

# *Wakey Visual Identity v3.2*

Every day we wake up, stretch our limbs and get ourselves ready for the day to come. Some mornings are messy, starting later than planned or perhaps a little too early. Others are relaxed and easy, lasting long into the day.

What our mornings have in common is a personal routine. You know, a basic set of actions that help us get us fresh and energized. We brush, scrub, wipe and rub, using products that make all kinds of nourishing promises. What our go-to creams, soaps, pastes and sprays often fail to mention are the harmful effects they can have on people and the planet. For every aromatic extract there is a hormone-disrupting preservative, for every antiperspirant a harmful heavy metal, for every shine-enhancer a dehydrating sulfate...

Wakey thinks we can do better. By providing you with something more than a superficial promise. We invite you to join us in our mission to reinvent mornings and help us challenge the way people think about basic personal care.

Wakey is a rising revolution that seeks to make the world a better place, one morning at a time.

Join the good morning movement.  
Are you ready?

We present you..

Mäken

*This is Wakey!*



A new movement for a new generation.  
Uplifting, fun, bright and super clean.  
We aim for a visual style that is quirky,  
outstanding yet commercial and slick. For  
Wakey we believe in bringing personality,  
credibility and positivity.



*Join the  
good morning  
movement.*

wakey



New in New in New in New in

*Introducing  
Super Volume Shampoo Bar*

# *Primary Logo*

What would the good morning movement look like in a logo? A smile-inspired logo that feels dynamic, energetic and spirited. Its shape is playful and makes it ultra recognizable.

# wakey

*Secundary Logo*

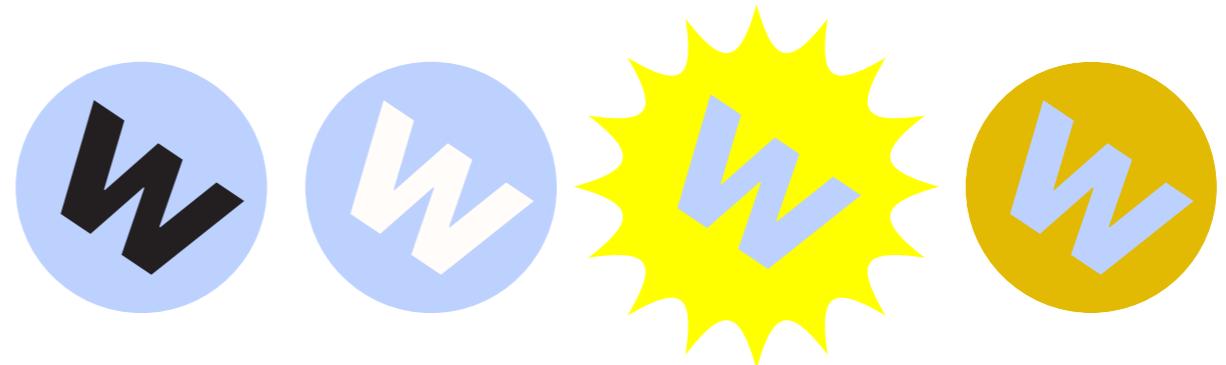
wakey

The Wakey logo is set in small letters, giving a friendly yet stable feel. The secundary logo completes the primary logo and is preferably used small.

Logo

# Logomark

Logo variation 01



The third logo extension is the W icon.  
The 'W' is rotated, corresponded to  
the W in the Wakey wordmark. Used  
for smaller outputs like favicons or as  
stamps.

## *Position*



Logo position 01

Logo position 02

Logo position 03

It's adaptable and stands for movement.

The strength of the dynamic logo is that we can use it in different positions. Moving along with all possible outcomes.

# *A bright palette*



A positive palette of  
sunrise colours.

## *Use of colour*



The Wakey colours can be easily combined in text and graphics. We go for exciting and fresh colour combinations.

## *Two types combined*

available at: [Klim Type Foundry](#)

### Founders Grotesk Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BODY TEXT + HEADLINES

*Live a little.  
Or a lot.*

available at: [Linotype](#)

### *ITC Garamond Light Condensed Italic*

abcdefghijklmnopqrstuvwxyz

Two contrasting typefaces that complement each other.

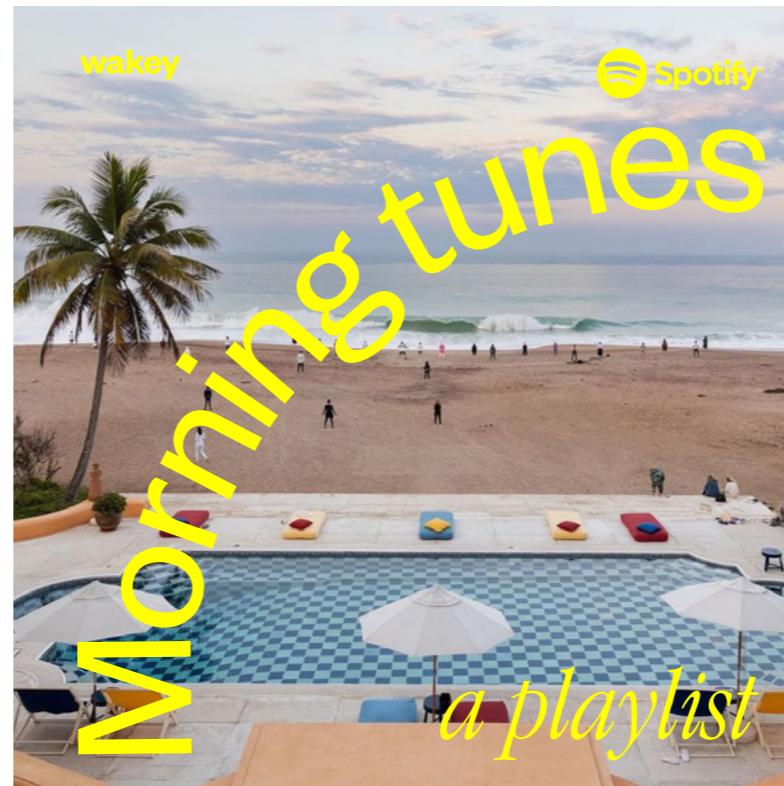
It's difficult to set a word in Founders and have it look bad. It's outstanding yet familiar. Factual yet charming. Serious yet quirky. It has exactly the right vibe and character for Wakey.

ITC Garamond is, just like Helvetica a timeless classic. It has enough personality and character to not care about trends. Garamond was also modified into Apple Garamond which served as Apple's corporate font from 1984.

BODY TEXT

Every day we wake up, stretch our limbs and get ourselves ready for the day to come. Some mornings are messy, starting later than planned or perhaps a little too early. Others are relaxed and easy, lasting long into the day. What our mornings have in common is a personal routine. You know, a basic set of actions that help us get us fresh and energized. We brush, scrub, wipe and rub, using products that make all kinds of nourishing promises. What our go-to creams, soaps, pastes and sprays often fail to mention are the harmful effects they can have on people and the planet. For every aromatic extract there is a hormone-disrupting preservative, for every antiperspirant a harmful heavy metal, for every shine-enhancer a dehydrating sulfate...

## Type in movement



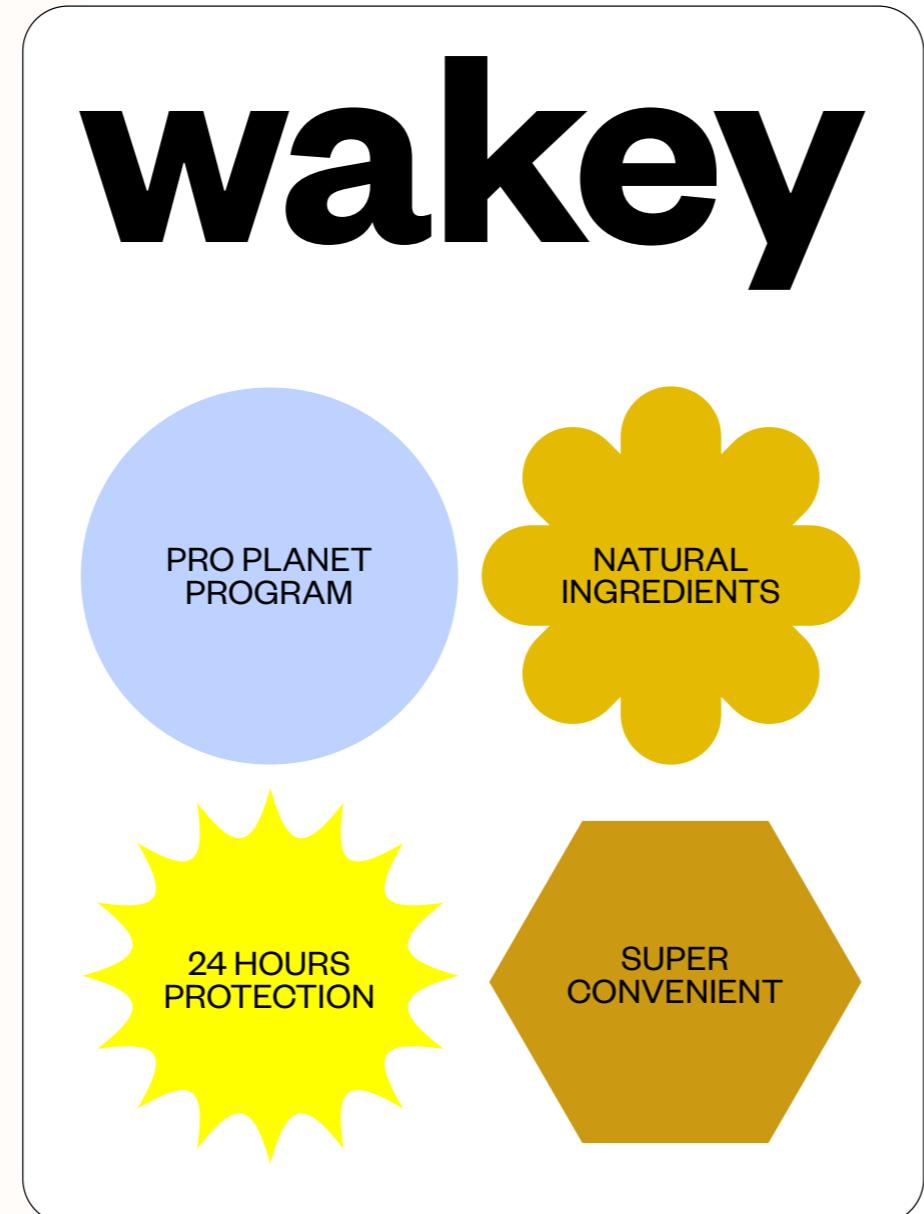
The smile-inspired Wakey logo is translated into a graphic style element on its own. It's uplifting, energetic and fun. It puts a smile on your face and it's ultra recognizable.

## Wakey Shapes

We use simple, no-nonsense shapes to feature USP's and tags. They're quirky and fun. Seemingly complicated information is suddenly easy to understand and show you it's possible to reinvent your basic personal care. They can be used as (digital) stickers and animations too.

### Overview of USP's

- plastic free
- natural clean ingredients
- vegan & cruelty free
- all day protection
- refill packaging
- for sensitive skin
- palm oil free
- Compostable



## RISE AND SHINE



PLASTIC  
free

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.



ALL DAY  
Protection

Lorem ipsum dolor sit amet, consectetuer adipiscing elit.



NO  
Chemicals

Ipsum dolor sit amet, consectetuer adipiscing elit.

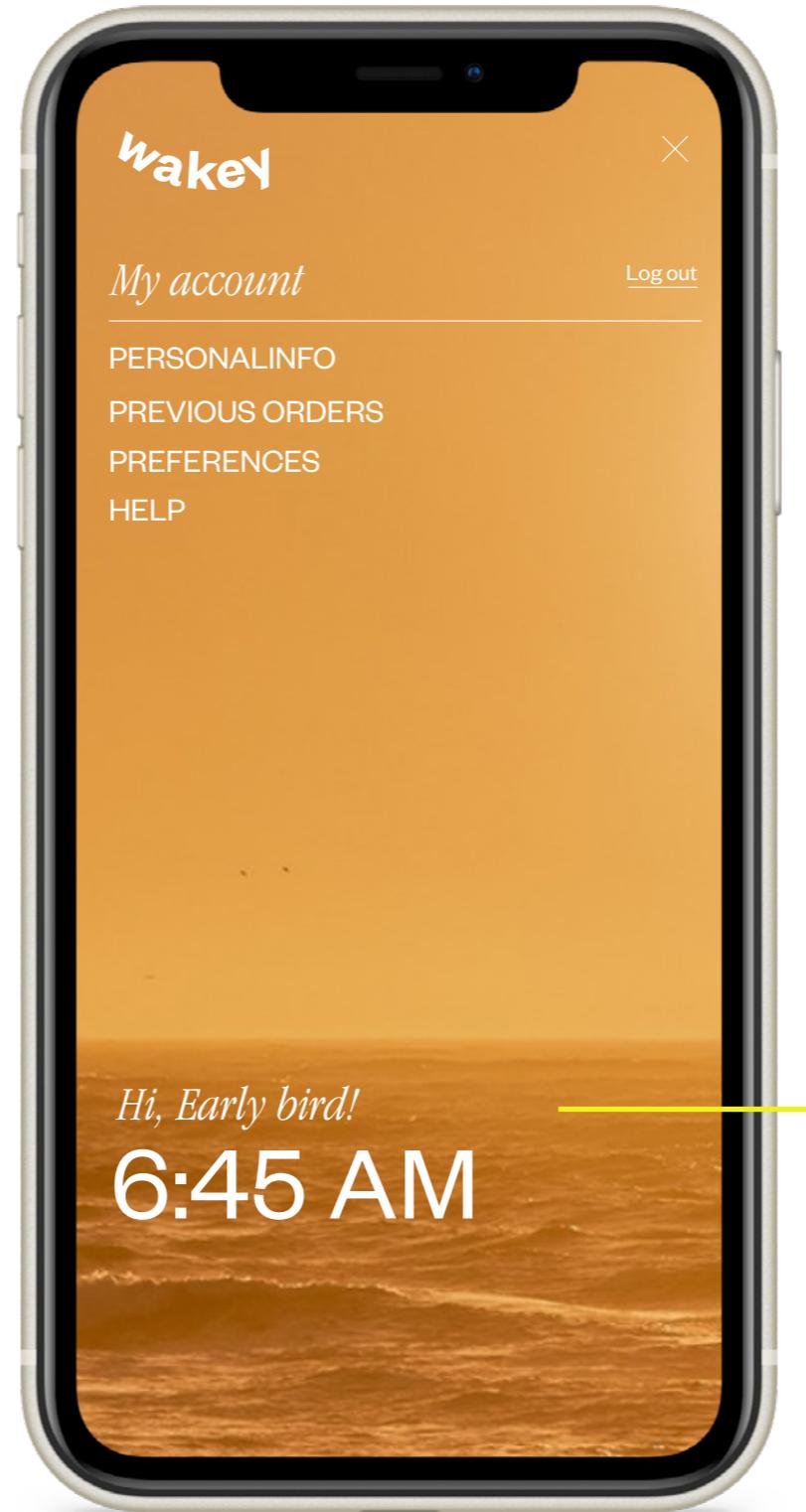


PLANT  
Based

Ipsum dolor sit amet, consectetuer adipiscing elit.

IN DEVELOPMENT

# *Brand extensions*



*Hi, Early bird!*  
**6:45 AM**

*Goodnight!*  
**1:28 AM**

*Hey, Fresh face.*  
**9:20 AM**

*You: Stop scrolling!*  
**2:34 AM**

Wakey is a rising revolution that seeks to make the world a better place, one morning at a time. The brand elements complement that thought. In your personal account on [wakey.care](http://wakey.care) there is a time related morning message. Positive, motivating and custom to the time you check in.

## Brand extensions



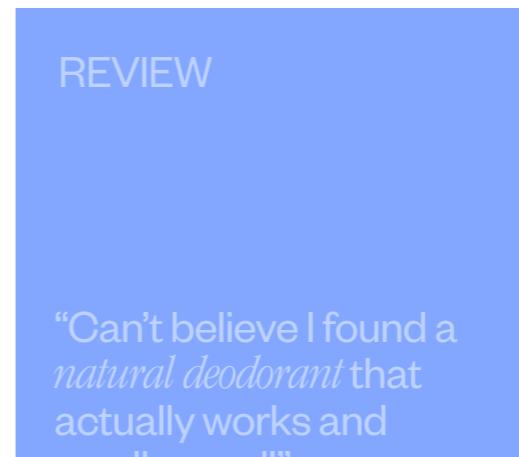
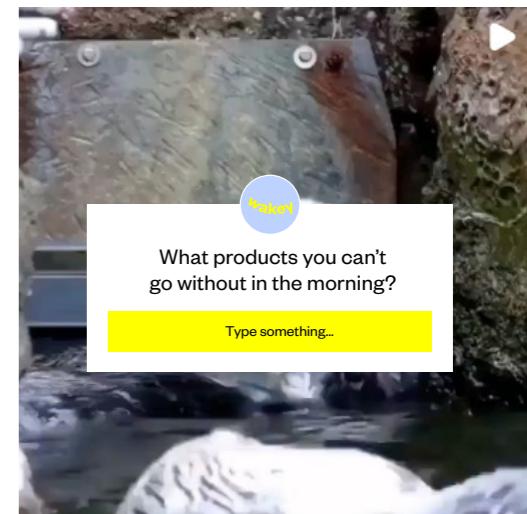
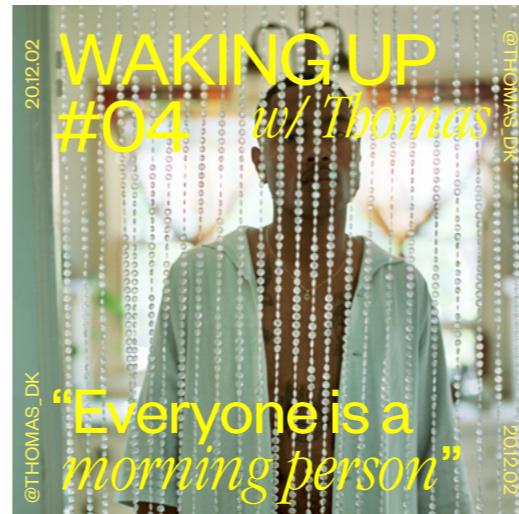
Wakey celebrates mornings. There's a whole universe to explore. With these branded items we create that universe. Imagine a Wakey pop-up store where the barista serves you revolution with a side of coffee while wearing a Wakey bath robe, humming along to the best morning playlist.

Socials

# Socials Graphic language

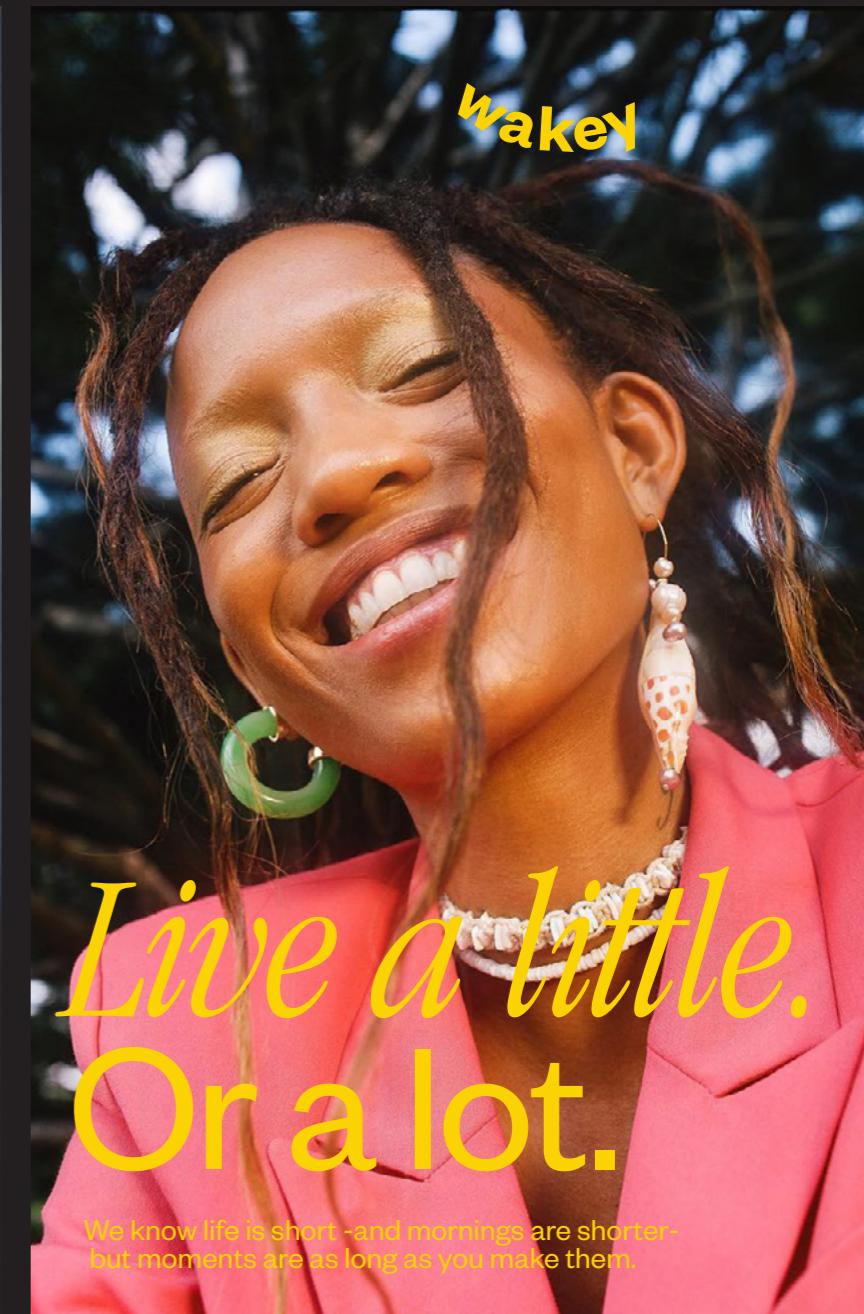
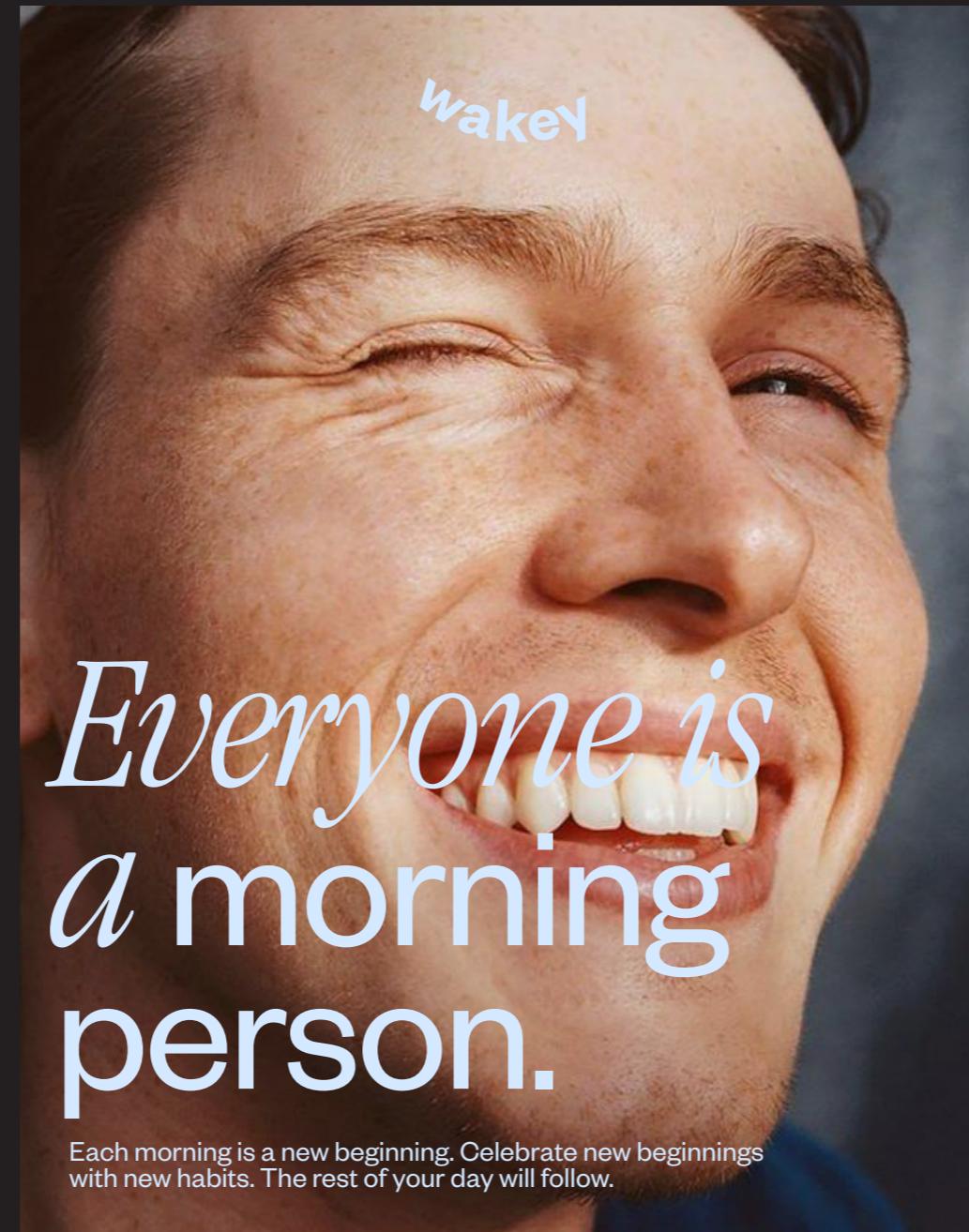


the world  
a better  
place *one*  
*morning*  
at a time.



This is Wakey.  
Instagram is the best medium to visualize the good morning movement. We believe a brand is more than just selling products. It's the best way to engage with your audience and have a little fun. Selling products will follow. From educational posts about product ingredients to sharing playlists and reviews: all in the brands identity to create coherency. It's honest and real, fun and positive, transparent and sustainable and totally empowering.





THE GOOD MORNING MOVEMENT

NATURALLY FEELING GOOD

WELCOME TO THE GOOD MORNING MO



Bamboo Toothbrush  
Made from organic materials

€7

*Back in stock*



Super Volume Shampoo Bar  
Our alltime bestseller

€7

*New!*



DeoDeo  
The new natural deo

Show us  
your morning

Identity in use

ELEMENT

JOIN THE GOOD MORNING MOVEMENT



wakey.co

@wakeycare

wakey.care

JOIN THE GOOD MORNING MOVEMENT



@wakeycare

wakey.care

@wakeycare

JOIN THE GOO

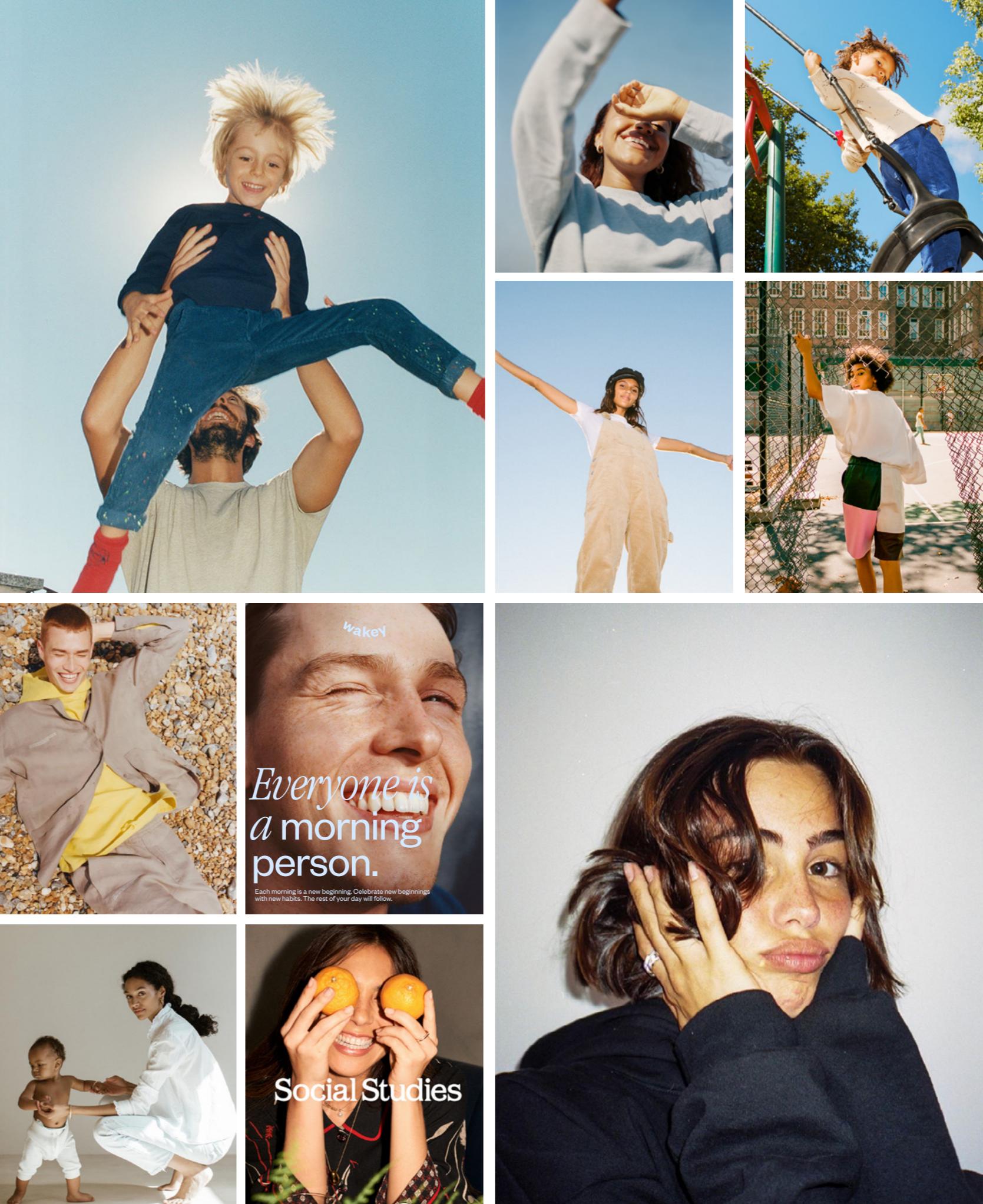


Wa



Campaign photography

# *Wakey People* part 1



We celebrate realness by photographing people with character. Smiling, fresh, inclusive and fun people. Photographed in open air with an analogue feel yet bright, sunny and crispy. With yellow and blue accents to emphasize the visual identity.

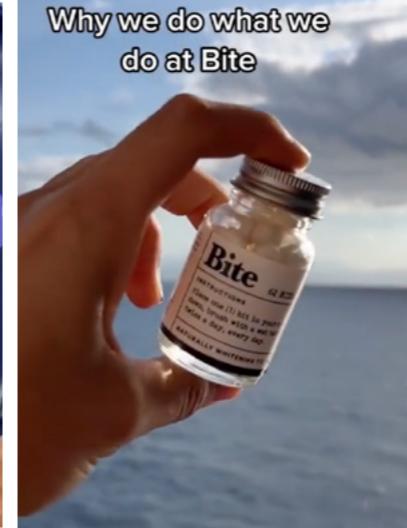
Community

# Wakey People part 2



We have a community of people with whom we share values and beliefs. In our campaign images we photograph our ambassadors in their morning routine. Real people over models or influencers - all with their own character. People you can relate to that make you want to engage with the brand. They inspire you with their authenticity. Share their lives and show you their morning face.

# Wakey Products p2



To add to the realness we share user generated content including 'How to use'-reels. Vibrant, sunny and authentic images that are not over-styled or over-edited. Showing you real people, using the products.

# Wakey Ingredients

It's time to wake up to what's in your supplement. We're committed to transparency and traceability. Our ingredients are sourced from around the world and each one is carefully selected for its unique benefits.



No dodgy stuff. We're not afraid to show you what's in it. A list of ingredients can seem very abstract and boring. With this photography the ingredients come to life and show you that we're committed to creating high-performance products that are safe for people, animals and the planet.

## The Form is the Function

Our patent-pending technology delivers maximum absorption.

The beadlet-in-oil encapsulation keeps oily nutrients like Omega-3s, D3, E & K2 MK7 in their most absorbable forms - and away from dry ingredients that might interact with them.



## 9 Traceable Ingredients

Essential for Women is Made Traceable™ with a visible supply chain so you know what you're putting in your body. Because not all ingredients are created equal. [View Supplement Facts](#)

Folate	Methylated Folate		Omega-3 DHA	Vegan DHA from microalgae		Vitamin B12	Methylated B12	
Pistacchi, Italy			Saskatoon, Canada			Bridgeport, Connecticut		
Vitamin D	Vegan-certified D3 from lichen		Iron	Gentle, ferrous bisglycinate chelate		Vitamin K2	Pure, non-soy form of K2MK7	
Nottingham, UK			Ogden, Utah			Oslo, Norway		
Boron	Food-form Boron		Vitamin E	From mixed tocopherols		Magnesium	Chelated form of Magnesium	
Momence, Illinois			Buenos Aires, Argentina			Ogden, Utah		



# Thank You.