mama tea
JUICE & TEA BAR · YABA

Opening pack: design note

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THE BUSINESS AND ITS CUSTOMERS

Mama Tea is a small juice and tea bar opening off Herbert Macaulay Way in Sabo, Yaba. Customers are young workers and students who want something fresh and cheap on the way to work or after lectures. Mrs Bakare's regulars call her Mama Tea, and they come back for her welcome. The feel she asked for: fresh, friendly, affordable.

THE BRIEF

Three pieces for opening week: a logo, a 1080 × 1080 Instagram post and an A5 flyer to hand out and forward on WhatsApp. One message: "We're open: free lemongrass tea with every juice, 14 to 21 November."

WHY IT LOOKS LIKE THIS

The idea. A glass whose drink line is a smile. The juice spots I photographed around Yaba use fruit splashes, leaves and steaming cups, so I avoided all three.

Colours. Zobo red and Pineapple gold are two of her best sellers, so the palette tastes of the menu. Milk is the calm background; Clove is for text. Pineapple is never used for text on light colours, because it is too pale to read.

Fonts. Fraunces, a soft serif, feels warm and homely for headlines; Nunito, a rounded sans, is friendly and easy to read for menus and contact details. Both are free, open-licence fonts with the ₦ sign.

Layout. The flyer reads top to bottom: Grand opening, date, offer, menu, WhatsApp. The panel's curved edge repeats the smile, so the pieces belong together.

TOOLS

Logo drawn and exported as SVG in Inkscape (free). Post and flyer laid out in Canva with a Brand Kit holding the two fonts, the three colours and Clove for text. Post exported as PNG; flyer as PDF Print with crop marks and bleed; logo as transparent PNG.

WHERE I USED AI

> I used Canva's AI writing tool to suggest five headline ideas, and wrote my own after reading them. For the AI test I asked Canva's AI design tool for the same brief and kept the screenshot for my records. No AI images, photos or AI-written prices are in this pack.

FILES, AND WHO GETS WHICH

01_logo: SVG for printers and sign-writers; transparent PNG for Canva and documents; profile picture for WhatsApp and Instagram. **02_social**: the post. **03_flyer**: the print PDF for the printer, and the preview to forward on WhatsApp (send it as a document to keep it sharp). **04_brand-sheet**: colours, fonts, rules and licences.

PRICE AND FIRST CLIENTS

₦45,000 for the pack: logo ₦20,000, post ₦7,500, flyer ₦12,500, brand sheet ₦5,000. Two rounds of changes; printing not included; 50% deposit before I start. Next: show this pack on my WhatsApp status, then visit five food and drink spots in Yaba with the flyer printed, offering an opening or menu flyer for ₦12,500.

THE AI TEST: SAME BRIEF, SIDE BY SIDE

Test	Canva AI's flyer for the same brief	This pack
Fits the brief	Generic 'juice bar' look; no Yaba, no opening date	**Built from the brief: young workers, opening week, one message**
Hierarchy	Five things the same size; squint test shows a blur	**Grand opening, then date, then offer, then WhatsApp**
Real copy and prices	'Grand Openning', invented prices in ₦ and $	**Every word, price and date checked with Mrs Bakare**
A system	One flyer; nothing to match a post or logo	**Logo, post and flyer share two fonts and one palette**
Readable where it lands	Phone number tiny; lost when forwarded	**Number 21 pt on the flyer, sent to myself on WhatsApp to test**
Print-ready	Screen PNG, no bleed, text near the edge	**PDF Print, 3 mm bleed, crop marks, text 5 mm inside**
Rights	Stock-style juice photo and AI image; licence unclear	**All drawn by me; OFL fonts; asset log on the brand sheet**

The AI result looked smoother at first: its spacing was even and mine was cramped at the bottom. I widened my margins and loosened the menu's line spacing before sending. In a real hand-in, the side-by-side screenshot goes in its own folder, labelled "AI result, for comparison, not my work". This model leaves it out because Skillnaija does not publish AI images.

A model made by Skillnaija for the Graphic Design with Canva course. Mama Tea, Mrs Bakare and Ify Okafor are fictional.