Mama Put
DELUXE

BRAND GUIDE · VERSION 1.0 · OCTOBER 2026

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A model brand kit made by Skillnaija for the Logo & Brand Identity course. Mama Put Deluxe and its people are the course's fictional case study.

02 The idea: a ladle that writes a P



WHAT IT MEANS

'Mama put!' is what Lagos customers call to the woman at the pot when they want another spoon. Mama Put Deluxe is that same generous, homely food, served clean and reliably in three branches.

The mark is the P of Put, drawn as a ladle: the handle is the stem, with the hole it hangs by, and the bowl of the P holds a spoonful of palm-gold soup. One shape says the name, the food and the serving.

WHY THIS, AND NOT A CHEF'S HAT

Four of the six Lagos food chains on our competitor grid use chef's hats or steam lines. The ladle is ours: no competitor uses it, it works at favicon size and in one colour, and it repeats into the pattern on page 9.

PERSONALITY WORDS FROM THE SIGNED BRIEF

Generous · homely · reliable · lively

03 Three lock-ups, one for every space



Horizontal (primary). Signboards, website header, letterheads, delivery bags: any wide space.



Stacked. Square and tall spaces: menus, packaging fronts, posters, uniforms' backs.



Icon. Small or square: favicon, profile pictures, stickers, embroidery on aprons and caps.

Always use the supplied files. Never rebuild the logo by typing the name in a font: the wordmark's spacing has been adjusted by eye and its letters are drawn shapes, so a typed copy will never match.

04 Colour versions



Full colour on Rice White or white. The first choice.



Full colour on dark for Pot Black backgrounds and night signage.



One colour black for photocopies, receipts, stamps, newspaper ads.



White on Pepper Red, Ugu Green or photos with a calm, dark area.

One-colour versions drop the soup, so the bowl reads as the ladle's empty bowl. That is deliberate: embroidery, stamps and single-colour print cannot hold the second colour cleanly.

05 Clear space and minimum size

x



x = the width of the ladle's handle (the stem of the P). Keep at least x clear on every side: no text, no page edge, no busy photo.

MINIMUM SIZES (TESTED ON AN OFFICE PRINTER AND A PHONE)

VERSION	PRINT	SCREEN
Horizontal	35 mm wide	140 px wide
Stacked	20 mm wide	90 px wide
Icon	8 mm tall	16 px (favicon)
Icon, embroidered	25 mm tall	–

Below these sizes the word DELUXE fills in or the soup disappears. Use the icon instead. Embroidery needs bigger sizes because thread cannot hold fine gaps.



16, 32 and 48 px icons, actual size

06 Colour

Pepper Red
Primary

HEX	#B8321F
RGB	184, 50, 31
CMYK	10 90 100 10
Pantone	match on the printer's guide
Text on it	Rice White

Palm Gold
Secondary

HEX	#E3A21A
RGB	227, 162, 26
CMYK	8 40 100 0
Pantone	match on the printer's guide
Text on it	Pot Black

Ugu Green
Accent

HEX	#2F6B3A
RGB	47, 107, 58
CMYK	80 30 90 20
Pantone	match on the printer's guide
Text on it	Rice White

Pot Black
Text, dark backgrounds

HEX	#231F1C
RGB	35, 31, 28
CMYK	Rich black for big areas; 100 K for small text
Pantone	match on the printer's guide
Text on it	Rice White or Palm Gold

Rice White
Paper, backgrounds

HEX	#FBF7EF
RGB	251, 247, 239
CMYK	Paper white, no ink
Pantone	match on the printer's guide
Text on it	Pot Black, Pepper Red, Ugu Green



Rough balance: mostly Rice White with Pepper Red as the brand colour, Pot Black for text, Palm Gold and Ugu Green as small accents. CMYK values are starting points: the same colour prints differently on different presses, so approve a printed proof and record the printer's code. Never set Palm Gold text on white: it fails contrast.

07 Typography

WORDMARK: ALFA SLAB ONE

Aa Mama Put

Used only inside the logo, where it is already drawn as shapes. Sturdy and warm, like a hand-painted roadside sign. Licence: SIL Open Font License, free for commercial use. Designer: JM Solé. Source: Google Fonts.

EVERYTHING ELSE: LATO

Lato Black for headings

Lato Bold for prices and sub-heads · ₦3,500

Lato Regular for menus, posts and price lists. Readable at small sizes, with the naira sign and every letter staff need.

Licence: SIL Open Font License. Free in Google Docs and Canva, so every branch can use it without buying anything. Designer: Łukasz Dziedzic. Source: Google Fonts.

USE	FONT AND SIZE	EXAMPLE
Menu board headings	Lato Black, all caps, letter-spaced	RICE · SOUPS · SWALLOW
Social post headline	Alfa Slab One (posts only, never body text)	Jollof Friday
Prices and body	Lato Bold / Regular	Jollof rice with chicken ₦3,500

08 Please don't



Stretch or squash it. (The Surulere banner.)



Change its colours.



Add a chef's hat, fork or steam.



Put it on a busy photo or pattern.



Add shadows, outlines or glow.



Retype the name in any font.



Use Palm Gold text on white.



Tilt or rotate it.

09 The ladle pattern



BUILT FROM THE MARK

The icon repeated in offset rows, like serving spoons hanging on a rack. It makes the brand recognisable even where the logo is small or absent: bag bands, menu borders, social post backgrounds, tablecloths.

TWO APPROVED COLOURWAYS

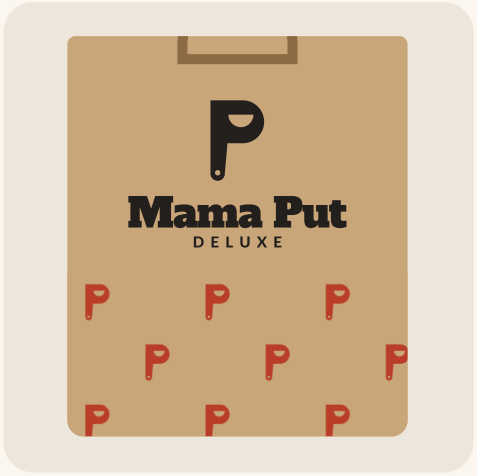


Tone on tone only, so the pattern never fights the logo. Never put the full-colour logo directly on the pattern without a plain panel.

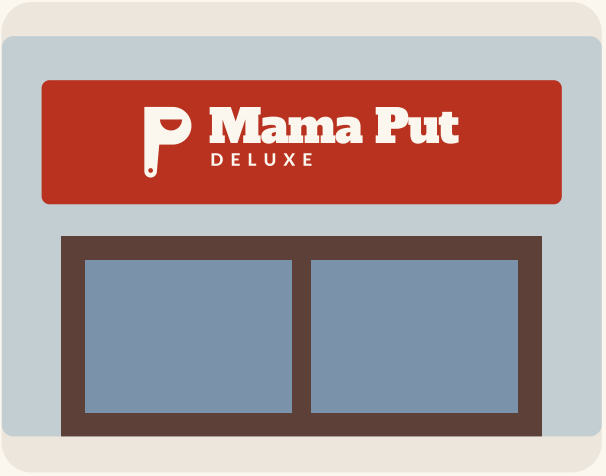
10 Applications



Business card, front and back mock-up



Takeaway bag mock-up



Branch signboard mock-up



Apron, embroidered icon mock-up



Instagram post mock-up



Delivery box mock-up

11 The delivery folder: which file for what

FILE	WHAT IT IS	SEND IT TO
`01_logo/print_vector-svg/`	12 vector logos: horizontal, stacked and icon, each in full colour, full colour on dark, one colour black and white	Printers, sign-writers, embroiderers, vehicle branding: anyone who asks for 'vector'
`01_logo/print_vector-pdf/`	The same 12 logos as vector PDFs	Printers who ask for PDF (for EPS, open the SVG in Inkscape: File > Save As > EPS)
`01_logo/screen_png/`	The main logo at 512, 1024 and 2048 px, transparent	Website, documents, Canva, presentations
`02_brand-guide/`	This guide	Every new staff member, printer and designer
`03_social/`	Profile picture (500 px, safe for round crops) and a post background (1080 px)	WhatsApp Business, Instagram, Facebook, Google Business Profile
`04_patterns-and-icons/`	The ladle pattern (vector tile and image) and the icon at 16, 32, 48, 180 and 512 px	Website favicon (16 to 48), phone home screen (180), stickers and app stores (512), packaging and menus
`05_fonts-info/`	Font names, where to get them free, their licence (SIL OFL)	Anyone making menus, posts or price lists
`read-me.txt`	What is where, the colour codes, who to call	Open this first

FILE NAMES

`mama-put-deluxe_logo-horizontal_full-colour.svg`
`mama-put-deluxe_logo-icon_white.svg`
`mama-put-deluxe_icon_32px.png`

business_what-lockup_version_size: anyone can find the right file without opening it.

WHO TO CALL

Questions about the identity: Kelechi Eze, designer. New uses not covered here (a vehicle, a new branch sign) should be checked with the designer before printing.



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