Sunday Market



A little jar.
A proper meal.

Identity, packaging, campaign and ecommerce.
One connected design system.

A good market haul, brought home.

Owned design explorations and generated imagery: a direction board, not customer research.



Food at home



Physical presence

A / NAME FIRST

Sunday Market

Name first

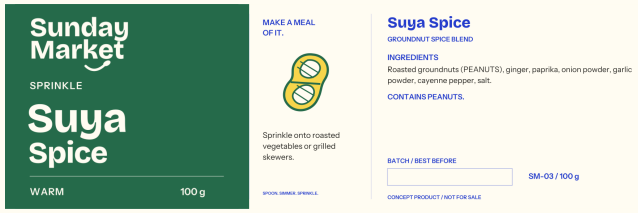
GOOD THINGS START HERE.

Scotch bonnet
BRIGHT HEAT

Tomato
A GOOD BEGINNING

Groundnut
ROASTED WARMTH

Drawn from the pantry



Useful labels

Sunday Market

A little pepper.
A lot of plans.

SPOON. SIMMER. SPRINKLE.

A generous voice

A name worth remembering.

Use the stacked wordmark by default. The spoon mark is reserved for small spaces and supporting moments.







Clear space: leave at least one spoon-bowl height around the wordmark. Digital minimum width: 96 px. At 16-32 px, use the simplified favicon.

Keep proportions and the spoon relationship. Do not stretch, add outlines or effects, recolour individual letters, or place the mark on a busy food image.

The market, in six colours.

Colour identifies the range. Product names, cooking verbs and heat words carry the same meaning.

Cobalt crate

#253DCC / 30% target use

RGB 37, 61, 204

CMYK approx. 82, 70, 0, 20

Brand / actions / lids

Label paper

#FFFCF2 / 40% target use

RGB 255, 252, 242

CMYK approx. 0, 1, 5, 0

Information surfaces

Tomato

#EF442E / 10% target use

RGB 239, 68, 46

CMYK approx. 0, 72, 81, 6

Relish / campaign

Corn yellow

#F7D54A / 8% target use

RGB 247, 213, 74

CMYK approx. 0, 14, 70, 3

Stew base / emphasis

Pepper green

#256A4A / 7% target use

RGB 37, 106, 74

CMYK approx. 65, 0, 30, 58

Spice / secondary

Market ink

#24231F / 5% target use

RGB 36, 35, 31

CMYK approx. 0, 3, 14, 86

Body copy

A market sign. A clear label.

Bricolage Grotesque / 800

Spoon. Simmer. Sprinkle.

Display carries the sign and product name. Body carries ingredients, heat, weight, prices and controls. Keep essential product information as live text.

Instrument Sans / 400 + 600

A bright pepper relish with a slow, smoky finish. Spoon over eggs, rice or a bowl of beans.

Hero / 76-112 px

Section / 44-72 px

Product / 28-32 px

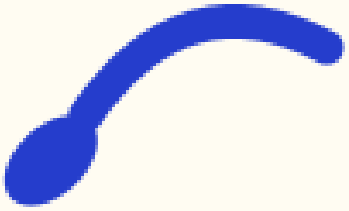
Body / 14–17 px

Utility / 11–13 px

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A small gesture that travels.







The spoon underline becomes an icon and a repeat. Use the pattern on a bag, a box liner or a small campaign panel. Keep it away from ingredients and prices.

Draw from the pantry.

Three original illustrations give the range a graphic vocabulary beyond colour.

GOOD THINGS START HERE.



Scotch bonnet

BRIGHT HEAT



Tomato

A GOOD BEGINNING



Groundnut

ROASTED WARMTH

Scotch bonnet, tomato and groundnut are drawn as bold silhouettes with a few useful details. Their shapes travel from product notes to serving panels, the carton liner and the campaign.

Same structure. Different appetite.

Name first. Cooking verb second. Heat and weight remain in the same positions across the range.



Front and reverse SVG studies are included. They demonstrate the information hierarchy; they are not production-ready food labels or manufacturing specifications.

All the way around the jar.

Front name, serving idea and reverse information share one clear hierarchy.

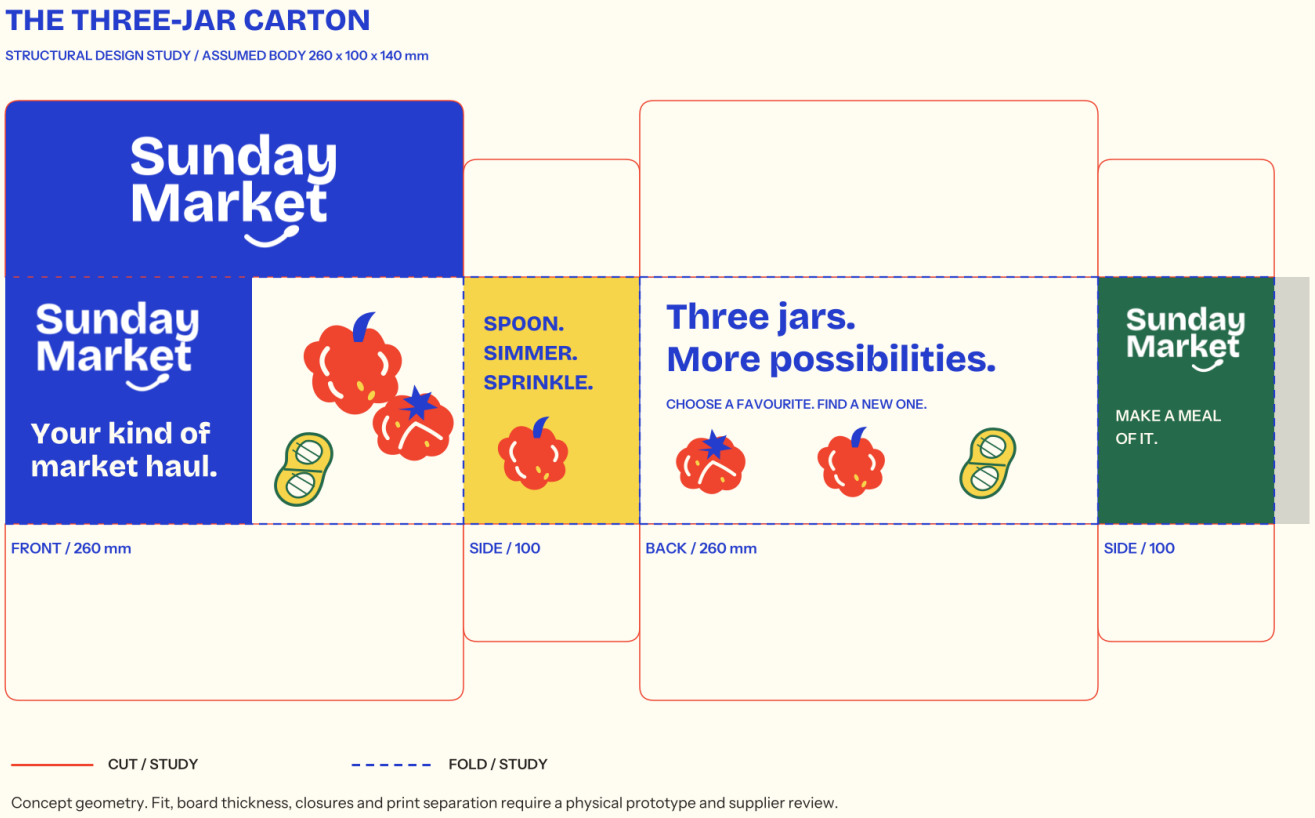


Suya Spice / assumed 240 x 75 mm wrap: 90 mm front, 45 mm serving panel and 105 mm reverse. Ingredients, the peanut statement and date-coding area are separated for quick scanning.

Editable full-wrap and reverse SVGs are included for all three products. Formulation, legal label copy, cross-contact information, pack fit and print proofing must be resolved before manufacture.

The brand has a way home.

A connected flat study brings the identity outside and the ingredient print inside.



Assumed body: 260 x 100 x 140 mm. Red indicates cut guides; dashed cobalt indicates folds. Board, closure, physical fit, dividers and print tolerances require physical development. This is an editable concept study.

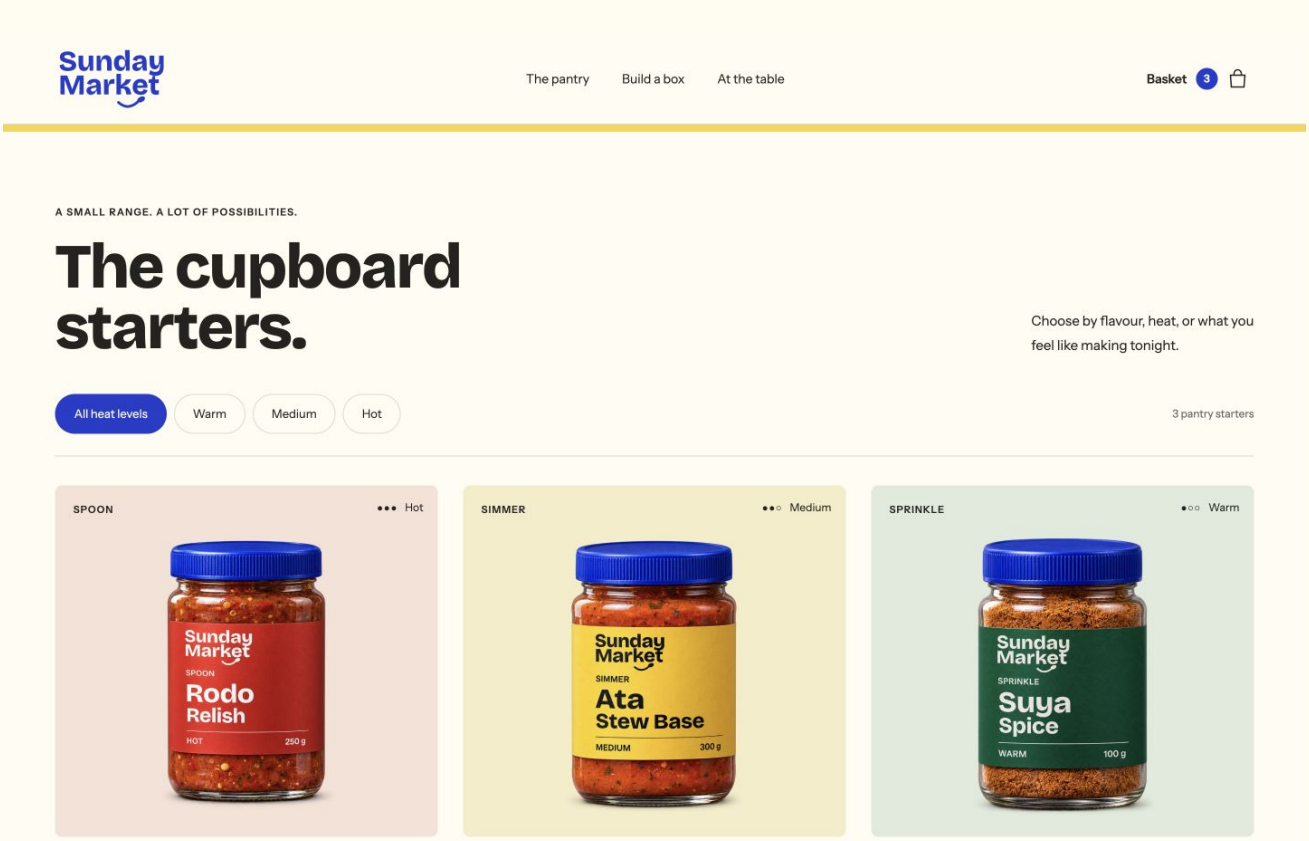
A good little haul.

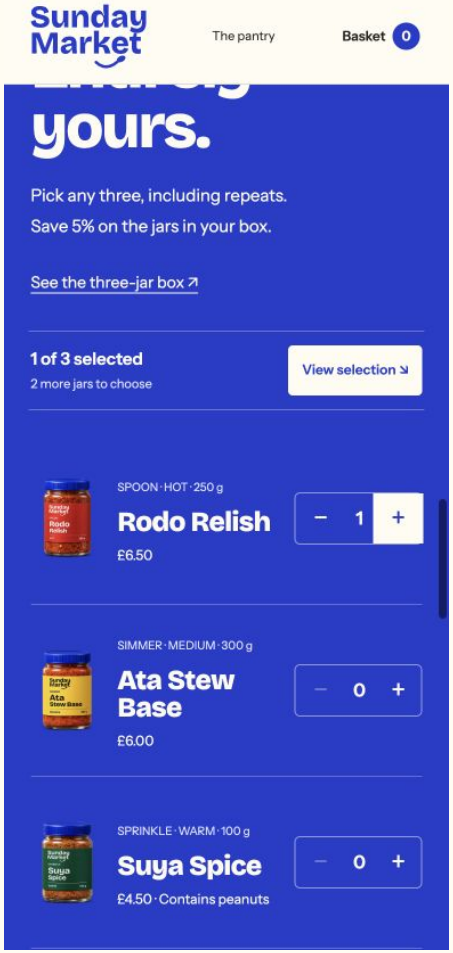


The original carton front and ingredient liner are translated into a generated presentation mockup, with three jars and paper dividers.

Use the editable flat artwork for design decisions. The image demonstrates the intended visual experience; it does not validate manufacture.

Give the choice somewhere to go.





The product colours continue through the shop. Heat filters, ingredients and serving ideas explain the choice. The box builder keeps a live count and individual quantities visible from the first pick. The basket keeps its total beside the review action.

A little pepper. A lot of plans.

Sunday Market

A little pepper. A lot of plans.





SPOON. SIMMER. SPRINKLE.

Speak like a generous cook.

Short, useful words with a bit of appetite. Name the ingredient or the meal. Let the idea carry the personality.

DO: "Spoon over eggs." / "Pick any three." / "A little jar. A proper meal."

AVOID: vague authenticity claims, continent-wide shorthand, invented heritage, health promises or urgency counters.

A system someone else can use.

01 / Outlined identity masters and mono variants

02 / PNG exports from 16 to 2048 px

03 / Colour values and typography specimens

04 / Three complete wrap and reverse label studies

05 / Ingredient family, carton and campaign artwork

06 / Working shop, case and source tests

Original brand direction, identity, vector artwork and frontend by Clinton Feyisitan, with AI assistance. Physical pack and food images were generated from the project direction.

Fictional brand/product concept. No real orders, payments or personal data collection. No sales result or participant study is claimed. Print production, product formulation and commercial launch checks remain separate work.

Desk references: Pentagram / Yolele identity case; Yolele / product FAQ. Links are included in the case. No reference brand artwork is reused.