



DESERT JOOL

Brand Book

About the Brand

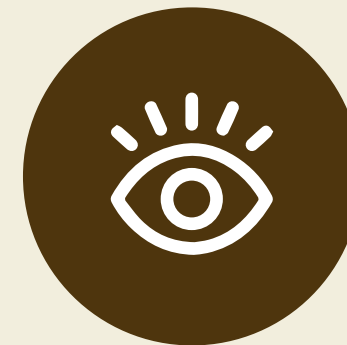
Desert Jool was founded as our founder saw that healthy snack was the need of the market, the need of the market that can provide energy in the middle of the day. There weren't many options available in the market. So, he thought to introduce middle eastern delight as a healthy snack which was something new in the U.S market.





MISSION

To entice consumers to eat healthier by offering a superior quality of fresh and organic dates, whilst striving for cooperation between consumers and suppliers.



VISION

Our vision is to be a world-class provider of innovative and sustainable fresh dates products that meet or exceed our customers' expectations.

TARGET AUDIENCE

Geographic

California, Nevada, Arizona, Texas,
Louisiana, and Florida

Demographic

Age Groups: 18–45

Sex: Male & Females

Interests: Muslim, Ramadan, Health,
Religion, Deserts, Eid

Psychological

Taste

Brand Name and Reputation

Value for Money

Strong Local Identity

Health Conscious

Islam

Antioxidants

Fasting

COMPANY VALUES



Quality

We advance our quality standard through continuous improvement and promoting best agriculture practices.



People

We are committed to treating our employees, customers, and suppliers with dignity, fairness, and respect and hold ourselves to that standard in all aspects of our business.



Sustainability

Protecting the environmental, human, and fiscal sustainability of our business drives every decision we make.



Customer-Centric

Customer service and satisfaction are what drive our business. We are dedicated to being there when our customers need us most and work to meet or exceed customer expectations through providing the highest quality product, reliable delivery, innovative solutions, and a fair deal every time.

LOGO

Concept, Variations and Usage.

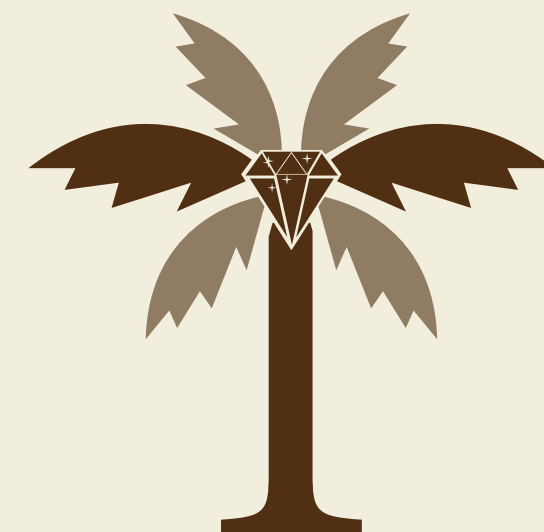


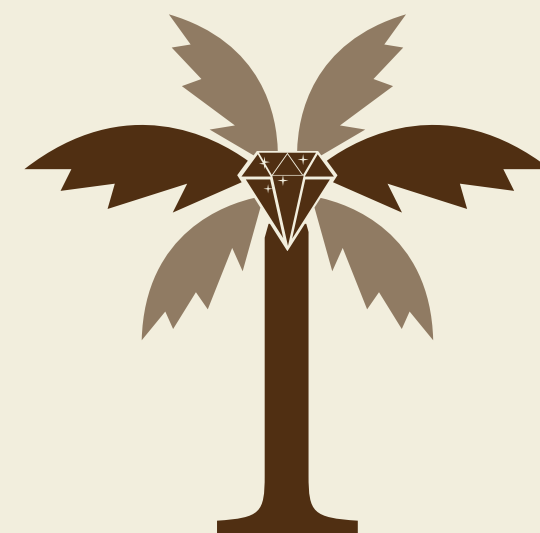
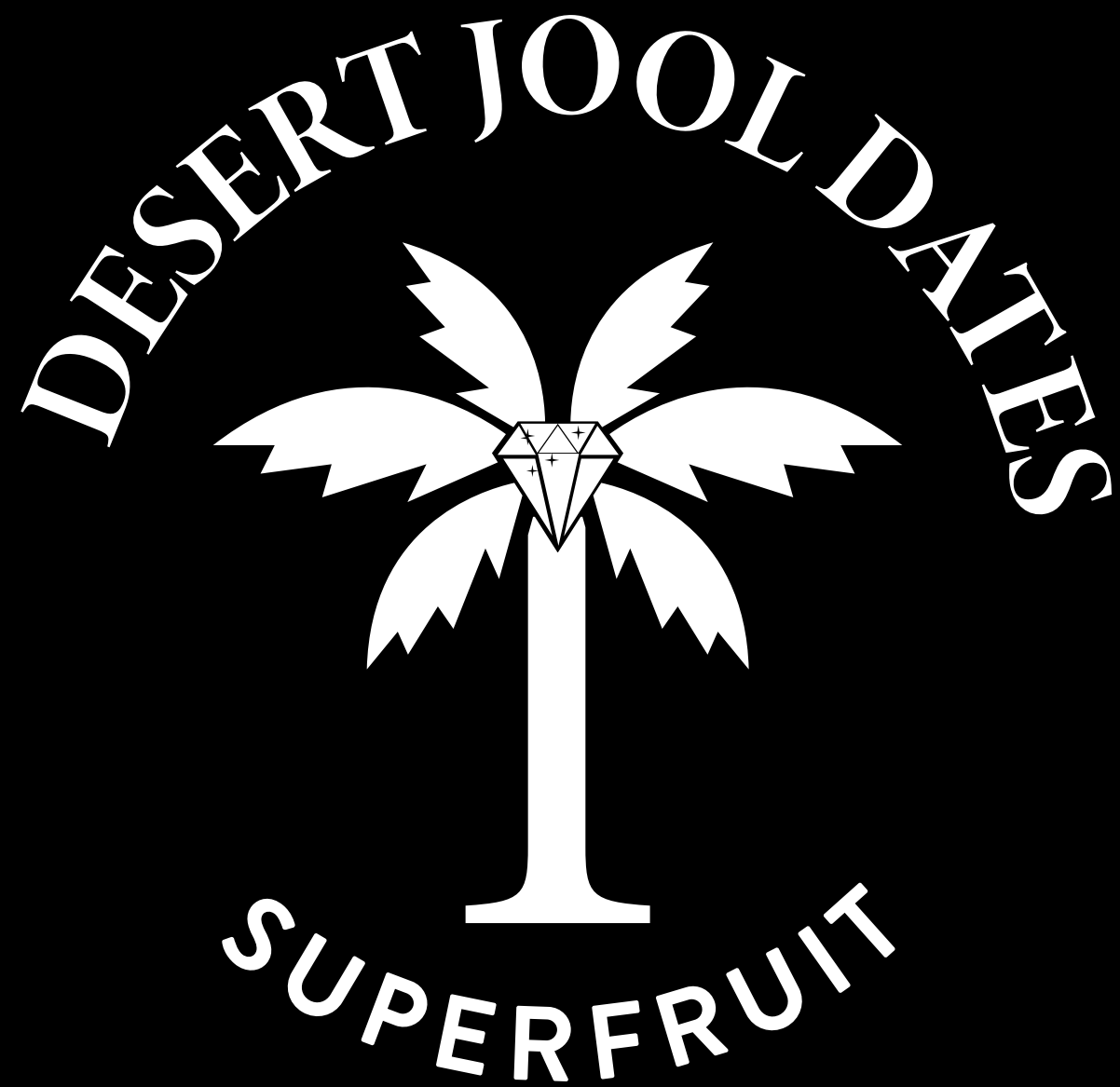


ABOUT THE LOGO

With the goal of introducing dates as a superfruit, we created a logo that would quickly project this message. Further, the best dates are produced in the deserts and the palm tree used in place of "T" depicts that palm trees produce diamonds in the shape of Dates.











INCORRECT USAGE OF THE LOGO



Don't alter the proportions
of the logo



Do not rotate the
orientation of the logo



Don't change the colors of
the texture of the logo



BRANDMARK



Leathery & Caramel-y Snacks that are Hard to Resist



Leathery & Caramel-y Snacks that are Hard to Resist

PRIMARY COLOR SCHEME



#7b9f59

R 123

G 159

B 89

C 56.52%

M 21%

Y 82.24%

K 2.98%



#d5c68d

R 213

G 198

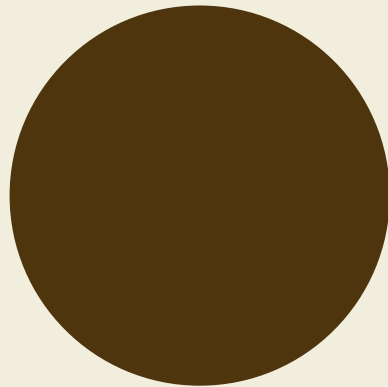
B 141

C 17.77%

M 17.36%

Y 51.72%

K 0%



#4e350d

R 78

G 53

B 13

C 49.08%

M 64.75%

Y 95.26%

K 56.69%



#383319

R 252

G 210

B 36

C 1.85%

M 15.24%

Y 94.34%

K 0%

Psychology of Light Green

Green symbolizes health and new beginnings.

Green is the easiest on the eyes and is used as it relaxes and creates balance in a design.

Psychology of Dark Vanilla

This color provides a stimulus that helps improve communication between people and, this color represents elegance and tranquility.

Psychology of Brown

Brown represents the earth and nature. Like green, we feel reassured and feel safe.

Psychology of Yellow

Yellow is perhaps the most energetic of the warm colors. It makes the viewer feel optimistic and cheerful.

SECONDARY COLOR SCHEME



#7b9f59

C 67.39%

M 41.17%

Y 88%

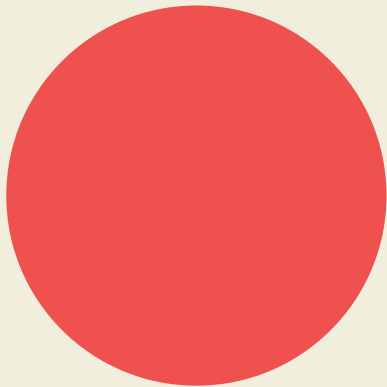
K 31.02%

R 77

G 98

B 55

Psychology of Chalet Green
The color of growth, and nature. Further, it's a calming color also that's very pleasing to the senses.



#ef514e

C 0.1%

M 83.64%

Y 68.53%

K 0.05%

R 239

G 81

B 78

Psychology of Red
Red is one of the most visible colors in the color spectrum (second only to yellow). Its ability to instantly grab people's attention is the reason why it's often used.

TYPOGRAPHY

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

MINION VARIABLE CONCEPT DISPLAY MEDIUM

for Headings & Titles

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

BRANDON GROTESQUE REGULAR, MEDIUM & BOLD

for body text



PHOTOGRAPHY REFERENCES



OTHER DESIGN ELEMENTS

We have created similar elements which are relevant to the desert theme.



COMMUNICATION GUIDELINES

Style, Formatting, Tone, Social Media & Website



LANGUAGE & FORMATTING

Language

The language used throughout will be English (United States).

Formatting

We will use standard formatting of the English Language.

Style

The style would be non-technical and causal which would be easily understandable to the target audience. Further, some Arabic language slang would be used.

Tone

The tone would be logical to help the target audience know the benefits which our products bring with them and is essential for them to use.





SOCIAL MEDIA

Facebook

This is currently the largest platform, with over 2.89 billion monthly active users. It's a great tool for lead generation, and its advertising platform can be highly customized to target specific audiences.

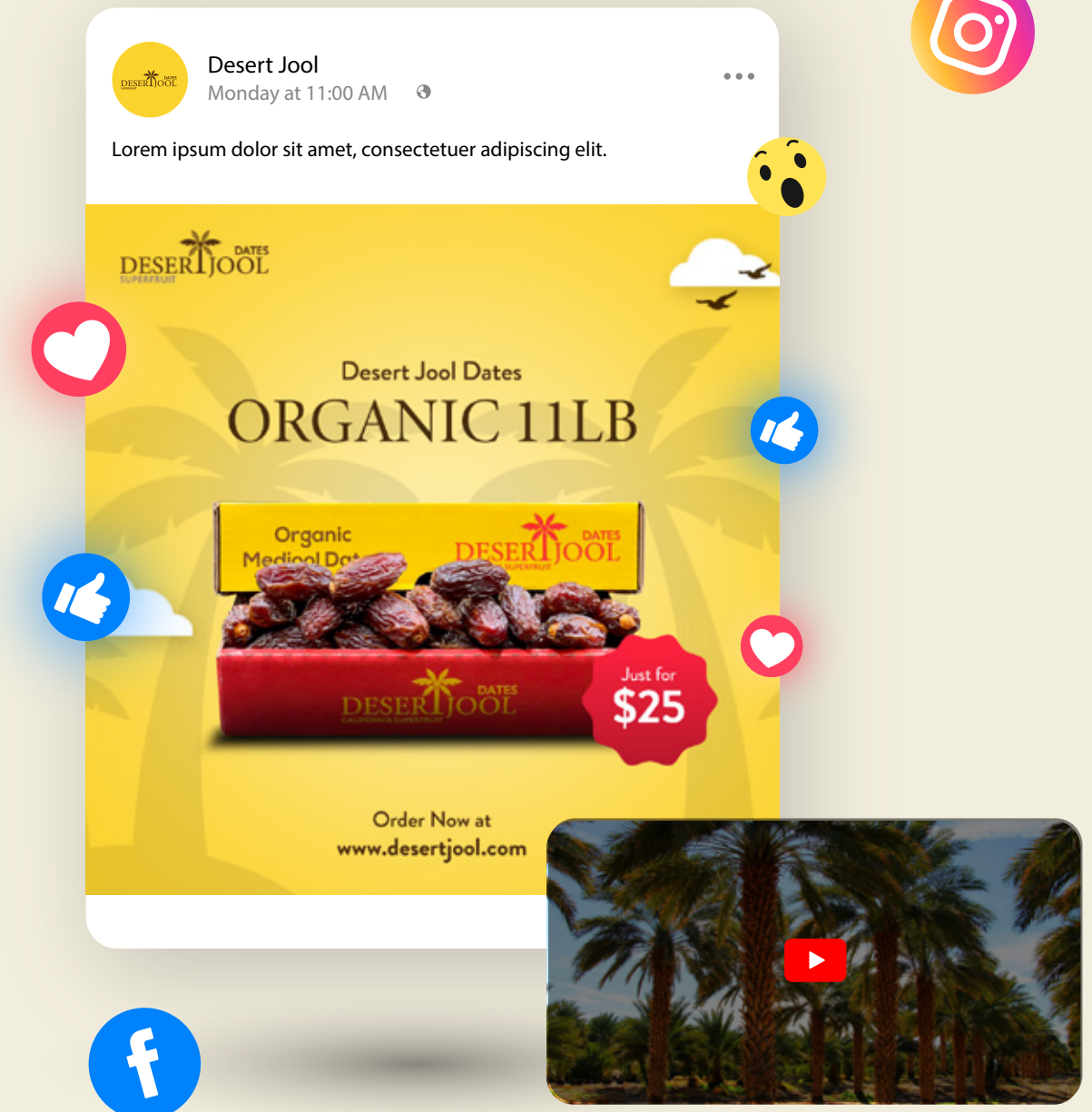
We will use Facebook for building relationships, showing the human side of your business, and turning leads into loyal followers and customers. The content-type would be – benefits of dates, along with user-generated content and interest-driven community groups.

YouTube

The video platform has over 2 billion active users and is watched by 74% of American adults. We will use some creative videos to engage more people and increase brand awareness. We will be posting 2 videos in a month.

Instagram

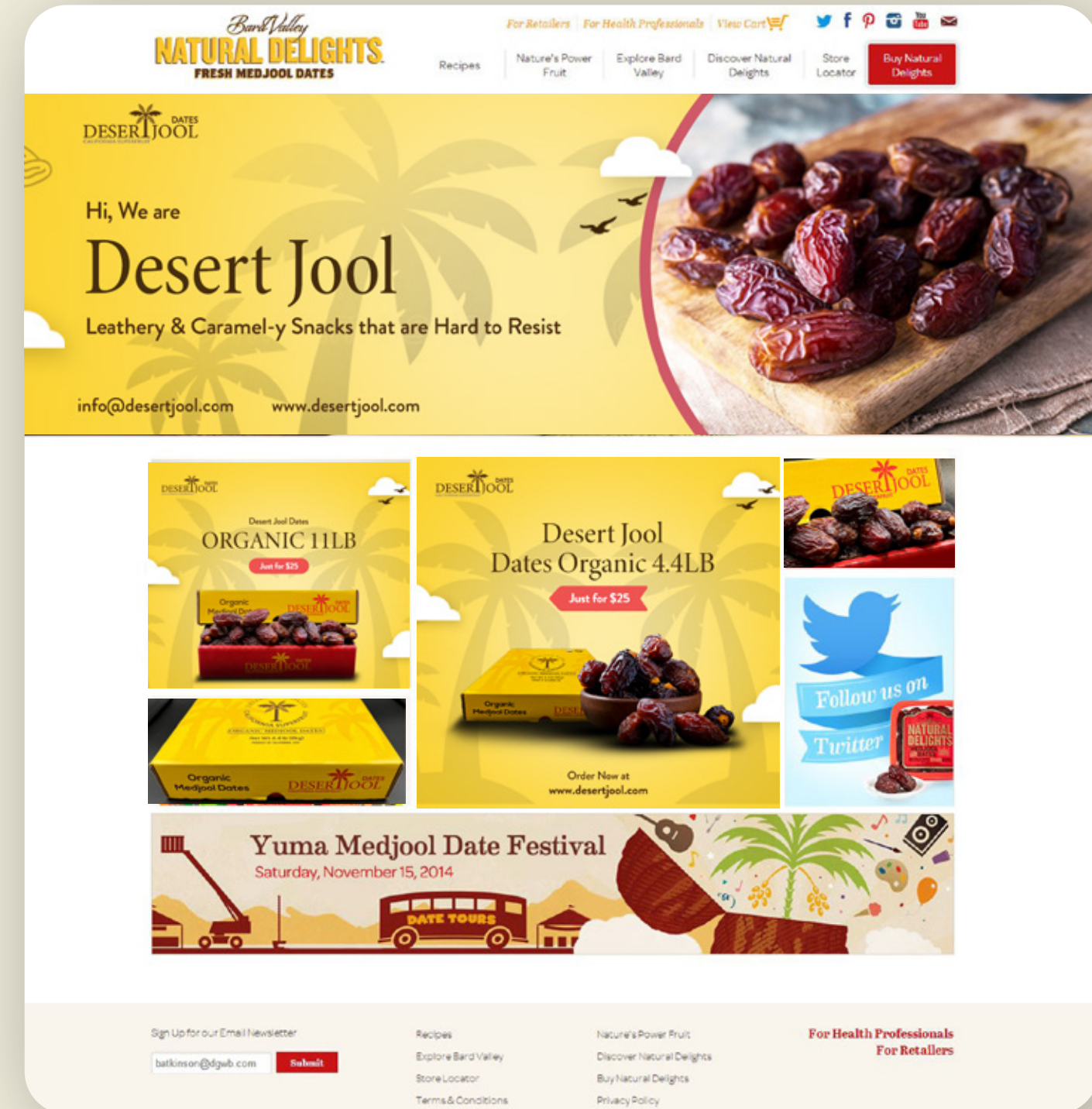
There are 1.2 billion users on Instagram with 500 million of those looking at Instagram Stories daily. It relies on photos or videos for conversation. This means the platform will be useful for generating leads because our reach will be wider.





WEBSITE

The online presence gives us ample opportunities to create connections that lead to growth. Further, it makes it quicker and easier for customers to order anytime which saves their valuable time.





THANK YOU

www.desertjool.com