JAYQA

# Brand Guidelines

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# 01

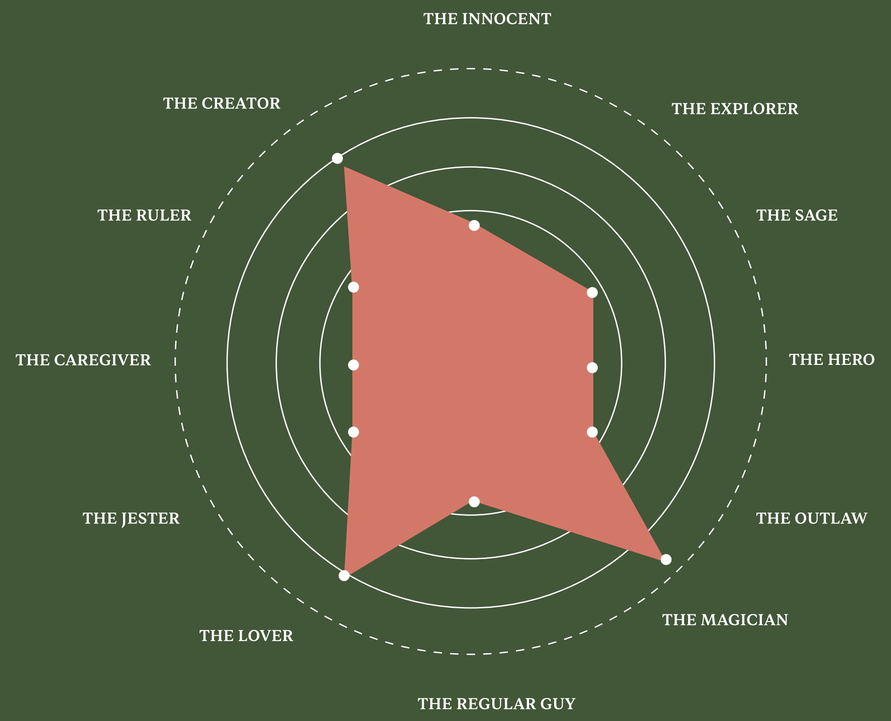
## Introduction

## Brand Overview

Jayqa is a contemporary Indian jewellery house built around personal expression and the idea that jewellery should feel deeply individual. Customisation sits at the heart of the brand, allowing colour, stones, form, proportion and detail to be shaped around the person who will ultimately wear the piece. Rooted in Indian craft and culture, Jayqa brings these influences into a refined and distinctly modern world.

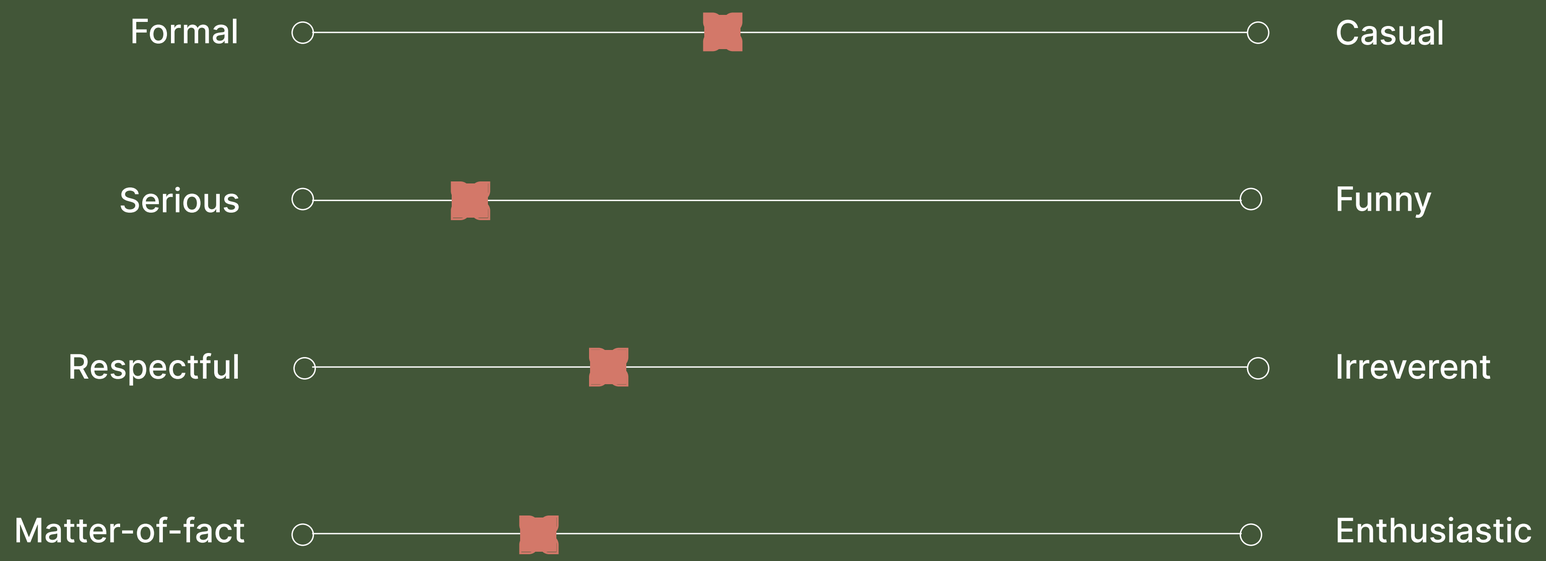
## Brand Personality

Jayqa is cultivated, imaginative, intimate and quietly assured. It combines creative authorship with emotional sensitivity, creating a presence that feels refined without becoming distant and expressive without becoming excessive.



## Tone of Voice

Jayqa speaks with composed confidence, warmth and clarity. Its language should feel refined and intelligent, but never stiff or overly formal. It draws naturally from colour, form, stone, material, craft and feeling, creating a voice that is sensory without becoming overly poetic.



## Brand Messaging

At the heart of Jayqa is the belief that the most personal pieces are not simply selected, they are recognised. The brand should consistently move through four ideas: the world opens, the piece reveals itself, the wearer recognises something within it, and its story continues through wear, memory and time. Jayqa therefore speaks less about possessing jewellery and more about encountering something that feels instinctively personal.

## Brand Story

Indian jewellery has always carried memory, identity and meaning. Jayqa continues that relationship through a contemporary lens, creating pieces that begin with design but become personal through the wearer. Through customisation, colour, stones and detail can reflect something individual rather than prescribed.

# Target Audience

01

PRIMARY SEGMENT

## THE CULTURAL LUXURY COLLECTOR

Refined collectors who seek jewellery with meaning beyond its material value. Drawn to India's artistic heritage, they appreciate rare, culturally expressive pieces interpreted through a modern luxury lens. They seek jewellery that reflects their individuality, carries a personal story, and feels worthy of collecting. For them, Jayqa offers the opportunity to own something singular, meaningful, and impossible to repeat.

### WHAT DEFINES THEM

| | |
|---|---|
| **Stage in life** | Affluent individuals, aged 30–60+ |
| **Values** | Individuality, heritage, rarity |
| **Shopping approach** | Selective and considered |
| **Relationship with jewellery** | Collects meaningful pieces |
| **Key needs** | Rare, personalised jewellery |

02

SECONDARY SEGMENT

## THE INTENTIONAL LUXURY GIFTER

Thoughtful buyers who see jewellery as an expression of love, gratitude, celebration, or commitment. They seek gifts that feel deeply personal rather than conventional or predictable. They value the ability to create something specifically for the recipient, reflecting their personality and shared memories. For them, Jayqa transforms gifting into a considered gesture that makes someone feel genuinely seen and understood.

### WHAT DEFINES THEM

| | |
|---|---|
| **Stage in life** | Affluent individuals, aged 28–55 |
| **Values** | Thoughtfulness, personal connection |
| **Shopping approach** | Occasion-led and intentional |
| **Relationship with jewellery** | An expression of affection |
| **Key needs** | Personal, memorable gifts |

## Employee Communication

Jayqa should never make the customer feel tested, intimidated or culturally inadequate. Knowledge, rarity and sophistication should never become tools for looking down on them. Our definition of luxury is warmth: making people feel understood, respected and comfortable while still maintaining refinement and restraint. Every employee should communicate with clarity, patience and generosity, guiding the customer into Jayqa’s world rather than expecting them to already know how to navigate it.

## Employee Communication

Defines the vocabulary that keeps Jayqa’s communication consistent, considered, and true to its voice.

| Preferred | Use Carefully | Avoid |
|---|---|---|
| Piece, form, line, stone, surface, setting, detail, hand | Rare, handcrafted, heritage | Premium, opulent, exquisite |
| Encounter, discover, reveal, recognise, enter | Limited, one-of-a-kind | Elite, must-have, statement piece |
| Remain, trace, archive, intimate, considered | Sustainable | Royal, ethnic, tradition meets modernity |
| Singular, restrained, sculptural | Only when factually justified | Crafted with love, elevate your look |

## Employee Communication

Defines the key do’s and don’ts for creating a warm, clear, and distinctly Jayqa customer experience.

| Do’s | Dont’s |
| --- | --- |
| Welcome customers into Jayqa’s world with warmth and ease. | Make them feel tested, intimidated or less knowledgeable. |
| Express luxury through restraint, care and attentiveness. | Confuse luxury with coldness, distance or superiority. |
| Ground emotion in craft, material, form and story. | Rely on vague words like premium, exquisite or opulent. |
| Guide customers with clarity and patience. | Assume they already understand jewellery term-inology or references. |
| Keep the wearer at the centre of the experience. | Make Jayqa sound self-important, elitist or louder than the customer. |

# 02

# Visual Identity

# Logos

The JAYQA identity includes a vertical lockup, horizontal lockup, wordmark, iconmark, 3D iconmark and favicon. Each variation is designed for a different scale and format while maintaining the same visual identity. Use the vertical or horizontal lockup when full brand recognition is required, the wordmark where space is limited, and the iconmark for compact or already branded environments. Always use the supplied master artwork rather than recreating any mark.




Vertical Lockup




Horizontal Lockup




Wordmark



Iconmark



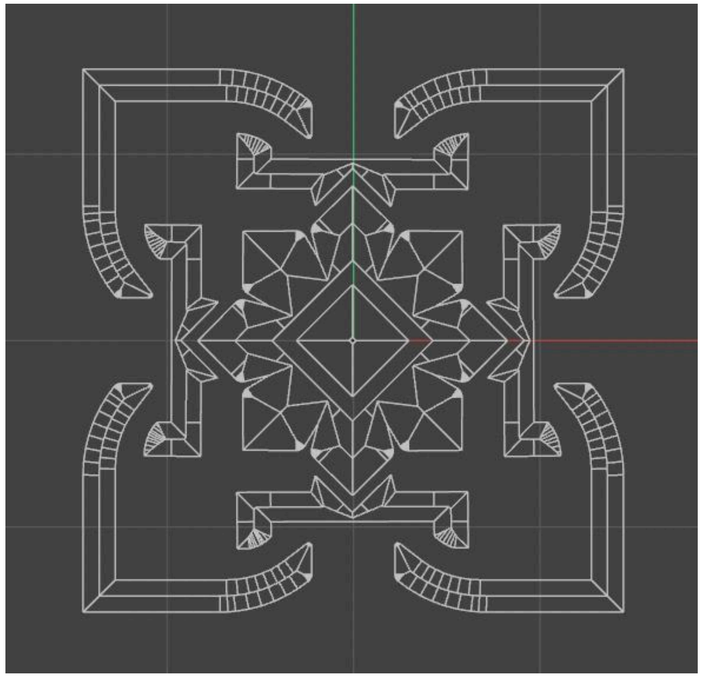
3d Iconmark



Favicon

# 3D iconmark

The iconmark is translated into a dimensional form using Cinema 4D, preserving its original geometry while adding depth, bevels and material detail. A faceted emerald treatment gives the mark a jewel-like quality, allowing light and reflection to reveal its structure while reinforcing Jayqa’s connection to jewellery and craft.

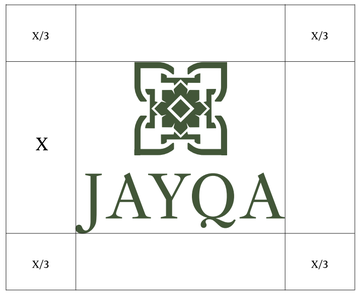




# Clearspaces

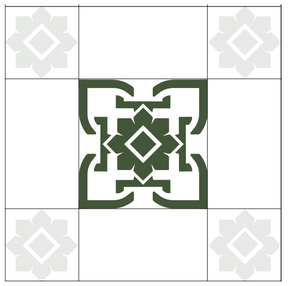
Clear space ensures that the JAYQA logo remains distinct from surrounding content. Every logo variation has a defined exclusion zone based on its own proportions, as demonstrated on this page. Typography, imagery, borders, patterns and other graphic elements must remain outside this area. More space may be added when appropriate, but the defined minimum should never be reduced.









# Minimum Sizes

Minimum sizes protect the clarity and recognisability of the identity at smaller scales. The Vertical Lockup must not appear below 95px digitally or 22mm in print; the Horizontal Lockup below 140px or 32mm; the Wordmark below 100px or 24mm; and the Iconmark below 64px or 10mm. When an application requires a smaller mark, move to the simpler icon or favicon rather than reducing a detailed lockup beyond its limit.




Digital : 95px
Print : 22 mm




Digital : 140px
Print : 32 mm



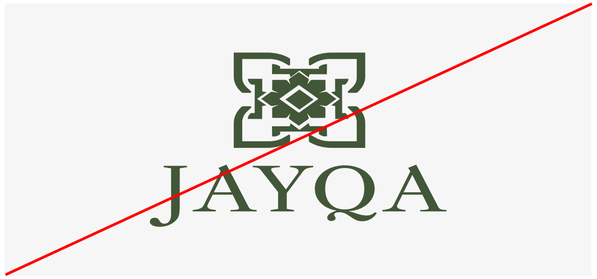
Digital : 64px
Print : 10 mm



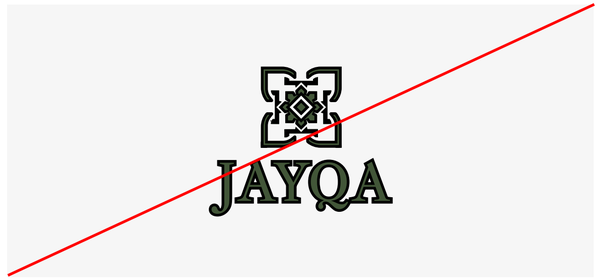

Digital : 100px
Print : 24 mm

# logo Misuse

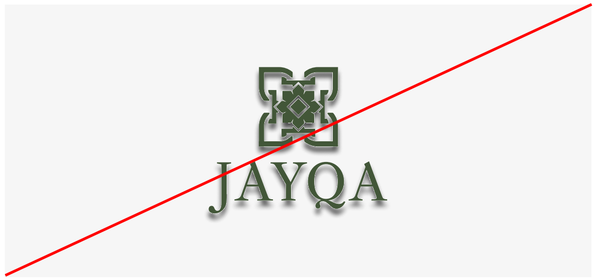
Consistency is essential to building recognition, so the JAYQA logo should always appear exactly as supplied. Do not stretch, compress, rotate, outline, fade, recolour, add shadows or effects, introduce overlays, rearrange its elements or alter its proportions. The defined clear space and minimum sizes must also be respected. When in doubt, use an approved master logo rather than adapting the artwork for the application.



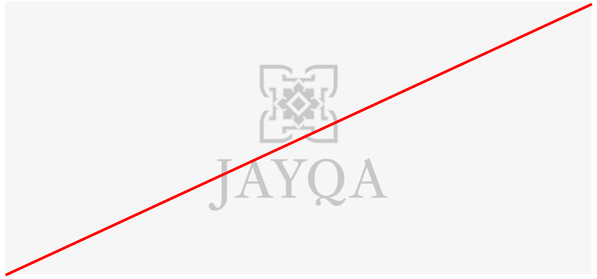

Do not distort or warp the logo in any way.



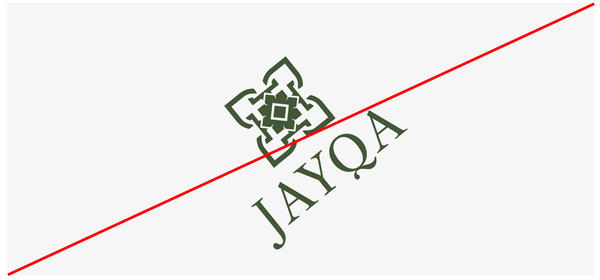

Do not outline the logo.



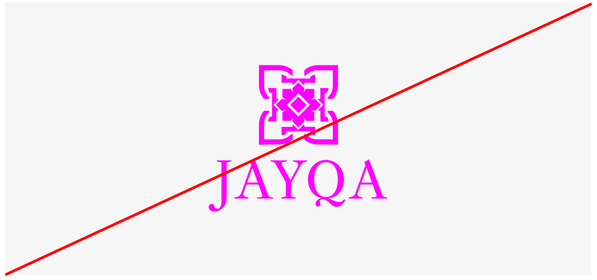

Do not add any effects to the logo.



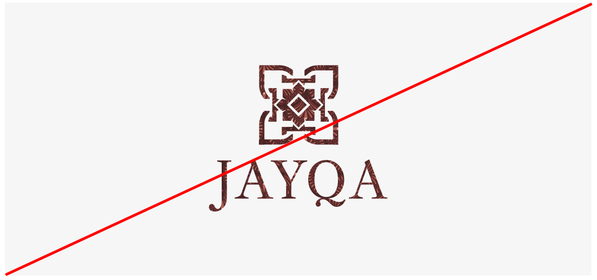

Do not change the tone,tint or opacity of the logo.



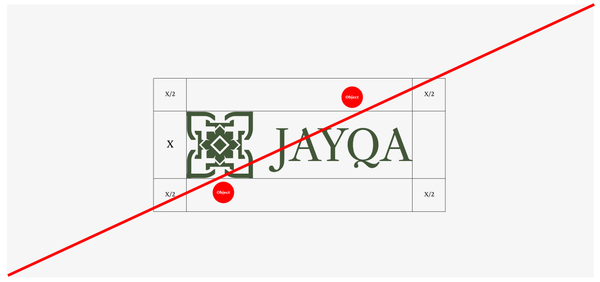

Do not rotate the logo.



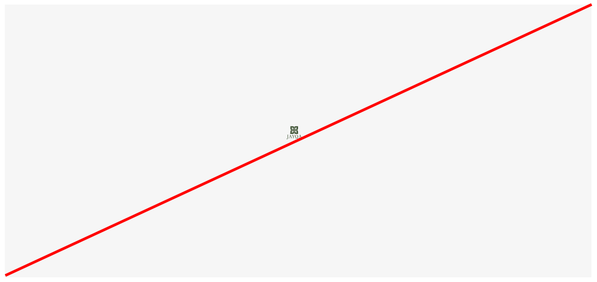

Do not change color of the logo.




Do not add overlay to the logo .




Do not ignore the defined clearspace of the logo .

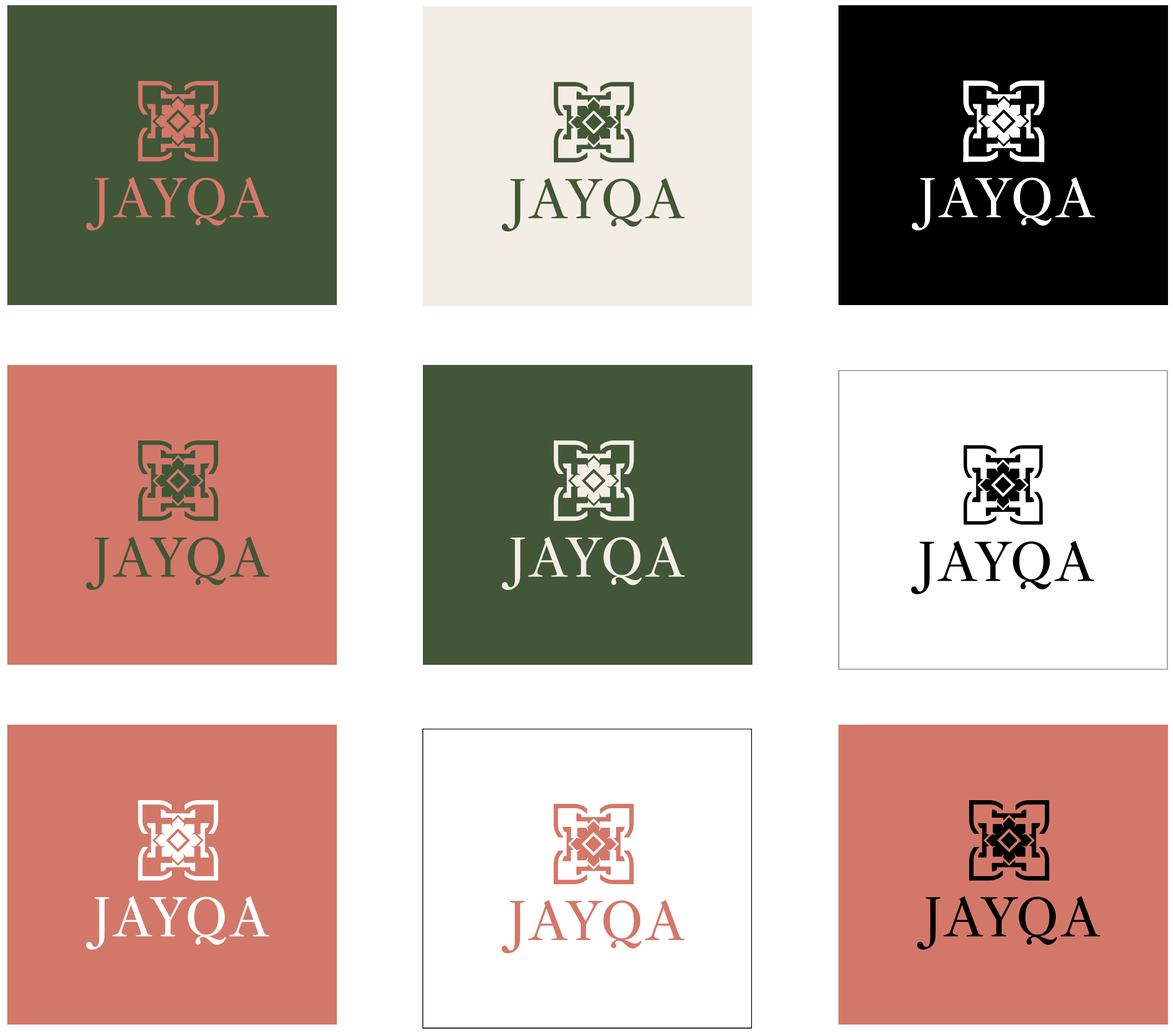


Do not ignore the minimum logo size of the logo .

# Color variation

The logo may only appear in approved brand colour combinations. Selection should be based primarily on legibility: always choose the version that creates the clearest contrast with its background before considering decorative preference.

Sage on Cream or White, White on Sage, and White on Black should be treated as the strongest and most frequently used combinations. Dusty Coral on Sage, Sage on Dusty Coral and Black on Cream may be used as secondary expressions. Lower-contrast combinations should be reserved for larger-scale applications where clarity remains unaffected.



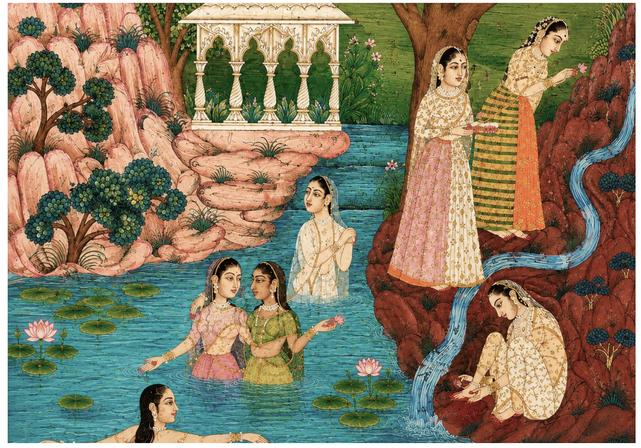
# Illustration Style System

JAYQA's illustration language is inspired by Bundi painting and the wider tradition of Rajasthani miniature art, interpreted through the brand's contemporary visual system. Illustrations should feel flat and layered rather than realistically three-dimensional, using elevated viewpoints, overlapping planes and richly constructed environments.

Detail is central to the style: foliage, architecture, textiles, jewellery and ornamental elements should feel carefully observed and intricately rendered. Green should remain the dominant colour family, with pink and coral introduced selectively as accents. The final result should feel lush, refined and slightly dreamlike, avoiding photorealistic lighting, exaggerated 3D depth or overly synthetic rendering.



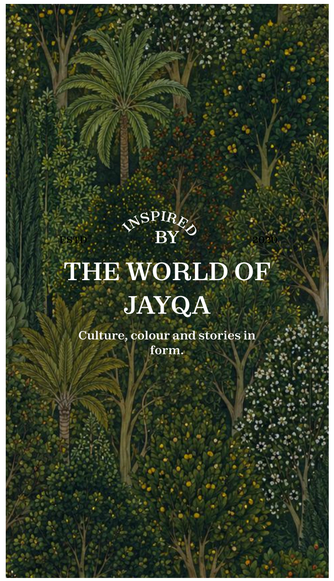




# Illustration Use-Case

The illustrations can be used across packaging, editorial covers, cards, digital communication and other branded surfaces where a more expressive visual language is appropriate. They should always support the composition rather than overpower the logo or key information.





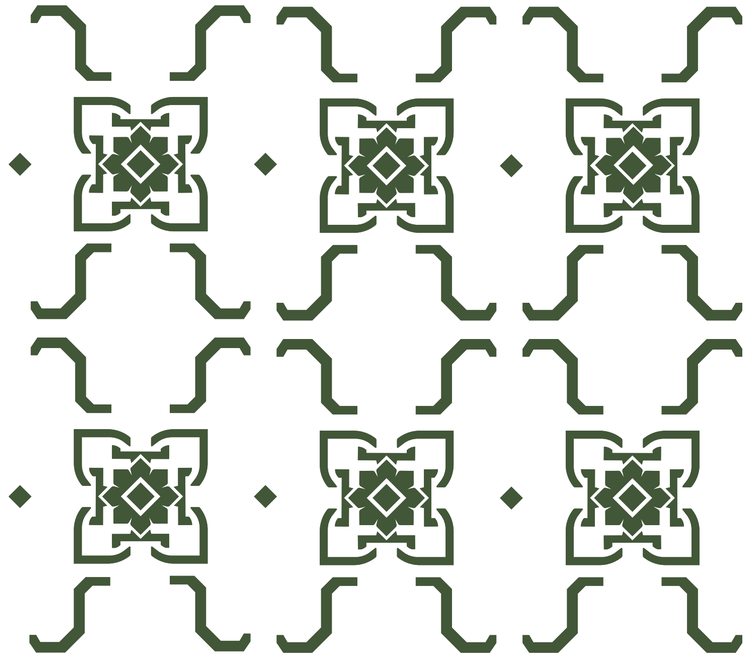

# Pattern

JAYQA uses two complementary pattern families. The floral pattern introduces organic movement, ornamentation and richness, while the geometric pattern is constructed from the iconmark and creates a more structured, graphic rhythm.

The floral pattern works best across larger decorative surfaces, packaging interiors, papers and applications where detail can be appreciated.

The icon pattern is better suited to structured layouts, repeat systems and smaller branded surfaces. Patterns should support the identity rather than compete with the logo or important information, and their scale may be adjusted according to the application.

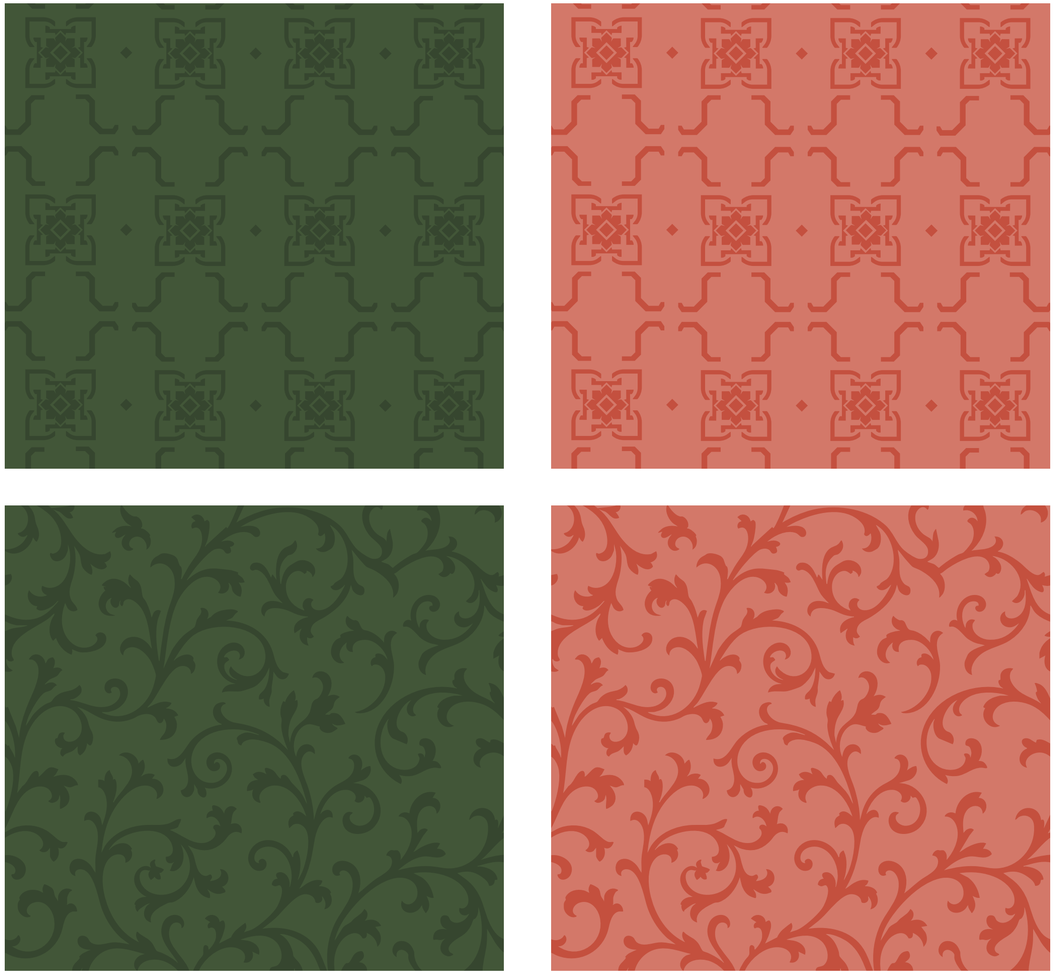




# Pattern Color Variation

JAYQA's patterns are used in two approved colour combinations: Sage with Deep Sage and Dusty Coral with Deep Coral.

ONLY MEANT FOR EMBOSSING



# Color Palette

JAYQA's palette is centred around Sage and Dusty Coral, supported by Cream, White and Black. Sage acts as the dominant brand colour and establishes the identity's grounded, distinctive character, while Dusty Coral introduces warmth and contrast. Cream provides a softer neutral alternative to white, while White and Black support clarity and functional applications. The palette should generally feel Sage-led rather than giving every colour equal visual weight.

## SAGE

HEX : #435739
RGB : 67, 87, 57
CMYK : (23, 0, 34, 66)

## DUSTY CORAL

HEX : #D47869
RGB : 212, 120, 105
CMYK : ( 0, 43, 50, 17)

## CREAM

HEX : #F4EEE6
RGB : 244, 238, 230
CMYK : ( 0, 2, 6, 4)

## DEEP SAGE

HEX : #364630
RGB : 54, 70, 48
CMYK : (23, 0, 31, 73)

## DEEP CORAL

HEX : #C5503F
RGB : 197, 80, 63
CMYK : (0, 59, 68, 23)

## BLACK

HEX : #000000
RGB : 0, 0, 0
CMYK : (0, 0, 0, 100)

## WHITE

HEX : #FFFFFF
RGB : 255, 255, 255
CMYK : (0, 0, 0, 0)

# Color Combination

JAYQA’s colour combinations are structured across Primary, Secondary, and Limited use to maintain consistency and clarity across all brand applications.

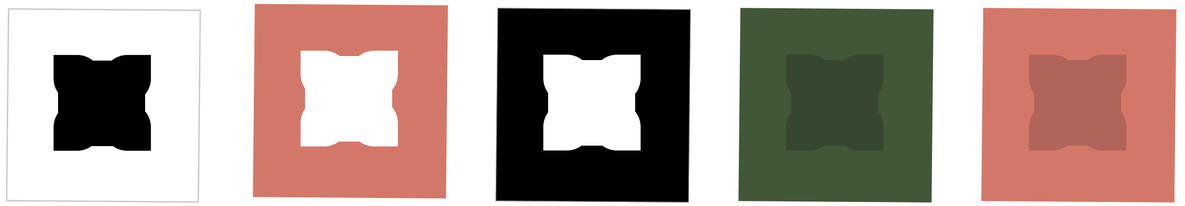
Primary combinations use Sage with Cream or White and should be used most frequently.

Secondary combinations introduce Black, Deep Sage, Dusty Coral, and Deep Coral for added flexibility while staying within the brand palette. Limited combinations pair Sage, Dusty Coral, and Cream for more expressive applications and should be used selectively.

## Primary



## Secondary



## Limited



## Typerface

JAYQA's typography system combines three complementary typefaces. Zodiak is used for expressive headlines, Roboto Condensed for clear sub-headings and supporting information, and Sentient for longer body copy. This hierarchy balances personality with readability and should remain consistent across print and digital applications. Avoid introducing additional typefaces unless required for a specific language or technical purpose.

Headlines - **Zodiak** by Indian Type Foundry

AaBb

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

Sub-headlines - Roboto Condensed

AaBb

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

Body Copy - Sentient

AaBb

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

0123456789

Title **For the Ones Who Choose Their Own Kind of Luxury**

H1 Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Body Jayqa creates designer jewellery for people who use style as a form of self-expression. Bold yet refined, each piece is shaped to feel distinctive, personal, and visually memorable. Designed for modern luxury spaces and fashion-forward individuals, Jayqa is jewellery for those who do not want the expected — they want something with character, attitude, and presence.

# 03

## Customer Experience

# Customer Experience

Jayqa's customer experience is designed as a sensory journey, where every touchpoint from discovery and space to service, presentation and aftercare feels intentional, immersive and distinctly Jayqa.




Build an editorial world through craftsmanship, culture and intimate jewellery details. Keep storytelling refined, atmospheric and never overly promotional.




Create a distinctive yet restrained storefront where the Jayqa identity feels architectural, considered and unmistakably premium.



A subtle blend of sandalwood, rose and jasmine creates a recognisable scent memory that becomes part of the Jayqa experience.



Warm lighting, refined materials and focused displays create an intimate environment where every piece feels elevated and considered.



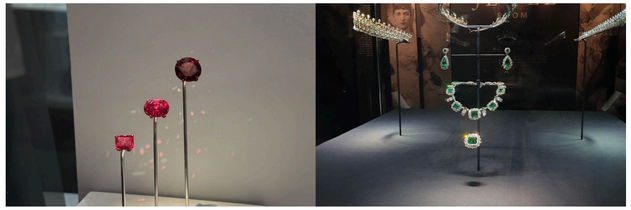
A gentle blend of Indian classical influences and contemporary sound creates a calm, culturally rich atmosphere around the jewellery.



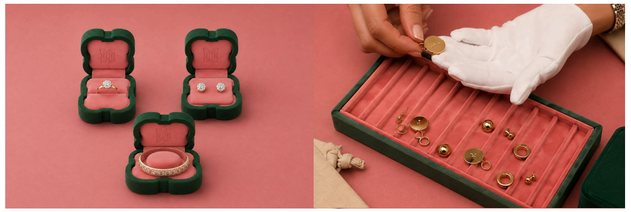
Indian-inspired drinks and sweets turn hospitality into a small sensory ritual, adding warmth and cultural character to the experience.

# Customer Experience

Jayqa’s customer experience continues beyond the purchase through considered presentation, documentation, storytelling and aftercare turning each piece into a personal, collectible experience that stays meaningful over time.



Museum-like displays give each piece space to stand alone, while private consultations make discovery feel personal and unhurried.



Jewellery is revealed through custom trays and considered handling, turning presentation into a deliberate moment of anticipation.




Authenticity certificates, archive details and care information extend the story of each piece beyond the jewellery itself.



A collectible story book documents the inspiration, materials, makers and journey behind each piece, making ownership more meaningful.




Collectible packaging, travel accessories and thoughtful details make the final reveal feel as special as the jewellery within.




Thoughtful aftercare and privileged access to future releases build an ongoing relationship with Jayqa beyond the purchase.

# 04

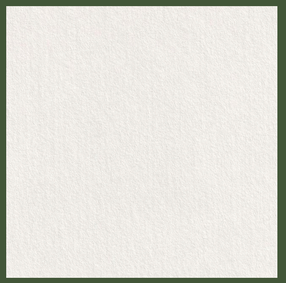
## Brand Applications

## Cruelty-Free & Sustainable

Our brand collaterals are thoughtfully made with cruelty-free and more sustainable materials, keeping both craftsmanship and environmental impact in mind. We avoid animal-derived materials and prioritize recycled, recyclable, and responsibly sourced alternatives wherever possible.
From packaging to printed touchpoints, every element is designed to reduce unnecessary material use, minimize waste, and encourage reuse, creating a more conscious experience without compromising on the premium feel of the brand.



Faux suede



Paper



Metal



Tencel



Cotton Yarn

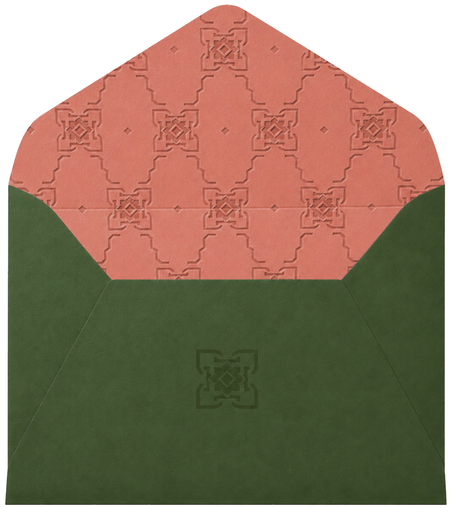
# Thank you card

The thank you card is built around the act of opening. A restrained Sage envelope gives way to a Dusty Coral patterned lining and a Cream message card, creating a deliberate sequence of exterior, reveal and message. The experience should feel personal and considered without becoming overly decorative.
Use a premium textured envelope and a substantial uncoated stock for the card. The envelope exterior should carry only a subtle wordmark or iconmark through blind embossing, debossing or restrained foil. The patterned interior provides the richer visual moment, while the card itself remains quiet so that the written message retains importance.

Material Application

- Outer envelope: 300–350 GSM textured uncoated olive-green paper
- Inner liner: 150 GSM coral-pink textured paper, embossed pattern
- Message card: 300 GSM warm ivory uncoated paper
- Logo: UV Print
- Finish: Matte, uncoated, no lamination





# Authenticity Card

The authenticity certificate is treated as a permanent document accompanying the jewellery and should therefore feel more archival than promotional. The certificate is housed within a structured Sage folio, allowing the customer to open the piece and access the product information, identification details and verification fields inside.
The folio should use a durable textured or leather-like material, with the floral texture applied subtly across the surface. Exterior branding should be blind embossed, debossed or applied with restrained metallic foil. Interior information should remain clean and highly legible on Cream or White stock. Decorative finishes must never interfere with serial numbers, signatures, QR codes or authentication details.

Material Application

- Outer cover: Rigid board wrapped in premium vegan leather (PU leather)
- Texture: Embossed pattern
- Logo: Blind deboss
- Inner pages: 250–300 GSM warm ivory uncoated card
- Finish: Matte, soft-touch, leather-like texture
- Construction: Rigid hard-cover with hinged spine




Debossed Branding Details



# Visiting Card

The visiting card is intentionally minimal, allowing material, typography and finishing to carry the identity. The front presents only the JAYQA wordmark, while practical contact information is kept to the reverse. This separation creates a quieter first impression and prevents functional information from competing with the brand. Use a thick, tactile Sage stock with a subtle surface texture and softly rounded corners where production allows. The wordmark may be applied using metallic foil, debossing or a combination of both. Contact information should remain printed in a high-contrast neutral colour for maximum legibility rather than being treated as a decorative finish.

Material Application

- Front - Textured Metal
- Back - Printed Metal

Option 01







Option 02



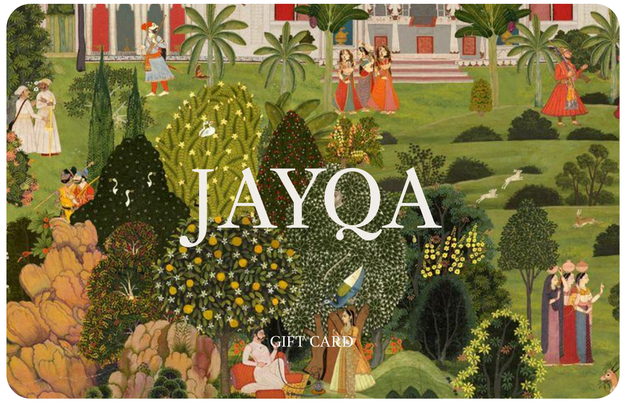



# Gift Card

The gift card introduces JAYQA's illustration language at one of the brand's most personal gifting moments. The front may use a full illustrated composition with the wordmark clearly positioned over it, while the reverse remains restrained and functional, carrying the card number, value, validity and redemption information.
The card should feel substantial and durable, with a premium matte or softly tactile finish. It is presented within a structured Sage holder so that receiving and opening the card becomes part of the experience. Foil should be limited to the wordmark, iconmark or presentation case, allowing the illustration to remain the primary visual expression.

Material Application

- Card: 350–400 GSM premium cardstock
- Finish: Matte, soft-touch laminated
- Outer envelope: 300–350 GSM premium textured uncoated paper
- Design detail: Spot UV or embossing for the JAYQA logo
- Ribbon - Tencel









# Invoice

The invoice balances operational clarity with the physical identity of JAYQA. The document itself remains restrained and functional, using Cream as the primary surface with clear typographic hierarchy for customer, product, payment and transaction information. It should always prioritise readability over decorative branding.
For physical presentation, the invoice may be placed inside the Sage envelope used across the collateral system. The Dusty Coral patterned lining creates a branded reveal when opened without affecting the document itself. Embossing, debossing or foil may be used on the envelope branding, while the invoice should rely primarily on high-quality printing and paper stock.

Material Application

- Invoice: 120–150 GSM premium ivory uncoated paper
- Outer envelope: 250 GSM textured sage green2 uncoated paper
- Inner liner: 150 GSM coral-pink paper with embossed pattern
- Logo: Blind emboss/deboss
- Finish: Matte, tactile, uncoated
- Envelope: Die-cut and folded construction



JAYQA

INVOICE

JAYQA BOUTIQUE
THE DUBAI MALL
FASHION AVENUE, GROUND FLOOR
DOWNTOWN DUBAI, P.O. BOX 214123
DUBAI, UNITED ARAB EMIRATES
Tel: +971 4 412 0909
TRN: 100545678900003

MR. RISHABH MEHTA
16 PARK STREET
KOLKATA 700016
INDIA

INVOICE NO. : 1 / 1 DATE : 16 / 02 / 2023 12 : 40 INVOICE NO. : J0231 - 51279 - DEF8A0723D
REF. CUSTOMER : 231115D09001

| DESCRIPTION | | QTY. | AMOUNT |
|---|---|---|---|
| LUMIÈRE DIAMOND RING<br>JQ9088SRNG01<br>18K YELLOW GOLD, DIAMONDS | <GOOD> | 1 | AED 6,150.00 |

| TAX | TYPE | RATE | AMOUNT (AED) | TOTAL (AED) |
|---|---|---|---|---|
| VAT | <GOOD> | 5% | AED 307.50 | AED 6,150.00 |

PAYMENT MODE :
VISA CARD

AMOUNT IN WORDS : SIX THOUSAND ONE HUNDRED FIFTY DIRHAMS ONLY

JAYQA FINE JEWELLERY L.L.C | TRN: 100545678900003
THE DUBAI MALL, FASHION AVENUE, GROUND FLOOR, DOWNTOWN DUBAI, P.O. BOX 214123, DUBAI, UAE
THIS IS A COMPUTER GENERATED INVOICE AND DOES NOT REQUIRE SIGNATURE.






# Warranty Card

The warranty card is designed as a durable record that customers can retain with their jewellery. The front establishes the JAYQA identity and guarantee designation, while the reverse contains reference numbers, purchase information, validity and authorisation details. These functional fields should remain easy to complete and read over time.
Use a substantial Sage card stock with a durable matte or lightly textured finish. The wordmark and guarantee title may receive restrained metallic foil for hierarchy, while all variable information should remain printed or writable. The accompanying Dusty Coral holder may use the geometric pattern through embossing or debossing, creating a richer presentation without compromising the practical nature of the card.

Material Application

- Guarantee Card: Premium **metal card** with a brushed/matte finish, silver engraving and rounded corners.
- Presentation Sleeve: Rigid paperboard with a textured coral wrap, embossed pattern.









# Tags

The JAYQA tag is designed as a small but considered extension of the jewellery experience, remaining attached to the piece without visually competing with it. The compact icon-derived silhouette makes the tag recognisable even before the wordmark is read. Use Sage as the primary material colour, paired with a matching cord and restrained metallic hardware where required. Branding should remain minimal, with the JAYQA wordmark centred on the tag and applied through subtle foil, embossing or debossing. Avoid adding unnecessary product information to the branded face; functional details may be placed on the reverse where required.







Material Application

- Product Tag: Premium 400 GSM textured cardstock with matte finish, printed product information, printed JAYQA logo and satin ribbon attachment.

# Jewellery Boxes

The JAYQA pouch is designed as the most intimate layer of the packaging experience, holding the jewellery directly and protecting it beyond the moment of purchase. It should feel soft, tactile and substantial, using Sage as the primary exterior colour with a refined fabric, suede or velvet-like finish. The structure should be compact, secure and easy to reopen for continued storage.

Material Application

- Outer: FSC-certified rigid board wrapped in premium vegan leather / microfiber suede
- Inner lining: Soft microfiber suede or velvet in the coral-pink tone
- Structure: Rigid MDF or greyboard core for a sturdy, premium feel
- Logo: Blind embossing  in matching green for a subtle luxury finish
- Jewelry holder: Padded microfiber-suede



Ring/ Earing Box
80 × 80 × 35 mm





Bracelet Box
180 × 180 × 45 mm



Jewelry Set Box
180 × 180 × 45 mm

# Pouch

The JAYQA pouch is designed as the most intimate layer of the packaging experience, holding the jewellery directly and protecting it beyond the moment of purchase. It should feel soft, tactile and substantial, using Sage as the primary exterior colour with a refined fabric, suede or velvet-like finish. The structure should be compact, secure and easy to reopen for continued storage.

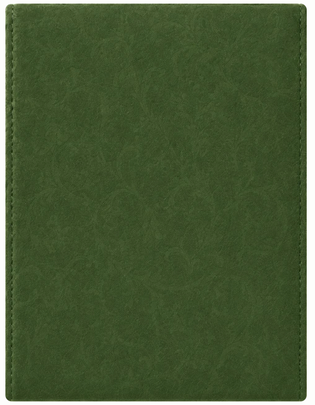
Material Application

- Jewelry Pouch: Premium olive green faux suede with a soft matte finish, tonal embossed JAYQA logo, and gold-tone metal snap button closure.







# Potley

A soft velvet jewellery pouch designed to make the unboxing feel tactile and considered. The deep green body carries a subtle tonal floral pattern, while the contrasting coral drawstrings add warmth and visual distinction. The JAYQA wordmark sits centrally in white, creating a restrained focal point against the richly textured surface. The pouch works both as protective packaging and as a reusable keepsake for storing jewellery.

Material Application

- Jewelry Potley: Premium olive green faux suede with a tonal floral pattern, printed JAYQA logo, and pink Cotton Yarn twisted cord drawstring closure.



# Tray

The jewellery tray extends the identity into the physical presentation of the pieces. A Sage outer frame creates continuity with the wider packaging system, while the Dusty Coral interior introduces warmth and provides a contrasting surface against which jewellery can be viewed clearly.

The interior should use a soft, jewellery-safe material such as velvet, suede or an equivalent premium lining, with structured channels or compartments appropriate to the pieces being displayed. Branding should remain secondary to the jewellery itself. Where applied, use a small embossed, debossed or foiled iconmark on the outer structure rather than placing prominent branding within the display area.

Material Application

- Jewelry Tray: Olive green faux suede outer frame with a soft pink Tencel inner lining and padded compartments for jewelry storage.

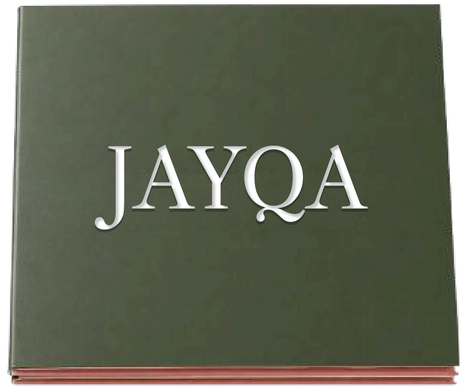


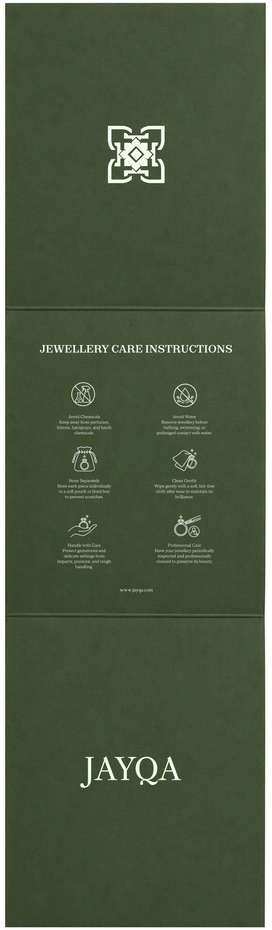
# Care card

The care card is designed as a compact folded experience, allowing practical information to unfold gradually rather than appearing as a dense instruction sheet. The alternating Sage and Dusty Coral sides also allow English and Arabic communication to feel connected while remaining visually distinct.
Use a substantial uncoated or lightly textured paper stock that holds folds cleanly and feels consistent with the wider packaging system. Logos and icons may be printed or selectively foiled, but functional care information should remain highly legible. Foil should be reserved for the cover marks or small moments of emphasis rather than instructional text.

Material Application

- Jewelry Care Card: Premium textured paper with a matte finish, featuring printed JAYQA branding, jewelry care instructions, and a green and pink color scheme.






# Carry Bags

The carry bag should feel like a continuation of the packaging experience rather than a separate retail component. Sage forms the dominant exterior, allowing the white JAYQA wordmark to remain immediately legible, while Dusty Coral handles introduce a controlled accent from the secondary palette. The side gussets use the geometric JAYQA pattern as a quieter detail that becomes visible through movement.

Use a rigid, premium paper stock with a matte or lightly textured finish. Handles should feel substantial and tactile. Foil may be introduced selectively for the wordmark on special applications, but the standard bag should prioritise clean contrast and material quality over excessive finishing.

Material Application
- Paper Bag: Premium textured paper with a matte finish, printed JAYQA branding and inner pattern, with pink Tencel twisted cord handles.

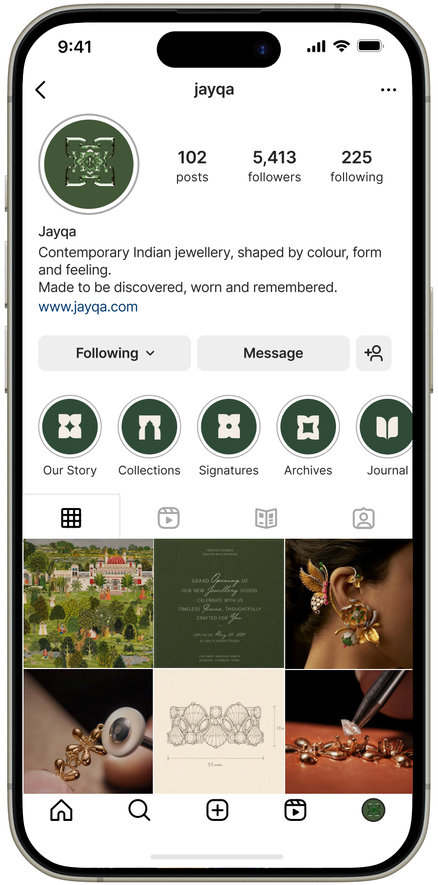


# 05

## Web & Social

# Social media display

Jayqa's social media system extends the brand world through a consistent profile picture, highlight icons and curated feed. The profile uses the iconmark for instant recognition, while highlights follow a unified visual language for key categories. Posts balance jewellery, craftsmanship, cultural references, sketches and editorial storytelling, creating a refined and cohesive digital presence.

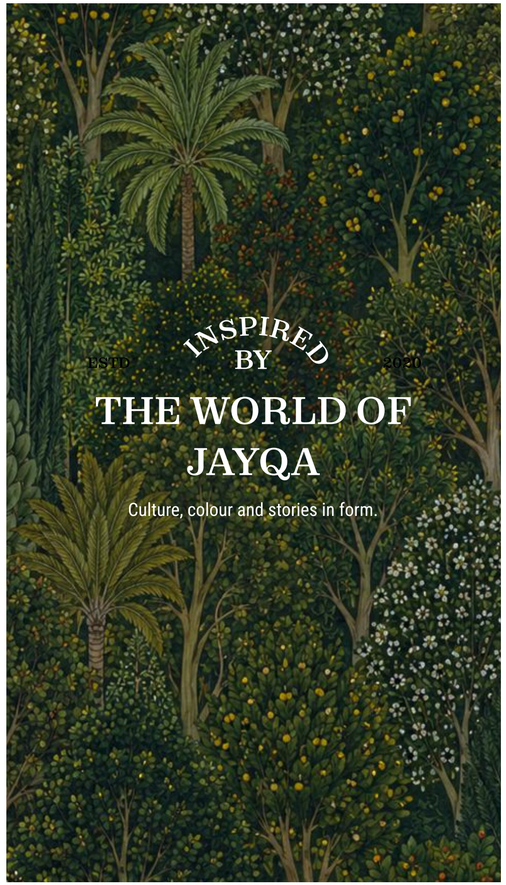


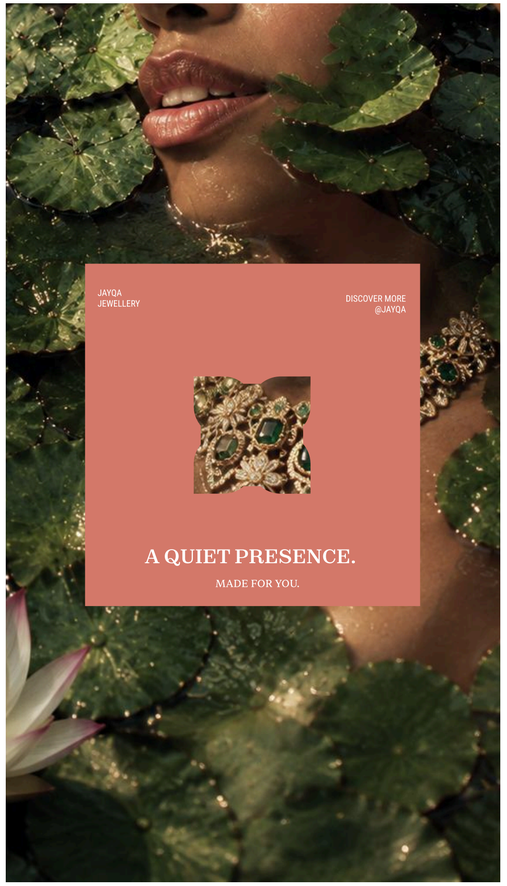



# Reel cover template

Jayqa’s reel covers follow a flexible creative system built around strong imagery, restrained typography and expressive compositions. Each cover may vary in layout, while consistently reflecting the brand’s world through jewellery, culture, colour and storytelling.



# Photography & Grid

Jayqa uses a flexible column grid to organise text, imagery and supporting details with clarity, rhythm and balance. The grid creates structure across layouts while allowing each composition to respond naturally to its content and format.

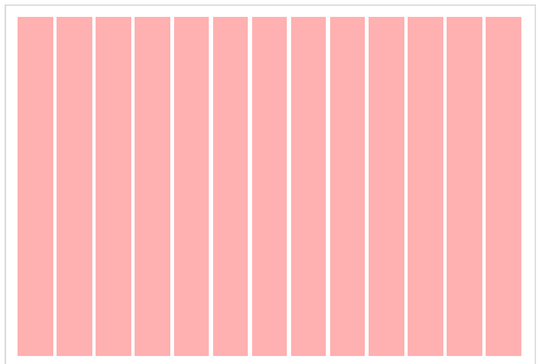
01 — Establish the Grid
Divide the working area into evenly spaced columns with consistent gutters and clear outer margins. The number of columns can adapt depending on the format.

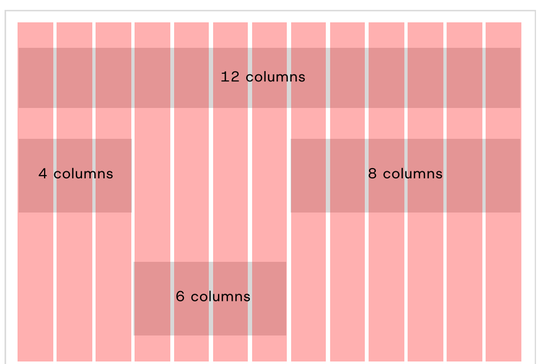
02 — Define Content Widths
Headlines, imagery and text blocks can occupy different column spans depending on their scale, importance and role within the composition.

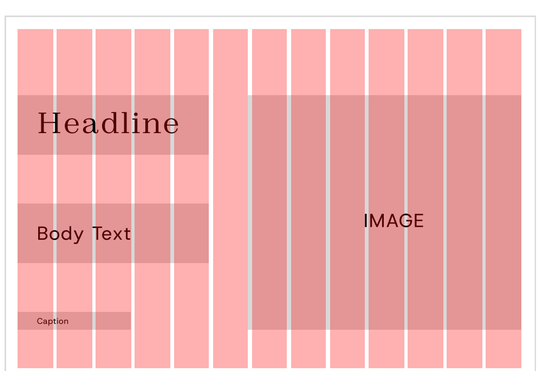
03 — Align Every Element
Position text, imagery, captions and supporting details along shared column lines to create order and visual continuity.

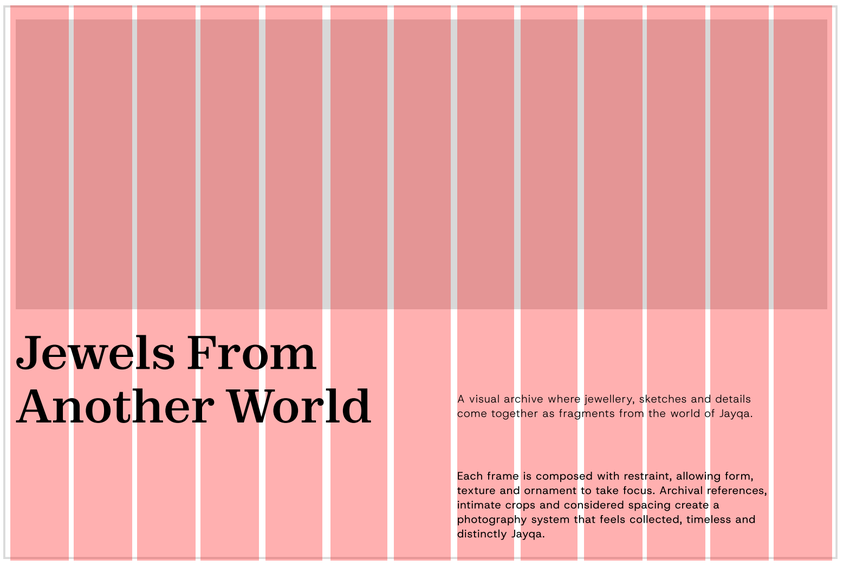
04 — Build the Composition
Use the grid to control hierarchy and proportion. Larger elements can occupy more space, while smaller details support the overall layout.

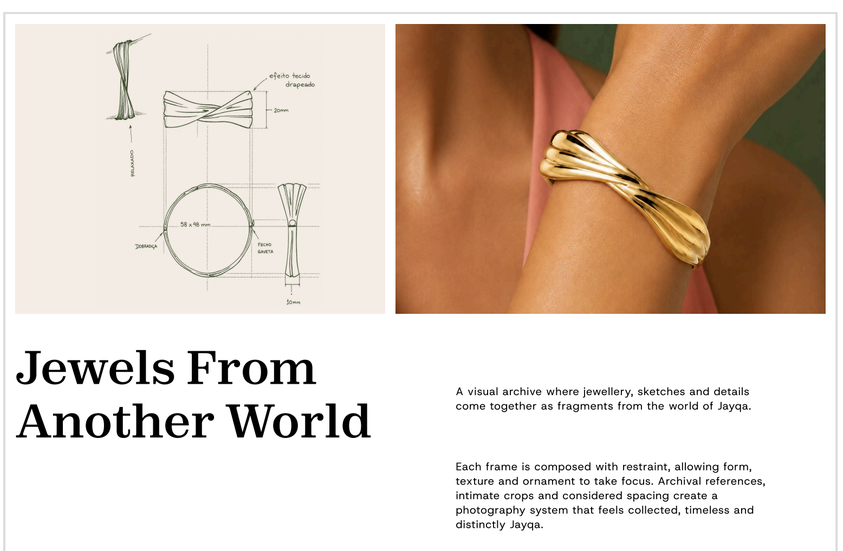
05 — Adapt the Structure
The grid should remain consistent within a composition, but the number of columns, spacing and content spans can change across different formats.





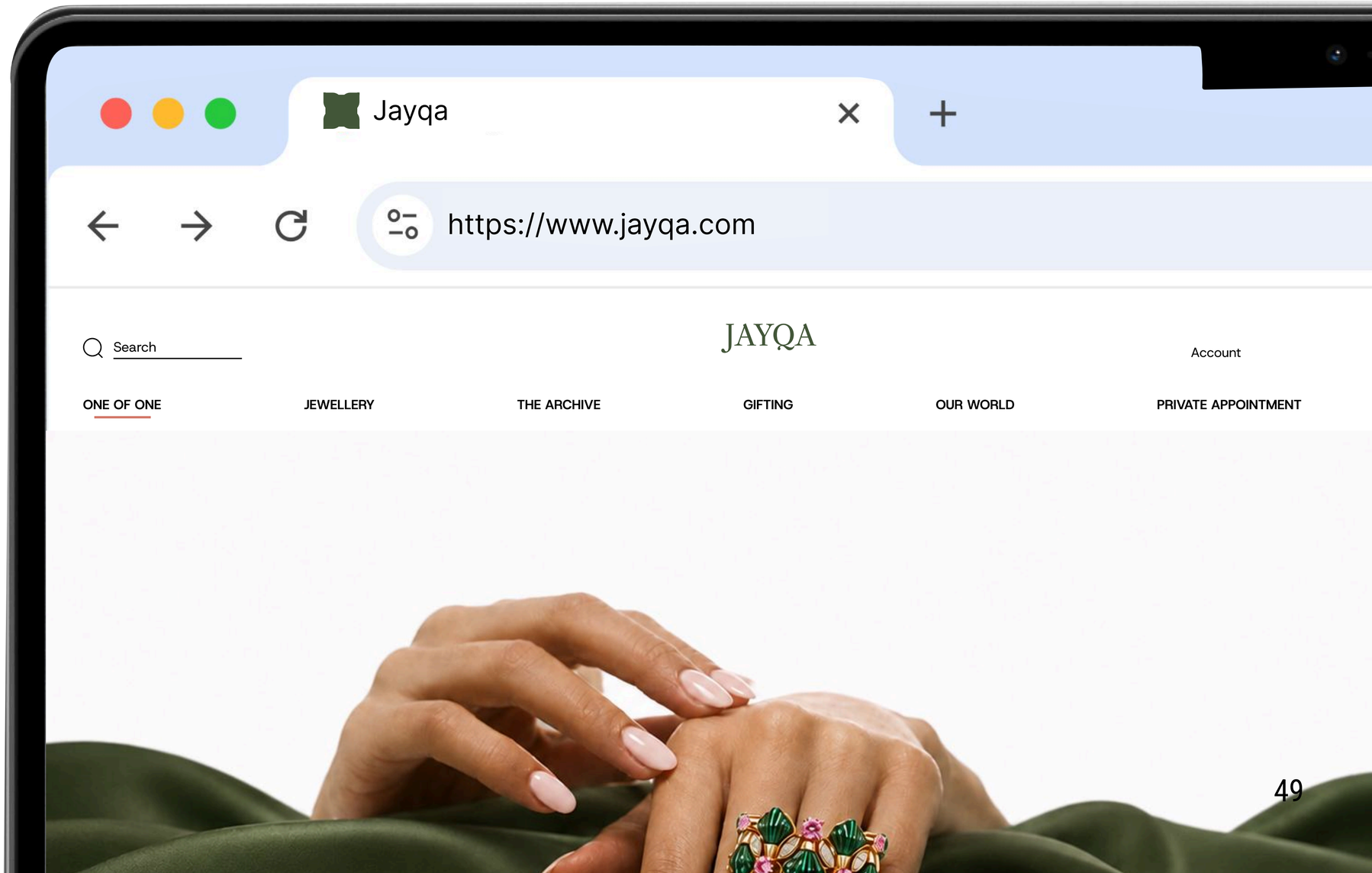



# Favicon

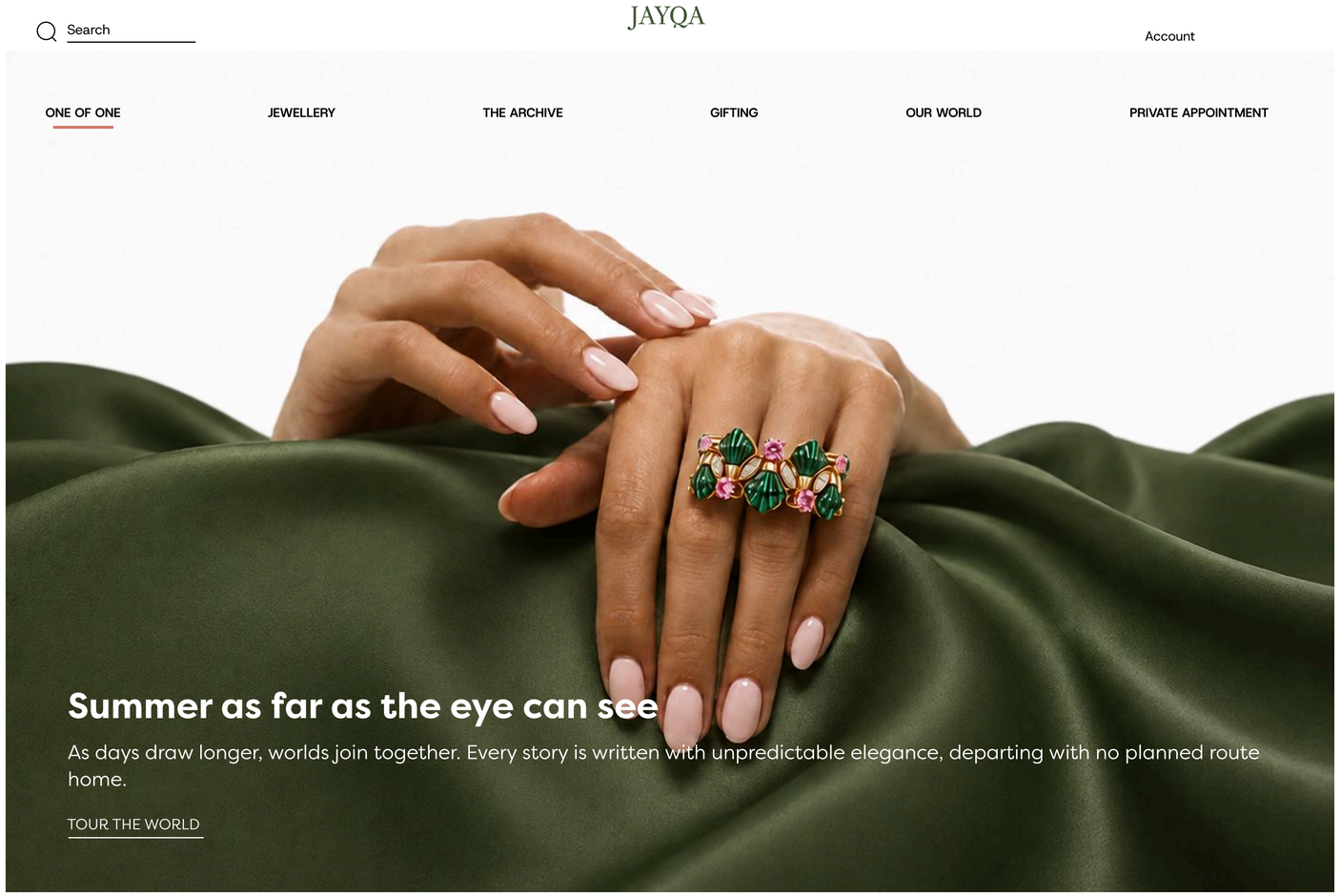
The Jayqa favicon uses the brand's iconmark as a compact digital identifier. Designed for clarity at small sizes, it keeps the brand instantly recognisable across browser tabs and other digital touchpoints while maintaining a clean, consistent presence.



# Home

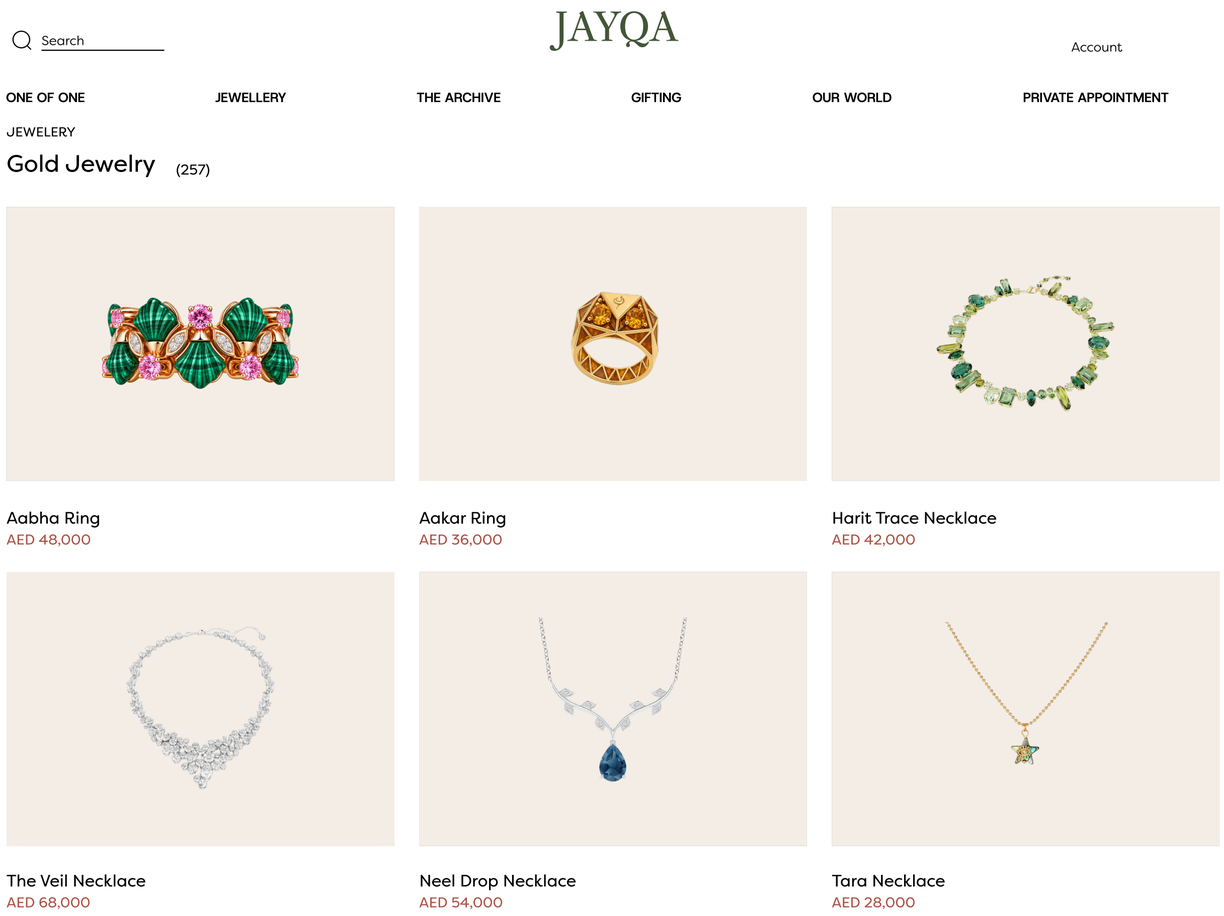
The JAYQA website home page introduces the brand through a refined balance of jewellery, photography and storytelling. The layout keeps the experience clean and editorial, allowing the product and visual world to remain the primary focus.

Large imagery, minimal navigation and considered typography create a premium digital presence while guiding users naturally towards collections, gifting, the archive and the world of JAYQA.



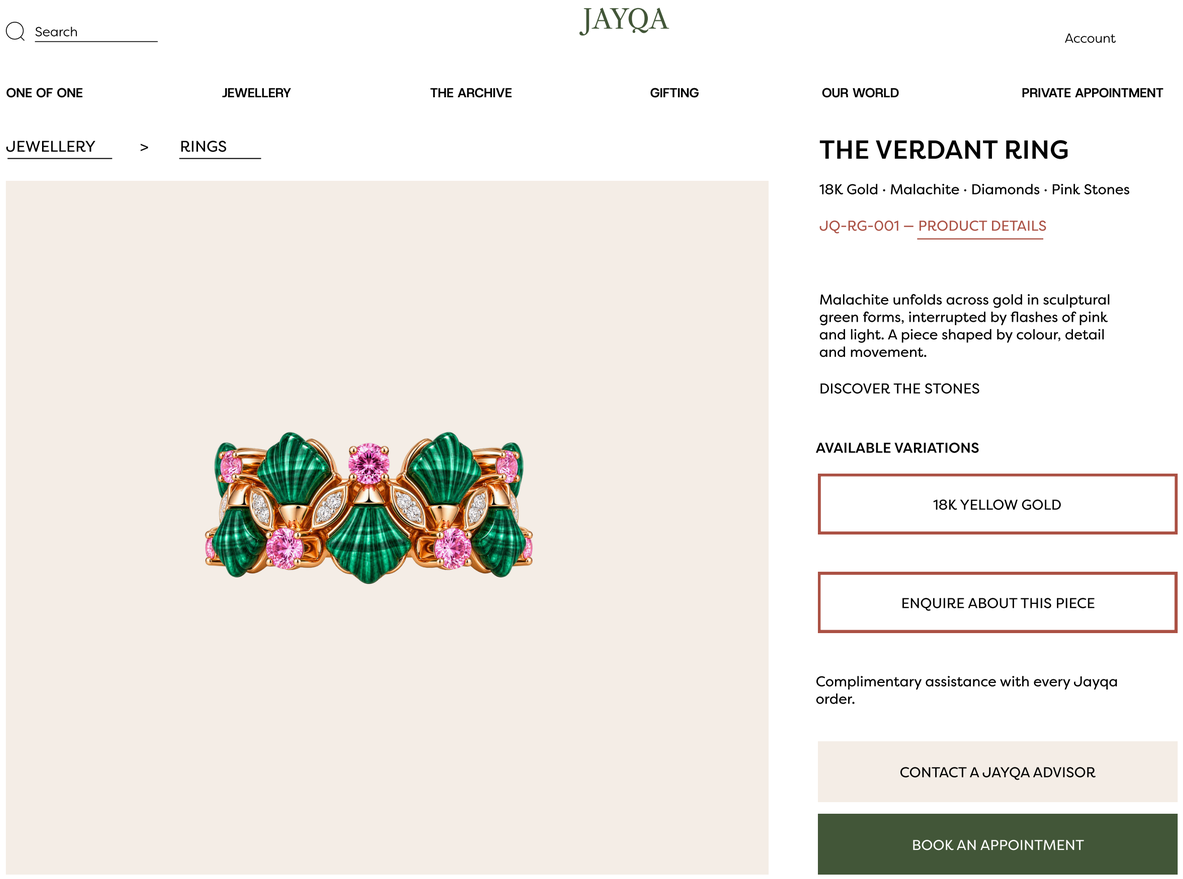
# Explore

Jayqa's landing page follows a clean, refined structure that keeps the jewellery at the centre. Clear navigation, generous white space and consistent product imagery create an intuitive browsing experience while maintaining the brand's premium and considered visual language.



# Product

Jayqa's product detail page keeps the jewellery as the focal point through generous imagery, restrained typography and a clear information hierarchy. Product details, material options and appointment-led actions are organised simply, creating a refined and intuitive luxury shopping experience.



# THANK YOU