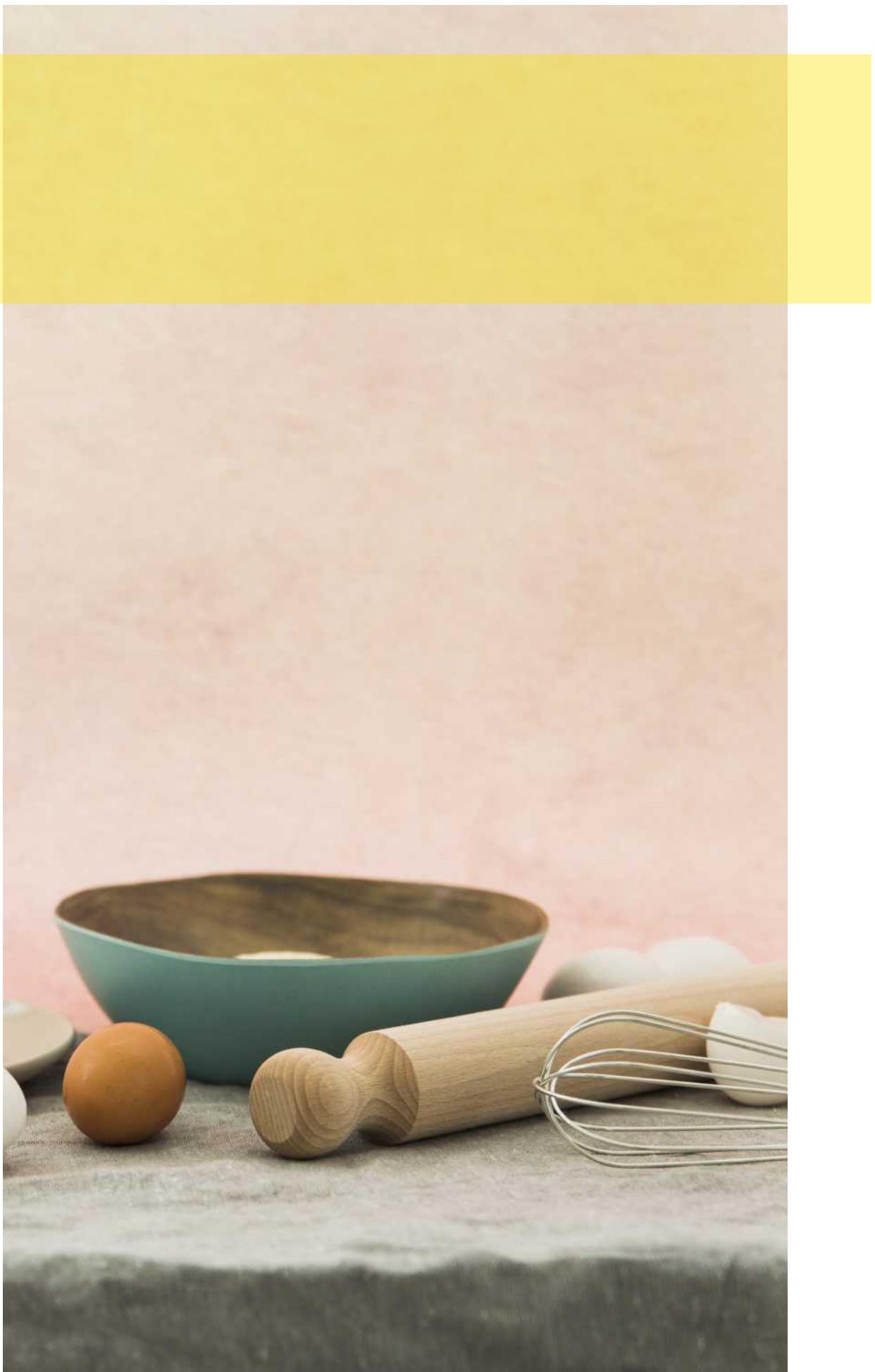


BISCUIT RECIPES

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Editor's Letter





Welcome to the very first issue of Julie's Brand Bible. We would like to take this opportunity to thank all the biscuit lovers who have stayed true and loyal to our brand since our founding in 1985.

Beyond a simple household snack, Julie's tells stories of childhood, tales of hardships and moments of happiness. At Julie's, we strive to be a brand who love, care and always deliver the best for you. Thanks to loyal customers, a new generation of customers have gotten to know Julie's through stories and experiences via word of mouth through family and friends.

In order to retain old customers, attract return customers as well as bring in new customers, this book will examine Julie's brand journey and expound on the strategies that could be taken; Afterall it is our mission, "To be with you, to love and be shared across generations."

Shuting

Shu Ting

About Us



History

Julie's started as a Malaysian household brand in 1985. It is a heritage brand as well as a global, familiar brand that people of all ages know.

People often perceive and associate Julie's with "Nostalgia", "Traditional", "Old School Biscuit" and "Childhood Biscuit". Over time, Julie's as a brand have built up a trusting and emotional bond with their customer.

Julie's invests lots of love into making quality biscuits for every customer; taking care of the taste, quality, by being mindful and adapting to each customers' palate and preferences.

We, at Julie's, hope to share our values and our love with everyone in the world with the production of each biscuit,



Vision & Mission

Vision

"Baked with love"

"Share our values and our love with everyone in the world"

"Care we give to our society and the love for our earth"



Mission

"We love, care and share the best with you"

Market

There are many out there that sells similar products as Julie's. Here are some that has been around for many years and have similar product lines as Julie's. However, our loyal customers still choose Julie's.



Khong Guan Biscuit

Khong Guan Biscuit was opened by two brothers named Chew Choo Keng and Chew Choo Han who left their village in Fujian, China in their late teens to come to Singapore. It started off in 1947 in Singapore till it expanded to Malaysia that produces a variety of biscuit products. And today, they are committed to providing quality, values and freshness of each and every biscuit.



Lee's Biscuits

In 1934, Lee's Biscuits was incorporated in Singapore with a mission of introducing quality, delicious biscuits to the region. Since then, brands like "Shield", "Turkey" and "Bell" have become household names, synonymous with good taste and quality, the traditional way. Ever since, they continued to dedicated to our tradition of bake that is truly loved and enjoyed by biscuits lovers. We use only the finest quality ingredients and bake our biscuits to perfection. Their products come in several delicious varieties to suit a broad range of needs and tastes.





#Julie's
happy
moments

Julie's on Facebook



Mazuraina xxxx

This is my #JuliesHappyMoments because nothing more important when i with my little princess. Eat and play together.

— feeling thankful.



Elina xxxxxxx

this is my #julieshappymoments because when i saw both of them (her 2 children) smile and CERIA (Julie's Blscuit Tin) will make me more happy and grateful. thank you Julie's Biscuits, please stay with us and spread all your happiness..



Jialing xxxxxxx

Thank you Julie's Biscuits and Sin Chew Daily come Batu Pahat to share your love with BP's people!



Munirah xxxxx

My all time favourite biscuits. Since I was a children until today!!



Snowy xxx

Few weeks back, I had a bad experience of buying Julie's biscuits at Singapore expo food fair.

I had shared my bad experience at julie's fb page and they contacted me shortly after from Malaysia. Not only did they listened and understand the bad experience, they even get Singapore sales rep to contact me and specially arrange the delivery of new biscuits to my place for my convenience. on top of that, they even give a packet of biscuits for me to try. Thanks julie's for the excellent service recovery, you had successfully restore my confidence with you.

Thank you and well done!!



Azreena xxxx

Good choice for family..i loved it.. #JuliesBiscuit



Kaushali xxxxxxxx

Julie biscuits is my daily breakfast choice because the taste gives energy through the days!

Julie's on Instagram



24 likes

SEPTEMBER 29

Gadgets, can be useful if used wisely but can be harmful if used too much.

Not just kids but parents should use gadgets well. Try to spend time with little ones putting gadgets far - far away.

Invite your child to play outside, enjoy nature and learn a lot from the surrounding area. Not to mention lazy, cycling around the house, or like me and the little boy going to the Park watching the Fountain while enjoying the Julie's Biscuits. Make the moment of family together more effective with the delicious Julie's Biscuits. (Original translated from malay)



828 likes

JUNE 13

Moments with family are the most anticipated moment. Because here we can talk & talk with one another. Like I am nich, getting together with my siblings & nephews at a playground is more fun than being accompanied by @juliesbiscuits.

Moments with family are not boring when @juliesbiscuits are in our midst. As such, @juliesbiscuits is our family's favorite biscuit. And coincidentally I brought @juliesbiscuits the peanut flavors were so delicious & so delicious. Even the little ones like it. It is also practically everywhere

Yux was always available @juliesbiscuits when gathering with family so that moment became even more special. (Original translated from



141 likes

JUNE 13

Dear @juliesbiscuits,
This holiday season is special as we can go back and forth with family, relatives and of course our favourite biscuits @juliesbiscuits.
(Original translated from malay)

“
**We will
become your
companion,
your friend and
your one and
only**

”



Brand Story

The brand Julie's has been around since 1985. We pride ourselves on our values such as "Bake with love" and to "Spread our values and love with everyone". As such, we are committed to deliver the best to our customers - you.

Over the years, as you grow from child, to working adult and to old age, Julie's is your constant companion, your friend and your one & only choice to go to.

These happy and nostalgic memories were passed down through generations based on one belief. "Good things should be shared". Shared with family, and friends.

Today, Julie's is not just a biscuit, it is a part of many life stories. As we continue to be there for you, we strive to improve and be the best to meet up to your expectations.

A photograph of a woman with long dark hair, wearing a white apron, focused on baking muffins in a kitchen. A young girl with her hair in a bun is leaning in close to the woman, and a man's face is partially visible on the right, looking down at the baking process. The scene conveys a sense of family, love, and shared activity.

Brand Manifesto

We believe that sharing is caring. There are people who live to give; And we, live to share our love with you. Love that grows with you. Love that is there for you. Love that is baked for you.



Tagline

**Sincerely,
Julie's**



Loved and shared
across generations



Archetypes Innocent



Innocents are simple, pure and believe the world is a good place. An innocent brand will never convince you through guilt. Instead, an innocent brand will charm you with something more powerful: Nostalgia.

Julie's is a biscuit brand that has been around for many years that customers grow up with.

Julie's has also become a brand that customers will reminisce about whenever its name is mentioned. This brings back

nostalgic memories of their childhoods. Hence, customers become more willing to buy and eat Julie's products.



Archetypes

Caregiver



The Caregiver archetype is benevolent and just wants to be there for you. Caregiver brands build trust. They exude compassion, seeking to nurture, care for and help others to feel safe.

So Julie's as a brand, gives back to society, through providing quality yet affordable biscuit to all ages.

As a caregiver, Julie's would be there for you and walk you through all stages of life as a

friend, as a companion, to care for you and take care of your needs.

Similarly, as a Julie's customer, they are looking for a brand that could be there for them as a family member, a friend, a companion that they could rely on.

This emotional brand often strikes the right chord.



Vanessa Lee

“Live life to the fullest without any regret”

Personas

ABOUT

AGE:
24

GENDER:
Female

OCCUPATION:
Student / Influencer

HOBBIES & INTERESTS:

- Dancing
- Love animals
- Cafe hopping
- Fashion
- Hanging out with family & friends

LIFESTYLE:

Studying Business Management Full Time. During her free time, she will hang out with friends and goes cafe hopping to take photos of their food and uploads to her Instagram profile.

Personas

Malcom Lok

“Life is a boomerang. What you give, you get.”

ABOUT

AGE:
30

GENDER:
Male

OCCUPATION:
Graphic Designer

HOBBIES & INTERESTS:

- Foodies
- Illustrating
- Listen to classical music

LIFESTYLE:

Flexible working hours day to day. Whenever he is out with his family or friends, he would take out his iPad to start illustrating random cartoons. He enjoys sharing his artwork with his colleagues over coffee/tea time.



“

**Keep the good things,
your family and friend**



share the great things,
they deserve only the best

”



Interview

Daniel.C

Age **24** Profession **Full Time Student**
 Fun Fact **Biscuit Lover**

When and where is the very first time you had Julie's Biscuits and with whom you had it with?

I first had Julie's Biscuits way back when I was a child. If I recall correctly, my parents or my kindergarten/school back then gave me Julies' peanut butter biscuits to try. I can't exactly remember who I ate the biscuits with, but it is most likely with my family.

So how did you get to know about Julie's Biscuits the first time?

I got to know about it from the peanut butter biscuits I ate. That was the first time I ate Julies' Biscuits and the first time I think I ate peanut butter biscuits in general.

So far, how is your experience with Julie's biscuits?

My experience with it so far back when I was a child I ate a lot of biscuits in general and Julies' was one of them because the peanut butter biscuits kind of stuck with me. Back then, my go-to peanut butter biscuits were usually Julies. However in recent years, I have not really eaten biscuits, probably due to something like a change of appetite; finding other



snacks better and also healthier. When I see Julies' Biscuits in the supermarkets or convenience stores though, I do think about the times back then when I ate it more often, especially the peanut butter biscuits.

Could you share with me an experience you had of eating Julie's? How would you eat Julie's Biscuits (e.g. do you eat the biscuits with a drink)?

Back then I would eat Julies' Biscuits by itself, without anything extra such as the locally popular biscuit dipping into coffee or tea. I didn't like to mix the peanut butter biscuits with anything else as that might ruin the taste and eating experience for me. However, recently I have actually tried dipping the plain Julies' Biscuit into tea (I love tea) and eh, I think the taste was pretty alright! Better than eating a plain biscuit.

Do you often buy Julie's Biscuit? Can you share with me why you buy Julies' Biscuits?

Recently no, but back when I was younger I think I did buy Julies' more often. My reason for buying Julies' Biscuits back then was pretty simple: I would just eat biscuits to fill myself up, and the peanut butter biscuits well...I just wanted to eat it again so I can refresh/remind myself of its taste. It's kind of like buying chicken rice again because you can't live on the memory of the taste of chicken rice. Anyway, I think children usually eat whatever they can find, and biscuits are no exception.

Where do you usually buy Julies' Biscuits from? Is the location important to you?

Definitely usually the local supermarkets like Giant and Sheng

Siong. Cold Storage has it as well but they don't have as many outlets. The location per se isn't too important but I would definitely prefer buying it in these kinds of places where I can also buy my groceries at the same time.

Would you prefer buying it online? Why or why not?

Not really, not for biscuits at least. Other than the reasons I stated previously, I think online purchases shouldn't be for lower-value/cheap products like biscuits, but for more expensive items.

What do you think would influence you to buy more of Julie's Biscuits (e.g. more advertisements, better packaging, social media posts)?

I think right now, if Julie's could come up with healthier but tasty biscuit options that I could incorporate into my breakfast meals or something, I think I would buy Julies' more. Other than that, I think Julies' needs to improve its packaging because I feel like it is not modernised enough. Better packaging would make Julies' biscuits stand out more in the supermarket shelves when competing with other biscuit brands who have more modernised packaging.

Do you think Julies' is trying to portray itself as loving and caring?

This is a difficult question for me to answer, but I think it does give off the nostalgic and family vibe when you think about it. I guess you could call that as loving and caring, because that's what a family is. And usually for my friends whom have also eaten Julies' Biscuits before, they have also eaten it with family so I think it has a very family vibe, very family oriented. So I suppose you could say that Julies does indeed try to portray itself as loving and caring.

When and where is the very first time you had Julie's Biscuits and with whom you had it with?

I can't actually remember when I had it but I remember first seeing it in the cupboard in my kitchen. I had it by myself.

So how did you get to know about Julie's Biscuits the first time?

I believe my parents used to purchase large packets of Julie Biscuits for snacking during tea break and I often saw it at NTUC when we went grocery-shopping.

So far, how is your experience with Julie's biscuits?

I would eat Julie's biscuits packed by my parents for my school excursion trips, family picnics and even for my own tea break time.

Could you share with me an experience you had of eating Julie's? How would you eat Julie's Biscuits (e.g. do you eat the biscuits with a drink)?

I would usually dip it in hot Lipton tea to make it taste less dry and peel apart the biscuit into the two halves, just like an Oreo to savor the unique taste of each individual part before taking a bite of the entire biscuit.

Do you often buy Julie's Biscuit? Can you share with me why you buy Julies' Biscuits?

No I don't buy Julie's Biscuits often I prefer bread.

Where do you usually buy Julies' Biscuits from? Is the location important to you?

I would usually buy Julie's Biscuits from the local grocery store like NTUC. Yes, definitely I would only visit those NTUC stores conveniently located at one or two MRT stops away from my home. This is because I wouldn't go out of my way to purchase it since it is not a necessity to me.

Would you prefer buying it online? Why or why not?

No I would not purchase it online. I usually settle my entire grocery list at the physical stores, paying delivery charges for such a low costing item would not be worth it.

What do you think would influence you to buy more of Julie's Biscuits (e.g. more advertisements, better packaging, social media posts)?

I believe having more family-oriented social media posts of Julie's Biscuits would grow the customer base for it. People usually eat it for tea break and it could be used as a unique snack that brings people together/encourage social gatherings.

Do you think Julies' is trying to portray itself as loving and caring?

To a certain extent, yes - the tagline "bakes better biscuits" portray the brand's spirit of excellence in constantly trying to improve the quality of their biscuits. However, more can be done in terms of their key visuals - Julie girl can be smiling or doing a thumbs up to strengthen the happiness they would like their customers to experience enjoying Julie's biscuits.

Interview Elizabeth

Age **22** Profession **Young Working Adult**
Fun Fact **Fan** of **Julie's Biscuit**



Brand Applications





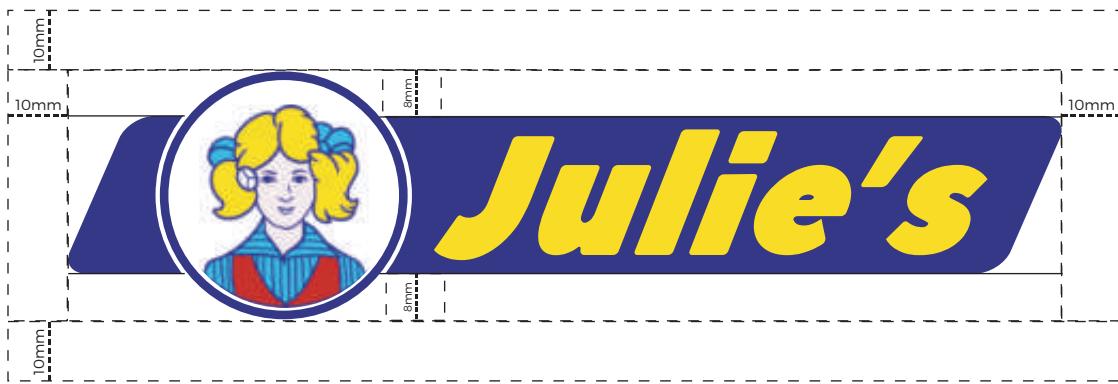
Julie's Brand Is

**LOVING
CARING
COMPANION**

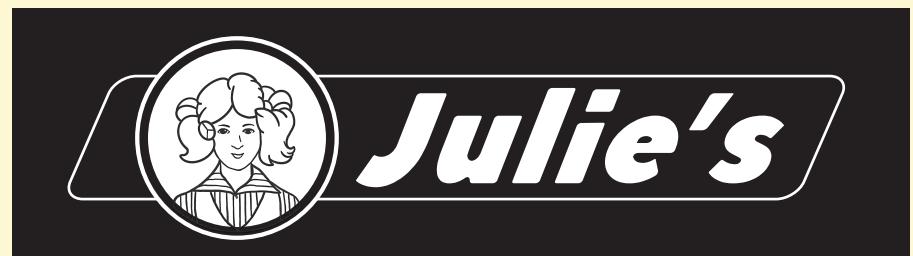
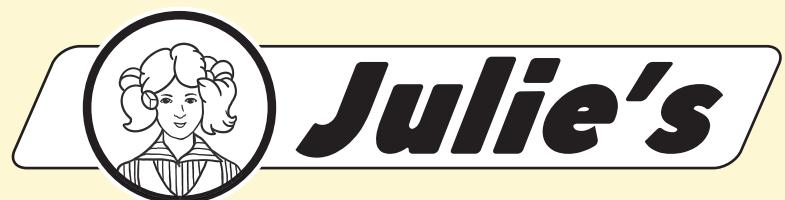


THE PRIMARY LOGO

Usage & Variations



The identity must always have a minimum space of 10mm around the logo area

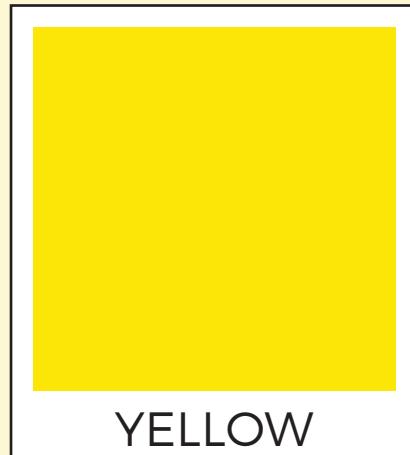


Colour Palette

It is an immediate way to communicate meaning and feeling

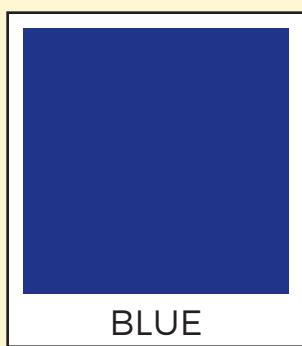
Main Colour

Our **main colour** is this particular shade of yellow, which exudes passion and warmth.

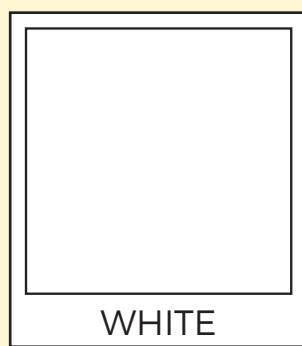


PANTONE P 1-8 C
C 0% **M** 10% **Y** 100% **K** 0%
R 255 **G** 229 **B** 0
#FFE500

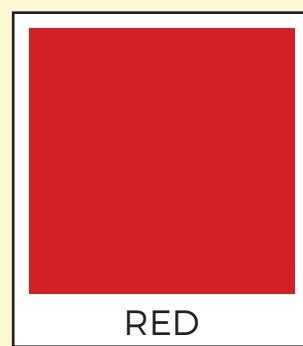
Secondary Colour



PANTONE 2748C
C 100% **M** 93% **Y** 0% **K** 10%
R 16 **G** 12 **B** 116
#100C74



PANTONE P 75-1 U
C 0% **M** 0% **Y** 0% **K** 0%
R 255 **G** 255 **B** 255
#FFFFFF



PANTONE 2347 C
C 0% **M** 100% **Y** 100% **K** 18%
R 209 **G** 0 **B** 0
#D10000

Typefaces

Montserrat is chosen as the corporate typeface for Julie's and should be used in all form of communication to project consistent visual identity unless stated otherwise.

This typeface has been chosen for:

- (a) Its rounded and geometric letters that reflect the brand modern and friendly which adhering to Julie's brand character.
- (b) Its versatility. Montserrat font comes in 8 different weight that is suitable from head to body copy.
- (c) As it is a typeface under Google Fonts, making it available for both web and mobile communication as well as to print.

Montserrat Family

Ultra Light

Aa Bb Cc

1 2 3

Hairline

Aa Bb Cc

1 2 3

Light

Aa Bb Cc

1 2 3

Regular

Aa Bb Cc

1 2 3

Semi Bold

Aa Bb Cc

1 2 3

Bold

Aa Bb Cc

1 2 3

Extra Bold

Aa Bb Cc

1 2 3

Black

Aa Bb Cc

1 2 3

Namecard







Julie's Manufacturing Sdn. Bhd.

Lot 14, Jalan Teknologi, Taman Sains Selangor 1,
Kota Damansara, 47810 Petaling Jaya Selangor,
Malaysia

+6016 - 660 3652

Youremail@julies.com.my

JuliesBiscuits

#JuliesBiscuits



Martin A

Director of Marketing

Julie's Manufacturing Sdn. Bhd.

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Petaling Jaya Selangor,

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ie's

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Youremail@julies.com.my

 JuliesBiscuits

 #JuliesBiscuits



Corporate Design





Be it online or offline, Julie's aims to become your companion, your friend and your one & only choice to go.

Julie's is a part of everyone's life story and will continue to be there for you. We will strive to be the best we can be and meet every expectation, to be loved and shared across generation.

Packaging Design

JULIE'S BUTTER CRACKERS

Be the first to experience traditional biscuits with an age old coffee recipe together! Taste exclusively at our collaborator's shops, Ya Kun Kaya Toast. If you love it, you may purchase from the shop and share with your family and friends!

JULIE'S PEANUT BUTTER SANDWICH

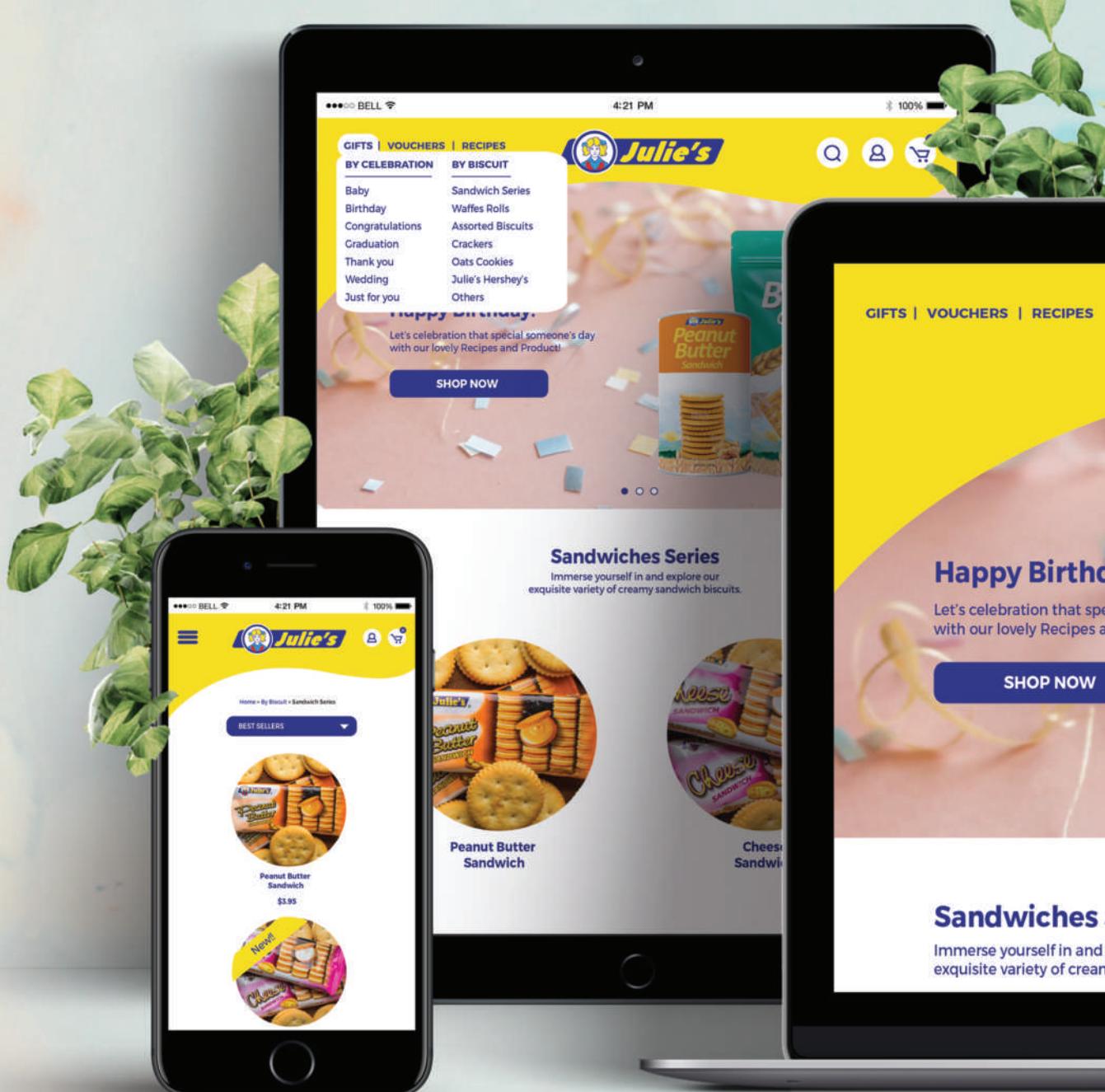
You would not want to miss out on our all time favourite, Peanut Butter Sandwich! You may enjoy it at our collaborator's shops, Ya Kun Kaya Toast or you may purchase at any grocery store such as NTUC, Cold Storage and many more.





Web, Tablet, Mobile Online Shop

Julie's online store is a sub site that is available across three different platforms. These platforms allows you to get to know every product Julie's has to offer, with nutritional values, recipes and new product launches being easily accesible. The website offers fuss-free purchasing of Julie's biscuits. Benefiting biscuit lovers that wish to stay updated on current promotions and find new ways to enjoy Julie's biscuits.



Step by step on how it works



The image shows a MacBook displaying the official website for Julie's Biscuits. The website has a yellow header featuring the Julie's logo (a cartoon girl with blonde hair) and the word "Julie's". In the top right corner of the header are three icons: a magnifying glass for search, a user profile, and a shopping cart with a small number '0' next to it. Below the header, there's a large image of two products: a can of "Peanut Butter Sandwich" biscuits and a bag of "Butter Crackers". The can shows a stack of biscuits with peanut butter in the middle. The bag shows a hand holding a cracker. To the left of the MacBook, there's some text that appears to be part of a larger document: "omesone's day product!" and "ies we our sandwich biscuits." To the right of the MacBook, there's a green potted plant.

Collaboration



Ya Kun Kaya Toast
Coffeestall since 1944

Loved, shared and
brought closer to your loved ones

Many would love it for Julie's to open their own cafe or store. For one, Julie's can start off by collaborating with a well established brand, Ya Kun Kaya Toast (Ya Kun).

Ya Kun and Julie's have similar visions. Ya Kun's vision is, "With a good toast, one can bind kinship, friendship and partnership." While Julie's similarly has the vision, "Loving, caring and sharing the best with everyone." Customers of both brands will be able to relate well to these values.

Julie's products will be sold in Ya Kun stores. This will encourage customers to buy and consume it "on the go". Alongside this, customers can also enjoy collaborative products such as the Kaya Butter Crackers. This will amplify the nostalgia and taste, reinventing a favourite amongst customers.



Su Chin Hock



Reclusive Founder,
Julie's Manufacturing Pte Ltd

“ What we don't eat, we won't let
other people eat. ”

Special Thanks

Martin Ang



Director of Marketing,
Julie's Manufacturing Pte Ltd

“

We make sure that we put only the finest ingredients into our products. No artificial colouring, no preservatives, no compromise.

”

Credits

Books | Magazine | Brand Guide

B Magazine (Layout Inspiration)
Julie's Brand Guide (Content Guide)

Websites

Julie's Website
<https://julies.com.my/>

Photography (Various Sources)
<https://unsplash.com/>
<https://www.freepik.com/>
<https://www.google.com/>
Personal Shot
Friends and Family Contribution of
their family photos

Others

Lecturer

Wil Kolen
Keith Tan

Interviews

Daniel Chong
Elizabeth

Focus Group

Windsor Thiah
Joey Wong
Grace Ng
Daniel Chong

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Brand Bible | October 2019

