mama tea

JUICE & TEA BAR · YABA

Brand sheet

Version 1 · October 2026

For Mrs Teniola Bakare, Mama Tea, Yaba

The idea: a glass whose drink line is a smile. People come to Mama Tea for her welcome as much as for the drinks.

LOGO VERSIONS



Full colour, on Milk or white. First choice.



Reversed, on Zobo or dark photos.



One colour, for stamps, receipts, photocopies.



Icon alone, for profile pictures and stickers.

Clear space: keep the height of the "m" clear on every side of the logo. No text, edge or busy photo inside it.

Smallest size: 30 mm wide in print, 160 px on screen. Smaller than that, use the icon alone.

COLOURS

Zobo Primary, about 30%	
HEX	#8A1C47
RGB	138, 28, 71
CMYK	0 80 49 46
Use	Headlines, panels, the logo

Pineapple Accent, about 10%	
HEX	#F4B223
RGB	244, 178, 35
CMYK	0 27 86 4
Use	Offers, prices, the straw. Never as text on cream or white

Milk Background, about 60%	
HEX	#FFF5E6
RGB	255, 245, 230
CMYK	0 4 10 0
Use	Paper, post backgrounds, text on Zobo

Clove Text	
HEX	#2B1B22
RGB	43, 27, 34
CMYK	0 37 21 83
Use	Body text and small print

CMYK values are starting points converted from the screen colours. Ask the printer for a printed proof before a big run, and write down the code they match.

FONTS (TWO ONLY)

Fraunces · headlines and big prices

Grand opening ₦2,500

SemiBold and ExtraBold. By Undercase Type. Licence: SIL Open Font License 1.1, free for commercial use. From Google Fonts.

Nunito · everything else

Menus and contact · ₦1,200

Regular, Bold and ExtraBold. By Vernon Adams and contributors. Licence: SIL Open Font License 1.1. From Google Fonts.

Both fonts have the naira sign (₦). Many free fonts don't, and design apps quietly swap in another font for it. Check before you choose.

USAGE RULES

- Logo only on Milk, white, Zobo or a calm, dark photo. Never stretch, tilt, recolour or add effects.
- Pineapple is for shapes behind text, never for text on Milk or white: it is too pale to read.
- One message per post. Headline in Fraunces, everything else in Nunito.
- Phone number at least 14 pt on a flyer and 40 px on a post, so it survives a forwarded WhatsApp image.
- The smile curve (the bottom of the drink) may be used as a panel edge. Nothing else new.

ASSET LOG

Asset	Source	Licence
Logo, icon, smile panel	Drawn by the designer	Owned by Mama Tea once paid
Fraunces, Nunito	Google Fonts	SIL OFL 1.1 (in this folder)
Photos	None used	–
Icons, illustrations	None used	–
AI images	None used	–

A model made by Skillnaija for the Graphic Design course. Mama Tea is a fictional business.