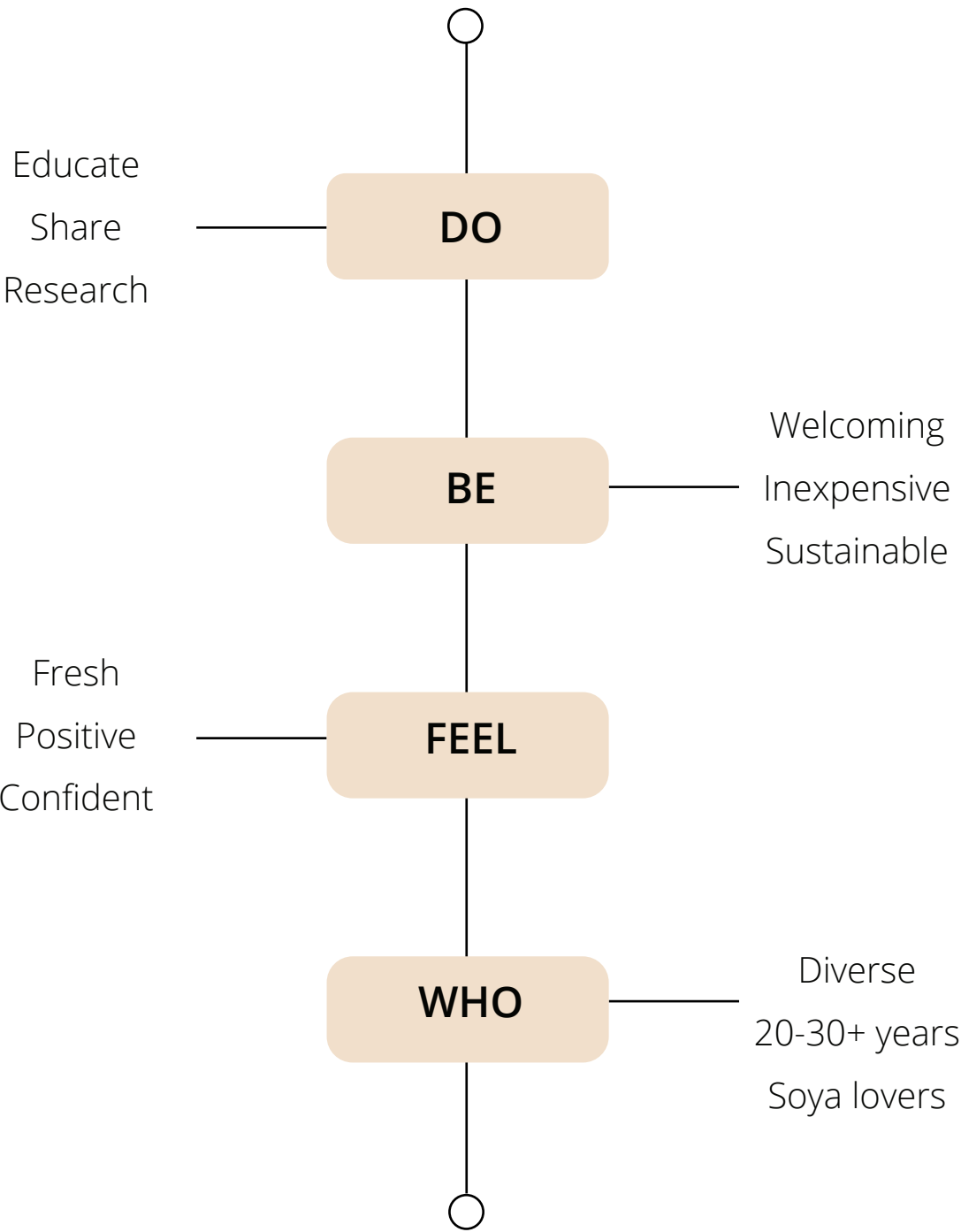


Soya Shampoo

Why Soya?

Rich in omega, fatty acids & Vitamin E, it provides good hair growth. Soybean oil is a perfect solution for those suffering from hair loss problems. Soybean oil is highly beneficial in boosting new hair growth while reducing cellular damage and can help to treat hair loss. Soy foods are high in protein, calcium, fiber, folic acid, B vitamins, potassium, and iron, essential to getting healthy hair.

DO BE FEEL MAP



Vestas

Vestas has helped their partners avoid more than 1.7 billion tons of carbon emissions within the past four decades. However, building a more sustainable future for our planet demands that Vestas do more. As the energy transition accelerates, Vestas is committed to making sure this transformation unfolds sustainably, in close collaboration with their partners.



Mission Statement

- **Who** is Hello Soy and **what** do they do?
- **Where** is Hello Soy and **when** did they start?
- **What** is Hello Soy's mission and direction?
- Hello Soy claims to be unique, but **why** and **how**?

Brand Values

- **Respect**
Treating others the way you want to be treated
- **Responsibility**
Embrace opportunities to contribute
- **Integrity**
Know and do what is right
- **Trust**
Firm belief in the character and strength

Brand Values

- **Sustainability**

Recycled and natural materials will reduce chemicals/ emissions produced daily.

- **Quality**

High-quality products and bottles that our customers can reuse.

- **Usability**

Our products is designed to be convenient, practical, and user friendly functional.

- **Natural**

Simple body care products. Vegan and cruelty-free.

Mood Board



Pink, nudes, shades of gold to match soya with different contrasts.

Keywords- healthy, woods, organic, smooth, natural, relaxed, flowy

Mood Board



Bringing in a pop of colour, nudes, shades of yellow to match soya with different contrasts.

Keywords- healthy, calm, fresh, silky, thick, volumizing, playful

Brand Names

Soy Hi
SoySilk
Hello Soy
Soyyve
Soytene
Soymi
Bio Soy

Hello Soy

I have chosen “Hello Soy” as my brand name for my Brandbook Guideline. It is direct and easy to understand. I chose this name because my product and brand identity as a whole relates to the term “Soy.” I added Hello because it gives the feeling of embrace and feels welcoming to hear.



Taglines

Smell good with SoyHi
Smell joy with every use.
Fresh. Silky. You never want to stop
Smell good with every wash
Gorgeous hair, naturally
Soy Ahoy!

Fresh Ahoy!

Happy hair, happy health
Healthy hair, happy you
Natural bouncy hair
Be kind to your hair
Shine like you never did before
It feels like the salon, in the comfort of your own home
Giving hair that youthful fresh bounce with every wash

A salon, in the comfort of your home

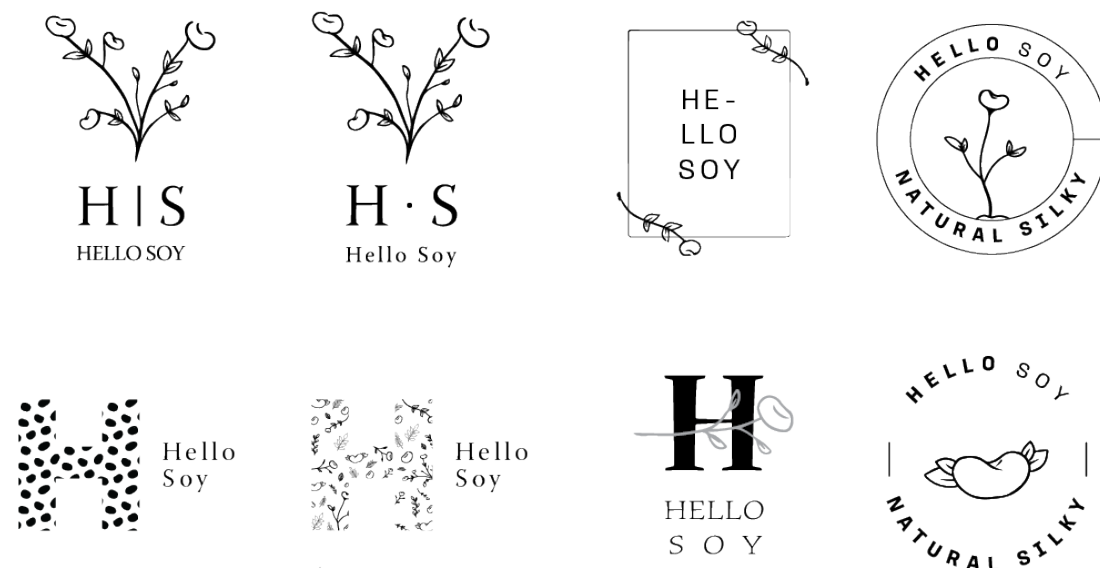
Stage 2

Developing a Brand

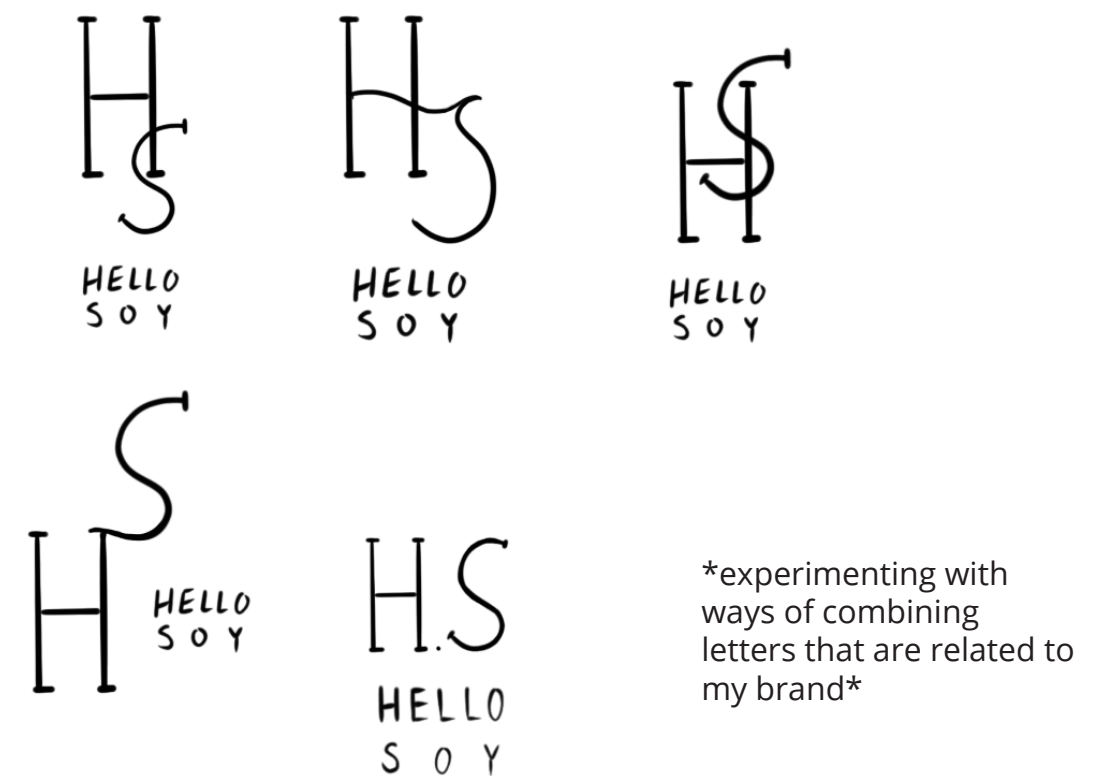
Brandmark Sketches



Refined Digital Sketches



Extra Digital Sketches



Brandmark Options

Hand-drawn logo



Black and white digital logo



Black and white digital logo 2



Inversed black and white logo



Coloured digital logo 1



Coloured digital logo 2



Preffered Brandmark

Option 1
-organic shape-



H · S

Hello Soy

Logo Concept



Leaves

+



Soy Bean

=



Soy Bean Tree

Arguement

To choose the best brandmark out of the four options, I wanted one that could represent the brand values: natural, modern, and organic. The shortlisted logos were chosen from different design concepts, and they all consist of the elements soybean and leaves.

The first option has an organic shape to it. The second logo uses a round shape, and the name flows around so that it would combine nicely. In addition, it uses a simpler version of the soya bean plant compared to the first logo.

The third design looks cute because I used only a soybean vector on this logo; it seems more like a beverage drink soya brand than a shampoo brand. The fourth option was to experiment with different placements of typography and alignments within a box.

The four shortlisted logos can achieve one or two desired aspects, but they don't give a complete picture of the company's brand and identity. Therefore, I believe that the chosen final logo is fulfilled. It has an organic shape, the soybean plant shape looks natural, and it is the center of attention.

(182 words)

Placement of symbol & colour



Logo Development

Type Developments

Font Exploration

Loos Font

Loos Condensed Bold

**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 e s t u v w x y z**

Loos Condensed Bold

**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 e s t u v w x y z**

Loos Normal Light

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 e s t u v w x y z

Warnock Pro

Warnock Pro Regular

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 e s t
u v w x y z

CARENTRQ REGULAR

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	
0	1	2	3	4	5	6	7	8
9	.	,	;	:	\$	#	'	!
"	/	?	%	&	(	)	@	

Dream Avenue



Why I chose this font?

I combined the font Dream Avenue and the letter “H” from Carentro Regular because they’re both Serif fonts and give out a classy modern style. Dream Avenue looks elegant, glamorous, and luxurious, but it’s not too overpowering for the eye.

Process of manipulating fonts

Hello Soy

Dream Avenue

HELLO SOY

CARENTRÖ REGULAR

Hello Soy

Combine Dream Avenue
& Carentro Regular

Hello Soy

Manipulating the letter "L's"

Hello Soy

Manipulating the letter "L's"
(slightly taller) and "Y"

Hello Soy

Thicker version of the fonts

Hello Soy

Replacing a soya bean with
the letter "O"

Hello Soy

Adding a leaf to the letter "Y"
(Option 1)

Hello Soy

Adding a leaf to the letter "Y"
(Option 2)

Different text placement

1

Hello Soy

2

Hello
Soy

3

Hello
Soy

4

Hello Soy

5

Hello
Soy

6

Hello
Soy

Reasoning

I chose the layout and the placement two because it looks complete for the whole composition-wise. The distance between the words is just right, so it won't be challenging to read for users. The letter "O" and "Y" is also aligned on the right. Therefore, it won't look too messy.

Colour Developments

Hello Soy

Hello Soy

Hello Soy

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Final Logo

Coloured Version



Black and White Version



Inversed Black and White Version



100mm x 100mm

Coloured Version



Black and White Version



Inversed Black and White Version



45mm x 45mm

Brand Design Rationale

After the text development, I removed the soya bean tree from my logo. The logo is bold enough with just the text manipulation with the bean and leaf combined without the extra image on the side. The brandmark follows natural, modern, and organic, and it portrays a relaxed and flowy look. The colours used are more neutral nudes to represent calm and relaxation. The typeface Dream Avenue and Carentro Regular reflects the different thickness, silkiness, and smoothness the shampoo provides.

(80 words)

Brandmark Audit

The final logo is in the middle of the second row amongst all the other logos in the industry. The comparisons are between companies that sell skin and body care brands.



Stage 3

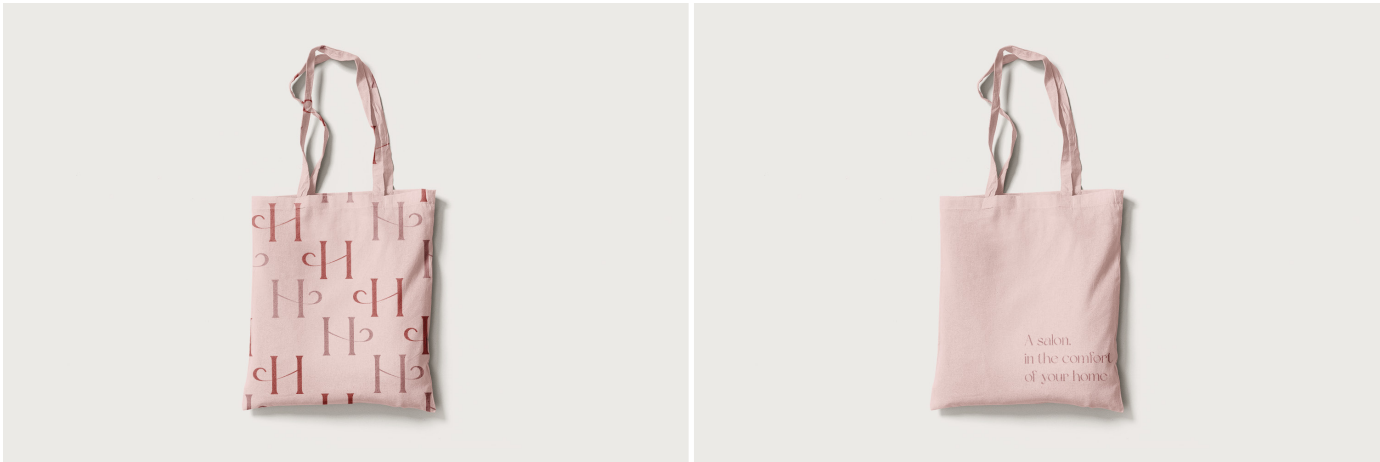
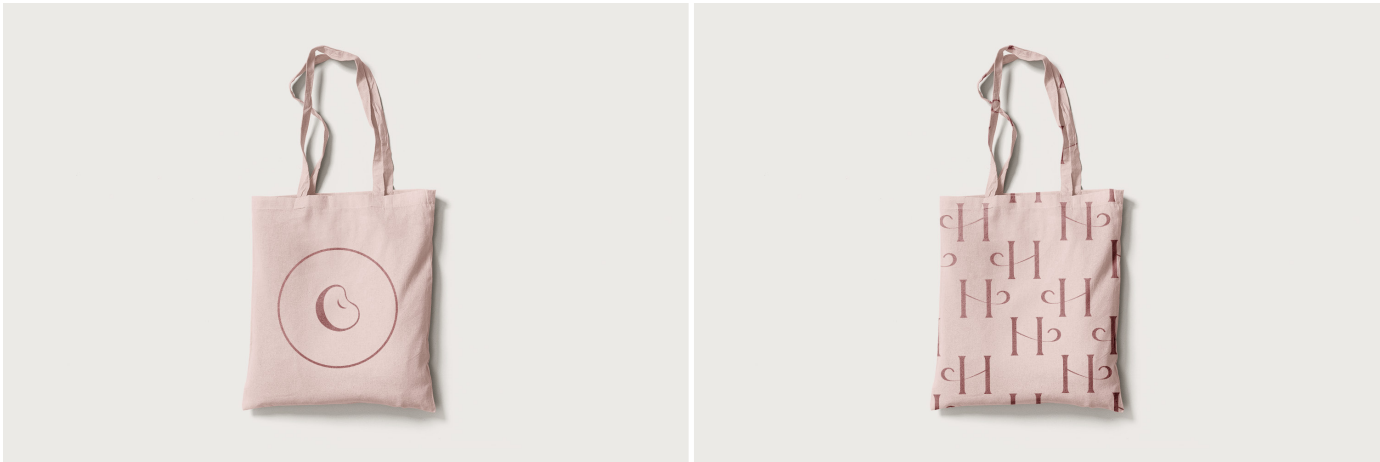
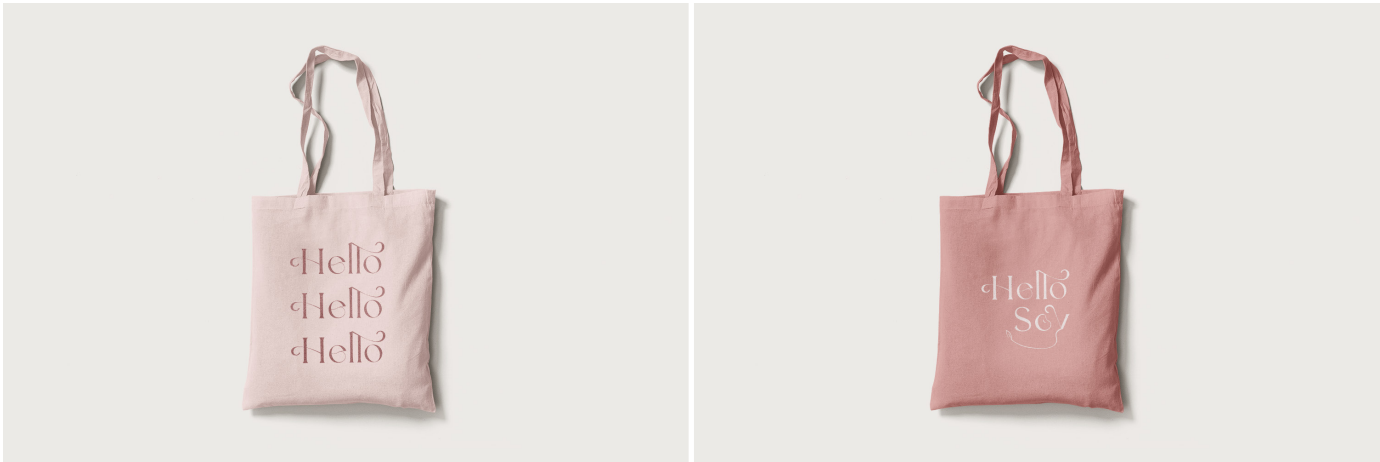
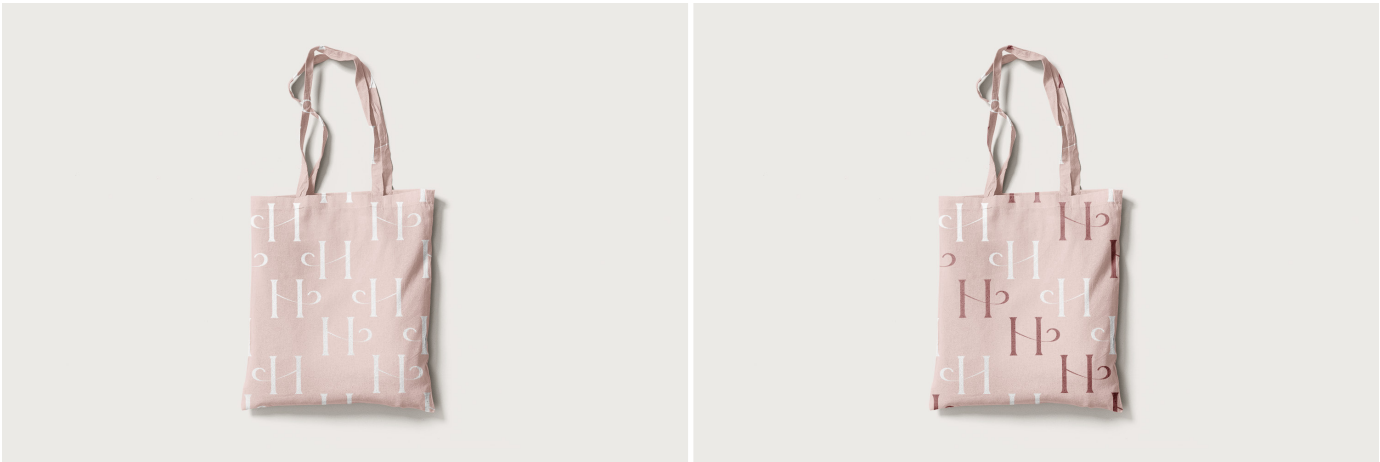
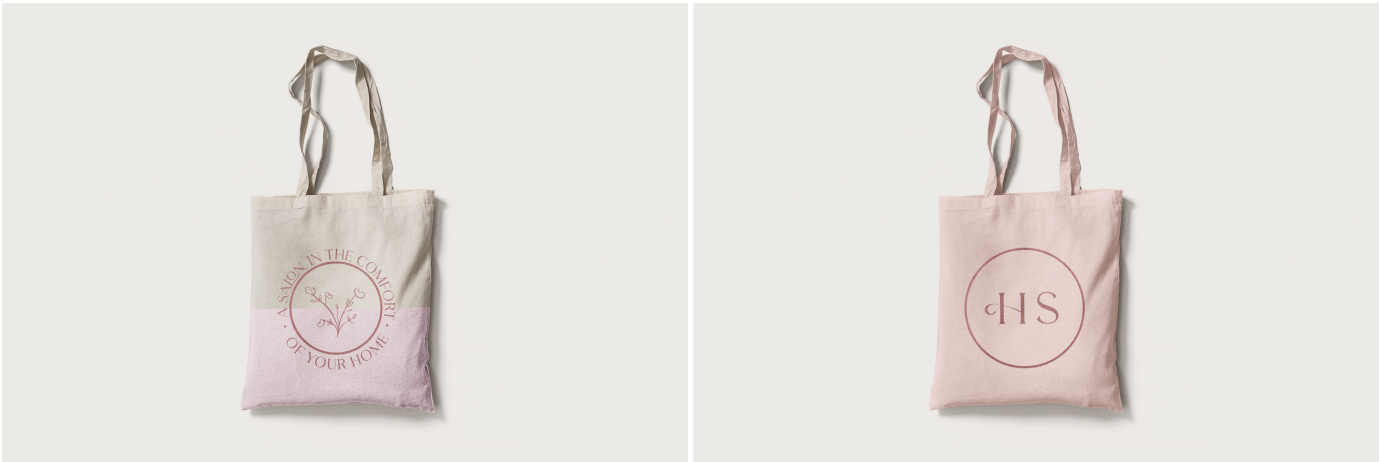
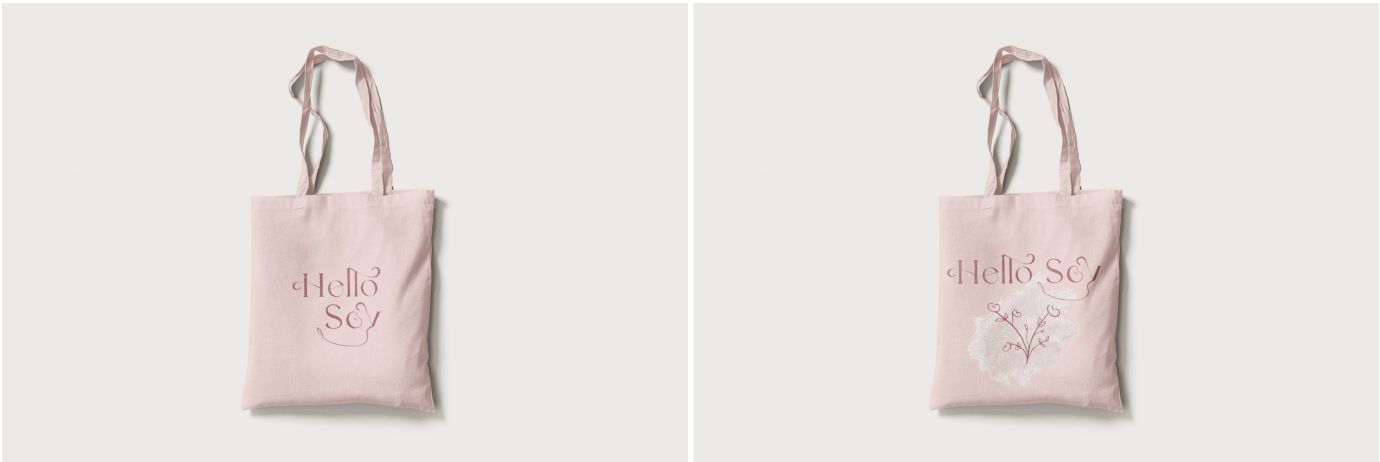
Documenting a Brand

15 Brand Applications

Brand Extensions on 15 Applications

Tote Bags	Product & Packaging
	10 Shampoo bottles
Corporate Stationery (Required)	11 Paper Bag
Business Card	Advertising (Printed)
Letterhead	12 Store banner
Envelope	13 Shop Sign
Email Signature	Advertising (Digital)
Corporate Stationery (Optional)	14 Social Media (Instagram)
Tax Invoice	15 TV Screen
Merchandise	
01 Book	
02 Pen / Pencil	
03 Stickers	
04 Candle Set	
05 Coasters	
06 Cups	
Clothing	
07 T-shirt	
08 Clothing Tags	
Vehicle	
09 Transportation Truck	

Tote Bags





Stationery

Letterhead



Front



Fold one

Fold two

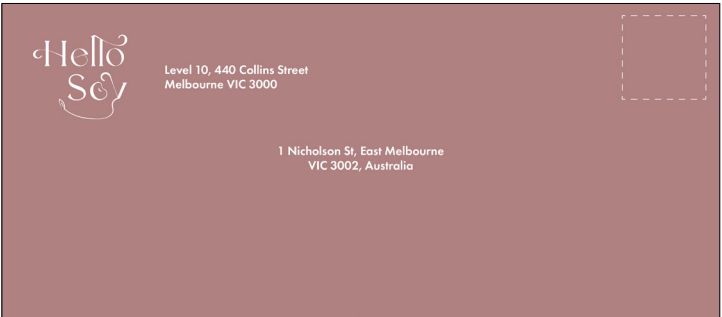
Back



210 mm x 297 mm

Envelope

Front



Back



4 1/8" x 9 1/2"

Name Card

Front



Back



3.5" x 2"

Coperate Stationery



Email Signature

Submission Documents - Message (HTML)

Search

FileMessageInsertOptionsFormat TextReviewHelp

↶

📎

✍

Calibri (Body)

11

B

I

U

A

...

...

...

➤

Send

To

Jennifer Taffe

Cc

Subject

Submission Documents

Dear Jennifer,

Thank you for the opportunity to provide our credentials and a quotation for the Hello Soy identity project.

Please find attached all completed documentation including our company profile, portfolio of relevant past projects and full scope and specification for your project.

If you require anything further, please do not hesitate to contact me.

Yours sincerely,
William

William Smith
Director



T +61 3 7662 1688 | williamsmith@hellosoy.com | www.hellosoy.com
Level 10, 440 Collins Street Melbourne VIC 3000, Australia

Tax Invoice

TAX INVOICE

ICI House
John Doe
1 Nicholson St
East Melbourne VIC, 3002
Australia

Invoice Date
18 May 2022
Invoice Number
256390
Reference/P.O. #
3320AP
ABN

Hello Soy
Level 10, 440 Collins
Street VIC, 3000
Australia

Description	Quantity	Unit price	GST rate	Total price AUD
Soy Shampoo	1	12.00	10.00%	13.20
			0.00%	0.00
			0.00%	0.00
			0.00%	0.00
			0.00%	0.00
			0.00%	0.00
			0.00%	0.00
			0.00%	0.00
			0.00%	0.00
			0.00%	0.00
			Subtotal	\$ 12.00
			Total GST	\$ 1.20
			TOTAL AUD (incl. GST)	\$ 13.20

Due Date: 01 Jun 2022

Additional notes

Merchandise (Book)

Design 1



Design 2



Design 3

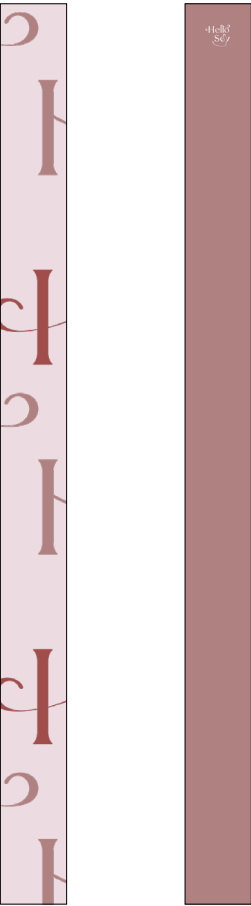


Design 4



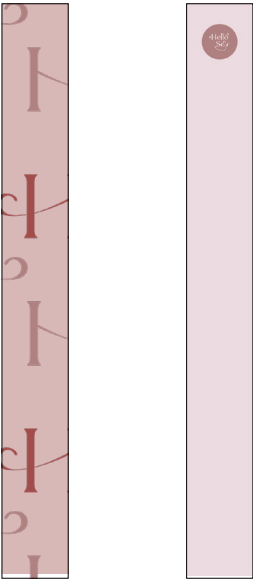
1076 px x 1514 px

89 px x 1219 px



Pencil

112 px x 973 px



Pen



Design 1



Design 3



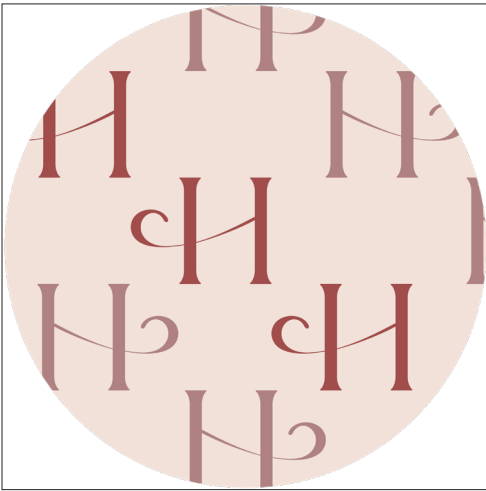
Design 2



Design 4

Merchandise (Stickers)

One



1238 px x 1236px

Two



1238 px x 1236px

Three



1238 px x 1236px



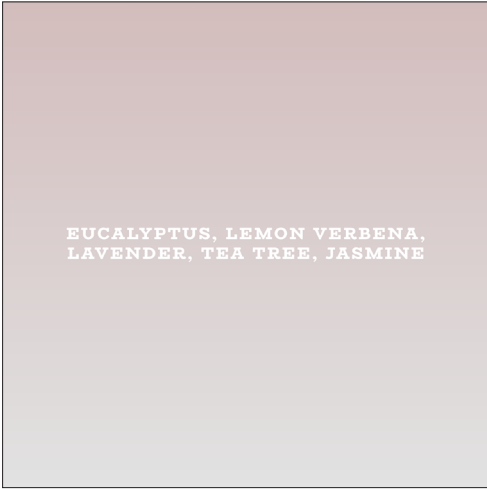
Merchandise (Candle)

Front



827 px x 827 px

Side



827 px x 827 px

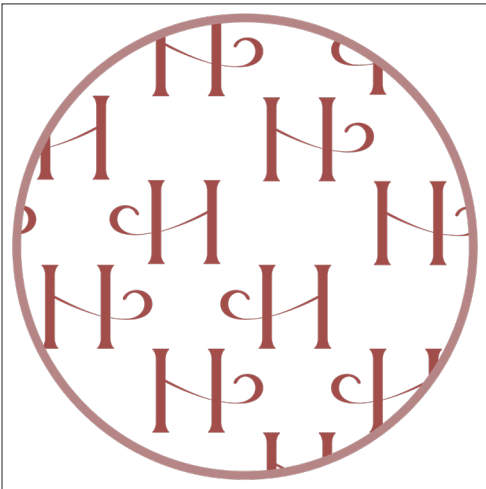


626 px x 508 px



Merchandise (Coasters)

Design 1 (Front)



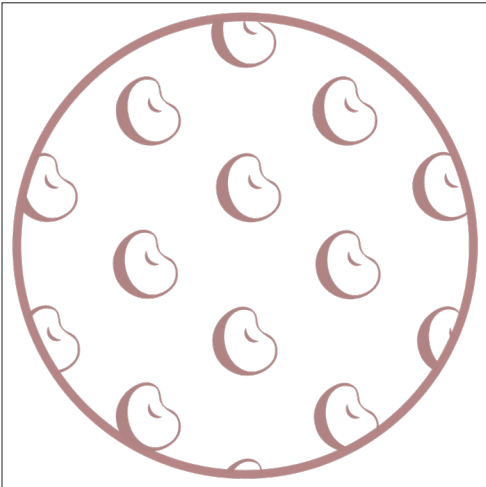
2050 px x 2050 px

Design 2 (Front)



2050 px x 2050 px

Design 3 (Front)



2050 px x 2050 px

Design 4 (Back)



2050 px x 2050 px

Design 1 (Front)



Design 2 (Front)



Design 3 (Front)



Design 4 (Back)



Merchandise (Cups)

One



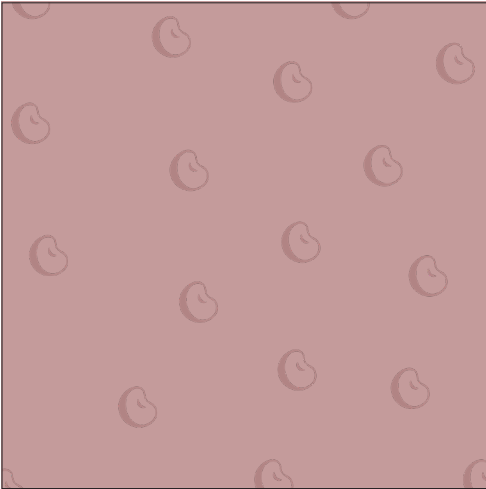
1500 px x 1500 px

Two



1500 px x 1500 px

Three



1500 px x 1500 px



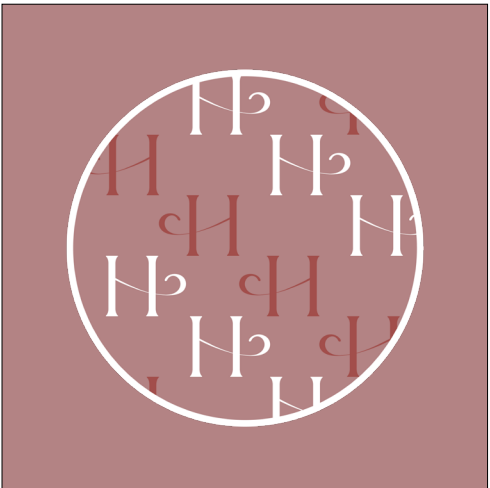
Clothing

T-Shirt (Front)



1964 px x 2226 px

T-Shirt (Back)



1964 px x 2226 px

T-Shirt Box



2062 px x 2369 px

T-Shirt Box, T-Shirt (Pink)



T-Shirt Front & Back, S Size

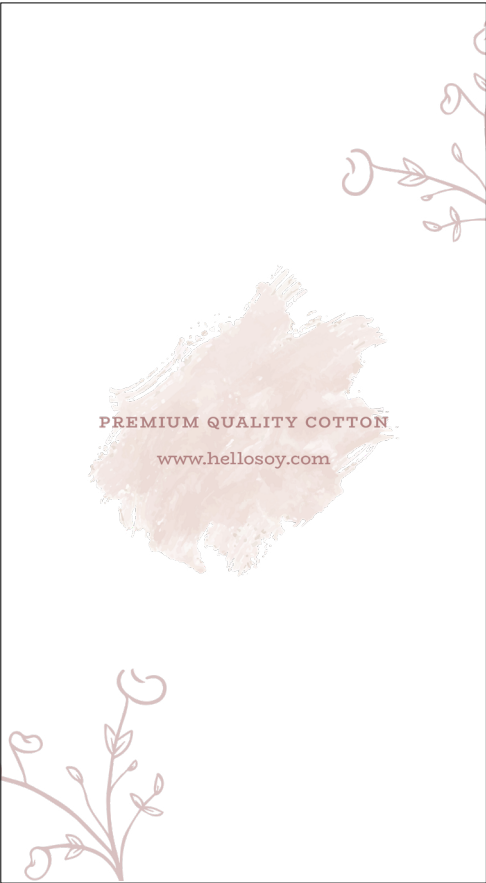
Clothing (Clothing Tag)

Clothing Tag (Front)



1099 px x 1988 px

Clothing Tag (Back)



1099 px x 1988 px

Clothing Tag (Front)



Clothing Tag (Back)



Transportation

Truck

Front



Side & Back



2049 px x 759 px



Truck (Side View)



Truck (Back View)

Transportation



Truck (Front View)

Shampoo Bottles

Front View



1242 px x 1368 px

Back View



1242 px x 1368 px



Paper Bag



1759 px x 2483 px



Paper Bag

Banner (Printed Advertising)



1627 px x 4068 px



Shop Sign (Printed Advertising)

Door Signage



1749 px x 1708 px

Shop Signage



794 px x 794 px

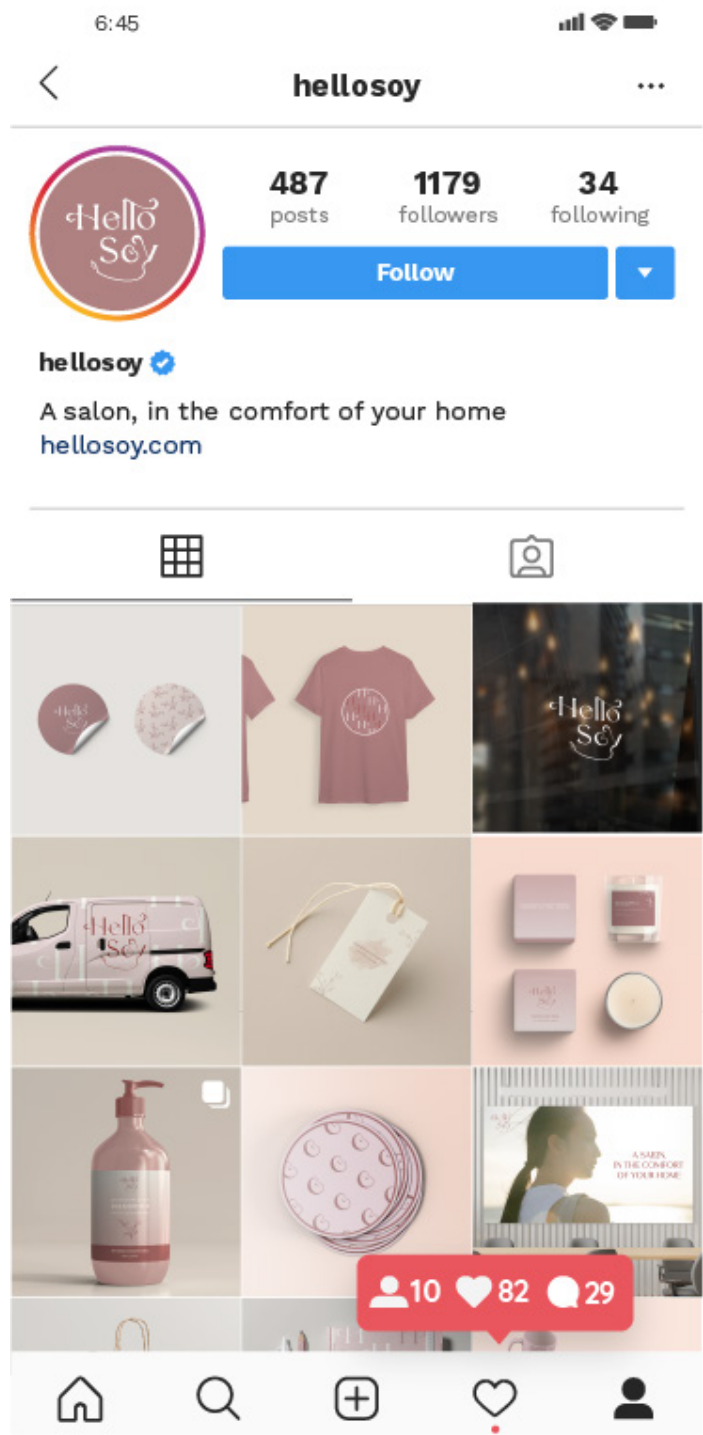


Door Signage

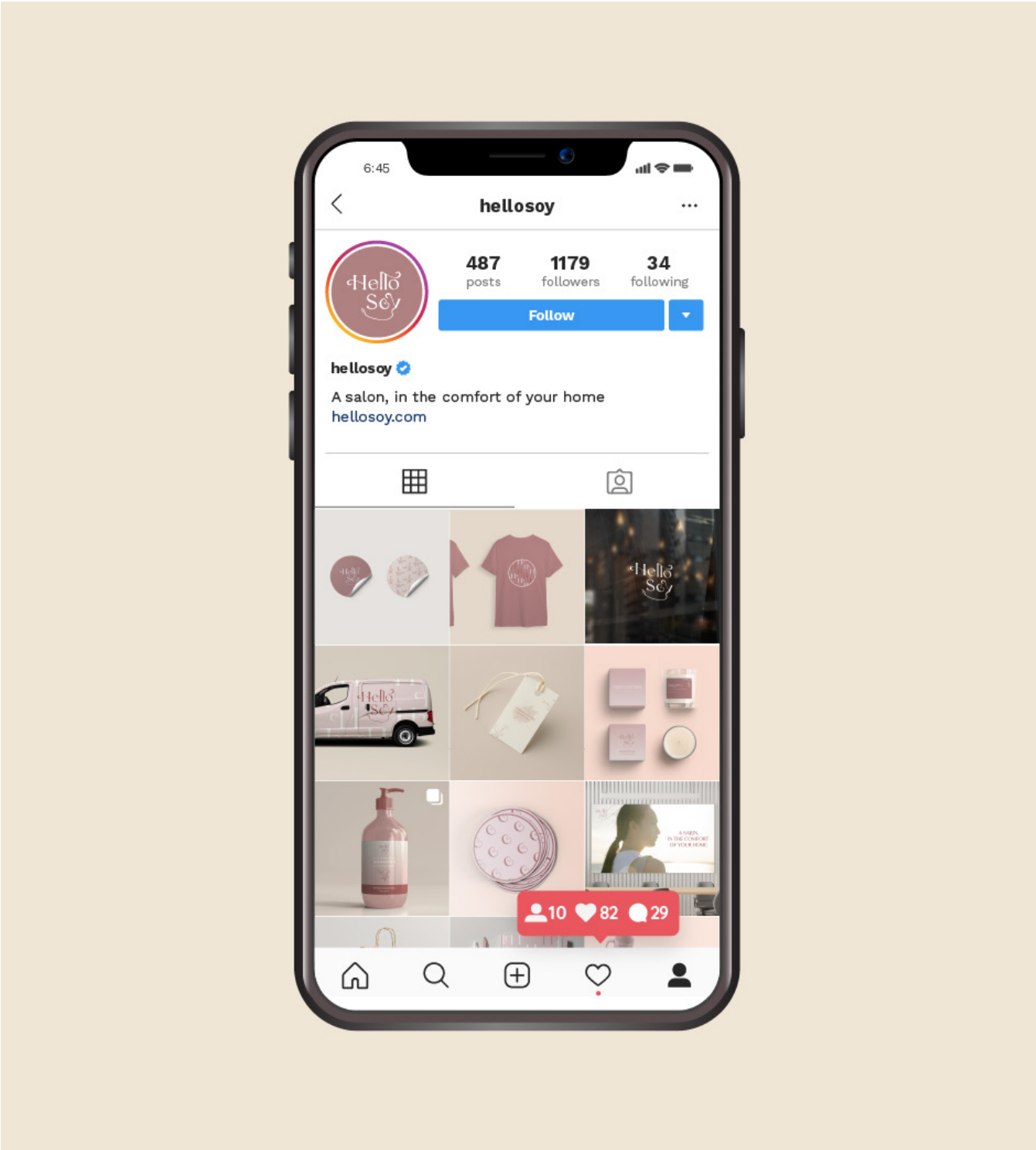


Shop Signage

Instagram (Digital Advertising)



176 px x 378 px



TV Screen (Digital Advertising)

this will be placed in the city center for promotional material



5021 px x 2798 px



Brand Guidelines

Minimum Size



100mm x 100mm



45mm x 45mm



The minimum clear space needed surrounding the logo is the width of the one letter “e” from its logo for all sides. The size of the “e” should be directly proportional to the size of the letter e being used in the logo.

Logo Usage

Listed below are all the incorrect usages of the logo.
Do not attempt any of the following:



Do not distort or warp logo



Do not adjust logo's stroke or element size



Do not flip the logo



Do not rotate the logo



Do not alter logo's colour



Do not rearrange logo's position

Logo Usage

DONT's



Do not use similar coloured backgrounds with the logo as it'll be unreadable



Do not use random shapes if being used in brand applications

DO's



Instead, use a white background or the white version of the logo.



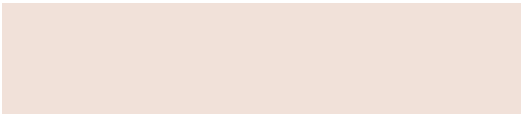
Instead, use the circle shape version of the logo

Colours



Hello Soy is a one-coloured logo, muted neutral pink. The colours reflect the brand values, which are organic, natural, and modern.

There will be three other pink's colours that will be used in the brand applications.

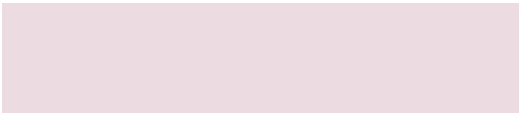


Hex: #f1e1d9
RGB: 241, 225, 217
CMYK: 4%, 11%, 11%, 0%

Main Colour



Hex: #af8181
RGB: 175, 129, 129
CMYK: 31%, 52%, 41%, 3%



Hex: #ecdbe0
RGB: 236, 219, 224
CMYK: 5%, 13%, 5%, 0%



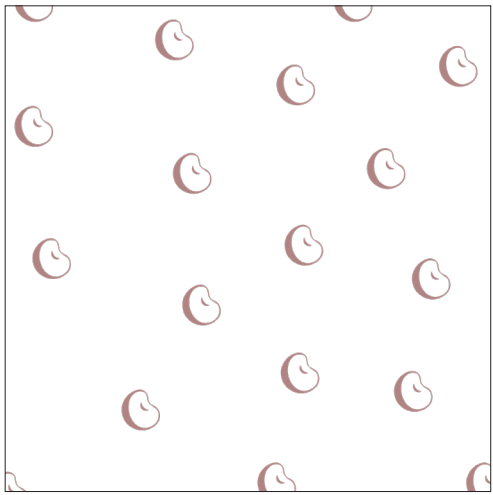
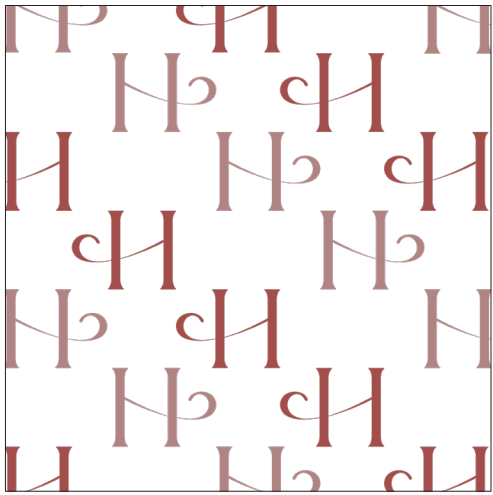
Hex: #a14d4b
RGB: 161, 77, 75
CMYK: 28%, 78%, 66%, 16%

Colours



In situations where coloured printing is not permitted, the logo is available in black and white, or inversed black and white.

Patterns & Illustrations



These 3 patterns that are chosen from the tote bag will be represented under the brand's identity.

References

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