

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

The wordmark "Jaiyé" is rendered in a bold, black, sans-serif font. The letters are slightly rounded and have a dynamic, handwritten feel. Above the text, a thin, black, curved line forms a horizontal bracket that spans the width of the word "Jaiyé".

Iconmark



Safezone



Jaiyé

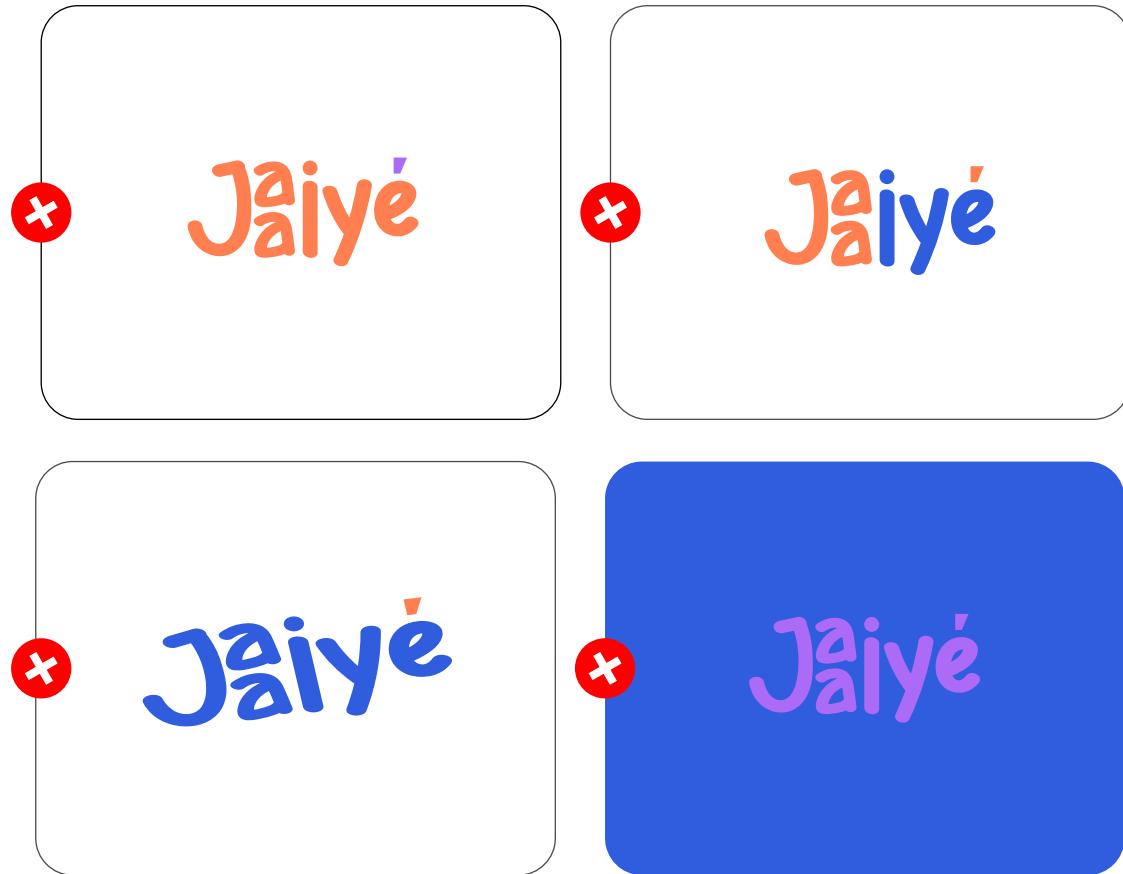
Logo Usage

The Do's



Logo Usage

The Don'ts



Iconography





Jaaaaaaaaaiyee

3. Typography

Primary

Mc Donuts

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

Secondary

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOo PpQqRrSsTtUuVv
WwXxYyZz

Teritary

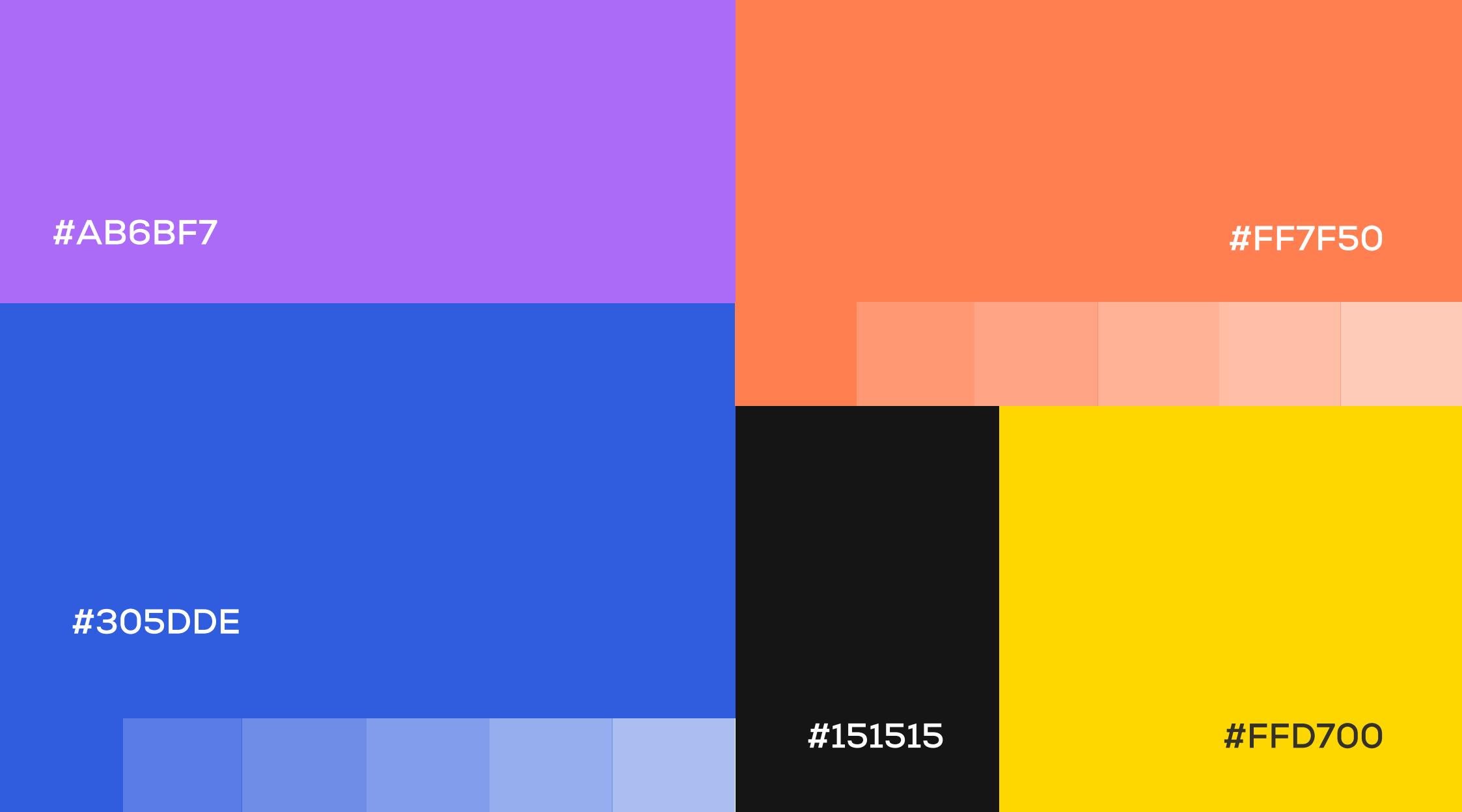
Instrument Sans

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOo PpQqRrSsTtUuVv
WwXxYyZz

Jaaaaaaaaaiyee

4. Brand Colors





#AB6BF7

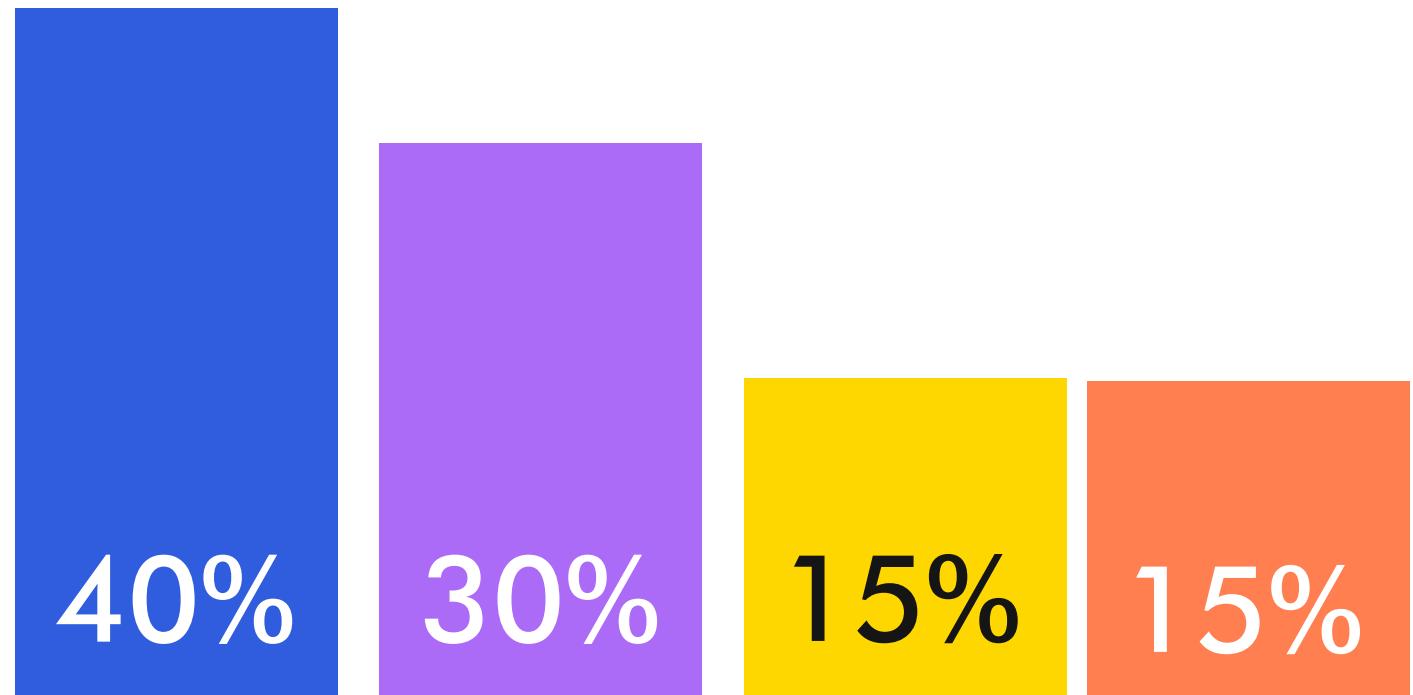
#FF7F50

#305DDE

#151515

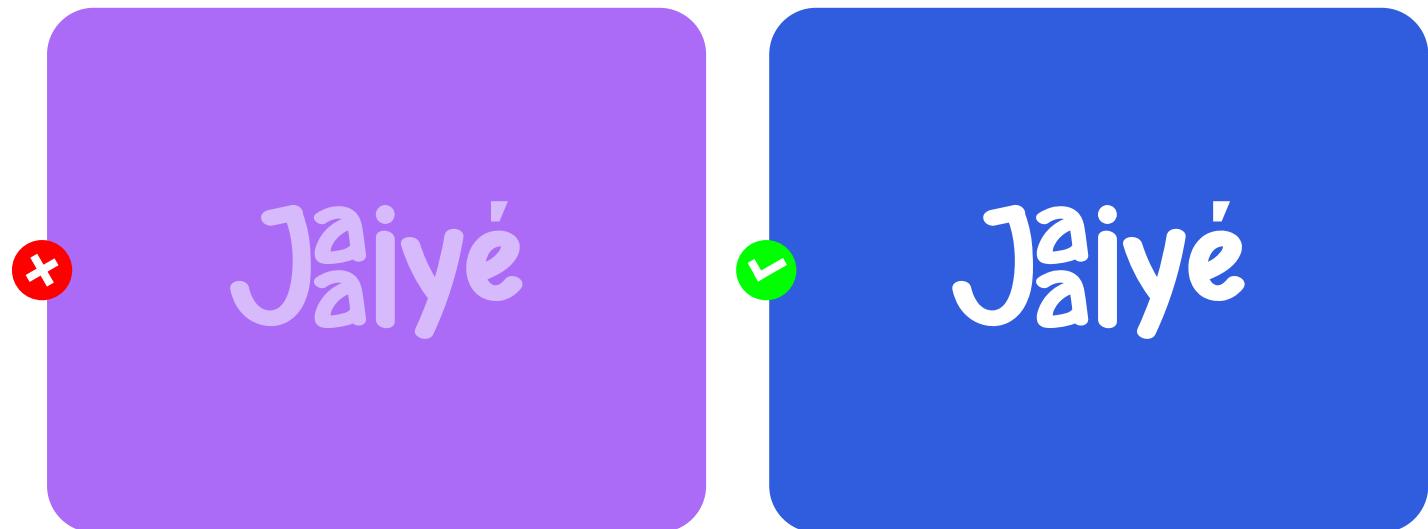
#FFD700

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



Jaaaaaaaaaiyee

5. Brand Elements



Images



Patterns

6. Applications

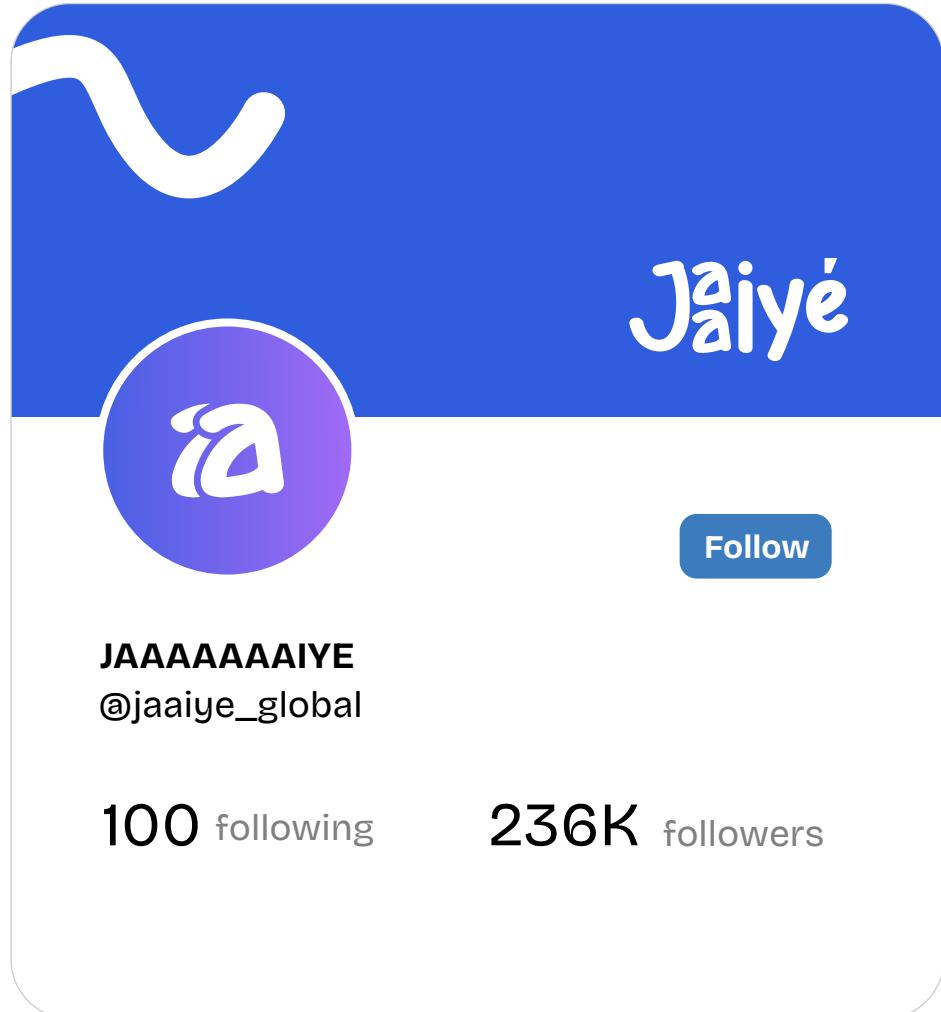






Jaïyé







Jaaaaaaaaaiyee

