BRAND IDENTITY GUIDELINES

vyne

SIP THE GARDEN

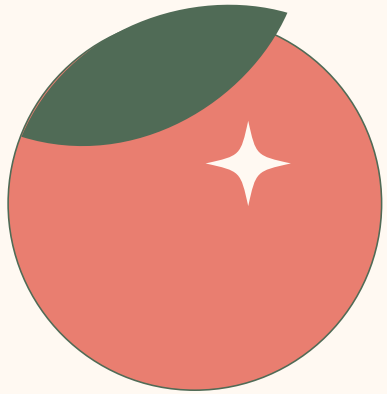
A contemporary identity for a sparkling botanical drink.

Fresh by nature. Expressive by design.



CONCEPT BRAND IDENTITY / 2026 / EFOSA AIGBEDION

Fresh. Expressive. Unhurried.



POSITIONING

For the modern, flavour-curious consumer, Vyne is a sparkling botanical drink that turns ordinary pauses into refreshing little rituals. With garden-inspired cues, expressive colour and contemporary design, Vyne makes botanical refreshment feel joyful, social and considered.

BRAND PROMISE

A little garden. A little sparkle. A better everyday pause.

BRAND PERSONALITY

Naturally vibrant
Fresh, lively, sensory.

Quietly premium
Considered, not formal.

Playfully social
Warm, witty, inviting.

AUDIENCE

Design-conscious, flavour-curious people who want everyday refreshment to feel like a small occasion.

TONE OF VOICE

SENSORY
"*A little citrus. A lot of sparkle.*"

WARM
"*Make room for a refreshing pause.*"

PLAYFUL
"*Your afternoon called. It wants bubbles.*"

ASSURED
"*Botanical refreshment, beautifully considered.*"

Avoid forced slang, exaggerated wellness promises and unverified product claims.

A signature with a little spark.

PRIMARY COMBINATION MARK

vyne

SIP THE GARDEN

The primary identity pairs a lowercase serif wordmark with a botanical-spark emblem: a growing vine, two leaves and a bubble of light. Use the wordmark alone when space is tight; use the icon alone for small touchpoints.

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WORDMARK ONLY

vyne

REVERSED

ICON ONLY

CLEAR SPACE & MINIMUM SIZE



Keep clear space of 1x on every side, where x is the height of the lowercase “v”. Minimums: wordmark 20 mm / 80 px, combination mark 30 mm / 120 px, icon 5 mm / 20 px.

DO

- Keep proportions
- Use approved colourways
- Check contrast

DON’T



Stretch



Rotate



Add shadows



Busy imagery

A garden in warm afternoon light.

Core colours balance warmth, botanical credibility and a controlled pop of energy. CMYK values are conversion starting points; proof with the printer and substrate.

Soft Peach
#F7E2D4

Primary canvas, packaging fields, lifestyle backgrounds.

RGB 247, 226, 212
CMYK 0, 9, 14, 3

Garden Sage
#506B56

Logo, headline colour, core brand recognition.

RGB 80, 107, 86
CMYK 25, 0, 20, 58

Living Coral
#E97E70

Flavour accents, highlights and calls to action.

RGB 233, 126, 112
CMYK 0, 46, 52, 9

Mist Sage
#DCE4D2

Secondary panels, info cards and patterns.

RGB 220, 228, 210
CMYK 4, 0, 8, 11

Garden Cream
#FFF9F2

Whitespace, photography sets, long-form layouts.

RGB 255, 249, 242
CMYK 0, 2, 5, 0

Deep Herb
#293B32

Small text, ingredient info, functional contrast.

RGB 41, 59, 50
CMYK 31, 0, 15, 77

PROPORTION OF USE



Cream and Peach lead. Sage anchors. Coral is the spark: never more than about 10% of any layout.

Editorial warmth meets everyday clarity.

DISPLAY / LORA

Sip the garden.

A brighter kind of pause.

Aa Bb Cc Dd Ee Ff Gg Hh 0123456789

FUNCTIONAL / POPPINS

SPARKLING BOTANICALS

A fresh, sparkling pause inspired by the garden. Poppins for body copy, labels and interfaces.

Aa Bb Cc Dd Ee 0123456789

TYPE HIERARCHY

STYLE	DIGITAL	PRINT	USE
Hero / Lora 600	56–72 px	36–48 pt	Campaign headline
H1 / Lora 600	40–48 px	28–36 pt	Page or section title
H2 / Lora 500	30–36 px	22–28 pt	Secondary headline
H3 / Poppins 500	20–24 px	14–18 pt	Subheading
Body / Poppins 400	16–18 px	10–12 pt	Reading text
Caption / Poppins 400	12–14 px	8–10 pt	Labels, captions

Both fonts are free on Google Fonts. Line height 1.0–1.15 for display headlines, 1.4–1.6 for body copy.

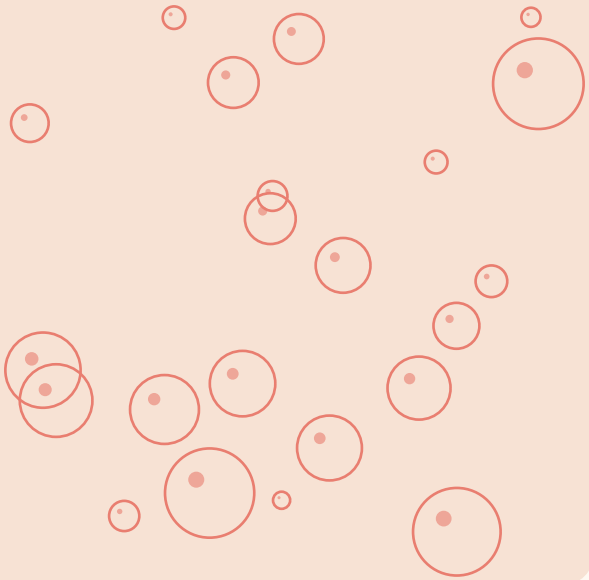
Keep the garden abstract.

Suggest leaves, bubbles and movement without illustrating nature literally. Use a small set of repeatable devices and give them room to breathe.

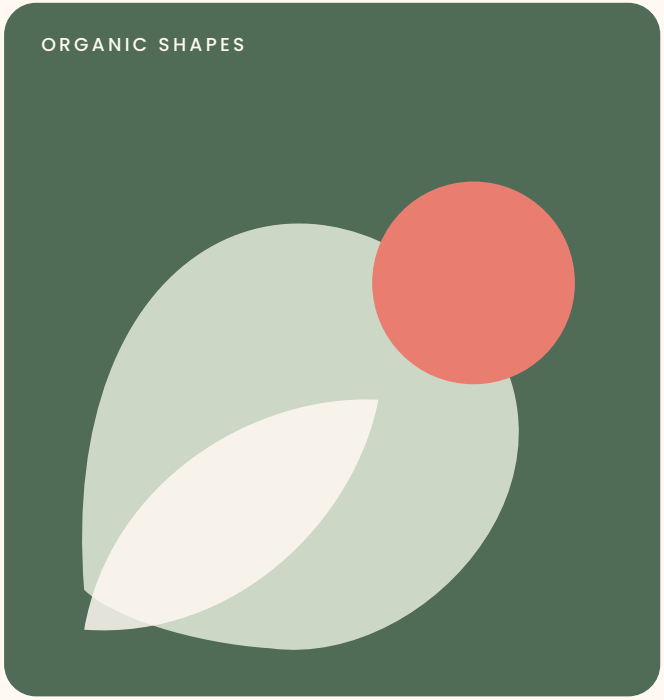
BOTANICAL SPARK



BUBBLE MOTIF



ORGANIC SHAPES

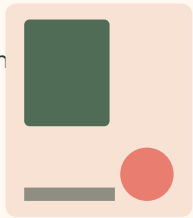


PHOTOGRAPHY

Directional daylight, tactile surfaces, real botanical details, believable condensation and close crops. The product is the hero; props support the story.

LAYOUT

Generous negative space, asymmetrical composition, confiden scale shifts and a stable margin system. Never fill every corner with leaves, bubbles or copy.



Avoid stock leaf icons, heavy gradients, fake eco badges and effects that compete with the product.

A can with shelf presence.

The can is the most important physical touchpoint: recognisable at a distance, clear in a hand, legible in a social photo. Brand first, flavour second, descriptor third.



PEACH & BASIL



CUCUMBER & SAGE



BLOOD ORANGE & THYME



6-PACK CARRIER

FRONT OF PACK

Large wordmark, one colour cue per flavour, descriptor third.

SIDE / BACK PANEL

Reserve space for ingredients, nutrition, volume, producer and local regulatory text. Never invent claims.

MULTIPACK

Wordmark as hero, repeated flavour cues, practical carrier readable from every angle.

Concept mockups are visualisations only. Confirm can size, print tolerances and regulatory requirements before production.

One system. Many moments.

01 / EDITORIAL POST 1080 x 1080



02 / STORY 1080 x 1920



03 / FLAVOUR CAROUSEL 4-5 SLIDES



01 HOOK 02 FLAVOUR 03 CLOSE

TEMPLATE RULES

Logo in a fixed spot per template family. One message per design. Generous margins, coral as an accent only, product at 40–60% of the canvas, clear contrast on every background.

Story beats: tease, reveal, action. Use gentle fades or slow upward movement.

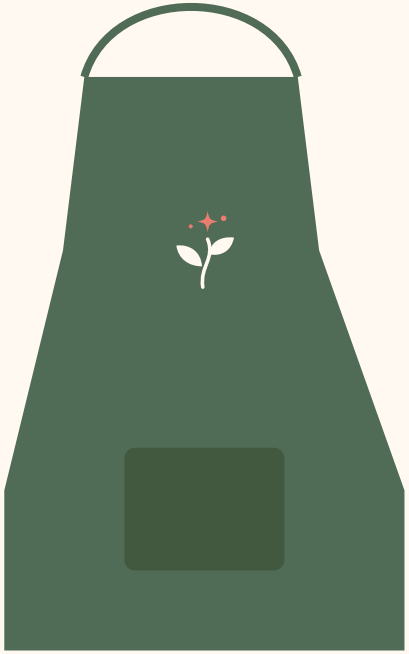
Carousel: hook, flavour one, flavour two, flavour three, close. Keep the same type hierarchy across slides.

Test every template at phone size before it ships.

Designed to live beyond the screen.



TOTE
Natural cotton, one-colour sage print.



APRON / UNIFORM
Sage apron, cream shirt, small emblem.



SIGNAGE
Large, high-contrast, wordmark first.



SHELF / CAMPAIGN

Art direction: soft directional sun / warm neutral surfaces / believable materials / close-ups beside hero shots / one visual idea per frame.

Fresh by nature.
Expressive by design.

BEFORE APPROVAL

- Logo proportions and clear space checked
- Colour contrast checked on every background
- Typography consistent across channels
- Product information verified
- Print proof and pack dimensions checked
- Social templates tested at phone size

ASSET HANDOVER

- Primary combination mark: SVG / PDF
- Wordmark-only and icon: SVG / PNG
- Reversed and monochrome versions
- Colour swatches and type specifications
- Editable social templates
- Final guideline PDF

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SIP THE GARDEN

Vyne is a fictional concept brand. Final logo artwork, formulation, ingredient statements, packaging engineering and regulatory review are separate production steps.