

HAPPY NOISE MAKER

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HAPPY NOISEMAKER

Happy Noisemaker is a dialogue
- a conversation between African
millennial women. We love to chat
- and our logo shows just that!
We are bold, fun and live for great
conversation.

VISUAL IDENTITY

LOGO



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HAPPY NOISEMAKER

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VISUAL IDENTITY

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ALTERNATIVE LOGO





HAPPY NOISEMAKER



VISUAL IDENTITY



ALTERNATIVE LOGO





HAPPY NOISEMAKER



VISUAL IDENTITY



ALTERNATIVE LOGO





HAPPY NOISEMAKER

**HAPPY
NOISE
MAKER**



VISUAL IDENTITY

**HAPPY
NOISE
MAKER**



ALTERNATIVE LOGO

**HAPPY
NOISE
MAKER**

HAPPY NOISEMAKER

Our colours are fun, earthy colours - typically with warm undertones because we try to stay true to our roots and inspired by the earthy vibrance of Nigeria and the wider African continent. That doesn't mean we are afraid to explore the greens and blues of this world, but we try to keep things within this range of colours.

HEX: Digital colour code

CMYK: Print colour code

VISUAL IDENTITY

COLOURS

Yellow	HEX: #ffdb00	CMYK: 02 11 92 0
Burgundy 1	HEX: #4a1c29	CMYK: 45 85 49 68
Red	HEX: #ce1417	CMYK: 11 100 100 3
Purple	HEX: #5e1f59	CMYK: 69 100 28 24
Coral	HEX: #f18b7b	CMYK: 0 57 47 0
Burgundy 2	HEX: #5d1718	CMYK: 37 96 79 60
Sand	HEX: #ba9961	CMYK: 25 35 65 12
Mustard	HEX: #f69f18	CMYK: 0 44 93 0
Pink	HEX: e72787	CMYK: 0 92 0 0
Neutral	HEX: #fcf5ea	CMYK: 1 4 10 0

Our heading font is Phosphate (Inline). Our font is inspired by Nigerian linocut art.

THIS IS OUR HEADING FONT

**THIS IS OUR
SUBHEADING
FONT. IT IS A
SOLID VERSION
OF OUR HEADING
FONT.**

Our subheading font is Phosphate
(Solid).

Our body copy font is an approachable sans-serif font - Poppins.

This is our
Body font. It is
used for larger
bodies of text.

HAPPY NOISEMAKER

Our brand communicates with fun, geometric shapes. The idea is not to have a fixed way of doing things but to have fun with it - mixing and matching elements to create a fun and engaging visual identity.

The elements also have an imperfection and edginess to them that is inspired by African artisans and the beauty that comes from being unique.

VISUAL IDENTITY

GRAPHIC ELEMENTS





HAPPY NOISEMAKER

Here's an example of our brand elements putting in the work. The point is to have fun with them - play around and use them through out the brand to communicate.



VISUAL IDENTITY



GRAPHIC ELEMENTS



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HAPPY NOISEMAKER

Our images are vibrant and full of colour and contrast. The images should typically have slightly warmer under tones.



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VISUAL IDENTITY

////////////////////
IMAGE LOOK & FEEL





HAPPY NOISEMAKER



VERBAL IDENTITY



TAGLINE

Our tagline is purposefully open-ended. It is an invitation into the ongoing dialogue between African millennial women.

AS WE WERE SAYING...

Our tone of voice is witty, down-to-earth, and nostalgic - constantly drawing on familiar references to life in Nigeria.

- INTRODUCING OUR CHIEF NOISEMAKER...
- STORIES THAT TOUCH...
- TODAY ON TALES BY MOONLIGHT...
- NEVER-ENDING BANTER BETWEEN MILLENNIAL WOMEN
- YOUR FRIENDLY-NEIGHBOURHOOD TOWN-CRIER



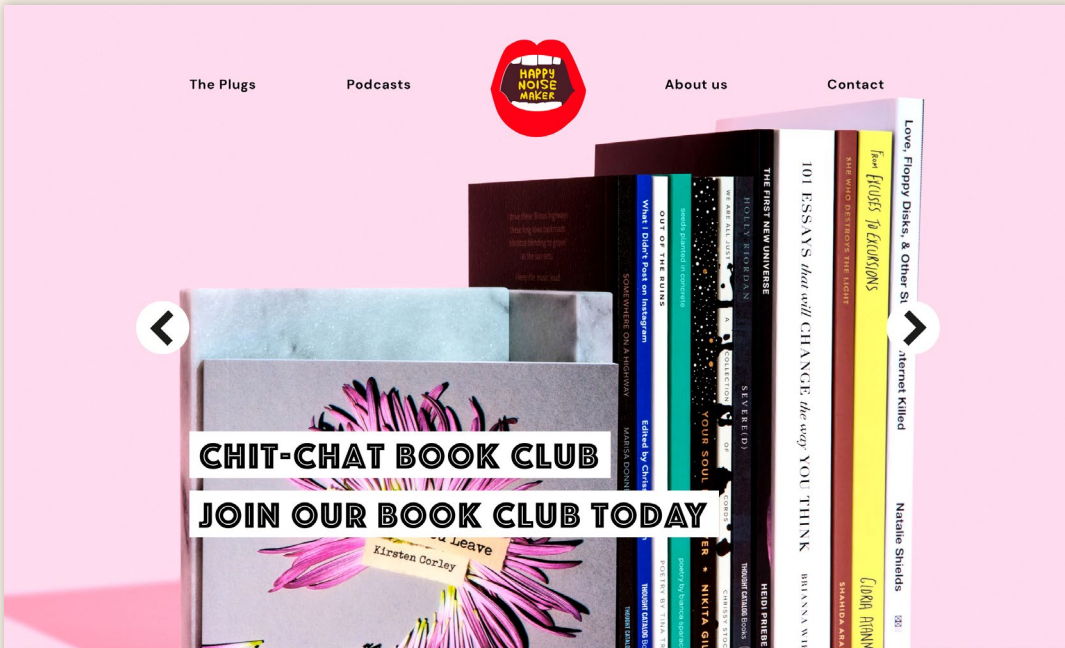
HAPPY NOISEMAKER



VERBAL IDENTITY



WEBSITE LOOK & FEEL



MEET: SANDRA BELLO

Sandra is the founder of Sand-E; a jewelry designer and manufacturer based in Abuja, Nigeria. Sandra had always been extremely creative but her story begins on a chicken farm in Ibadan, where she would help her maternal grandma chase chickens on cool summer mornings in their family farm....

[Read more](#)



NEW PODCAST ALERT

NEW PODCAST

Join our Head Noisemaker, Jola as she ventures into the uncomfortable dialogue on navigating life as a millennial woman in Nigeria. The idea for the first episode came when Jola was enjoying amala at yet another family-friend-cousin birthday...

[Listen here](#)



ENTREPRENEUR OF THE WEEK

MEET: SANDRA BELLO

Sandra is the founder of Sand-E; a jewelry designer and manufacturer based in Abuja, Nigeria. Sandra had always been extremely creative but her story begins on a chicken farm in Ibadan, where she would help her maternal grandma chase chickens on cool summer mornings in their family farm....

[Read more](#)



Our platform will use a mix of white space and vibrant colour to bring the brand together. Bright colours can be used to highlight different sections of our platform / and zig-zag lines used as dividers / highlights through out the site.

BRAND MANUAL
2020