



Harvested with Love, Shared with the World

BRAND GUIDELINES





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Welcome to the heart of DK Bio

This document serves as the cornerstone of our identity, offering you a profound insight into the essence of DK Bio and providing the essential tools to uphold a steadfast and dynamic presence.

As we embark on this journey together, let these guidelines be your compass, ensuring that every interaction with our brand echoes the core values and personality that define us





Brand Overview



This section provides an insightful glimpse into the heart and soul of DK Bio . it encapsulates our brand's essence, its reason for being, and what we aspire to become

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In 2022, DK Bio was born from a simple but powerful vision: to reshape the future of food in Cameroon by transforming wastage into opportunity. We are a pioneering brand that celebrates the richness of local produce and the boundless potential of sustainable living. With a mission rooted in innovation, health, and environmental responsibility, DK Bio is committed to reimagining how we consume, preserve, and enjoy our native foods.

At the heart of DK Bio lies a love for homemade food—a connection to the land and the vitality found in each fruit, vegetable, and grain that grows in Cameroon. We honor the vitamins, flavors, and nutrients that come naturally from our soil, while tackling one of the nation's most pressing issues: food waste. Through cutting-edge dehydration methods, we extend the life of our produce, reducing spoilage and ensuring that nothing goes to waste. By turning local harvests into high-quality, nutrient-rich products, we empower consumers to enjoy healthy food that nourishes both the body and the planet.

Our journey is one of innovation and sustainability. Every product, every process at DK Bio is a step toward a future where the resources of our land are cherished and used mindfully. We believe that a more durable, healthy way of living is possible when we embrace what we produce locally and craft solutions that serve the needs of both people and the environment.

But we are more than just food preservation. DK Bio is a movement. It's a call to embrace a circular economy that strengthens communities, uplifts local farmers, and inspires individuals to make ethical choices about how they consume. We are building a bridge between the past and the future, where the traditions of Cameroon's rich culinary heritage meet forward-thinking methods of sustainability.

Join DK Bio as we reimagine food for a better tomorrow—where every meal tells a story of health, vitality, and respect for our land. Together, we can create a Cameroon that thrives on its natural abundance, reduces waste, and nourishes all its people with the quality they deserve.

Vision

"To transform agriculture into a cornerstone of prosperity in Cameroon, creating sustainable jobs and empowering the next generation to see the true value in local farming. By turning our natural abundance into innovative, waste-free nourishment, we aim to reduce dependency on foreign imports and build a future where agriculture is cherished as a national treasure, fueling both our economy and our communities."

Mission

"At DK Bio, our mission is to reduce food waste, create sustainable employment, and promote the value of local agriculture in Cameroon. Through innovative preservation techniques like dehydration, we transform local produce into nutritious, long-lasting food, empowering communities and fostering economic independence. We are dedicated to building a future where Cameroon's youth see agriculture as a valuable, thriving industry that supports both the environment and the nation's self-sufficiency."



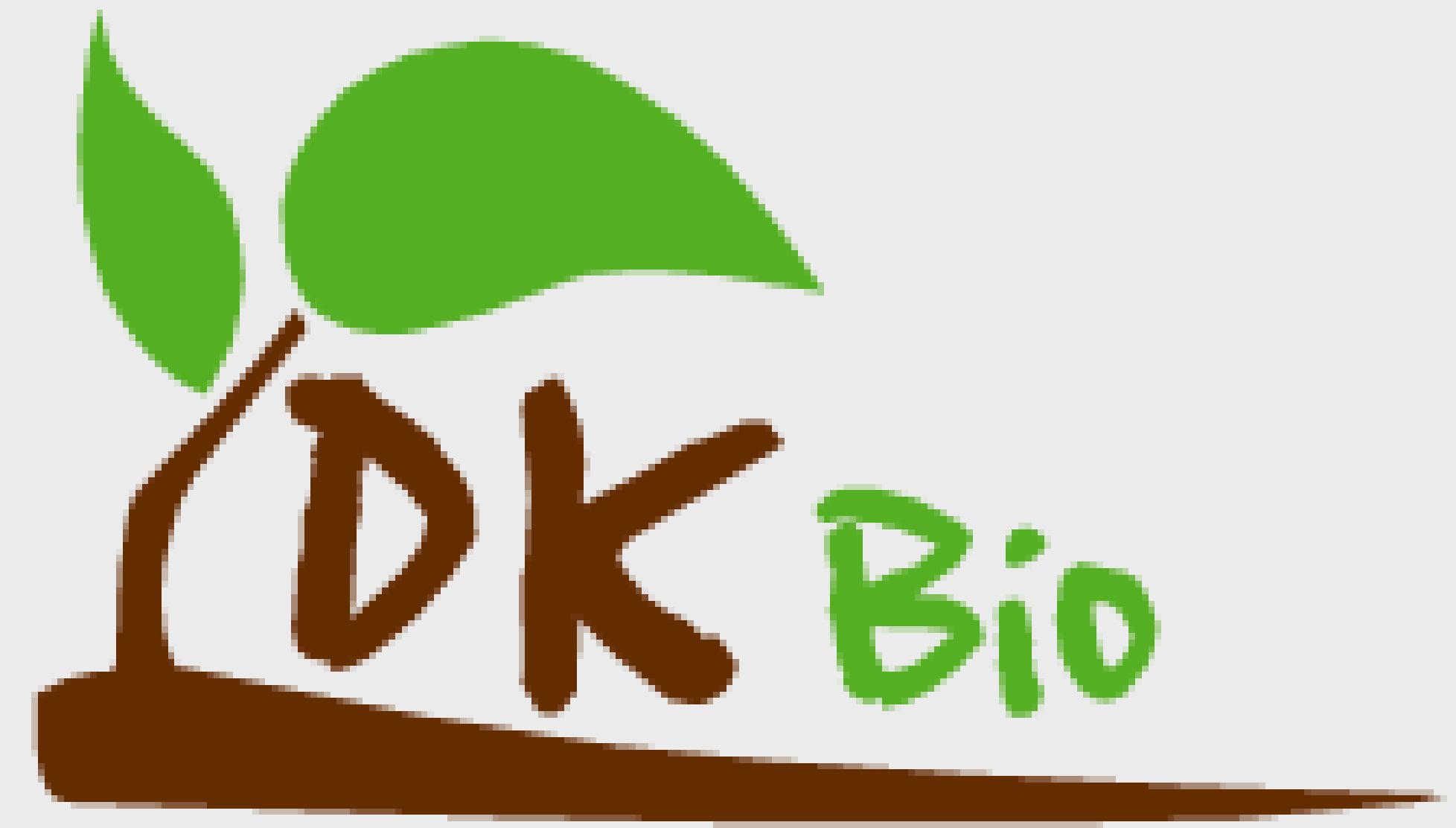
Logo

DK Bio logo visually reflects the brand's core values of sustainability, local agriculture, and nourishment. Here's a detailed breakdown of what the elements represent:

02 —

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1. **Plant Symbol:** The green leaves growing from the brown soil symbolize growth, renewal, and sustainability, representing DK Bio's mission to transform local agriculture in Cameroon. It highlights the brand's commitment to natural resources and its role in preserving and enriching the land.
2. **Brown Ground Line:** The brown base underneath the logo signifies the earth, stability, and agriculture. It roots the brand in its mission of preserving and honoring local produce, while also emphasizing the brand's focus on sustainability and responsible production.
3. **The Text - "DK Bio":** represents a deep blend of tradition, heritage, and innovation. The "DK" is a tribute to Dongmo Kafack, the founder's late father, whose teachings on the importance of agriculture and the richness of the soil serve as the foundation of the brand's philosophy. His wisdom that "whoever controls our food controls us" underscores DK Bio's mission to empower Cameroon through self-sufficiency in food production. The vibrant green "Bio" reflects the company's dedication to organic, eco-conscious practices, sustainability, and nourishing the community through locally sourced, healthy food.
4. **Tagline - "Harvested with Love, Shared with the World":** This tagline beautifully encapsulates the heart of the brand. "Harvested with Love" speaks to the care and respect DK Bio has for local agriculture and the people who cultivate it. "Shared with the World" highlights the company's goal of making local, nutritious food accessible and appreciated on a global scale, while promoting sustainable practices.



Harvested with Love, Shared with the World

At DK Bio, we specialize in the dehydration of a wide range of locally sourced products, ensuring that the nutritional value of each item is preserved while extending its shelf life. Dehydration is a technical process that involves using high-quality, modern dehydrators to remove water from food products without compromising their nutrients. This process allows for long-term preservation and reduces the risk of spoilage, making these foods immediately available for consumption when needed.

The Dehydration Process:

Our dehydration method uses high-performance, modern dehydrators that remove most or all of the water content from the food without affecting its nutritional value. By doing this, we extend the shelf life of the product and maintain its readiness for immediate consumption. The benefits of dehydration include:

Reduced risk of spoilage: Less water means less opportunity for bacteria and mold to grow, preserving the food's quality.

Extended shelf life: Dehydrated products last longer, making them an excellent choice for both short- and long-term storage.

Immediate availability: Once dehydrated, the products are ready to be consumed or used in cooking at any time.

Our Product Range:

Dehydrated Fruits:

Pineapples (Ananas)

Papayas

Oranges

Lemons

Mangoes

Guavas

Coconut

Bananas

These fruits retain their natural flavors, vitamins, and minerals, offering a healthy, nutrient-packed snack that's always ready to enjoy.

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Dehydrated Vegetables:

Tomatoes

Carrots

Potatoes

These vegetables are dried to preserve their nutrients and flavors, making them ideal for use in soups, stews, and other dishes.

Dehydrated Leaves:

Eru Leaves

Waterleaf

Bitterleaf

Okazi Leaves

Cassava Leaves (Feuilles de Manioc)

Djek Leaves

Bay Leaves

Lemongrass

Moringa

Papaya

These dried leafy greens are essential in traditional cooking and retain their flavors and nutritional content for extended periods, perfect for making various dishes.

Dehydrated Spices:

Combinations of local spices

Shallots

Leeks

Onions

Garlic



Customer Services:

In addition to our own product range, DK Bio offers custom dehydration services. Clients can bring their fruits, vegetables, leaves, rhizomes, or spices to us, and we will dehydrate them using our high-end equipment. This service allows individuals and businesses to preserve their own locally grown produce, helping to reduce waste and promote sustainability.

Through these products and services, DK Bio is dedicated to promoting the consumption of locally sourced, nutritious food while minimizing waste and supporting sustainability in Cameroon.

PRICELIST



dried Mango	80 fcfa
dried Orange	40 fcfa
dried Pineapple	80 fcfa
dried Lime	40 fcfa

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Dehydrated Products

Bananas: Price varies based on water content and drying time (not specified).

Ananas (Pineapple): Price varies based on drying time (24 hours dryin).

Orange: 40 FCFA per slice.
Lemon: 40 FCFA per slice.

Special Products

Cereals Fruits (200g per carton): 2000 FCFA

Cassava Flour: 5000 FCFA per kilogram.

Powder Pap
Powder Pap: 6000 FCFA per kilogram.

Dry Fruits

1 slice of Ananas (Pineapple): 80 FCFA.

1 slice of Orange: 40 FCFA.

1 slice of Lemon: 40 FCFA.

Piment (Pepper)

1 kilogram of Piment: 7500 FCFA.

Ginger

500 grams of Ginger: 3500 FCFA.

Bitterleave

Bitterleave (washed, dried, ready to use): 500 grams for 200 FCFA.

Ginger

500 grams of Ginger: 3500 FCFA.

Bitterleave

Bitterleave (washed, dried, ready to use): 500 grams for 200 FCFA.

Spices

Chicken Powder Spices: 500 grams for 200 FCFA.

Fish Spices: 500 grams for 200 FCFA.

Summary of Price Ranges

Dehydrated Products: Pricing varies depending on the product and drying time.

Special Products: 2000 FCFA for 200g carton.

Dry Fruits: 40 - 80 FCFA per slice.

Manour Flour: 5000 FCFA/kg.

Powder Pap: 6000 FCFA/kg.

Piment (Pepper): 7500 FCFA/kg.

Ginger: 3500 FCFA/500g.

Bitterleave: 200 FCFA/500g.

Spices (Chicken and Fish): 200 FCFA/500g each.



Imagery

At DK Bio, we are embarking on a transformative journey where our visual elements vividly reflect our renewed commitment to sustainability, local agriculture, and community empowerment. Rooted in shared values, our brand embodies the drive to nourish both people and the planet, while uplifting communities through innovative, waste-reducing solutions.

Powder Pap:
Use: A healthy option
for preparing
breakfast.

Benefits: Nutritious
and suitable for family
meals, providing a
wholesome start to
the day.



Dry Fruits:
Use: Ideal for
enhancing the flavor
of cocktails.

Example: Dry
pineapple, orange, or
lemon slices are
commonly used in
restaurants and bars
to intensify cocktail
flavors.



Manioc (Cassava)

Flour:

Use: A gluten-free flour alternative.

Benefits: Can be used as a substitute for wheat flour in baking and cooking, making it suitable for people with gluten intolerance or those looking for healthier alternatives.

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Fruit Flakes:
Use: A mix of various fruits, good for snacking or incorporating into meals.

Benefits: Rich in nutrients, fruit flakes contribute to a healthy diet.



**Wash & Dry Ndole
(Water Leaves):**

Use: Ready-to-cook leafy vegetable.

Benefits: The leaves are already cleaned and dried, so no additional washing is required, saving time and effort when preparing traditional dishes like Ndole.



Mockup

The DK Bio brand application spans a diverse range of materials and platforms, bringing our mission of sustainability and local agriculture to life while effectively connecting with our audience. It reflects our identity across various touchpoints, from packaging to digital platforms, ensuring a cohesive and engaging experience that highlights our commitment to reducing waste, promoting local produce, and empowering communities.

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As the CEO of DK Bio, I am proud to represent a generation of hardworking African youth who are determined to make a global impact through innovation and sustainable practices. My journey began as an international student studying International Business Administration, where I gained insights into the interconnectedness of global markets and the need for sustainable development. This education fueled my passion for entrepreneurship, particularly in addressing critical challenges like food wastage and resource sustainability in my home country, Cameroon.

DK Bio was born out of a vision to not only reduce food waste but to empower local communities by promoting the consumption of locally sourced, dehydrated products. Through the dehydration of fruits, vegetables, and spices, we provide a sustainable solution that enhances the shelf life of our natural resources while maintaining their nutritional value.

My goal for DK Bio is to serve as a beacon of possibility for young Africans, showing that through hard work, innovation, and a commitment to sustainability, we can create businesses that transcend borders and make a global impact. By embracing local agriculture, preserving our resources, and sharing the richness of African products with the world, we are shaping a brighter, more sustainable future for the next generation.

Through DK Bio, I aim to inspire the youth to cherish agriculture, embrace entrepreneurship, and contribute to Africa's growth on the international stage.

Together, we can reduce dependence on foreign imports, promote self-sufficiency, and showcase the ingenuity of Africa's hardworking youth to the world.



Mrs Dongmo Donfack Patricia