

# BRAND BOOK

FOR MYLIFEASSUGAR



## BRAND STORY

MyLifeasSugar is established as a personal nursing and lifestyle brand in tandem with its founder's profession as a registered nurse in the United States. This brand stands on its founder's desire to contribute a coaching platform to the nursing community. As a personal brand, its face is the image of the founder, Oluwabukola Akinpelu, a registered nurse, nursing coach and a sailor in the United States Navy. The brand's ambition is driven by a passion for inspiring and making a difference in the lives of present and future nurses.

## CONCEPTUALISATION OF BRAND NAME

The brand name 'MyLifeasSugar' was conceived by merging the conveyance of lifestyle and the alias of its founder, Oluwabukola Akinpelu (Nurse Sugar). It depicts a look into the life of its founder as an individual and a professional, which sums up the entire makeup of the brand.





## BRAND PERSONALITY

MyLifeasSugar's personality is luxurious, educative, inspirational and fun.

## TAGLINE

Becoming a Nurse is easier than you think.  
Keep going...

## BRAND VOICE & TONE

MyLifeasSugar communicates with its target audience using a tone that is helpful, personal and inspiring.

For instance (as gotten from MyLifeasSugar's social media);

*"How to create an effective study schedule and stick to it in nursing school"*- Helpful

*"Dear Nurses and Nursing students, can we normalise taking care of ourselves?"*- Personal

*"Don't stop until you're proud"*- Inspiring





- MY LIFE AS -  
*sugar*



## THE LOGO

The created emblem is from the brand's name MyLifeasSugar. The text "MY LIFE AS" gives a serious yet fun feel to complement "SUGAR" that gives the luxury and lifestyle feel.

These together forms a unique emblem for the brand.

- MY LIFE AS -  
*sugar*

- MY LIFE AS -  
*sugar*

- MY LIFE AS -  
*sugar*

## COLOUR SCHEME

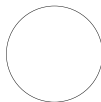
Luxurious, educative, inspirational and fun are the brand's personalities. Integrity, consistency, impact and growth are the brand's values. The colours picked are based on the brand's personalities and values.

### PRIMARY COLOUR



#EF62A4

### NATURAL COLOURS



#FFFFFF



#252525

### ACCENT COLOURS



#17BDAF



#C195DF



#A63470



## PRIMARY FONTS

### JONESY CAPITALS

A B C D E F G

*Lofly Goals*

*Aa Bb Cc Dd Ee Ff Gg*

NewYork

Aa Bb Cc Dd Ee Ff Gg

## SECONDARY FONTS

BEBAS

A B C D E F G

Montserrat

Aa Bb Cc Dd Ee Ff Gg

Eochi Hand

*Aa Bb Cc Dd Ee Ff Gg*

Indie Flower

*Aa Bb Cc Dd Ee Ff Gg*

**To be used for Web, Digital and Printed Materials.**

Not to be used for Documentation purpose (Corporate Documents like Letters, Proposals)

Jonesy Capitals can be used for **Documentation purpose**

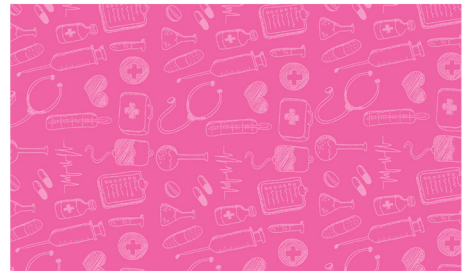
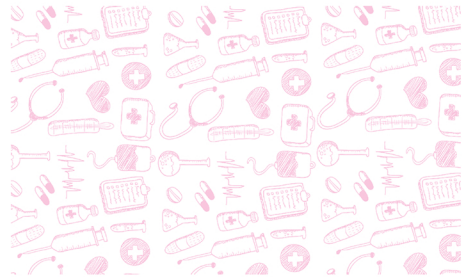
To be used for Graphics, Social Media Contents and Brand Marketing Materials..

Montserrat can be used for **Documentation purpose (Corporate Documents like Letters, Proposals).**

**TYPOGRAPHY**

## PATTERN

Since the brand is targeted towards current and prospective nursing students of all ages, the brand pattern depicts nursing doodles.







BECOMING A

nurse

IS EASIER THAN  
YOU THINK.



nurse



KEEP GOING...



BECOMING A

nurse

IS EASIER THAN  
YOU THINK.



Nurse





KEEP GOING...







BECOMING A

nurse


IS EASIER THAN  
YOU THINK.



 @mylifeasugar..

 @mylifeasugar..

 @mylifeasugar

 Mylifeasugar

MY LIFE AS  
sugar

[www.mylifeasugar.com](http://www.mylifeasugar.com)









Thank  
you!

MY LIFE AS  
sugar  
www.mylifesugar.com

Success is a combination of hard work, determination and perseverance.  
If you fail, don't give up; instead, stand up again and face the challenge;  
the joy will definitely be yours. Good luck.

Thank you for allowing me to be a part of your journey to  
becoming a Nurse.

♡ Nurse sugar

SHARE YOUR JOURNEY WITH US



@mylifesugar1



@mylifesugar



@mylifesugar

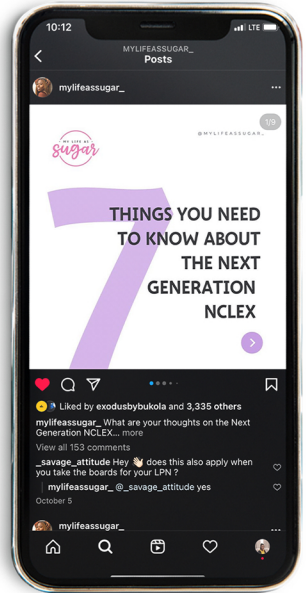
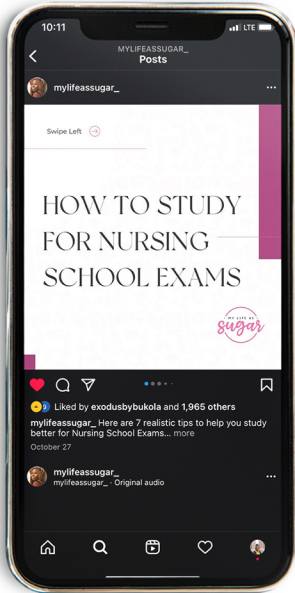


@mylifesugar1

## SOCIAL MEDIA DESIGN

Series of carousel design templates were created to help portray the brand's visual identity style. Instagram highlights attached to the brand was also designed.








youtube.com/c/MyLifeasSugar


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