

Jaaaaaaaaaiyee

# Brand Guideline

Jaiyé

# 1. Overview



Jaaiye is here to make social experiences easy and stress free. We remove the hassle from planning, coordinating, and booking hangouts or events, so you can focus on enjoying the moment. Our vision is to become the go-to platform for simple, effortless social planning — helping people connect to the experiences that truly matter. We're on a mission to empower users to create, share, and follow through with social plans in one place. With Jaaiye, scheduling, payments, and bookings all happen seamlessly.

Meaning of Jaaiye

Enjoy life

Morphology

jẹ-aiyé

Gloss

jẹ - enjoy, eat

aiyé - life, earth, world

Jaaaaaaaaaiyee

## 2. The Logo



On White

Jaiyé

On Blue

Jaiyé

On Purple

Jaiyé

On Orange

Jaiyé

On Black

Jaiyé

Wordmark



**Jaiyé**

Iconmark



Safezone



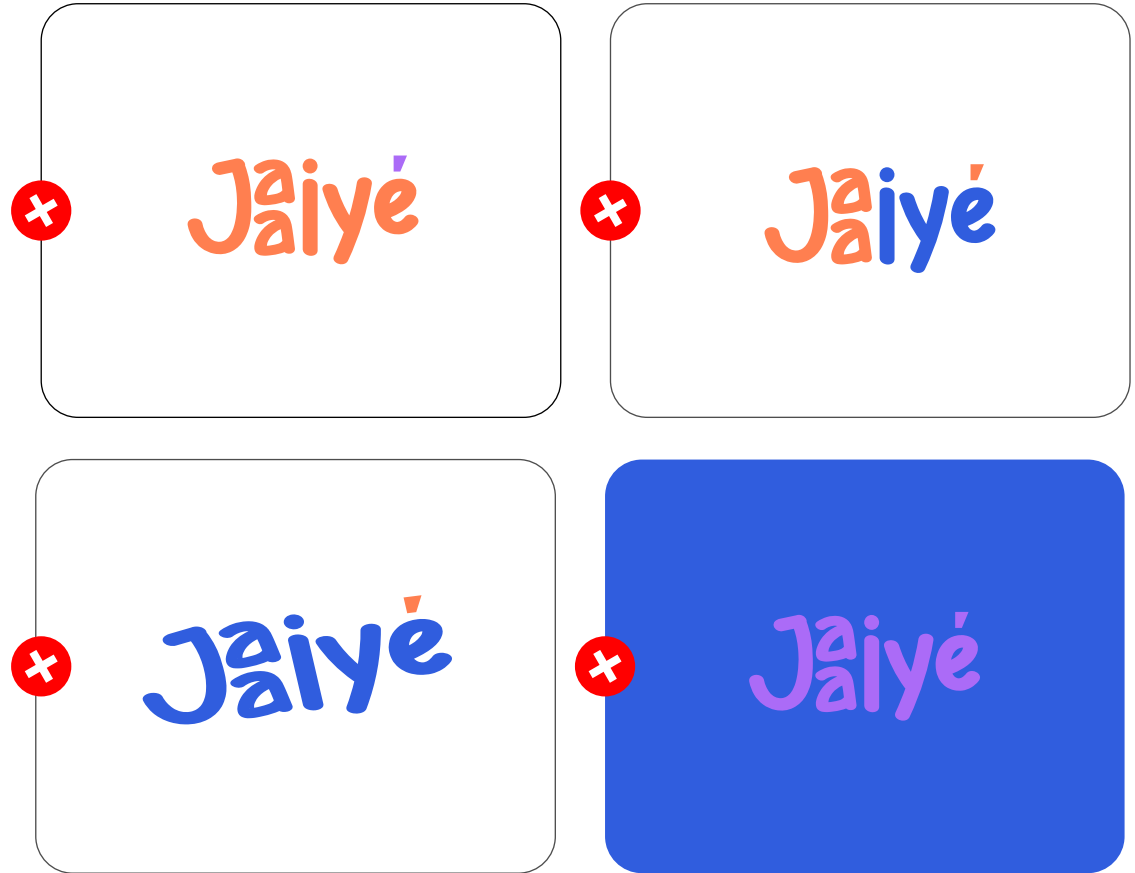
# Logo Usage

## The Do's

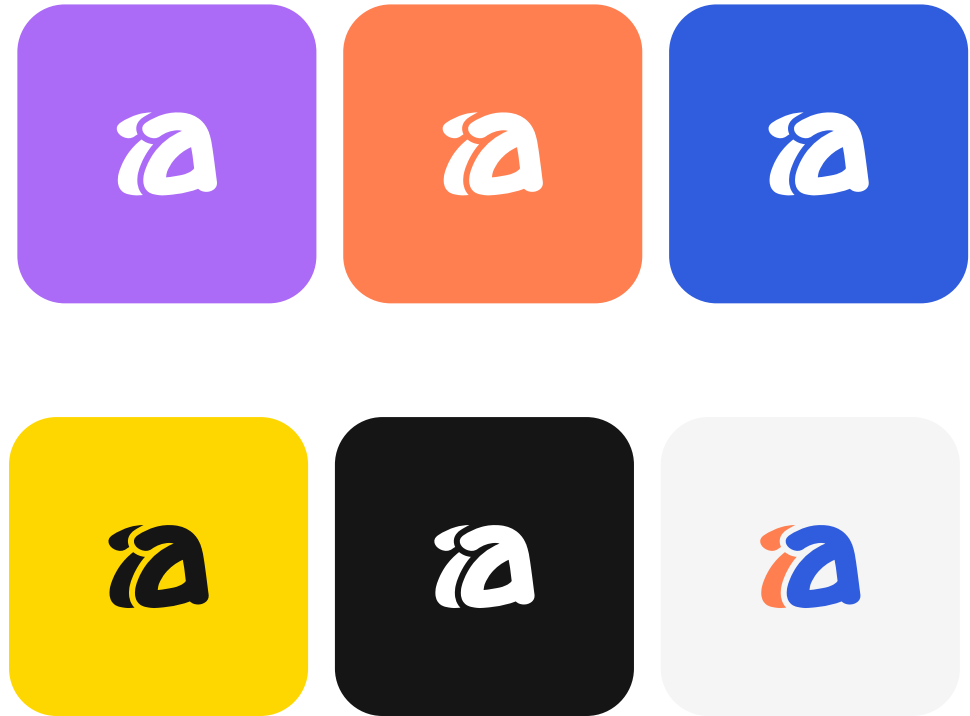


# Logo Usage

## The Don'ts



# Iconography





Jaaaaaaaaaiyee

### 3. Typography



Primary

Mc Donuts

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOo PpQqRrSsTtUuVv  
WwXxYyZz

Secondary

# Helvetica

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOo PpQqRrSsTtUuVv  
WwXxYyZz

Teritary

# Instrument Sans

AaBbCcDdEeFfGgHhIiJjKkLl  
MmNnOo PpQqRrSsTtUuVv  
WwXxYyZz

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## 4. Brand Colors



#AB6BF7

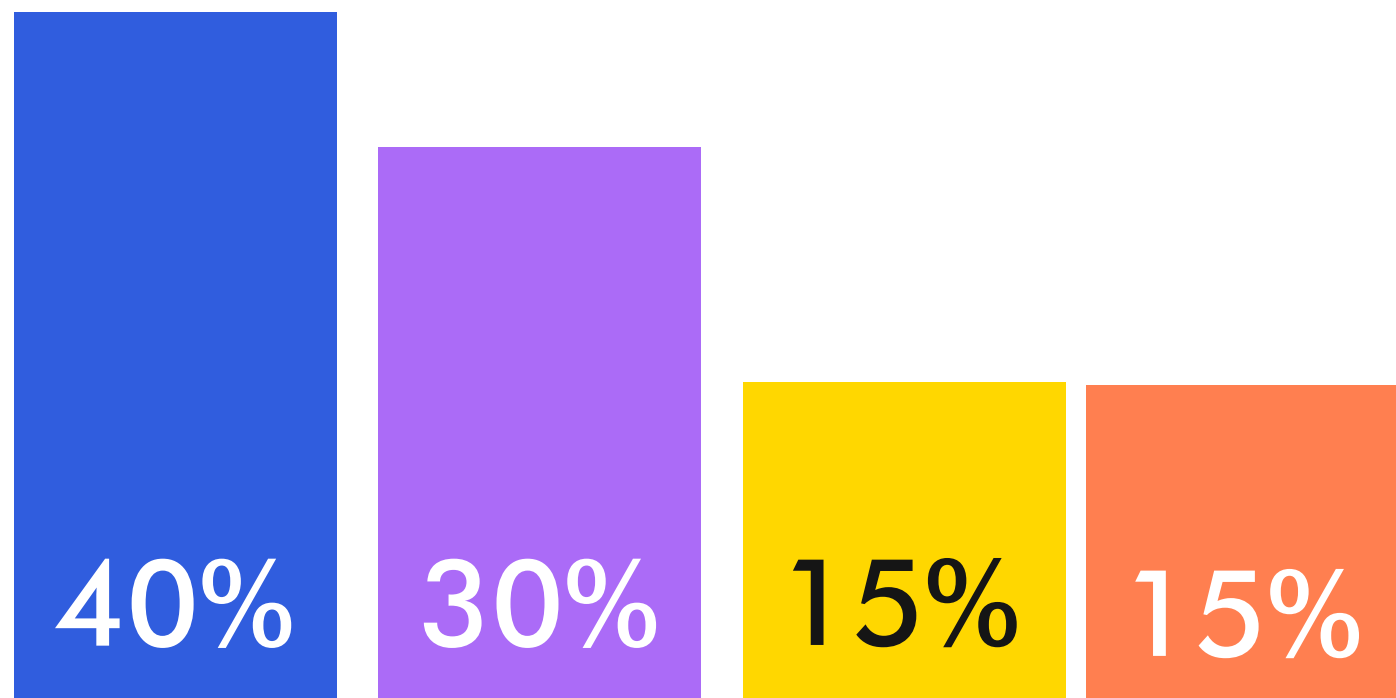
#FF7F50

#305DDE

#151515

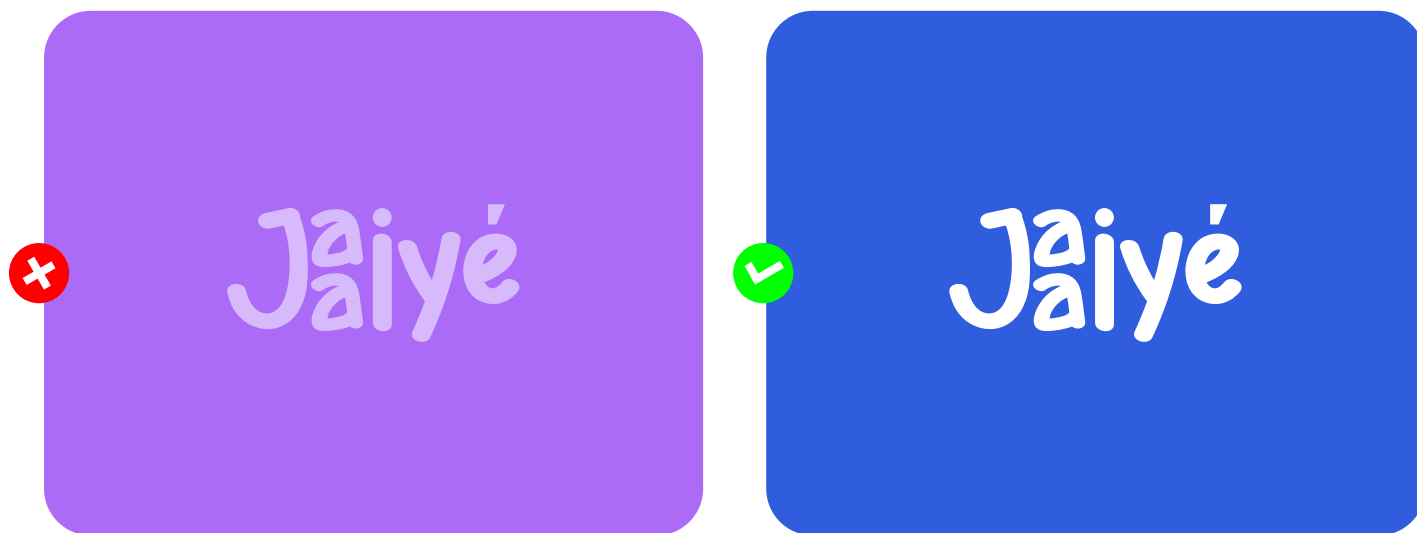
#FFD700

## Color Usage



# Color Usage

When using the logo, Sure that the background and logo have good contrast. It's essential to help maintain consistency across all visual materials



# Gradient



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## 5. Brand Elements



# Images



## Patterns



## 6. Applications

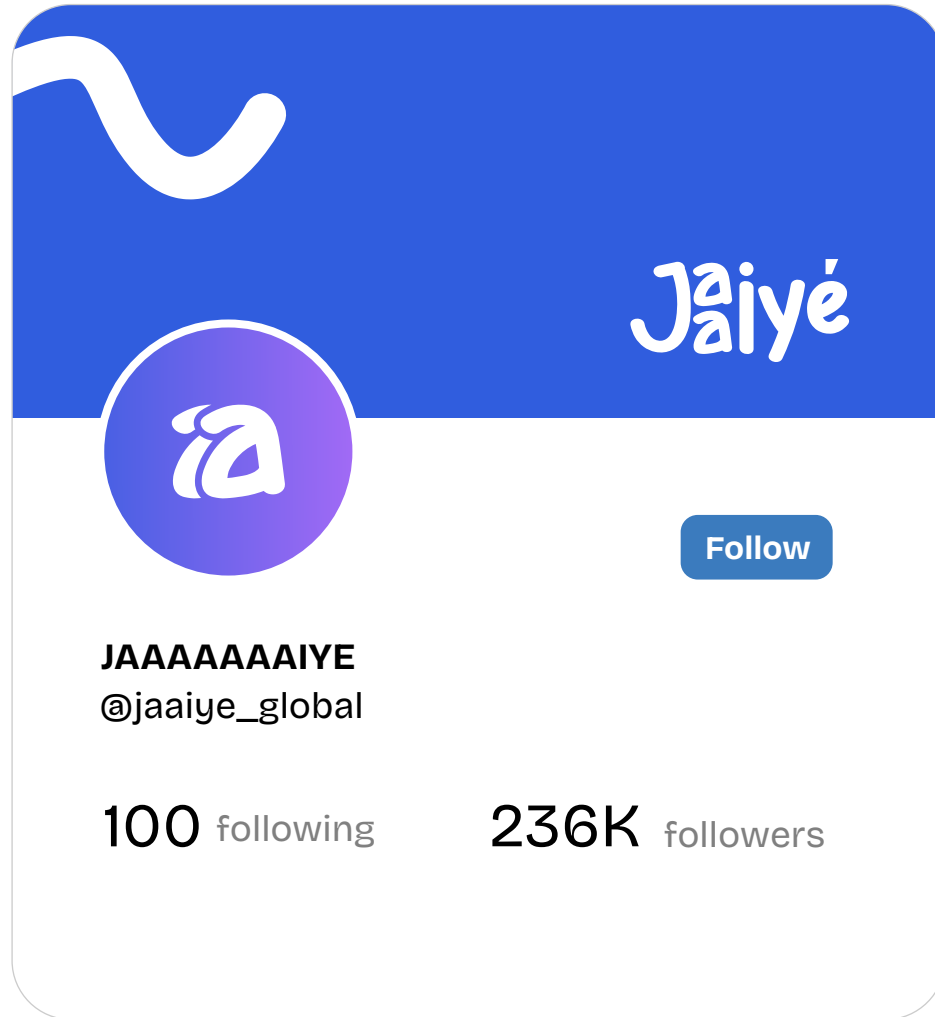







Jaiyé





A digital profile card for 'Jaiyé'. The top half has a blue background with a white wavy line on the left and the name 'Jaiyé' in white script on the right. Below the blue section is a white section containing a circular profile picture with a purple-to-blue gradient and a white 'ja' logo. To the right of the profile picture is a blue 'Follow' button. Below the profile picture, the name 'JAAAAAAIYE' and handle '@jaaiye\_global' are displayed. At the bottom, it shows '100 following' and '236K followers'.

**Jaiyé**



**Follow**

**JAAAAAAIYE**  
@jaaiye\_global

100 following      236K followers





Jaaaaaaaaaiyee

