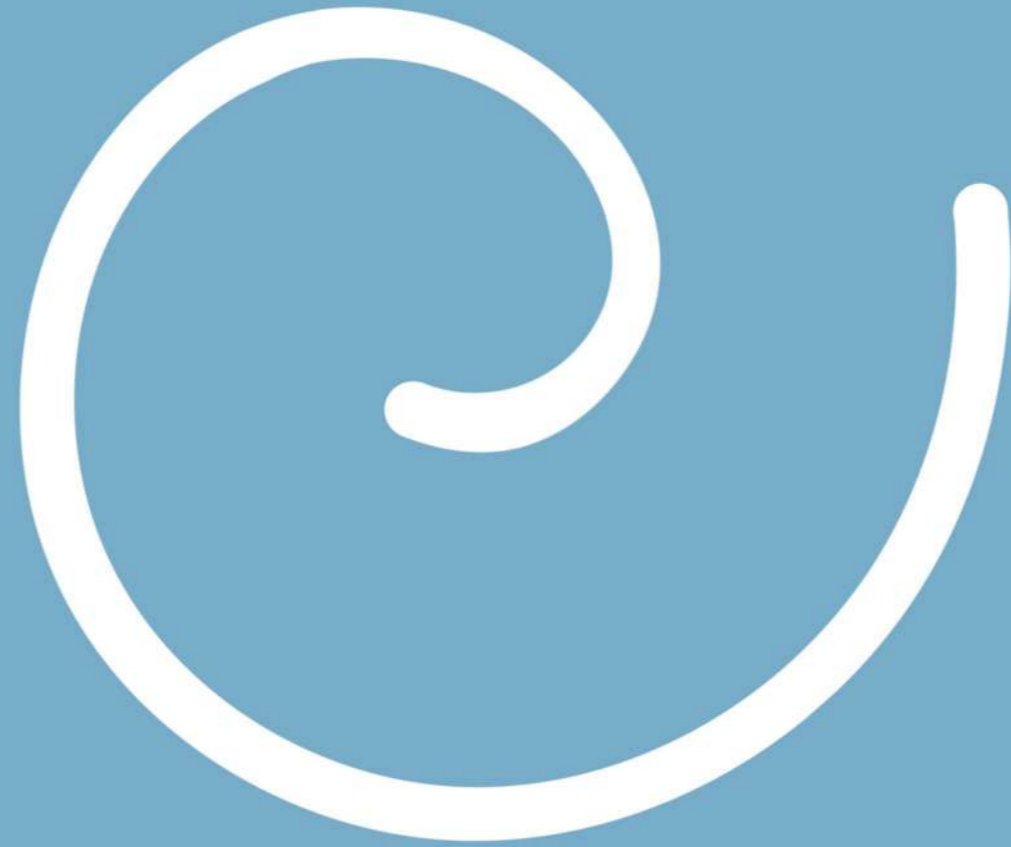




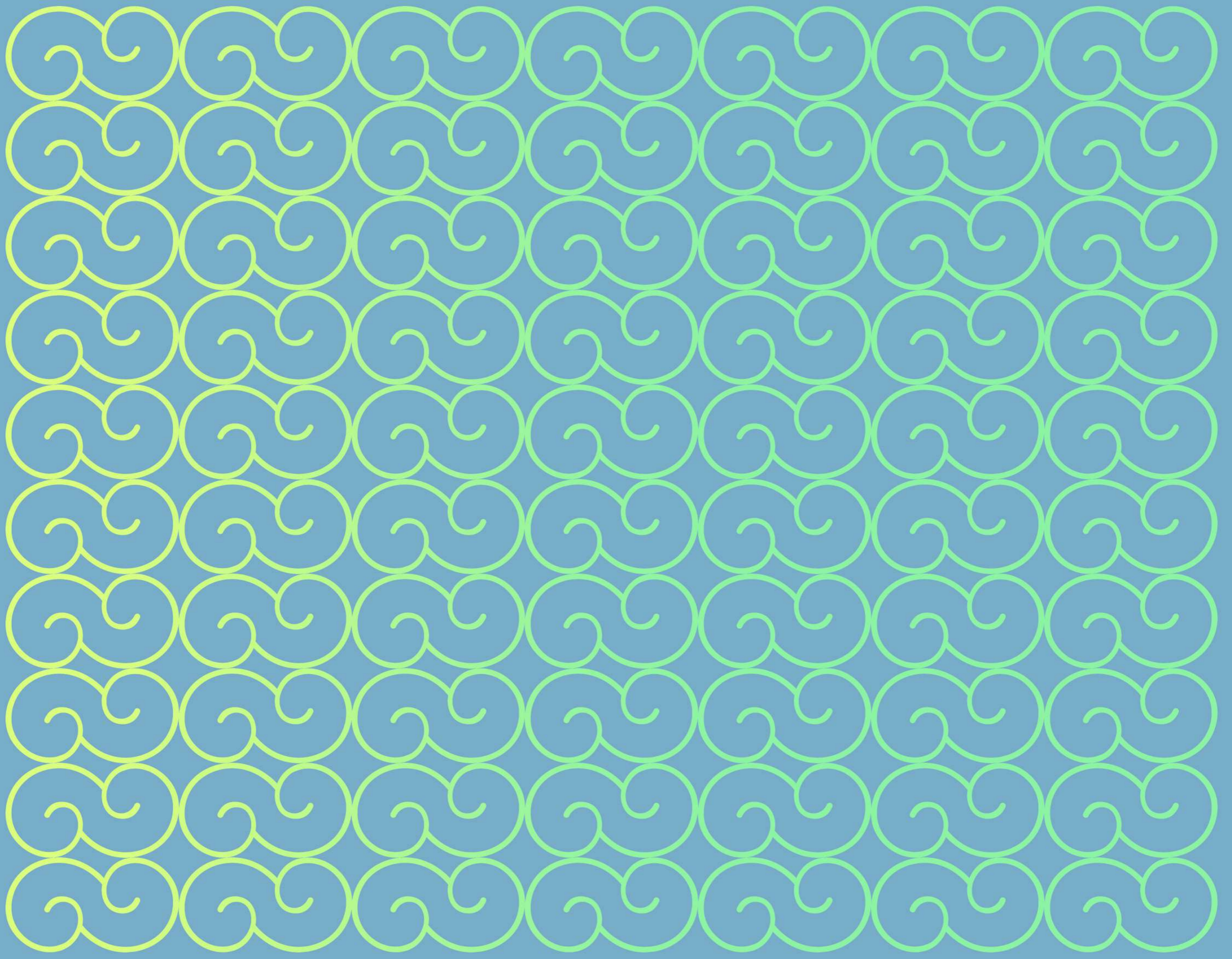
BRAND HANDBOOK

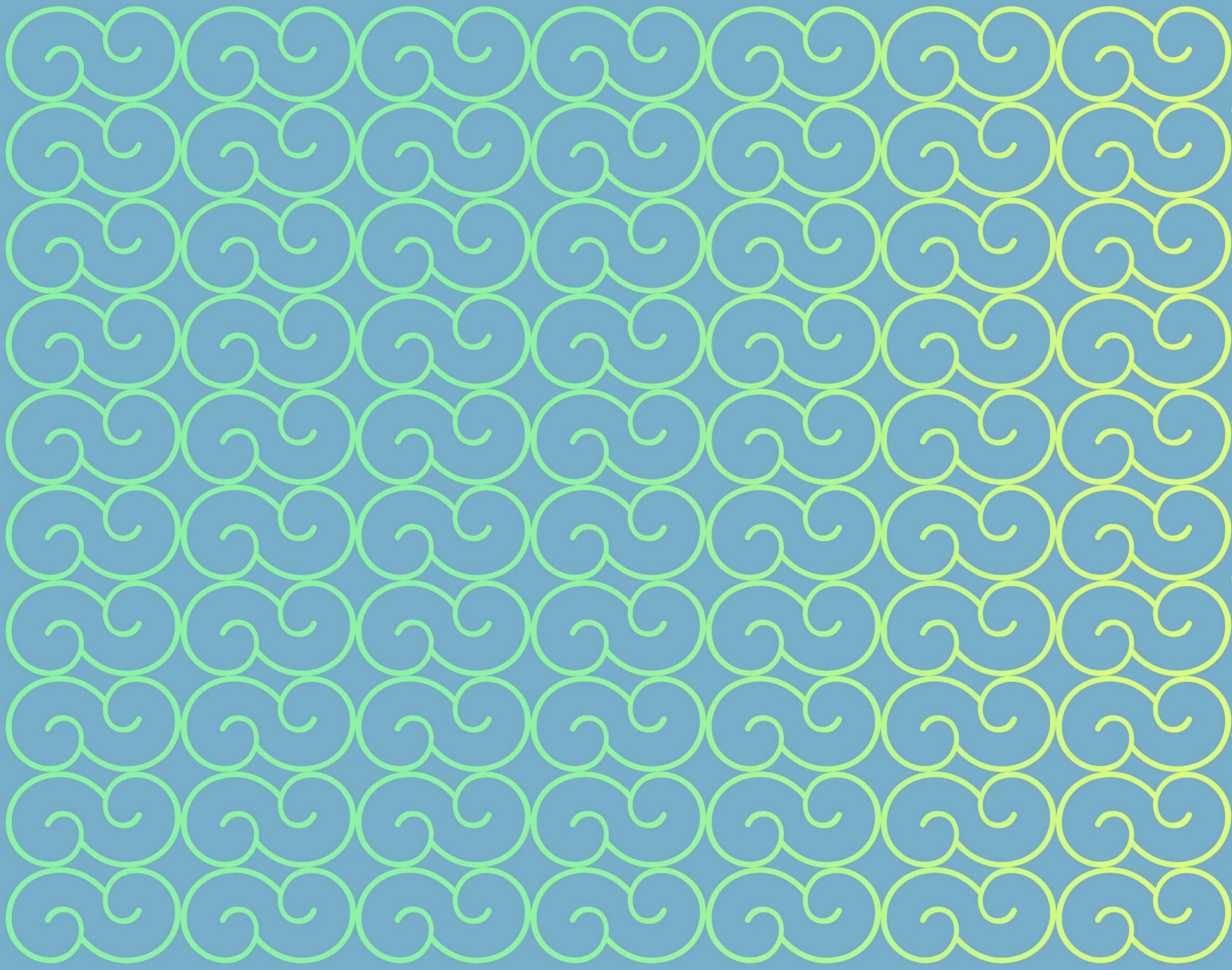


oka
TOWELS

BRAND HANDBOOK







okaokaokaokaokaoka





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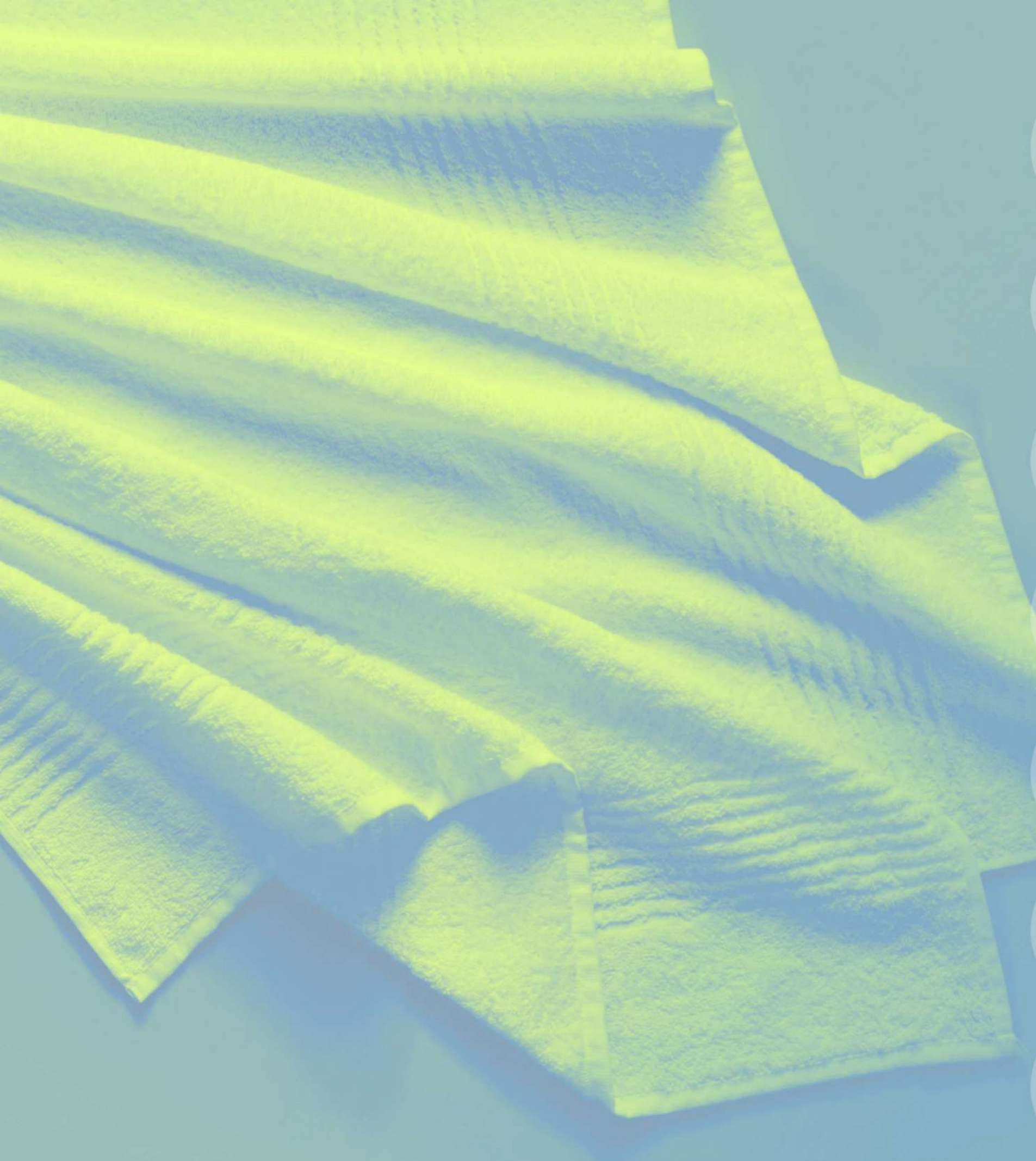
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BRAND STORY

“A little flattery, like a warm bath and a soft towel, will let you get along with yourself, and sleep.”

India, a place where cleanliness- especially personal is an essential and spiritual need, the availability of products to solve this need is limited. Towels being one of the basic item of our daily lives needed the required enhancements. To solve this issue, technologies for advancement were researched from around the world to come up with a brand for towels that is an affordable premium brand. Thus Peyush Bansal come up with the ‘OKA’ brand for towels in 2022.

The brand was named after ‘Miyoshi Okamoto’. After years of trialing, Dr. Okamoto, scientist of Japan at Toray Industries, invented the world’s first microfiber in 1970 and later his invention was turned into a new fabric- Ultrasuede - a non woven material.

While the idea of ‘OKA’ simmered in Peyush Bansal’s mind, the idea of branching out in other types and uses of towels. This also resonates with Peyush Bansal’s ideology of providing to the masses.



OUR COMFORT PHILOSOPHY

MISSION-

Our mission is to introduce our customers i.e. India to a whole new world of towels.

We're committed to being to serve our customers to our full potential and to deliver the quality and services or customers expect from us.

VALUES-

We are dedicated to provide comfortable and trusted products that our customers can rely upon for years.

Our brand essence is "affordable premium".

VISION-

The overall vision for OKA is to become a trusted and comfortable towel company that delivers to customer's expectations.

We are devoted to continually improve on our operations and services till the time our customers feel satisfied with our brand and from being a customer they become a loyal customers.



DESIGN LANGUAGE

In our Brand's Design Language we'll talk about the meaning behind our Logo, the meaning behind the colours chosen for our brand. The usage and reason for choosing the typefaces we chose, as well why we chose the tagline we did.

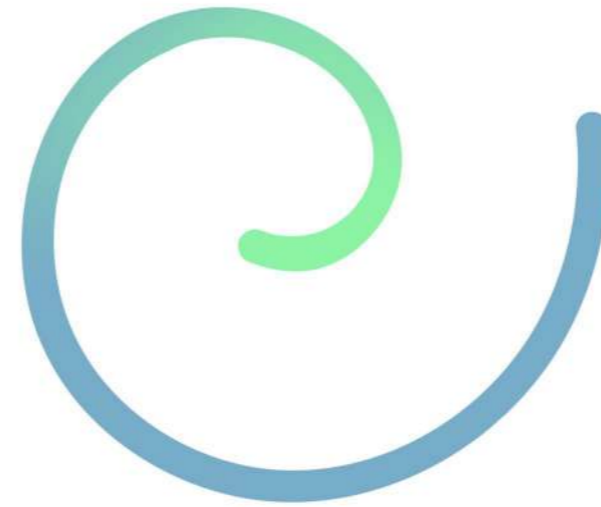
BRAND LOGO

The Logo consists of a Spiral,

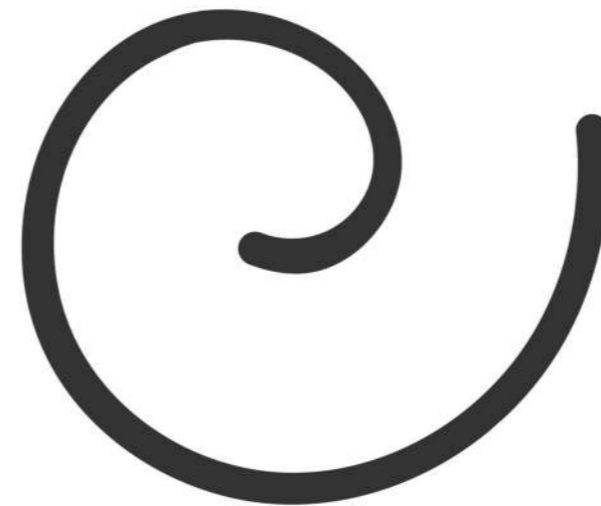
The Spiral has been derived from what a rolled up towel looks like from the rolled up side, a spiral gives a very Informal and Playful feeling which has been made in a very basic sense in the logo representing the letter 'o'.

The Blue to Green gradient in the spiral gives a sense of Freshness.

The direction of the Spiral leads from inside towards up to represent that the brand will always try to move upward and grow more and more.

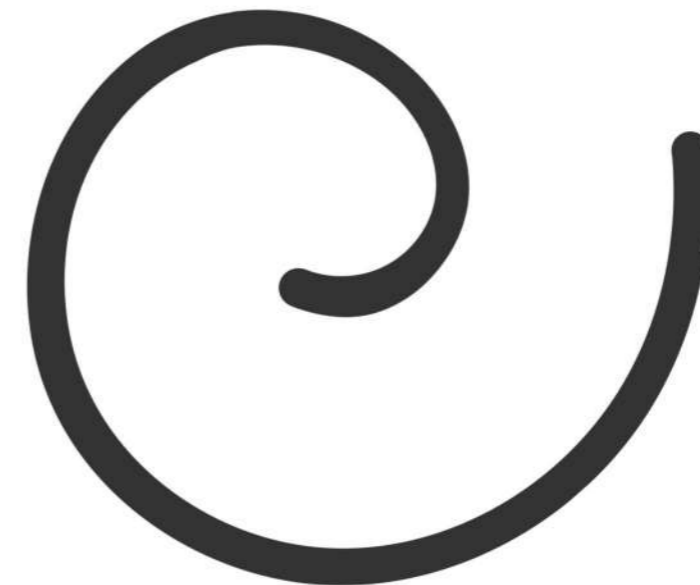
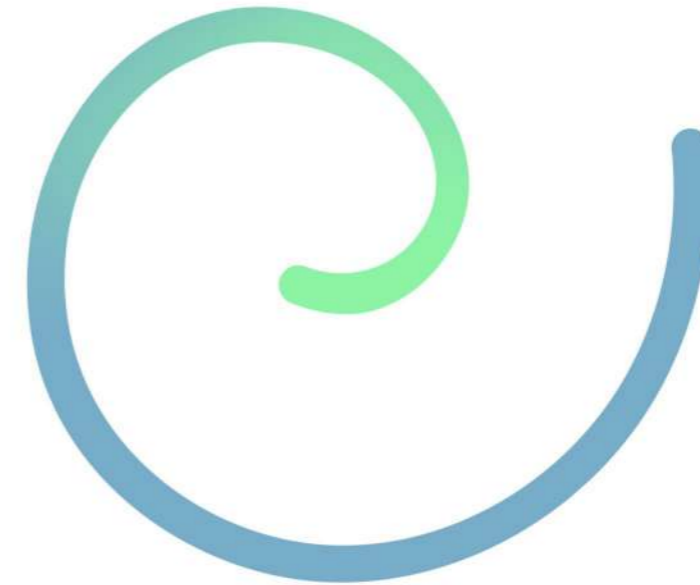


oka



oka

BRAND LOGO



oka



@333333



#78adc9

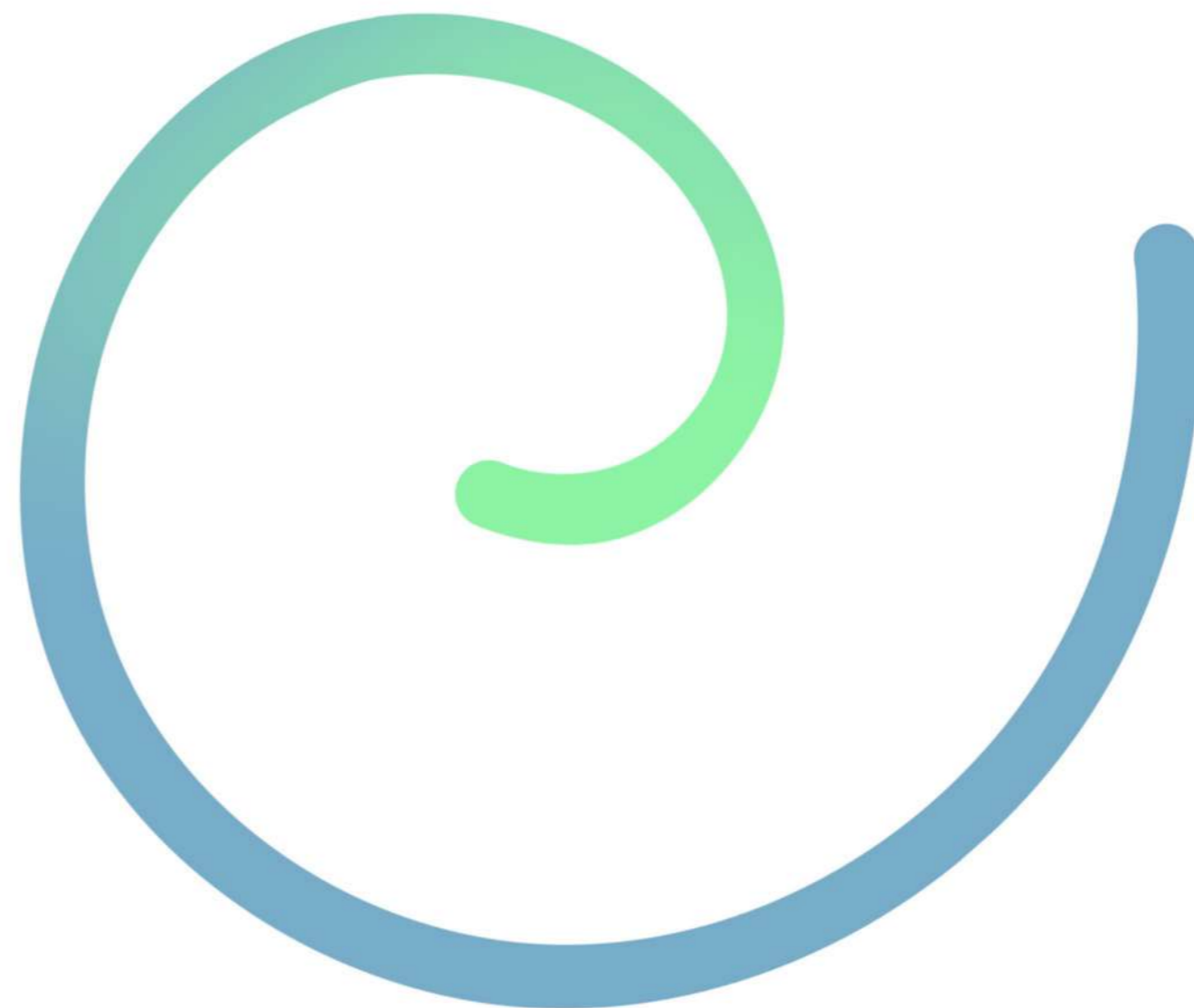


#8df4a5



#deff7e

BRAND LOGO



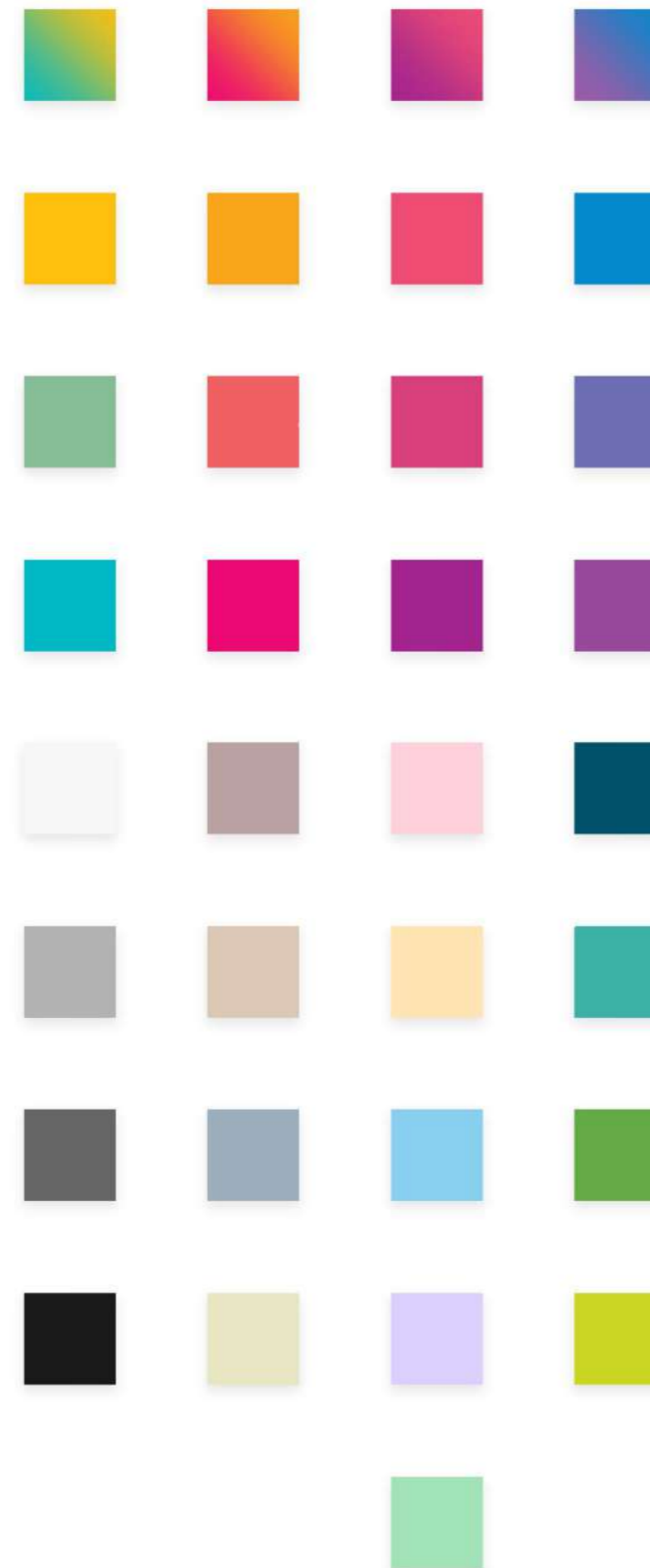
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BRAND COLOURS

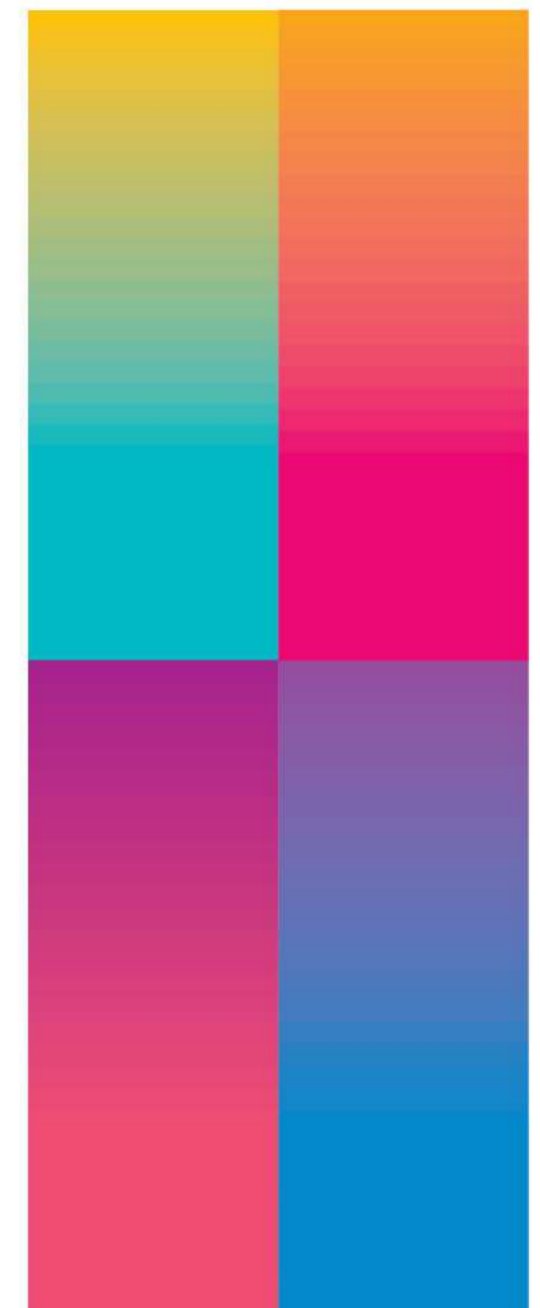


The hue swatches to be used in the Towels are either derived from the existing Parent Brand palette or the Parent Brand Logo. The pastel swatches were chosen upon their current popularity, the mute hues were chosen for individuals and households who don't prefer Playful and Youthful colours. Then there are the Greys that can go with every household

SWATCHES



PROVIDED PALETTE



PARENT BRAND LOGO



BRAND COLOURS



#78adc9

C 40%

M 14%

Y 0%

K 21%



#8df4a5

C 42%

M 0%

Y 32%

K 4%



#333333

C 0%

M 0%

Y 0%

K 80%



#deff7e

C 13%

M 0%

Y 51%

K 0%

Provided are the colours decided for the Brand's identity, this palette is to be utilised in the Brand's advertising as well. The popping blue and green gives a sense of Playfulness, and through the gradienting Green it gives the sense of Freshness. The Grey has been used to make the whole Palette more cohesive.

BRAND TYPEFACE

ARIAL ROUNDED MT BOLD

CHARACTERS

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

The quick brown fox jumped over the lazy dog

1234567890`~@#\$%^&*(){}[]_+|=|:;”’<, > . / ! ?

STYLE

BOLD

Aa Aa Aa Aa Aa Aa

DIDACT GOTHIC

CHARACTERS

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

The quick brown fox jumped over the lazy dog

1234567890`~@#\$%^&*(){}[]_+|=|:;”’<, > . / ! ?

STYLE

REGULAR

Aa Aa Aa Aa Aa Aa

BRAND TYPEFACE STORY

ARIAL ROUNDED MT BOLD

Aa

The font is a development of the widely used Arial typeface. Designed by Robin Nicholas from Monotype Typography Ltd.

The typeface is rounded at the ends, simple and bold for easily distinguishing our brand.

Rounding the ends of the strokes imparts a very different feel to the typeface, especially in the heavier weights, where the rounding is more apparent. This imparts a strong image of our brand and gives it a more appealing look. It also shows the idea of our brand being playful and fun and comfortable.

DIDACT GOTHIC

Aa

The font is a sans serif font designed by Daniel Johnson and Cyreal.

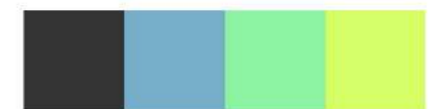
It was designed in a way to present each letter in the form used in elementary classrooms. It's elegant and Playful look makes the font a very user-friendly and eye catching. The rounded letters almost geometric gives it a similar look to Arial rounded mt bold font, hence the letter 'a' was taken from this typeface and developed upon for the Logo of the brand.

EXAMPLES OF USES OF TYPEFACE WITH COLOURS

ARIAL ROUNDED MT BOLD



DIDACT GOTHIC



BRAND TAGLINE

“ TOWELS FOR EVERY *DAY*
TOWELS FOR EVERY *USE* ”

Our brand has also incorporated a Tagline . It is Simplistic and the repetition of words conveyed the informed and Playful tone of the brand. It can easily be associated with our brand and also reinforces our idea of catering to everybody.



BRAND POSITIONING

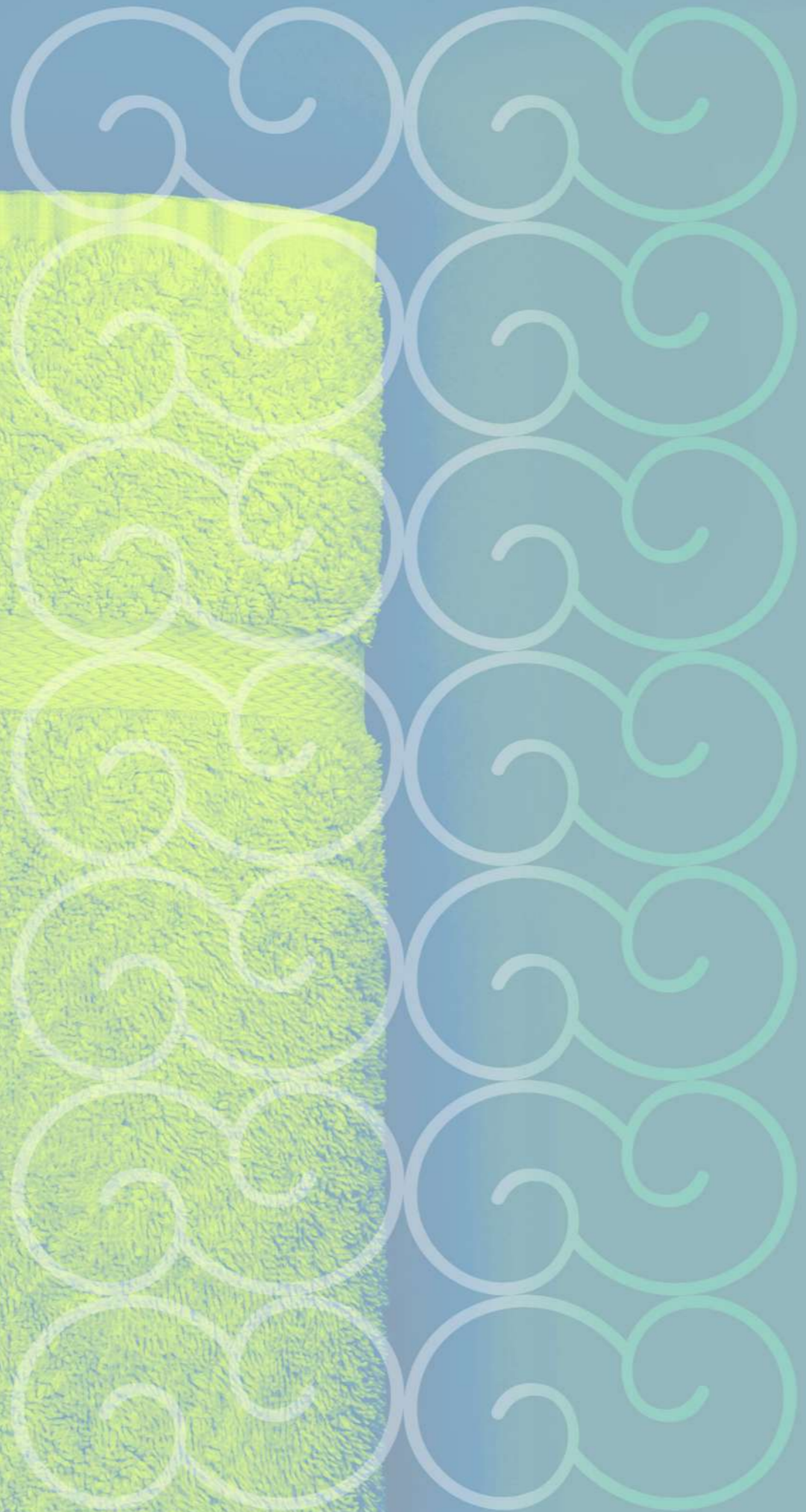
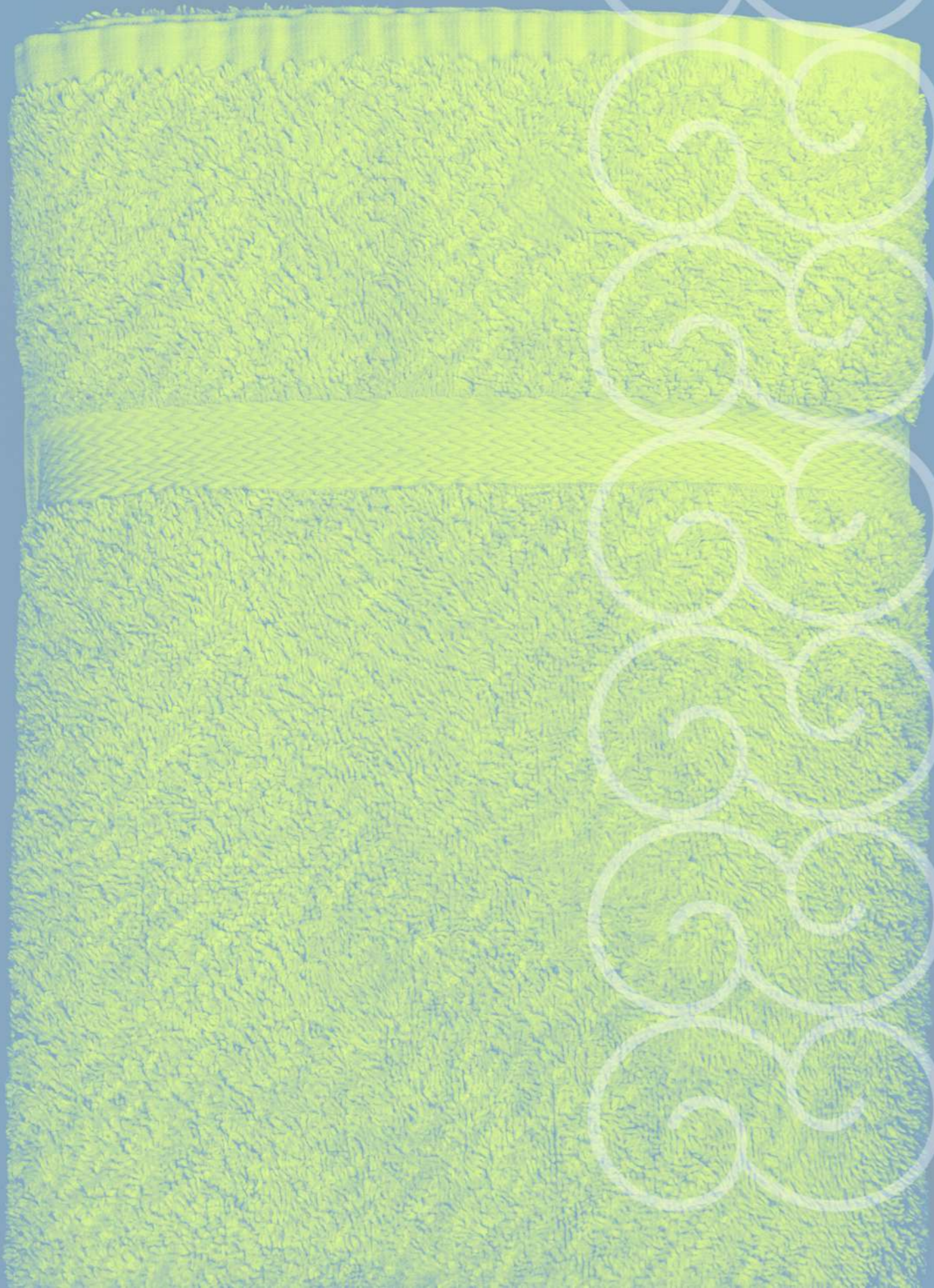
We hope to position ourselves at the lead of the industry, as a family friendly and premium towel brand that offers products for all and for all purposes and give our customers the experience of our products as they expected.

We have a lot of competitors in the market starting from local brands to well known premium brands as well each seeking a share of the market. Therefore, our plan to differentiate our brand by working on customer's expectations and make their experience with us as pleasurable as it can

We hope that over the years, we accomplish the task and become a brand that can be found in every household and our customer's satisfaction would be visible.

Comparison-

In India, trident being one of the largest and finest manufacturer of terry towels, we strive to reach its heights. At the same time, our brand is going to provide wholesomely better product along with it's services than that of local and smaller brands.





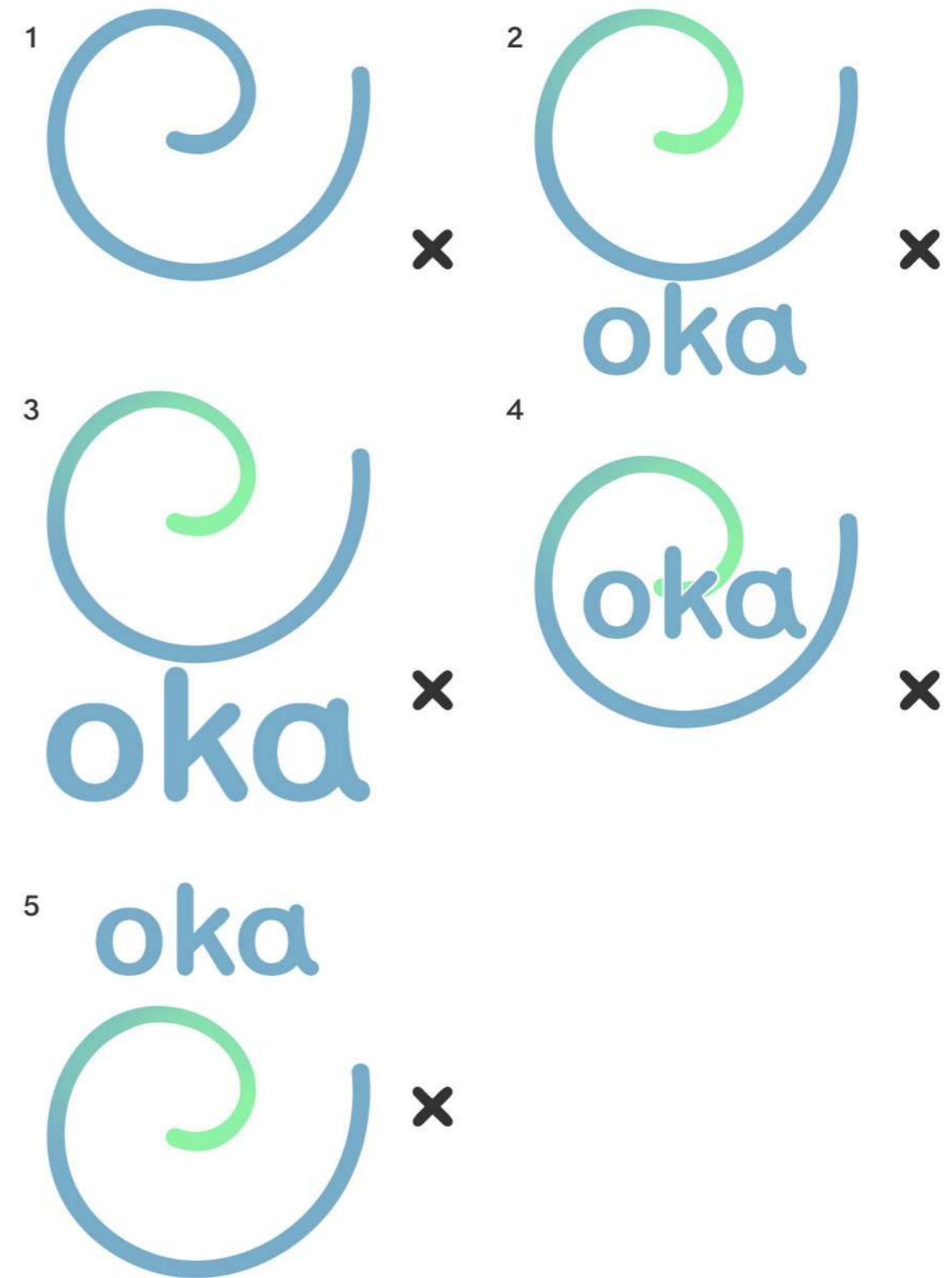
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BRAND GUIDELINES

Since our recent arrival in the market, it is important to provide guidelines to make sure that all aspects of the operations run smoothly. This would also strengthen our brand's identity.

LOGO GUIDELINES

- 1 While using the coloured logo, the gradient in the Spiral should not be forgotten as it shows the brand's 'Fresh' and 'Playful' essence.
- 2 The gap between the Logo and Name should not be too far or too close.
- 3 No manipulation in the ratio between logo and name of the brand or shape of the Logo in any form.
- 4 The Name of the brand should not be in the middle of the Logo or obstruct the Logo in any way.
- 5 The name should not be on the top of the logo.



TONE OF VOICE

PLAYFUL COMFORTABLE SOFT
RELIABLE FUN PREMIUM
AFFORDABLE FAMILY-FRIENDLY
COLOURFUL STYLE

We want our customers to be able to trust us and rely on our our Quality and Service, that is why we try to have a comfortable auro and a playful tone of voice.





5

PRODUCT LINE

No matter for what utilisation one uses our towel for, one thing we know for sure is that they won't be disappointed with it.

We believe in taking risks and we aren't afraid to take them. From our original ideas of producing only microfibres to extending the materials and technology to enhanced cotton and bamboo towels, we strive to make a difference in the market.

Constant and persistent innovation is one of our main focus so as to expand our products more.

FABRIC TYPES



MICROFIBRE

COTTON

BAMBOO

PRODUCT COLOURS

ORIGINAL PALETTE HUES



#ffc10d



#f9a61a



#ef4c73



#0688cc



#85bd96



#f16163



#d93f7b



#6d6db3



#03b8c5



#ec0974



#a3248f



#98499c

ORIGINAL LOGO HUES



#005069



#3db1a6



#3db1a6



#cbd524

PASTEL HUES



#ffd1dc



#ffe5b4



#89cff0

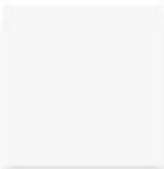


#dcd0ff



#a2e4b8

GREYS



#f7f7f7



#b3b3b3



#666666



#191919

MUTE HUES



#baa2a2



#ddc8b5



#9dafbd



#e9e6c2

BRAND HUES



#333333



#78adc9



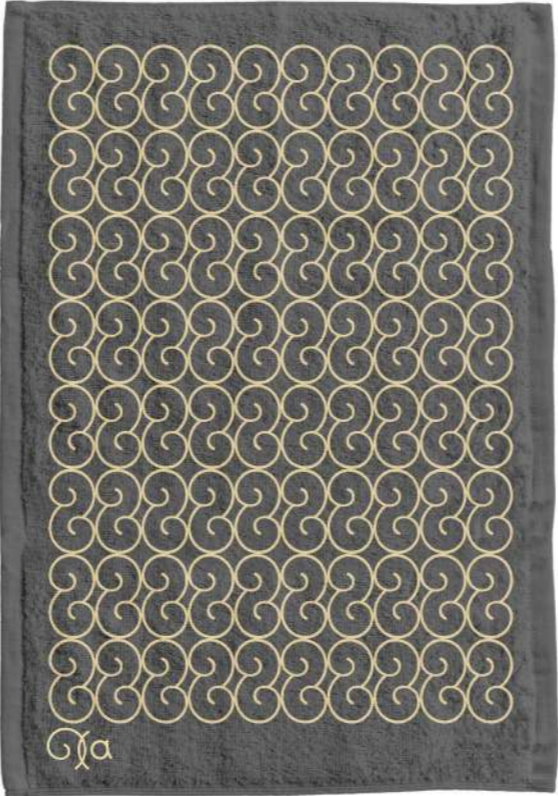
#8df4a5



#deff7e

TYPES OF DESIGNS

Types of designs in which the towels would come according to the fabric type of towel along with their respective icons to identify them with



CATEGORISATION OF PRODUCTS

MICROFIBRE

DESIGN :



WEIGHT :

200-350 gms

COLOUR THEMES :

Original Palette Hues
Original Logo

TOWEL TYPES :

Cleaning

SIZES :

15-15"

FEATURES :

Water and Oil Absorbent
Gentle to Touch
Can be Thin
Light weight
Also can clean surfaces effectively



CATEGORISATION OF PRODUCTS

COTTON

DESIGN :



WEIGHT :

400-600 gms

COLOUR THEMES :

Original Palette Hues
Original Logo Hues
Pastel Hues
Greys

TOWEL TYPES :

Bath
Hand

SIZES :

30-50"
20-40"
17-29"

FEATURES :

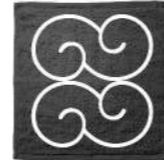
Aerocotton technology based
Absorbent
Soft
Combed or ribbed



CATEGORISATION OF PRODUCTS

BAMBOO

DESIGN :



WEIGHT :

700-900 gms

COLOUR THEMES :

Mute Hues

Greys

TOWEL TYPES :

Bath

Hand

SIZES :

30-50"

20-40"

17-29"

FEATURES :

4 times more Absorbtion than cotton

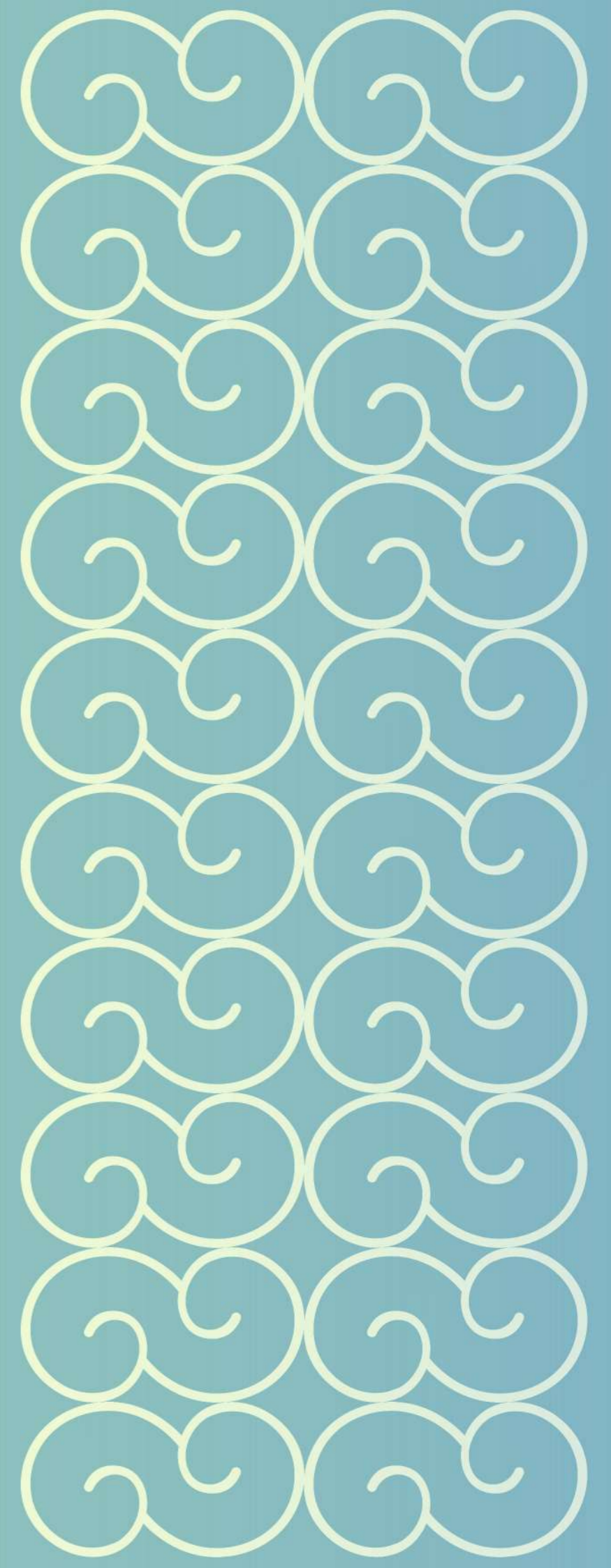
Antibacterial properties

Good for sensitive skin

Resists fungus

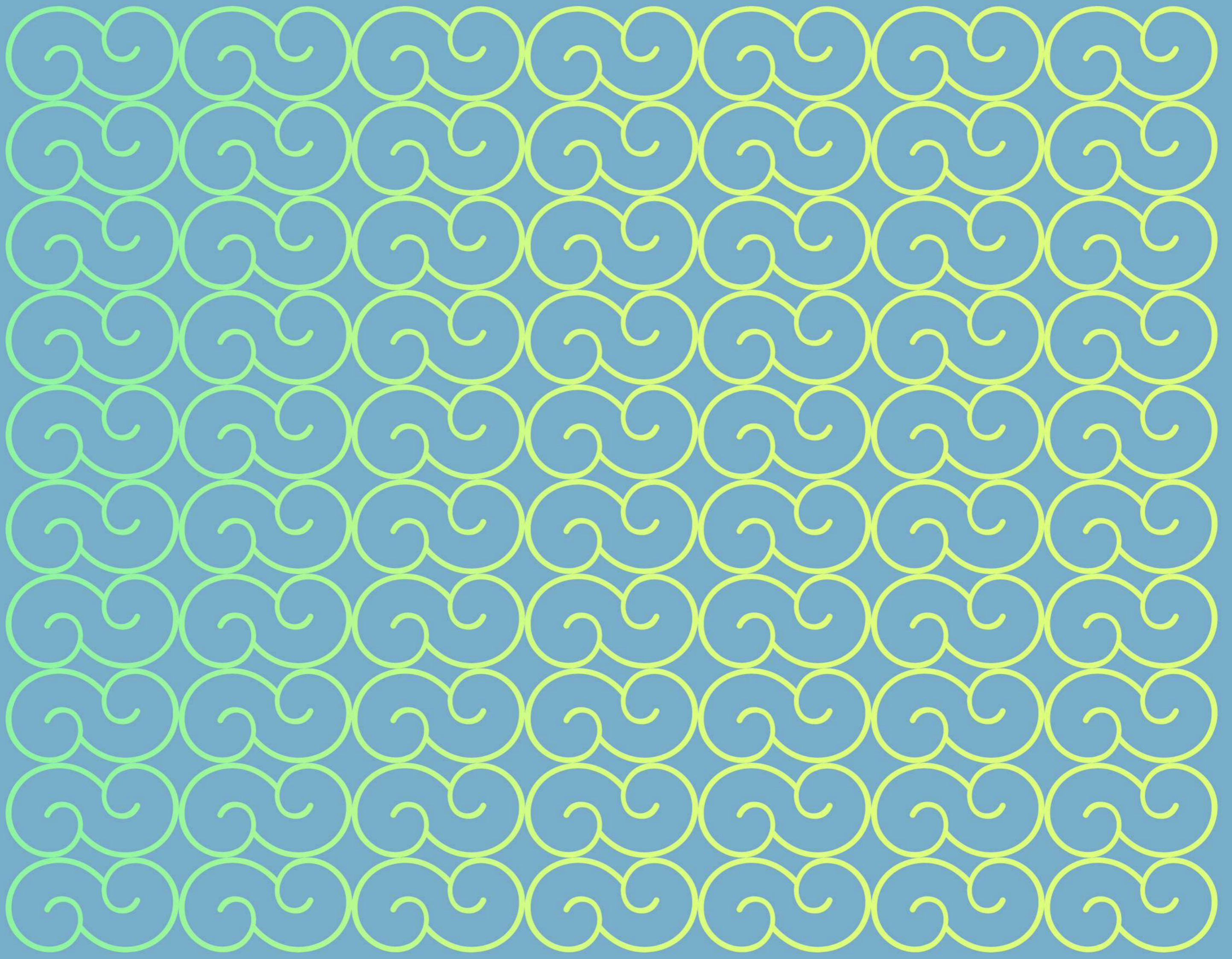
Wrinkle resistant

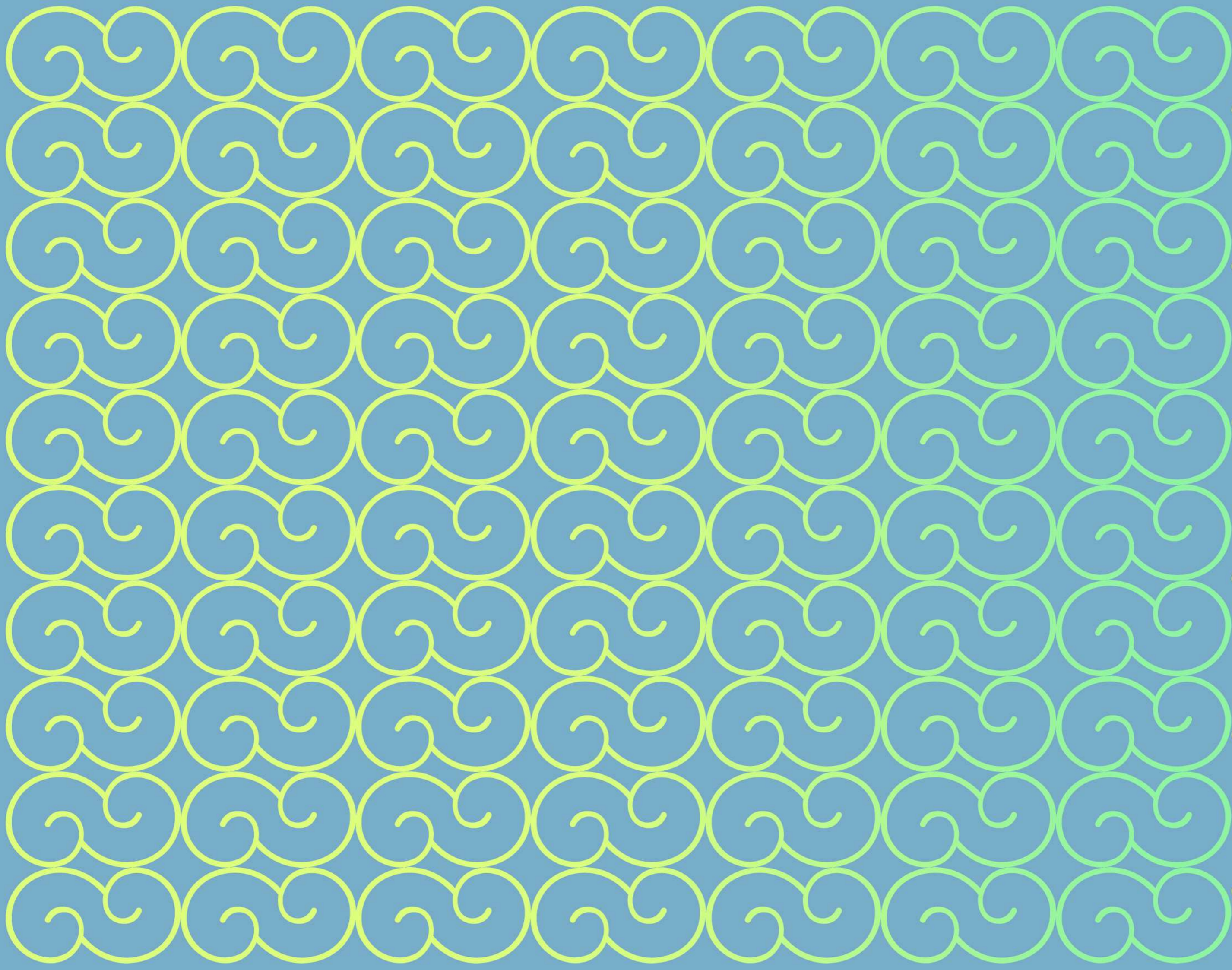






TOWELS FOR EVERY *DAY*
TOWELS FOR EVERY *USE*





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Taskbox - 4
Project by :
Mouli Gupta
Anjali Kumari
Dhimant Badan
UG - 2