



Brand Book

www.sugarwaist.com



Introduction

Sugar Waist is a premium brand born out of the passion of a healthcare professional to provide healthy waist training through products that help improve users' overall figure and posture. As a brand created by a registered nurse (Nurse Sugar), it targets comfortable, consistent, and progressive waist shaping to achieve and maintain one's waste goals as a part of overall health maintenance.

Sugar Waist has been created out of the personal experience of its founder who has been waist training for four years, having tested different products and discovered their weaknesses, and has managed to go from a waist size of 40 inches to 26 inches. This shows that the brand has been tested and proven not only to be usable but also dependable, which will help inform the brand's personality.

Conceptualization of brand name

The brand name was derived from the founder's overall brand name 'MyLifeofSugar'. Sugar Waist, therefore, falls under the MyLifeofSugar brand which primarily deals with educating nurses and nursing students.





Target Audience

Sugar Waist focuses on a target audience that comprises males and females above the age of 18, across the world, who are willing to achieve a slimmer waistline.

Location of Operation

Sugar Waist is a brand based in Dallas, Texas, and will operate majorly on social media for easy reach and accessibility.

Brand Personality



Brand Personality

Sugar Waist's brand personality is vibrant, reliable, consistent, and original.

Brand Value

Sugar Waist values comfort, health and reliability.

Brand Voice and Tone

Sugar Waist will communicate with its target audience with a tone that is helpful, calm, and personal.

For example;

- We're tried and tested just for you
- If you've got a waist, we can get you snatched!
- Waist training never felt better!
- Ease into your waist goals

Tagline

- Flatter Stomach. Better Posture. Happier You





Logo

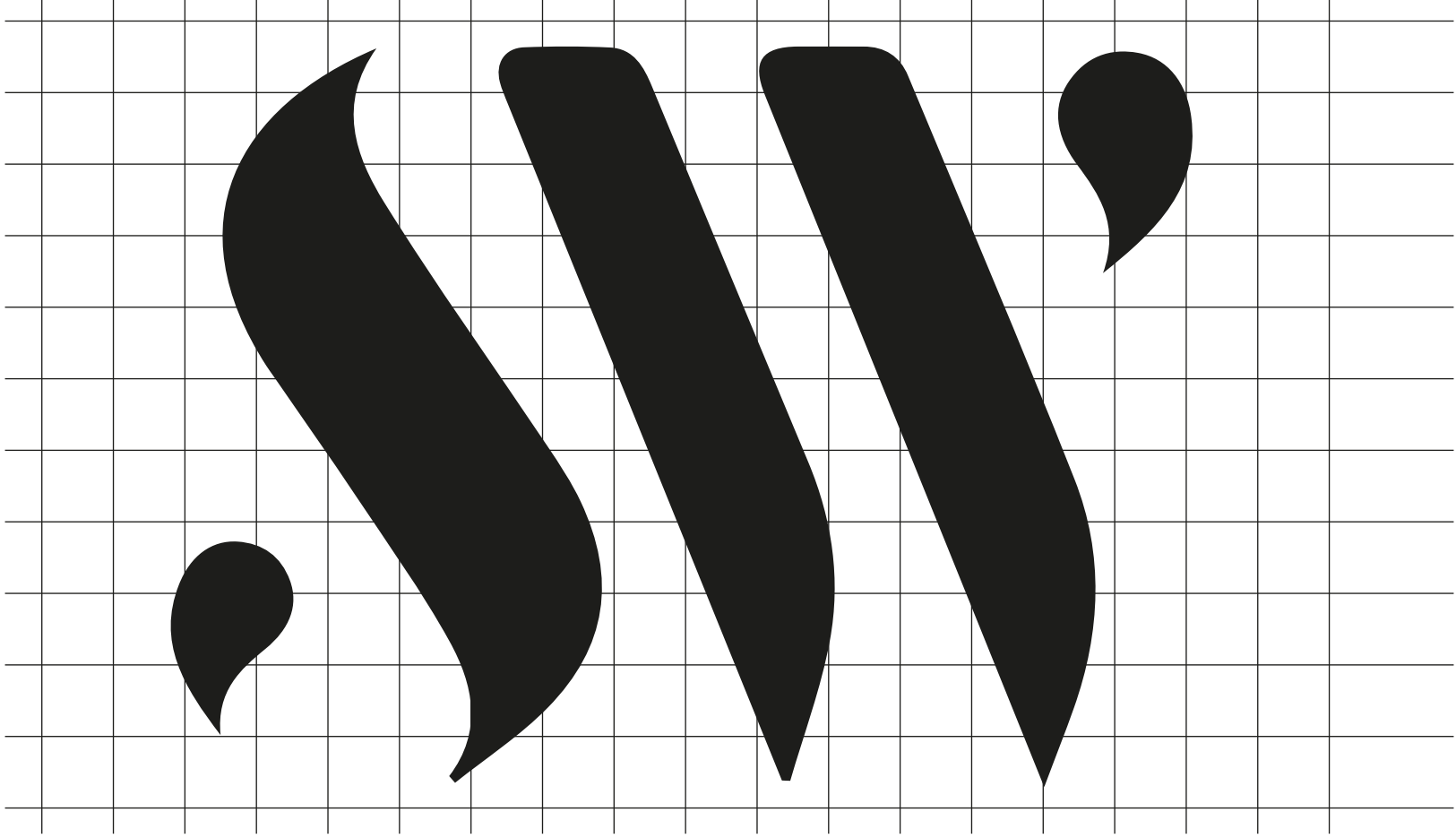
Sugar Waist's logo will contain the brand's initials. It will be simple and minimalist, but with a subtle depiction of the brand's product. The logo will give a visual representation of the brand's values, voice, and personality.

Colour Scheme

Sugar Waist's Colour scheme should reflect the brand's values.

Typeface

Sugar Waist's font should reflect the brand's personality



The Logo



The Logo Concept

The created icon is from the brand initials S and W -Sugar Waist. The styled texts give a classy feel with a little bit of abstract and negative space to take the eye through a journey. The curved edges are to blend the mark between serif and san-serif feel.





Horizontal Lockup



Vertical Lockup

Colour Scheme

Vibrant, reliable, consistent, and original are the brand personalities. Therefore, the selection of colors is based on the personalities and value



#E6EBEF

Alice Blue

#FDFFFC

Baby Powder

#365FA0

Bdazzled Blue

#6CC551

Mantis

#F7B32B

Honey Yellow

Typography

Aa



Bb

C

New York

The quick brown fox jumps over the lazy dog.
1234567890

Montserrat

Thin

Light

Regular

Medium

Bold





Flatter
Stomach.
Better Posture.
Happier You.



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Thank
you