

Ai Bao Brand Kit

This brand kit will assist Ai Bao so they can stay consistent with promotions and networking within advertising and digital marketing for the media and social media.

Canva Link:

https://www.canva.com/design/DAGkSL79BbA/1yCDcKEP_VhchwOq7o7wJvQ/edit?utm_content=DAGkSL79BbA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Overall Brand voice/messaging for Ai Bao Noodles and Tea:

From inspiration based on their brand values and mission, I concluded that customers should feel:

- Welcomed: Stepping into a favorite cozy, comfortable hangout spot to enjoy food.
- Playful: Fun and curious, ready to try new flavors in every sip and bite.
- Inspired: Beautiful presentations of modern Asian food and drink comfort foods.
- Comforted: Warm and fresh food, refreshing tea, delicious coffees and boba, good energy, thoughtful and kind service.

Brand Mood: Youthful, Cozy, Playful,

A place that feels fun but intentional

- Trendy, warm, and aesthetic
- Instagrammable but still comforting and familiar
- Welcoming to both a solo student with a laptop and a group of friends catching up

What's Included in my given Brand Kit:

- Logo
- Type Font
- Color Palette
- Media Kit
- Imagery
- Brand Voice and Messaging

Logos

Mascots or Character Imagery:

The brand mascot is currently a cute bao bun (which is adorable and doesn't need any fixing)

Issue: They only had ONE logo (their primary logo), whereas many companies and businesses have multiple variants of their primary logo to help with advertising and digital marketing, such as signage, menus, websites, ads, social posts, merchandise, and more.

How I Resolved It:

I created a Secondary Logo based on their primary logo, as well as a Submark logo. For the Secondary Logo, I just removed the main circle they have around the brand title and the brand mascot. For the Submark logo, I removed all text and just have their mascot.

Primary Logo: Circle, Brand Title, Mascot

Secondary Logo: Brand Title, Mascot

Submark Logo: Mascot

Additional Logos: I also provided Ai bao with different variants of their Primary Logo, Secondary Logo, and Submark Logo, just to display my ideas without changing their original logo and playing around with different color pairings and designs.

Color Palette

Their current brand colors are the following off white-yellow, warm tone yellow, brown, and white. I decided to stick with these similar colors but broaden them for better advertising and digital marketing content.

Issue: They only had three colors that seemed a bit random if not used correctly, or if you don't have other colors to pair these with.

How I Resolved it: I chose to use a warm, earthy palette with rich browns, caramels, yellows, creams, and tans to invoke playful happiness and calm emotions. Since the business is family-owned, we would want customers to feel comfortable, cozy, and relaxed, so these colors invoke that. The colors also match the colors of food and drink that are served, such as teas and milks, dumplings and bao bun dough, noodles, and tapioca pearls (boba/bubble tea), fruits like mango and brown sugar.

Complementary & Accent Colors:

I also added other colors that are more pop that can represent more colorful foods and drinks, such as greens for matcha, taro for purple.

I provided codes for each color: HEX, RGB, and CMYK.

Typography (Type Fonts)

For their brand fonts, I liked how their logo font is round and bubbly, and decided to continue with that for advertising and digital marketing purposes. I wanted to keep the playful and comfort vibe that our audiences will feel with the color palette. I chose Simple, clean, sans-serif fonts for descriptions and captions for clear reading.

I have Ai Bao Noodles and Tea, various options for type fonts for them to play around with, but these are the main ones I selected for all the content I made:

TITLE: Wedges

SUBTITLE: Genty Sans

HEADING: Borsok

SUBHEADING: Genty Sans

SECTION HEADER: Red Hat Display

BODY: League Spartan

Emotional Associations:

With their revised brand kit, Customers should feel:

- Welcomed: like stepping into a favorite cozy hangout
- Playful: fun, curious, and ready to try new things
- Inspired: beautiful presentations and modern Asian comfort food
- Comforted: warm food, good energy, and thoughtful service