Jaye



Find your next experience.

One warm invitation, for every kind of day.



#1B6EF3 #10213A #FF805E #FFE088

Rounded custom lettering. Open-turn J. Confident blue. Warm, everyday photography.

Recommendation for the branding exploration. Product integration and rollout are separate work.

RECOMMENDED / LOGO SYSTEM

Make the name easy to remember.

Original A letterforms are editable paths. Preserve their spacing, proportions and open counters.

Jaye

Primary on light

Jaye

Reversed on dark

Jaye

One colour

Jaye

Find your next experience.

Stacked tagline lockup

128 px

64 px

32 px

16 px

Minimum wordmark width: 96 px / 25 mm. Symbol: 16 px / 5 mm. Below 96 px use the symbol. Tagline lockup starts at 240 px / 64 mm.

An experience for every kind of day

Illustrative screens. Sample names and preferences; venue imagery is credited. No live booking or payment claims.

9:41

Jaye

YOUR INTERESTS

What do you love doing?

Tap once to like. Tap twice to love.
Your choices shape your suggestions.

- Art + culture
- Outdoors
- Coffee
- Live music
- Games
- Good food

Art + culture: love it

Explore on your own or find common ground with a planning partner.

Continue

9:41

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Ibadan

What feels good today?

Places, activities, a new idea

For you | Art | Outdoors | Food



Tunde Odunlade Art

Art and culture in Jericho, Ibadan

Entry fee to confirm

View place →

More to explore

Explore | Saved | Together | Profile

9:41

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A little common ground.

D K

You + Kemi
Planning partners

You both enjoy

Art + culture | Outdoors

Saved together

Places you have both saved.



Tunde Odunlade Art
Jericho, Ibadan
Saved by you both



Agodi Gardens
Agodi, Ibadan
Saved by you both

Explore | Saved | Together | Profile

9:41

Jaye

J

Your next idea is still out there.

Try another interest or widen your budget.
Some places do not yet list a price.

Clear filters

Browse all places

Explore | Saved | Together | Profile

Current shared planning links two accounts. Saved together means places both accounts have saved. Prices remain unknown where venue data is incomplete.

Give the mark room to breathe.

Use supplied vectors. The geometry and spacing are part of the identity.



Clear space = 1/4 of visible wordmark height

Apply the same space on all four sides.
For the symbol, reserve 1/4 of its visible height.
Keep the tagline outside the primary logo clear space.

Keep it whole

Do not stretch, rotate, outline, add shadows or alter the J. Do not retype the logo. Keep all four letters in the wordmark.

Choose contrast

Use primary blue on light backgrounds and the supplied white mark on dark fields. Place the logo in a solid area beside busy photographs.

Use the right size

96 px minimum for the wordmark. 16 px for the symbol. 240 px for a tagline lockup. Use the symbol for favicons and app icons.

The app icon uses unrounded source artwork. The operating system applies its own mask; do not bake rounded corners into the store source.

Expressive colour, readable interfaces.

Use semantic roles consistently. Blue identifies actions; warm accents support campaigns.

- **primary** #1B6EF3
- **primaryPressed** #1558C9
- **textAccent** #1558C9
- **secondary** #10213A
- **accent** #FF805E
- **accentAlt** #FFE088
- **background** #FFF9F0
- **surface** #FFFFFF
- **tint** #EAF1FF
- **text** #10213A
- **muted** #58677C
- **border** #DEE5EE
- **controlBorder** #77869C
- **onPrimary** #FFFFFF
- **success** #146B4A
- **warning** #805600
- **error** #B22C37
- **focus** #1B6EF3

VERIFIED PAIRINGS

onPrimary / primary	4.59:1
textAccent / tint	5.66:1
muted / background	5.50:1
text / accent	6.54:1
controlBorder / surface	3.70:1

4.5:1 for normal text; 3:1 for large text and essential control boundaries. Decorative dividers may be lighter.

White on primary: 4.59:1. Use textAccent for small blue text. Never use white on apricot or yellow. Focus ring: 2 px blue plus 2 px light separation.

A clear voice at every size.

Plus Jakarta Sans for the selected identity. Use static bundled weights 500, 600, 700 and 800.

Role	Size / line / weight	Example
display	48 / 54 / 800	Find your next experience.
heading1	32 / 38 / 800	Find your next experience.
heading2	24 / 30 / 700	Find your next experience.
section	20 / 26 / 700	Find your next experience.
body	16 / 24 / 500	Find your next experience.
control	16 / 22 / 600	Find your next experience.
meta	14 / 20 / 500	Find your next experience.
caption	12 / 18 / 600	Find your next experience.

4 px base grid

24 px mobile inset / 16 px content gap / 32 px between sections
Allow text to grow. Build for 320–430 px mobile content widths.

Tracking: display -1.2 px; h1 -0.6; h2 -0.3; section -0.2; body/control/meta 0; caption +0.1. Do not reduce body text to fit a layout.

Useful first. Recognisable always.

Native components, editable labels and shared colour variables are included in this file.

BUTTONS / 56 PX HIGH

Explore places

Browse all places

INPUT / 56 PX HIGH

Search places

Art + culture

Outdoors

VENUE CARD / EXAMPLE MASTER



Tunde Odunlade Art

Jericho, Ibadan · Entry fee to confirm

View place

Interaction rules

Pressed primary uses primaryPressed. A loading state keeps the label and width. Disabled uses a muted fill and an explicit unavailable state. Do not rely on colour alone.

Labels and feedback

Use persistent field labels, visible focus and text errors. Announce saves and loading states to assistive technology. Filter chips have a 44 px touch area.

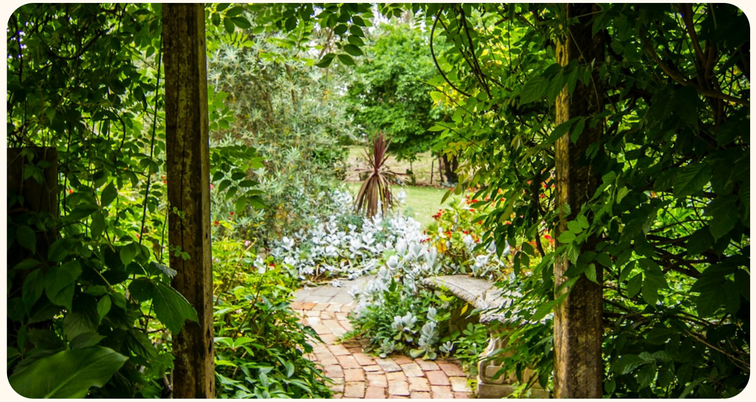
Shape and depth

20 px cards, 12 px fields, pill chips. Prefer borders and spacing to shadows. If needed, use one soft shadow: 0 4 16 / 8% navy.

Small icon artwork may be 16–24 px, but interactive targets must be at least 44 × 44 px. Product prototypes illustrate styling, not a complete interaction specification.

Show the life around the plan.

Candid, warm and specific. Everyday options should be as visible as special occasions.



Solo / a change of scene



Together / a shared moment



Culture / a real place

Shoot and crop

Natural daylight; believable colour and skin tones. Show the activity, not only the venue. Leave room for copy. Use 4:3 cards, 1:1 social, 4:5 portraits and 16:9 heroes.

Include the whole audience

Mix solo visits, couples, friends and varied ages. Show food, art, gardens, games and music across affordable and special outings. Commission local subjects and creators.

Keep the system quiet

24 px icon grid with 2 px rounded strokes. Literal navigation icons. One offset block per composition. Use 180–240 ms ease-out transitions; respect reduced motion.

Licence and location follow every photograph. Never label a mood image as a real venue.

Photo credits: Tim Cooper / Unsplash; Le Salama Marrakech / Unsplash; Abike25 / CC BY-SA 4.0. Images cropped; see full source register.

HANDOFF

A complete design system. A separate rollout.

Recommended decision: Open Invite, with consistent blue, custom lettering and warm local art direction.

Editable source

12 organised pages with native text, vector logos, placed photography, components and colour variables. Open exports/Jaye-Visual-Identity-Exploration.figcraft.

Ready to review

PDF exploration, compact guidelines, SVG and transparent PNG logos, square app artwork, Android layers, campaign PNGs and colour/type token references.

Implementation sequence

First map tokens and font aliases. Then integrate the logo and icon files in a dedicated app change. Update naming and screen copy, test accessibility and review store assets.

Remaining decisions

Validate the recommended identity with Nigerian solo, social and couple audiences. Confirm name/trademark availability and commission a local photography set before public launch.

No production application code or settings are part of this deliverable. Prototypes are illustrative, not connected to live accounts, prices or bookings.

HANDOFF / PROVENANCE

Built through the installed FigCraft interface.

Local CLI + documented stdio MCP. No cloud workspace or public share link was required or verified.

Verified capability

Page listing and file metadata reads succeeded. Native frames, editable text, custom paths, placed images, styles, colour variables, label properties and component instances were created and saved.

Asset rights

Plus Jakarta Sans, Cormorant Garamond and Archivo Black: SIL Open Font License 1.1. Font files and licence copies are bundled. A/C lettering is original vector work; B includes adapted font outlines.

Photography

All source URLs, creators, licences and crop adaptations are recorded. CC BY-SA photographs retain attribution and share-alike requirements for the adapted photographs. Unsplash images are mood references where stated.

Practical limits

Contrast checks apply to specified pairings, not a full live-app audit. Store-mask and platform integration testing remain rollout work. This exploration does not establish trademark clearance or research-backed audience preference.

Research records: image-sources.json, font-sources.json, figcraft-capability-verification.jsonl. Final verification is recorded in research/release-validation.json.