

Stay Rested.



THE COAZY

Designed by The Coazy Studios

Stay Coazy.

(Nanobanana, 2026a)

Major Project
APB3002

Designed by The Coazy Studios

Name:
Ryan Doolub Alfred



THE COAZY

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Date:
09/04/26

Stay Rested. Stay Cozy.

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Name: Ryan Alfred
Date: 09/04/26

Project Introduction

Fatigue and burnout have consistently been on the rise during the last several years. People overwork themselves, participate in hustle culture and ultimately neglect themselves. They end up constantly fatigued and in desperate need of a properly structured evening routine, and a good night's sleep.

The Coazy exists to provide consumers with an all encompassing solution to this issue. A fully structured nighttime routine.

INTRODUCTION

AIMS OF THIS PROJECT

This project exists in the hopes of creating a brand that is able to fill this industry gap. By providing consumers with a fully structured routine and product set that nurtures them throughout the evening, ultimately leading to a blissful nights' sleep.

OBJECTIVES

- To establish a cohesive and clear brand identity that communicates intentionality, restorative energy, playfulness, and trust accross all brand aspects.
- Create a brand voice that is calm, playful, human, and witty. To apply consistently across social content, copy, and packaging.
- To lay the foundations for a brand that can grow without its identity being washed away with time. A timeless brand, to fulfill timeless need for rest and recovery
- To resonate with a core audience that is seeking structure, comfort, consistency, and rest throughout their daily lives.



Date: 09/04/26
Name: Ryan Alfred



PROJECT RESEARCH

Introduction

During 2024, burnout has reached an all-time high, with 82% of U.S white-collar workers reporting to be burned out (McGlaulin, 2025). Yet, the majority head back home and have no structured way to optimally recover from the physical and mental strain of work. A significant cultural change has begun to take place in response to this growing issue. 84% of U.S consumers now deem wellness as one of their highest priorities. With a market value of \$6.8 trillion in 2024, and the U.S yearly spending alone reaching \$500 billion, steadily growing by 4% to 5% yearly, the wellness trend is exploding (McKinsey, 2025). Despite this cultural shift towards intentional rest, and the growing demand, no brand has emerged to claim the evening wind-down system as their own. This report will analyze the literature, and foundational market evidence, informing the Coazy's brand development.



(Nanobanana, 2026d)

LITERATURE REVIEW



THE COAZY

01 Sleep Quality & Public Health

One of the most important public health issues of the contemporary period is sleep quality. According to the U.S Center for Disease Control and Prevention (CDC, 2024), about 30-46% of adults were estimated to not be reaching the 7-hour recommended minimum of sleep per night in 2022. An umbrella review by Shah et al., 2025, analyzed 29 studies, concluding that sleep insufficiency is a high-risk indicator of cardiovascular diseases such as hypertension, coronary heart disease, strokes, and metabolic disorders such as obesity and type 2 diabetes. Consequently, a 45% increased risk of cardiovascular disease development or death is associated with insufficient sleep (Direksunthorn, 2025). The seriousness of this issue has led to official institutional recognition; prompting the American Heart Association to add chronic sleep duration as the 8th metric in their Life's Essential 8 of Cardiometabolic Health (CMH) (St-Onge et al., 2025). The CDC has also designated sleep deprivation as a national health issue with significant economic ramifications (CDC 2023). These findings act as a solid basis for The Coazy's core mission; which argues that enhancing people's transition from work to recovery is not only for lifestyle purposes but hold real weight and consequence as a matter of public health concern.

LITERATURE REVIEW

02 Psychological Detachment & Work Spillover

Besides sleep, the ability to psychologically detach from work during non-work hours, has become a vital aspect of everyday recovery. Baktash and Putz, 2025, have deemed psychological detachment, a key factor in occupational wellbeing. The benefits vary from improved emotional regulation and health, as well as life and job satisfaction. However, many employees find it progressively more challenging to attain this work-life detachment; the evolution of contemporary work, is progressively intruding people's personal lives and forcing the overlap of professional and personal life. Workers have to stay connected, check their messages, e-mails, or even take calls, which forces them to remain mentally focused on work (Hu et al., 2024). As a result, they are unable to disconnect, causing their work fatigue and frustration to overlap onto their personal life (Zabielské et al. 2023).

Employees' failure to detach from their professional obligations, halts them from recovering physiologically, and psychologically (Sonnetag et al., 2022).

A longitudinal study conducted by Blake et al., 2025, discovered that an individual's ability to mentally disconnect from work greatly correlated with improved mental health and quality of life over time. These results highlight the necessity for a planned, and organized transition process from work to recovery; which will be exactly the process that The Coazy was created for.



(Nanobanana, 2026c)

LITERATURE REVIEW

03 Evening technology & Behavioural Displacement

Despite growing concerns regarding the significance of sleep quality, screen time has become an almost universal way for most people to spend their pre- sleep hours. The digital devices that we use, all share one thing in common; they emit short wavelength blue light, suppressing melatonin production. Melatonin being the sleep hormone, it disrupts the circadian rhythm, thus delaying our sleep and decreasing overall sleep quality (Silvani et al., 2022). According to the Journal of Medical Internet Research, the results of a large meta-analysis carried out to compare the effects of screen exposure on different populations, exposes the relation between screen exposure and the prevalence of sleep problems (Han, Zhou, Liu, 2024). In addition to the physiological effects of light, digital content also stimulates the cognitive system and emotions, thus preventing the nervous system from entering a resting state (National Sleep Foundation, 2024). Through a process called behavioral displacement, the time we should rather be spending actively recovering is replaced by cognitively stressful activities that prevent us from entering a calming and restorative state (Hale et al., 2019). The Coazy will directly attack this issue by proposing a structured, technology-free nighttime ritual package that will be designed to help the body enter a resting state instead actively working against it.



LITERATURE REVIEW



04 Ritual Behaviour & Structured Routine

The struggle of behavioral displacement and psychological detachment is not merely a willpower issue, but rather, the consequences of a flawed behavioral structure. Studies on habit formation have concluded that repetition of learned cue- behavior in consistent settings, dictates human behaviour. This leads to progressively automated actions that require minimal conscious efforts (Gardner, 2022; Keller et al., 2021). This leads to the conclusion that without the conscious choice of a new structured pattern to follow, the brain will default to the set behaviors that it was taught. Therefore, the implementation of a proper structured routine is crucial. According to Singh et al., 2024, the most sustainable way to implement behaviour change using a routine, is simple, repetitive cues, followed with immediate gratification. According to Prokes, 2023, regular pre-sleep rituals have demonstrated to act as an effective intermediary between everyday stress and life satisfaction, allowing the mind to enter a genuine state of psychological decompression (Prokes, 2023; Sonnentag et al., 2022).

The Coazy's purpose will be to provide customers with an experience that can replicate those intentional cues. A wind down ritual product that helps you build structure and genuine recovery during your evening.

MARKET GAP

Despite the overwhelming amount of evidence associating scheduled wind-down practices to better sleep, mental recovery, and improved life satisfaction, a brand had yet to emerge to fully claim this position. The global wellness industry offers an abundance of products, each catering to specific issues; these products vary from supplements, to bedding, loungewear and even apps. This leaves the consumer on their own to come up with a fragmented routine that unfortunately fails. No brand had previously claimed the nighttime wind-down ritual system as a design of their own making. This gap is specifically more accentuated throughout the working class, from 25 to 40 years old; they are those who are generally the most in need of a structured wind-down recovery routine and yet are unable to set aside the time and energy to set up a routine. This is where the Cozy enters, proposing this target demographic with a ritual system that fully encompasses every aspect of a full recovery routine, allowing them to settle down, disconnect and rest effortlessly.



(Nanobanana, 2026g)



MARKET RESEARCH



(Nanobanana, 2026h)

The market landscape has never been more favorable than it is right now for The Cozy, encompassing the brand's three core value offerings. The global sleep economy, which carries a variety of products designed to promote rest, was valued at \$585 billion in 2024, and is predicted to grow at a compounded annual growth rate of 6.3% over the next ten years (Statista, 2024). Besides sleep disorders, the major cultural shift towards intentional recovery is also one of the main factors generating consumer demand. During 2023, Over one third of the U.S adult population admitted that their sleep was getting worse, and most of them are actively looking for non-pharmaceutical remedies (Sleep Foundation, 2024). In the aromatherapy segment, the market grossed \$9.2 billion in 2024 only, and with an annual growth rate of 8.9%, it is estimated to \$15.2 billion within the next 4 years. This market segment is mostly driven by demand for stress relieving solutions and sleep improving routines at home (Grand View Research, 2024). Both categories are steadily growing among 25 to 40 year olds who are looking for products that will improve their daily rituals rather than quick fixes. These market trends thus confirm that The Cozy is entering a continuously expanding market that is looking exactly for what the brand offers; an effective, intentional and structured ritual approach to nighttime rest and recovery.



TARGET AUDIENCE RESEARCH

The Cozy's main target audience will be people of the working class from the age of 25- 40. This demographic of people, mostly gen z and millennials professionals, are the ones that are the most stressed professionally and also seek the most to invest in wellness products; only representing 36% of the U.S population, they are responsible for 41% of the total annual spending. They are increasingly waking up to the importance of wellness and sleep (Mckinsey, 2025). In response to this crisis, they are reshaping the wellness industry's core foundations by focusing on more long-term structured solutions like self-care routines instead of short term one-off fixes (McKinsey, 2025).

Thus, the Coazy's ritual-based concept perfectly adapts to this behavioral trend. The consumer is not someone who will be looking for a spa-day, but rather, a person who is managing the stress of daily and professional life and looking for a simple yet effective solution to consistently disengage and recover at the end of each day. They yearn for the opportunity to invest in a value packed, comforting and aesthetic product that delivers consistently on its promises, and The Coazy will deliver exactly this.



(Nanobanana, 2026b)



RESEARCH OUTCOME



(Nanobanana, 2026h)

Conclusion

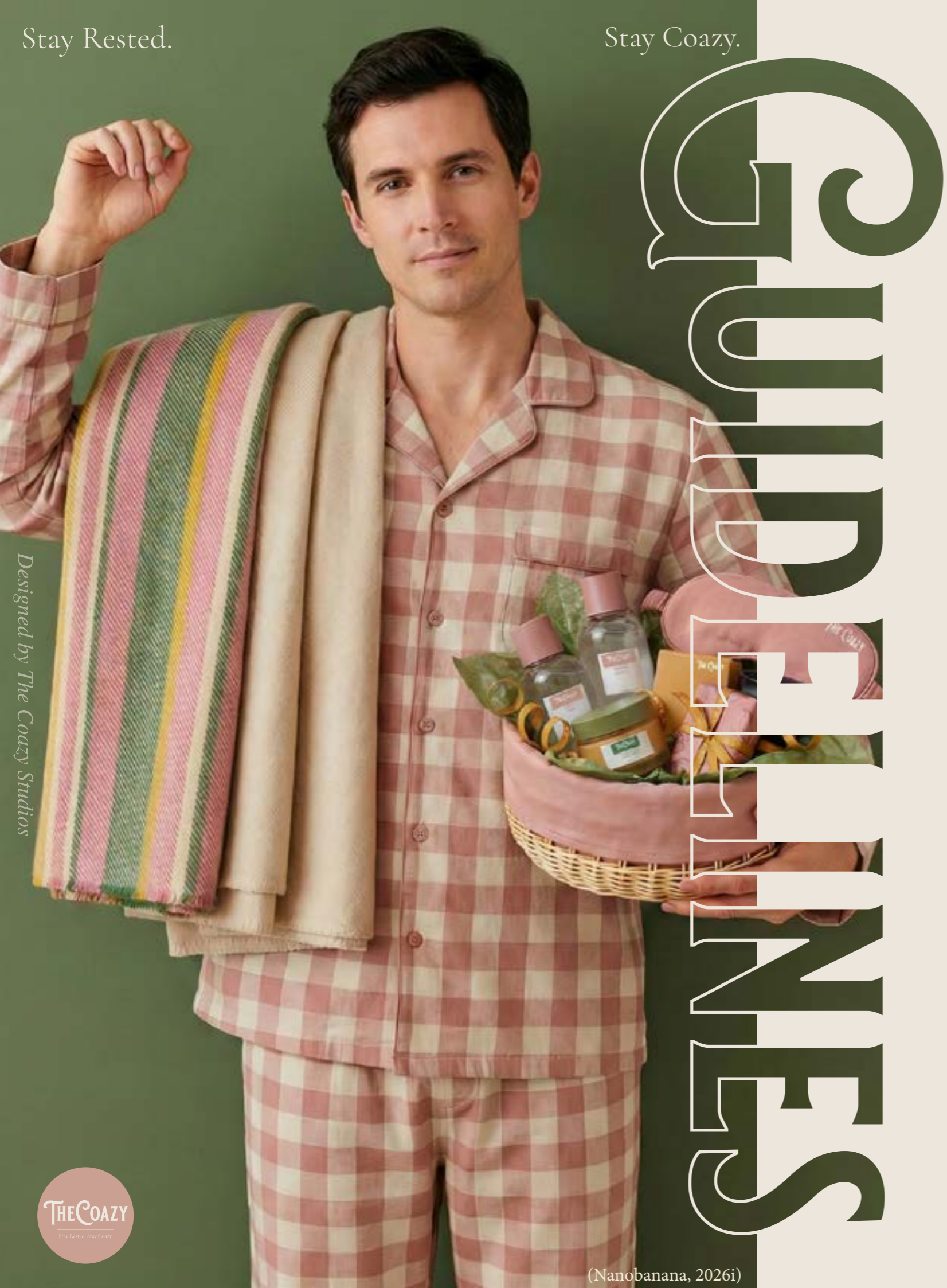
This report's findings provides a convincing justification for "The Cozy." Literature across the science behind sleep, work and behavioral psychology, all merge, leading up to a singular conclusion; The indispensability of a proper transition from work into rest, as one of the main impactors on long term health and recovery. While some brands had undertaken some aspects of self-care and sleep, no one had yet designed a complete systematic solution addressing the issue, thus informing the crucial necessity of "The Cozy." Combining sleep and loungewear, as well as scent, and self-care products, The Cozy has authored a structured nighttime wind down ritual system, providing consumers with a science backed solution, leading to long term health improvements and genuine recovery. "The Cozy" targets the ever increasing health conscious audience of wellness consumers, slowly awakening to the dangers of sleeplessness and passive rest. "The Cozy" is not about wellness, but rather, a required step towards genuine health improvement and recovery.



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STAY RESTED GUIDELINES

(Nanobanana, 2026i)



Brand Guidelines

Welcome to the Coazy's Brand Identity Guidelines. Everything included within the pages of this document exist for one purpose only: To ensure that anyone in the world, has all the tools necessary in order to recognise our brand. Offering an all encompassing brand experience; and help you set us apart at a glance, smell or feeling!



THE COAZY

Stay Rested. Stay Coazy.

Name: Ryan Alfred
Date: 09/04/26

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BRAND STORY & ORIGIN



The Story

The Cozy originated with a simple feeling. Not a market gap, not research, a simple feeling: “Burnout.” Getting back home day after day, and spending one’s time doomscrolling on social media. Inevitably translating into fatigue, tiredness, and ultimately, burnout.

So many people experience this on a daily basis and a lot of them yearn for the genuine feeling of actually being rested for once. Being stuck in that cycle, finding a legitimate way to rest has become an afterthought. Something that people do not even think is possible.

The Cozy was born with that precise goal in mind; Providing Genuine rest and recovery.

The Origin

The Idea was simple: To create an all encompassing brand that provides with consumers with genuine rest. A brand that is not overly priced, yet provides consumers with high quality items that all add up to serve one purpose: Genuine, intentional and absolute rest.

As a result, the idea of ritual product bundles came into play.

The Name followed quite naturally. A playful twist on the word cozy, The Cozy encompassed everything that the brand inspires. A fun, yet cozy vibe that brings about comfort and a restorative energy.

We meticulously curate our product line with only one question in mind:

“How will this improve the consumer’s recovery process?”

Where We Stand Today

The Cozy is does not only sell products. It is more than that. It is a quiet advance towards a more intentional way to recover.

A reminder that everyone gets tired, and deserve a genuine system to help proper rest and recovery.

We provide for those who are young or older, those who need to decompress after a long day of work, those who are yearning for structure and familiarity, and are looking for a brand that will bring about restorative energy.



MISSION & VISION



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Mission

“The Coazy’s mission is to become the global symbol of restorative living and evening rituals. The brand that consumers associate with genuine rest and decompression.”

Vision

“The brand’s vision is to design products that will allow consumers to transition from the ongoing pressures of life and work into a calming and intentional resting state.”

CORE VALUES

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Lighthearted

Intentionality

Warmth

Simplicity

Accessibility

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Lighthearted

Tone of voice, Visual identity,
Customer service

Intentionality

Product Development, Content,
Product design and aesthetics

Warmth

Tone of voice, Customer Service,
Packaging

Simplicity

Visual Identity, Copy, product
design

Accessibility

Pricing Strategy, Product
variety, Communication

Stay Rested. Stay Cozy.

Designed by The Cozy Studios

Name: Ryan Alfred
Date: 09/04/26

Structure, Rest, Comfort.

*A brand built to maximize your nighttime routine,
delivering genuine rest and recovery*

2026

BRAND IDENTITY

Date: 09/04/26
Name: Ryan Alfred

Designed by The Coozy Studios



BRAND NAME & MEANING

“THE COAZY”

The name is always written with Capital “T” and “C.”

Exceptions are made for web and social media adaptability.

*Example: Instagram name - thecoazy
website name - thecoazy.com

The Logo font also allows for logo adaptability, using “Blackriver bold” as main logo font. It only allows for capital letters, but modifying the first letter in case of capitalisation needs.

Example: “**THECOAZY**” and “**THECOAZY.**”

Origin of the name:

“Coazy” is a creative spin of the word “Cozy.” The familiar word, with the addition of the letter “a”, becomes modern twist, fresher, modern, more digestible, fun, and friendly. But also still displays warmth, comfort and familiarity.

What the name stands for:

“Coazy” evokes comfort, softness, home.

The addition of the letter “a” adds a pinch of playfulness and fun.

“The” - Helps the name feel established and definitive.

What the name aims to evoke:

When a person hears the name “The Coazy,” they should immediately be picturing soft, comfortable textures, warm lights, colors, feel stillness, peace and a pinch of playfulness.

What the name is not:

“The Coazy” is not a luxury brand that sells exclusivity. Rather, it sells warmth, comfort and fun. Not minimalistic, Not too loud. The perfect amount of comfort and fun.



TAGLINE / SLOGAN

“Stay Rested. Stay Cozy.”

“Stay Rested, Stay Cozy.” is a clean and direct tagline, clearly displaying The Cozy’s purpose. To help you stay rested in a cozy fashion.

The tagline is simple and straightforward and even includes the brand’s name in a fashionable and clean manner. Directly associating the brand’s name to the feeling of being rested. A reminder that The Cozy is always here if you need to feel rested.

Where It’s Used

- Logo lockup- The Tagline is paired directly with the logo.
- Social media bio and posts.
- Product Packaging
- Campaign Deliverables (Static Ads, Videos, posters,..)
- Website

Where NOT to use it.

- The tagline works best as a statement piece in accordance with the logo and as text that compliments The Cozy’s Imagery. (Example: It should not be repeatedly used as a caption for social media posts.)

Tagline Variations:

- “One Stop. Full Recovery.”
- “Less Noise. More Comfort.”
- “Comfortable, Breathable, Cozy.”
- “Simple, Soft, Yours.”

“Stay Rested. Stay Cozy.”

The tagline should feel like a whisper. Making a soft statement, a confident statement, as if whispering a fact. The full stop in the middle feels like a break, a deep breath.





Personality Statement:

“The Cozy is like a friend; the one friend who is always here whenever you need comfort and safety. The one friend that always shows up, time and time again, with a smile on their face, fun, dynamic yet calming energy that makes you feel at home. They bring warmth, calm and have a sense of intentionality about them, but they’re never intimidating.”

Personality Traits:

- Calm - a peaceful energy
- Confident - a commanding presence
- Emotionally Intelligent - Special consideration
- Soft - Spoken
- Grounded, but not lazy
- Warm - Approachable and inviting
- Light-hearted and playful.

The brand as a person:

- Age: Late twenties
- Lives in a cozy apartment filled with plants
- Listens to soft music, lo-fi, jazz, occasionally some Bruno Mars
- Practices architecture
- Goes to the farmers market on her free time
- Chill vibe

Personality in action:

- Products: Detailed packaging, Premium quality, thoughtful.
- Product Copywriting: Gentle, Intentional, Descriptive.
- Social Media presence: Relatable moments, soft messaging, lifestyle
- Customer Service: Warm, Personal, Gentle and Patient.

TARGET AUDIENCE AND PERSONAS

Target Audience Overview:

The Cozy speaks to young adults who have just entered the workforce, aged around 25, up to older ones, aged 40 who have been working for multiple years now and are in need to a break.

Those adults aim to provide themselves with a feeling of genuine rest after a day of long work, and are intentionally looking for a brand partner that will provide them with some restorative energy, and guide them through a nighttime routine that will enhance their resting experience.

They are intentional about the feelings they are looking for, like aesthetics and high quality products with a premium feel.

They aim to not simply buy products, but to curate a feeling.

Who they are:

- Digitally Active (Instagram, Pinterest, Facebook for the older demographic).
- Influenced by quality and aesthetics.
- Value mindful and slow living, but operate in fast paced environments.
- Budget conscious but will prioritise investing in important factors such as Health and Rest.

What they want:

- A resting experience that feels intentional and restorative, devoid of technology dependence.
- High quality, long-lasting products that look good
- A brand that is considerate and understands the full scope of their lifestyle, offering a suitable solution
- Products that will bring life to them.



TARGET AUDIENCE PERSONAS



- Landed a job about a year ago in a marketing agency.
- Lives in a studio apartment
- Income: Entry level / Budget Conscious
- Spends work after hours scrolling on Instagram and Pinterest
- Shops at: Thrift stores, Primark, Zara
- Pain Point: Has a limited budget, but will prioritise spending on health essentials products that will improve her living condition.
- Goals/ Dreams: Wants to one day own a small cozy house with a little garden, and farm animals.



- Shares an apartment with his girlfriend
- Has a stable income. Dual Income household
- Shops at Woolworths, Brightland, Snif, Elemis.
- Spends his after work hours on Twitter, Instagram, Pinterest.
- Pain Point: Flooded with options. Looking for an all encompassing brand.
- Goals/ Dreams: Wants a nighttime ritual that feels harmonious and whole. Without clutter and lack of structure.

TARGET AUDIENCE PERSONAS

3.



- Income: High Salary range.
 - Owns his own home.
 - Shops at: Flamingo Estate, Parachute, Brightland, Papier.
 - Is a designer: Spends his time working overtime.
-
- Pain Point: His work life overlaps too much onto his personal time. and is therefore unable to find time to recover.
 - Goal/ Dream: Aims to find proper balance in between his work life and personal life, and wants to feel healthier.

The Cozy's three personas: Sophie, Eric and John, are not simply demographic profiles. They serve as a creative filter. When making critical decisions about imagery style, photographic compositions, colors, and even tone of voice. They act as an anchor, to help keep the brand stay grounded in it's identity. How would Sophie feel about this diffuser, would it look good on Eric's nightstand, how would that smell make John feel? Depending on the answers, whether it is yes or no, will dictate whether the brand is sticking to it's intrinsic DNA or not. The overlap will be where the brand lives, showing that it is staying rooted in an informed human behavioral ground.

Stay Rested. Stay Cozy.

One Stop. Full Recovery.

One destination only. Find everything you'll need to fix your nighttime routine and maximize your health.

2026

Name: Ryan Alfred
Date: 09/04/26

LOGO SYSTEM

Designed by The Coozy Studios



(Nanobanana, 2026k)

THE LOGO



The Coazy's Logo Consists only of four different elements. The main Logo Lettering which is "Blackriver Bold," The Slogan lettering, which is made using the "Cormorant Garamond Regular" font, A line separating the brand name and slogan, the rectangular frame, and finally the Copyright logo.

The Rounded type face of the "T" and the "C" in the logo serve as a way to convey the friendly and fun aspect of the brand. The slogan sets the mood as to what the brand is all about. The streamlined approach of the rectangular frame and the slogan font serve as a way to convey the premium and professional aspect of the brand all while staying loyal to modern logo standards.

Stay Rested. Stay Cozy.



LOGO VARIATIONS

Primary Logo:

May also be used with the brand color palette according to required needs



Secondary Logo:

Secondary Logos Come in Two different Variations:

Stacked



Circle Icons



LOGO VARIATIONS



The reversed and negative versions of the brand Logo. (Unofficial logos). For experience use only.

The Cozy's extensive color palette offers the brand with an extraordinary amount of adaptability, combined with the brand's three types of logos: rectangular, stacked, and circle icon.






Stay Rested. Stay Cozy.




MINIMUM SIZE RULES






Circle Icon minimum sizing: Print & Web equivalent

Format	Dimensions	Logo Radius	Visual Scale	Web Equivalent Radius
A4 Size	210 x 297 mm	7 mm		27 px
A3 Size	297 x 420 mm	10.0 mm		38 px
A2 Size	420 x 594 mm	14.2 mm		54 px

Main Logo Print & Web equivalent

Format	Dimensions	Logo Size	Visual Scale	Logo Web Equivalent
A4 Size	210 x 297 mm	26 x 10 mm		98 x 38
A3 Size	297 x 420 mm	36.8 x 14.1 mm		139 x 53 px
A2 Size	420 x 594 mm	52 x 20 mm		197 x 76 px

Stacked logo Print & Web equivalent

Format	Dimensions	Logo Size	Visual Scale	Logo Web Equivalent
A4 Size	210 x 297 mm	14.1 x 28.3mm		53 x 107px
A3 Size	297 x 420 mm	40 x 20 mm		76 x 151px
A2 Size	420 x 594 mm	28.3 x 56.5mm		107 x 213px

The Coazy's extensive range of logos allows for a variety of options to choose from. While these are all the minimum size options of the logos, They may be scaled up relative to the piece of media they are being used on. Exceptions may also be made for smaller pieces of media as readability becomes and issue.



LOGO RATIOS AND MEASUREMENTS

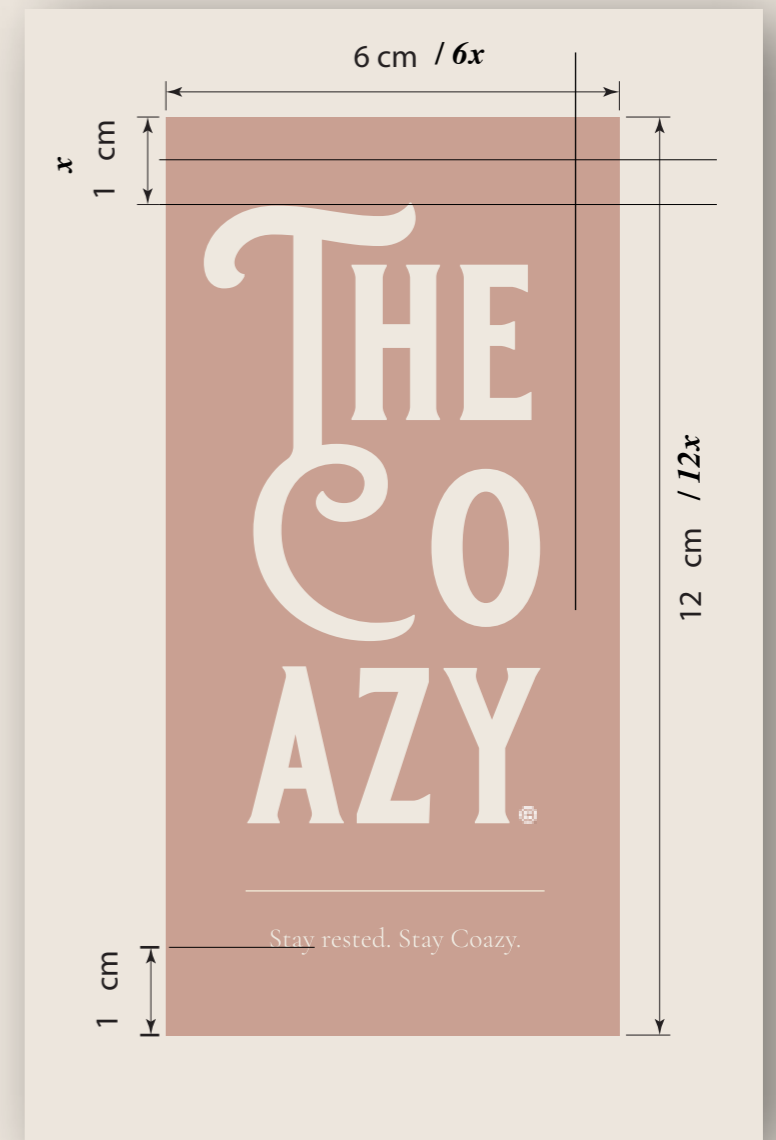


The official rectangular logo sits at a 2.5:1 Ratio. While not the most numerically balanced, It is visually almost perfect and most grounded logo.



The Circle icon logo, the most commonly used logo, for its adaptability. It sits at an uneven ratio, with the radius being the most consistent measurement. The lettering is not perfectly centred on the vertical aspect as it becomes visually unbalanced. It is currently the most visually balanced composition with the Lettering dropped down below the horizontal line of the circle

The Stacked logo is more proportional and ideally used for clean, aligned and visually balanced content. It is divided into a 1:2 Ratio. With a 1:12 ratio centered set of letterfont .



LOGO CLEAR SPACE

Rectangular Logo:

Rectangular Logo should be allowed for a minimum of “x” (as per reference to previous slide) as clearance space. This is also partly dependant on content composition and layout. The logo will generally be allowed more space

Circle Icon Logo:

The Circle icon on the other side, may be allocated with a minimum clearance space of 0.6x (as per reference from previous slide).

Although the clearance space is smaller, the Circle icon logo blends easier in compositions and doesnt struggle to find visual balance.

Stacked Logo:

The stacked logo, although as bulky as the main logo, is allowed for a small clearance space also at “2x” (as per reference to previous slide). The logo demands for less presence and is mostly used as an icon. It keeps a low profile and adapts better to real life use cases.



LOGO ON LIGHT & DARK BACKGROUNDS

All Logo Variations may be used on white background. Color and shape is fully dependent on document format and style



All logo variants also adapt perfectly on cream backgrounds. Cream is the brand anchor color.

Logos may interchangeably be used on entire color palette



Logo Palette adapts nearly perfectly to each other. Exceptions may be made situationally. Example: Pink on yellow background may look too light, or vice-versa.



LOGO MISUSE



Don't



Disproportionate Stretching

Uneven scaling of the logo leads to the distortion of the letterforms, and the breaking of ideal logo proportions.

Don't



Unauthorized colors

Using colors that are off brand will break color identity codes and not properly reflect consistency of the brand

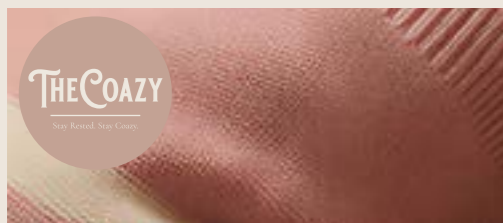
Don't



Vertical Compression of logo

Vertical ocompression of the logo is as damaging as stretching. the logo loses all proportions and becomes uneven, losing its visual weight.

Don't



Insufficient Logo contrast

Lack of contrast between the logo and background will result in a washed look. Making it illegible. Smaller logos will especially suffer.

Don't



Noisy/ Clashing background

Placing the logo on a competing background will also make it suffer as much as lack of contrast. The background will overwhelm it.

Don't



Skewed or rotated logo

A skewed or rotated logo will look too casual. Resulting in a careless feeling, which clashes with the brand's claim on attention to detail.



LOGO MISUSE



Don't



Wrong Typeface

Using a non- official font on the logo will instantly make it look off brand. Although fun, Brand consistency is king.

Don't



No heavy effects

Using heavy effects on the logo, such as dropshadows or special effects will create too much visual noise.

Don't



No unothaurized taglines

Adding unauthorized taglines to the logo will instantly make it off- brand.

There are multiple other ways in which the logo may be misused, but these 9 ways are the most common of the bunch.

Avoiding these mistakes will result in overall better brand consistency, especially when it comes to the logo, as it is the most common important visual asset of the brand



COLOR PALETTE



PRIMARY COLORS



HEX: eee8df
RGB: 238, 232, 223
CMYK: 0%, 6%, 13%, 8%

HEX: c8913a
RGB: 200, 145, 58
CMYK: 21%, 44%, 93%, 2%

HEX: c9a092
RGB: 201, 160, 146
CMYK: 21%, 38%, 39%, 0%

HEX: 566c4e
RGB: 86, 108, 78
CMYK: 66%, 40%, 74%, 24%

HEX: 2c2825
RGB: 44, 40, 37
CMYK: 67%, 65%, 67%, 68%

The Coazy boasts one of the most harmonious color palettes. Morning Mist, Dusty Rose, Moss, Ochre and Ink.

The anchor color is Morning mist, an almost white, beige color. It is subtle, yet provides the rest of the color palette with a strong foundation.

Moss is most probably one of the most used colors of the color palette besides Morning Mist. It is grounded and rooted in a natural color, thus inspires calm.

Dusty Rose and Ochre are the colors mostly used as accents in The Coazy's brand visual identity. Besides the products that are themed according to these colors, they act more as secondary colors to the green.

Ink is the least used of the colors from The Coazy. It is the one color that may be used to maximize contrast.

COLOR USAGE RULES & RATIOS

Color Palette & Codes

Color Usage Ratios Standard



HEX: eee8df

RGB: 238, 232, 223

CMYK: 0%, 6%, 13%, 8%

HEX: c8913a

RGB: 200, 145, 58

CMYK: 21%, 44%, 93%, 2%

HEX: c9a092

RGB: 201, 160, 146

CMYK: 21%, 38%, 39%, 0%

HEX: 566c4e

RGB: 86, 108, 78

CMYK: 66%, 40%, 74%, 24%

HEX: 2c2825

RGB: 44, 40, 37

CMYK: 67%, 65%, 67%, 68%

Dominant Color (60%): Dominant color will be the color that sets the mood. While the anchor color of the brand is beige, The Dominant color may vary in use due to the theme of the piece of media being produced. Example: Media promoting a certain set of themed products, such as women’s “Pink Ritual Bundle.” Usually

Secondary Color (30%): While most of The Coazy’s product are themed, green is the main color used to make the images pop. Example: Green floor around a Sky Shot of a man laying on a bed in yellow pyjamas. Main Focus: Yellow Pyjamas, and bedding. Dominant Color: Green

Accent Color (10%); The Colors mostly used in The Coazy’s media deliverables are Pink, Yellow and Ink. Ink being a color that is more solidly rooted, it may be used in multiple situations to balance out compositions. Pink and Yellow are also used as accent colors to each other. Breaking color consistency and providing contrast to each other.

COLOR COMBINATIONS

DO'S

- Warm neutral color (Morning Mist), may be paired with two to three colors. depending of the usage rate of the other colors. It perfectly pairs with all the other colors of the palette
- Ink (darkest tone), should only be used for type. Expectations may be made in very specific situations.
- Imagery background should carry the weight of color. text should subtly complement background surface and colors.
- Apply color hierarchy. there may be one dominant color, one supporting color and maximum of two accent colors

DON'TS

- Warm tone colors should not be put together. They will look washed, and there will be lack of contrast.
- Pure white or black colors should never be used for brand assets. Morning mist and Ink are the lightest and darkest tones acceptable.
- Text should not be layered on backgrounds that do not provide enough contrast.
- Never use more than four colors in a single composition. exceptions may be made for certain lifestyle images.



Stay Rested.

Stay Coazy.

TYPOGRAPHY

Designed by The Coazy Studios



(Nanobanana, 2026q)

Brand Typography

Similar to the brand's personality, The Coazy's typography embodies a whimsical, fun and lighthearted mood. The Typography mainly consists of four official typefaces. Blackriver Bold (mainly for titles), Cormorant Garamont (brand design, casual typeface), Times New Roman (Mainly regular Italic, for official documents) and finally



Designed by The Coazy Studios

Date: 09/04/26

Name: Ryan Alfred

Stay Rested. Stay Coazy.

PRIMARY AND SECONDARY TYPEFACE

Primary Typeface: Blackriver Bold
Vintage Font created by: Heritage
Type Co

A B C D E F G H I J

Cormorant Garamond Bold
Display Serif Typeface designed by:
Christian Thalmann

A B C D E F g h i j

The two key and most important typefaces to the brand's identity are Blackriver Bold and Cormorant Garamond.

Blackriver Bold represents the soul of the brand and on it, depend the whole brand identity. It is the font used in the logo, in the deliverables, online media, leaflets, business cards.

Blackriver bold is The Cozy.

Cormorant Garamond serves as the communication channel of the cozy, used for all its body text. It may be replaced in more formal occasions by Times New Roman. But nothing embodies the brand whimsical energy more than Cormorant Garamond.



PRIMARY TYPEFACE



*Primary Typeface: Blackriver **Bold**
Vintage Font created by:
Heritage Type Co*

*Blackriver **Bold**
Capital Lettering*

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

*Blackriver **Bold**
Small Lettering*

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

*Date: 09/04/26
Name: Ryan Alfred*

Designed by The Cozy Studios



SECONDARY TYPEFACE



Secondary Typeface: Cormorant Garamond Bold

*Serif Font created by:
Christian Thalmann*

*Cormorant
Garamond Bold
Capital Lettering*

***ABCDEFGHIJKLM-
NOPQRSTUVWXYZ***

*Cormorant
Garamond Bold
Small Lettering*

***abcdefghijklmnop-
nopqrstuvwxyz***

*Cormorant
Garamond Bold
Italic*

***The Quick Brown Fox Jumps
Over The Lazy Dog***

TERTIARY TYPEFACE



*Tertiary Typeface: Times New Roman
Serif Font created by:
Stanley Morison*

Times New Roman
Capital Lettering

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

Times New Roman
Small Lettering

abcdefghijklm-
nopqrstuvwxyz

Times New Roman
Italic

*The Quick Brown Fox Jumps
Over The Lazy Dog*

Name: Ryan Alfred
Date: 09/04/26

Designed by The Coozy Studios



FONT HIERARCHY

H1

BLACKRIVER BOLD

“THE QUICK BROWN
FOX JUMPS OVER
THE LAZY DOG”

Blackriver bold is the main font of the brand. Mainly used for headings, and situationally body text depending on context

H2

Cormorant Garamond

“The Quick Brown
Fox Jumps Over
The Lazy Dog”

Cormorant Garamond Bold will be the main typeface for the brand’s body text. Most of the content created by The Cozy will use this typeface.

H3

Times New Roman

“The Quick Brown
Fox Jumps Over
The Lazy Dog”

Times New Roman is used to represent the brand under most formal occasions. The Italic version may also be used as a replacement for Cormorant Garamond Italic

H4

Times New Roman Bold Italic

Refer to H3

H5

Instrument Sans (Web Usage)



(Nanobanana, 2026a)



FONT PAIRING RULES



Blackriver Bold may be used as heading/ title font and Paired with Cormorant Garamond Bold

Blackriver Bold may be used as heading/ title font and Paired with Times New Roman in more Formal occasions

Cormorant Garamond , may be paired with “Instrument Sans” for web usage. Blackriver Bold may also be paired with instrument sand

HEADING

The quick brown Fox Jumps over the lazy dog

HEADING

The quick brown fox jumps over the lazy dog

Heading

The quick brown fox jumps over the lazy dog

HEADING

The quick brown Fox Jumps over the lazy dog

HEADING

The quick brown fox jumps over the lazy dog

HEADING

The quick brown fox jumps over the lazy dog



IMAGERY & PHOTOGRAPHY STYLE

Stay Rested. Stay Cozy.



Stay Rested. Stay Cozy.

Date: 09/04/26
Name: Ryan Alfred



Designed by The Coazy Studios



PHOTOGRAPHY ART DIRECTION

(MOOD, LIGHTING, SUBJECT MATTER)

Mood and Feeling:

The emotional characteristics every image should carry— Stillness, Calm, Warmth, whimsical fun. Before every shoot, there should be 2-3 sentences to provide photographers with the emotional and visual direction.

Lighting:

The lighting should be warm, yet professional. Professional studio lighting and setup. The lighting will remain neutral in order to capture the natural tones. A non manufactured look. What to avoid: Harsh overhead lights, overexposition of whites, and cold lighting.

Composition:

Images should have a good ratio of negative space to stay minimal and allow for colors to carry the weight of the image. Intimate Scenes, off center subjects, fabric texture, mugs, books, late night snacks.

Colors:

Colors should be as natural and close as possible to brand paletter to avoid post processing. Natural is the way to go. Warm tones, bright yellows, greens, soft pinks.



ILLUSTRATION STYLE

Minimalistic, thin line work, playful, whimsical mood, bright colors, contrast. Negative space, simple, visually stunning. Pinterest worthy, moody, aesthetic.

Line and Form Rules:

Lines should be as minimal as possible, 0.75/ 0.5 points. Bicolor overlap. Lines should be used minimally, uneven, but minimal. They should not be uniform. Shapes with minimal curves may be used (example: refer to business card in brand application).

Subject Matter:

Relaxing scenes, routines, household objects, blankets, people in a restful state, soft interiors, soft colors.

Focal point should be on the routines, actions, not the people. Product studio shots, people presenting products on studio setting, simple and clean

Color application:

Brand colors should be the basis for illustrations. But most of the time will not be represented purely, such as pure color fills. The colors will mostly be on the brands products, pyjamas, mugs, sheets, coasters, etc..



THE COAZY



Stay Rested. Stay Cozy.



ILLUSTRATION STYLE EXAMPLE



Stay Rested. Stay Cozy.

Date: 09/04/26
Name: Ryan Alfred

Designed by The Coazy Studios

Structure, Rest, Comfort.

A soothing voice, providing warmth, comfort and a pinch of playful energy

TONE OF VOICE

Name:
Ryan Alfred
Date:
09/04/26

Designed by The Cozy Studios



BRAND VOICE PILLARS

Warm but not gushing:

The brand speaks to its audience as a trusted friend would. Genuine, calm, and fun energy. It does not over exert itself. Rooted in facts and research based literature. Honesty and genuine, looking out for a friend.

Minimal, but not devoid of personality:

The brand does not speak too much. It mentions the essential. Like an observer. Yet, it still displays personality, with quirky jokes. Nothing missing. Simply a perfectly balanced calm personality.

Grounded, but not preachy:

The Cozy's identity is grounded in intentionality and restorative energy. It does not try to be know-it-all. It just educates, and informs, as one would do to a friend.

Whimsical playfulness:

The Cozy displays a lighthearted personality. It does not tire itself out with the worries. It's warm, playful and comforting. A playfulness that feels inviting, as if meeting an old childhood friend.



CONTEXTUAL TONE VARIATION

Product and Packaging:

Intentional, sensorial, evocative and attention to detail. The premium product packaging speaks for itself. Copy is light. Quality speaks louder. Premium feel, branded wrapping.

Social media:

A warmer, more personal tone. As if addressing your friends (especially for Instagram). Personality and wit speak most. Funny captions that capture the brand's whimsical fun.

Educational content:

A clearer and more intentional tone. Yet still playful, all while educating. No one wants to be a bore. We can learn in a fun way!

Customer Communication:

A warm and kind tone, like the grandma that bakes you pies and makes unfunny jokes. Somehow still works.



KEY VOCABULARY

RITUAL

EASE

COAZY

FULL RECOVERY

REST

INTENTIONAL

STILL

FAMILIAR

HOME

SOFT

RESTORE

QUIET

GENTLE

GROUNDING

PREMIUM

WARM



Stay Rested.

Stay Cozy.

BRAND APPLICATIONS

Designed by The Cozy Studios



(Nanobanana, 2026r)

Brand Applications

Brand Applications is where the identity will come to life. Everything that was established during this guide will converge here and demonstrate how the brand will behave in real life scenarios.

It encompasses everything from digital, Print, packaging and the product. The consistency of the brand application will demonstrate cohesion that will ultimately build up to the unmistakable identity of The Cozy



(Nanobanana, 2026s)

THE COZY

Designed by The Cozy Studios

Name: Ryan Alfred
Date: 09/04/26

Stay Rested. Stay Cozy.

PRODUCT DESIGN

Product Design mockups.



(Nanobanana, 2026t)



(Nanobanana, 2026u)



(Nanobanana, 2026v)



(Nanobanana, 2026h)



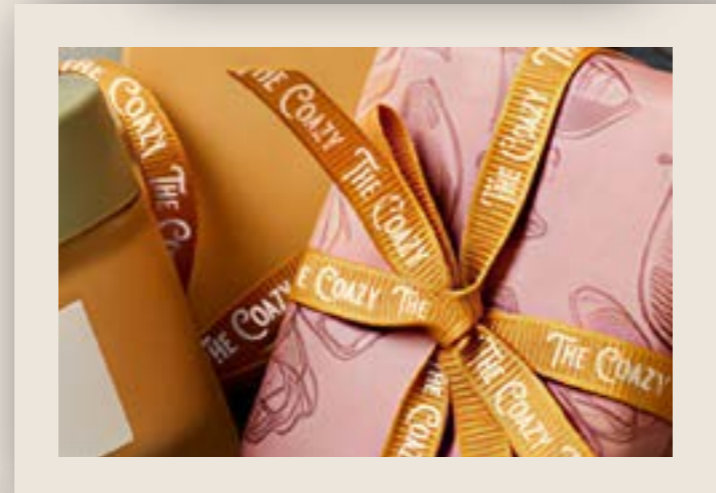
(Nanobanana, 2026t)



(Nanobanana, 2026t)

SIGNAGE & MERCHANDISING

Packaging and Product branding mockup



Stay Rested. Stay Cozy.

BUSINESS CARD

Date: 09/04/26
Name: Ryan Alfred

Stay Rested. Stay Cozy.

Designed by TheCozy Studios

2026

THE COAZY

Stay Rested. Stay Cozy.

Designed by TheCozy Studios



2026

The brand designed to bring you the most optimized restorative system.

One Stop. Full Recovery.

Stay Rested. Stay Cozy.

Click Here:

[Interactive Business Card](#)



Stay Rested. Stay Cozy.



Designed by The Coazy Studios

Stay Rested. Stay Coazy.

BUSINESS CARD

Date: 09/04/26
Name: Ryan Alfred



CONTACT US

Reach Us at:
hello@thecoazy.com
+230 58022236

Visit our website:
thecoazy.com
or scan the barcode!

Stay Rested. Stay Coazy.

Designed by TheCoazy Studios

2026

Designed by TheCoazy Studios

2026



Click Here:

[Interactive Business Card](#)

Note: There may be a small loss of quality due to small business card dimension



Stay Rested. Stay Coazy.



Designed by The Coazy Studios

BRAND DO'S AND DON'TS

DO's

- Use, natural and true to life studio lighting. Daylight natural tones.
- Use real, lifelike environments, living spaces. Perfect for Authenticity.
- Show textures, fabric, wood, hardwood floors, linnen. Textures that will feel tactile even in image.
- Write in a calm, yet funny and witty manner.
- Pair negative space with brand colors.
- Prioritise the intent and ritual of resting.
- Use target audience personas when in doubt.

Don'ts

- Use overwhelming lighting that distorts the colors of photographic compositions.
- Images should not be cluttered. They should be minimal, allowing for the colors to do the work.
- Use boring, generic language
- DO not rely on generic images.
- DO not make the brand feel out of reach or too luxurious
- Use logo on clashing or low contrast backgrounds
- Do not mistake minimal with cold. The brand's colors carry an enormous amount of warmth. The images should do the work.



Stay Rested.

Stay Coazy.



NOTES

Brand Guidelines Conclusion

*This brand identity guideline has provided you with all the necessary tools in order to be able to confidently represent The Coazy.
The perfect toolbox to go out into the world to share the brand.*



THE COAZY

Date: 09/04/26
Name: Ryan Alfred

Designed by The Coazy Studios



(Nanobanana, 2026i)

Stay Rested. Stay Coazy.



THE COAZY

WASH YOUR FACE

Website Deliverable

The Coazy's most essential tool.

Click Here:
[thecoazy.com](https://www.thecoazy.com)

<https://www.thecoazy.com>



(Nanobanana, 2026y)

Stay Rested. Stay Coazy.

Stay Rested. Stay Cozy.

HOME PAGE

“Blackriver Bold” was not available and it was not possible to upload it either. “Cormorant Garamond” was instead used for the titles, as well as “Instrument Sans” for body text.



Name: Ryan Alfred
Date: 09/04/26

THE COZY

Home Shop About Us Contact Us

Log In

Stay Rested. Stay Cozy.

Elevate your recovery with our artisanal nighttime essentials. From luxurious loungewear to nurturing skincare, we believe in the transformative power of a perfectly crafted evening routine.

Shop Now Our Story



Stay Rested. Stay Cozy.

Designed by The Cozy Studios

HOME PAGE

Ritual Essentials

"A curated selection of ritual essentials. The highest quality materials, minimal by design. Every piece is intentionally chosen to make your evenings feel exactly as they should — comfortable, calm, and yours. These aren't just products. They're tools built around your wellbeing."



New
The Ladies Bundle
\$500.00
\$350.00



New
Pink Satin Pjs
\$90.00
\$78.00



Best Seller
Icon Bundle
\$150.00
\$110.00



New
The Pink Collection
\$230.00
\$150.00



Checked Woven Cardigan
\$69.00
\$45.00

[Shop All](#)



Designed by The Coozy Studios



HOME PAGE



The Art of Recovery

True radiance is cultivated in the quiet hours. Our ritual bundle collection is meticulously curated, with skincare products, formulated to synchronize with your body's natural nighttime repair cycle, delivering potent antioxidants and calming extracts for total skin restoration while you rest.

[Explore Bundles](#)



Stay Rested. Stay Cozy.

HOME PAGE

Name: Ryan Alfred
Date: 09/04/26

Our Philosophy

Our focus is the art of a structured evening. We believe that everyone deserves the chance to find genuine rest and comfort in a properly structured routine. The Cozy exists to provide people with that possibility. In a warm, simple, and accessible way



Stay Rested. Stay Cozy.

Designed by The Cozy Studios

Stay Rested. Stay Cozy.

HOME PAGE

Date: 09/04/26
Name: Ryan Alfred



Our focus is the art of a structured evening. We believe that everyone deserves the chance to find genuine rest and comfort in a properly structured routine. The Cozy exists to provide people with that possibility. In a warm, simple, and accessible way



THE COAZY

Stay rested. Stay Cozy.

Email Us:
hello@thecoazy.com

Our Instagram:
[@thecoazy](https://www.instagram.com/thecoazy)

12 Market Street
Davis, CA 95616

+559 650 1562

© 2026 The Coazy



Designed by The Coazy Studios



Stay Rested. Stay Cozy.

SHOP (ALL PRODUCTS)

The Cozy

Home Shop About Us Contact Us

Log In

Home > All Products

All Products

Browse by

7 products

Sort by: Recommended

- All Products
- Cozy Bundles
- Loungewear
- Bedding

Filter by

Product type

- Loungewear
- Cozy Bundles
- Bedding

Product Name	Status	Original Price	Current Price
The Ladies Bundle	New	\$500.00	\$350.00
Pink Satin Pjs	New	\$90.00	\$78.00
Icon Bundle	Best Seller	\$150.00	\$110.00
The Pink Collection	New	\$230.00	\$150.00







Stay Rested. Stay Cozy.

SHOP (ALL PRODUCTS)

Bedding

Price +

Size +

 <p>Checked Woven Cardigan \$500.00 \$350.00</p>	 <p>Cozy Pajama Set \$90.00 \$78.00</p>	 <p>New Lounge Set \$150.00 \$110.00</p>	
---	---	---	---

THE COAZY

Stay rested. Stay Cozy.

Email Us:
hello@thecoazy.com

Our Instagram:
@thecoazy

12 Market Street
Davis, CA 95616
+559 650 1562

© 2026 The Cozy



Name: Ryan Alfred
Date: 09/04/26

Designed by The Coazy Studios



Stay Rested. Stay Cozy.

SHOP (BUNDLES PAGE)

Name: Ryan Alfred
Date: 09/04/26

THE COZY Home Shop About Us Contact Us Log In

Home > Cozy Bundles

Cozy Bundles

Nourishing skincare products to enhance your nighttime routine.

Browse by: 3 products Sort by: Recommended

- All Products
- Cozy Bundles
- Loungewear
- Bedding

Filter by:

Product type

- All Products
- Bedding
- Loungewear

Product Name	Status	Price Range
The Pink Collection	New	\$230.00 - \$150.00
The Ladies Bundle	New	\$500.00 - \$350.00
Icon Bundle	Best Seller	\$150.00 - \$110.00



Designed by The Cozy Studios

SHOP (LOUNGEWEAR)

Name: Ryan Alfred
Date: 09/04/26

The screenshot shows the 'SHOP (LOUNGEWEAR)' page for 'THE COZY'. The navigation bar includes 'Home', 'Shop', 'About Us', and 'Contact Us', along with 'Log In' and a shopping cart icon. The breadcrumb trail is 'Home > Loungewear'. A large hero image shows a person wearing a yellow cardigan over a patterned sweater. Below this, the 'Loungewear' section is titled 'Soft and comfortable loungewear for ultimate relaxation.' The 'Browse by' section lists 'All Products', 'Cozy Bundles', 'Loungewear', and 'Bedding'. The 'Filter by' section includes 'Product type' with checkboxes for 'All Products', 'Bedding', and 'Cozy Bundles'. The product grid shows 5 products, sorted by 'Recommended'. The products are: 'The Ladies Bundle' (New, \$599.99 to \$350.00), 'Pink Satin Pjs' (New, \$99.99 to \$78.00), 'Checkeded Woven Cardigan' (\$69.99 to \$45.00), and 'Cozy Pajama Set' (\$85.00 to \$69.00). A fifth product is partially visible on the right.



SHOP (PRODUCT SPECIFIC PAGES)

THE COAZY
Stay Rested. Stay Cozy.

Home Shop About Us Contact Us Log In

Pink Satin Pjs

~~\$90.00~~ \$78.00

Size *
S M L/XL

Quantity *
1 +

Add to Cart Buy Now

This satin pink set of pyjamas has all your best interests at heart. soft, warm and easy on your skin. It comes with a buttoned shirt and the matching set of satin pants. Everything you need to stay Cozy.

Facebook Pinterest WhatsApp X



SHOP (PRODUCT SPECIFIC PAGES)

The screenshot shows a product page for 'The Pink Collection' on the website 'THE COAZY'. The navigation bar includes 'Home', 'Shop', 'About Us', and 'Contact Us', along with 'Log In' and a shopping cart icon. The main image shows a wicker basket filled with pink items: a plaid shirt, a pink blanket, a box of 'Chamomile' tea, a box of chocolates, and a pink pouch. The product title is 'The Pink Collection' with a price of '\$230.00 - \$150.00'. Below the title is a quantity selector set to '1' and two buttons: 'Add to Cart' and 'Buy Now'. A short description reads: 'Some days call for more. Our "Pink Collection" is a curated set of products that was specifically chosen by the amazing women of The Cozy's team. Everything you need to slow down, feel held, and stay Cozy.' Social media sharing icons for Facebook, Pinterest, WhatsApp, and X are also present.



SHOP (PRODUCT SPECIFIC PAGES)

The screenshot shows a product page for 'The Cozy' brand. The top navigation bar includes 'Home', 'Shop', 'About Us', and 'Contact Us', along with a 'Log In' button and a shopping cart icon. The main content area features a large image of a woman sitting on the floor wearing a yellow robe, a patterned cardigan, and plaid pants. To the right of the image, the product is titled 'Lounge Set' with a price of '\$180.00'. Below the price are size selection buttons for 'S', 'M', and 'L/XL', and a quantity selector set to '1'. Two buttons, 'Add to Cart' and 'Buy Now', are prominently displayed. A descriptive paragraph states: 'A set of loungewear products, consisting of a robe, pants, and cardigan, woven from a breathable, gentle fabric, designed for ultimate comfort and relaxation. The ultimate relaxation fit, whether you are a man or woman.' Social media sharing icons for Facebook, Pinterest, WhatsApp, and X are located at the bottom of the product description.




SHOP (PRODUCT SPECIFIC PAGES)





Home Shop About Us Contact Us

Log In



Checkered Woven Cardigan

~~\$69.00~~ \$45.00

Size *

Quantity *
 1

Our most iconic cardigan made from a soft, natural fiber blend. Its luxurious texture and elasticity make it an essential to your loungewear set. Warm, soft, comfortable, and most importantly, Cozy.

[f](#) [p](#) [w](#) [x](#)



SHOP (PRODUCT SPECIFIC PAGES)

THE COAZY Home Shop About Us Contact Us Log In

Cozy Pajama Set

~~\$85.00~~ \$69.00

Size *

Quantity *
 1

[Add to Cart](#)
[Buy Now](#)

A matching pajama set crafted from a buttery soft, lightweight cotton that will keep you cozy during the most tiresome days. The set includes a long sleeve buttoned shirt and matching checkered pants

[Facebook](#) [Pinterest](#) [WhatsApp](#) [Twitter](#)



SHOP (PRODUCT SPECIFIC PAGES)

THE COZY

Home Shop About Us Contact Us

Log In

The Ladies Bundle

~~\$500.00~~ \$350.00

Size *

S M L/XL

Quantity *

1

Add to Cart

Buy Now

"The Ladies Bundle" contains all the necessary elements you need to instantly upgrade your nighttime ritual. Cozy satin pyjamas, bedding, skincare. Our biggest bundle yet, exclusively for the ladies.

Facebook Pinterest WhatsApp X



*Pamphlet
Deliverable*

A pamphlet design, that playfully tells the audience about The Coazy.

*Click Here for
Interactive Pamphlet Experience:*

[*The Coazy Pamphlet*](#)



THE COAZY PAMPHLET



Stay Rested. Stay Coazy.

PAMPHLET LAYOUT

3

6

1

ABOUT US

The Coazy is does not only sell products. It is more than that. It is a quiet advance towards a more intentional way to recover.

A reminder that everyone gets tired, and deserves a genuine system to help proper rest and recovery.

We provide for those who are young or old, those who need to decompress after a long day of work, those who are yearning for structure and familiarity, and are looking for a brand that will bring about restorative energy but with a pinch of whimsical fun.

Designed by The Coazy Studios

Designed by The Coazy Studios



Scan for a little surprise!

CONTACT US



Visit our website:
thecoazy.com

Reach Us at:
hello@thecoazy.com

One Stop.

Full Recovery.

THE COAZY

Stay Rested. Stay Coazy.



Nighttime Ritual Guide

Designed by The Coazy Studios



Designed by The Coazy Studios

Name: Ryan Alfred
Date: 09/04/26

PAMPHLET LAYOUT

2

EVENING RITUAL

Step One



Serve yourself from our website from our "Recovery Ritual Bundles" and get your very own Ritual kit.

We offer multiple color combinations for every taste.

Whether you're a man or woman, we've got you covered, with gender specific kits for different needs.

Be sure to choose a kit containing a set of PJs for maximum comfort and an enhanced experience

4

Step Two

Upon receiving the custom ritual bundle, you may sit down and enjoy the most therapeutic and premium unboxing experience, second only to no one! It's a healing ritual in itself.

We spend a lot of time curating our Packaging Experience. Premium product, Premium packaging!

The attention to detail truly reflects The Cozy's dedication to quality and an irreplaceable experience.

The ritual begins the moment you purchase the product.



5

Step Three

Grab the pyjamas and Slap them on!

Our nighttime ritual bundles all come with their very own small instruction manual, explaining the steps to each and every product.

We have no doubt that you can probably figure this out on your own, but just in case, the package contains all the instructions you need. The why and the how.

You know, attention to detail and all..

Anyway, do not forget,

Stay rested. Stay Cozy.



Name: Ryan Alfred
Date: 09/04/26

Designed by The Cozy Studios

Designed by The Cozy Studios

Designed by The Cozy Studios

Designed by The Cozy Studios

Stay Rested. Stay Cozy.

Email Deliverable

One of the most underrated marketing tools of the modern marketing era is Emails. The focus is nowadays mostly on content creation, and it is easy to overlook one of the most important basics of marketing. Emails silently do the heavy lifting in the background. This is an Email deliverable tailored for the launch The Coazy.



Stay Rested. Stay Cozy.

EMAIL MARKETING



(Nanobanana, 2026y)

HEADER

One Stop.

Full Recovery.

THE COAZY

Stay Rested. Stay Cozy.

Launch Special



UP TO
30% OFF
Selected Items

[SHOP NOW](#)

Designed by The Coozy Studios

MEDIAN

Don't Miss Out!

This is your last chance to grab something from our newest drop! It will run out of stock soon as we are currently running a Launch Special, with up to 30% discount!



New
The Ladies Bundle
\$500.00
\$350.00 [SHOP NOW](#)



Best Seller
Icon Bundle
\$150.00
\$110.00 [SHOP NOW](#)



New
The Pink Collection
\$230.00
\$160.00 [SHOP NOW](#)



Checked Woven Cardigan
\$69.00
\$45.00 [SHOP NOW](#)



New
Lounge Set
\$180.00 [SHOP NOW](#)

Stay Rested.
Stay Cozy.

This is your last chance.
Get yours now.
Before it's too late!

UP TO
30% OFF
Selected Items

As long as stocks last.

[SHOP NOW](#)



FOOTER

Stay Rested. Stay Cozy.

Designed by The Coozy Studios

Name: Ryan Alfred
Date: 09/04/26

Date: 09/04/26
Name: Ryan Alfred

Designed by The Coazy Studios

Poster Deliverables

Posters are one of the most essential tools of any brand, they are featured on static ads, billboards, pamphlets, on walls, newspaper, and anywhere you can imagine. This is the coazy's take on poster imagery



Stay Rested. Stay Coazy.

POSTERS

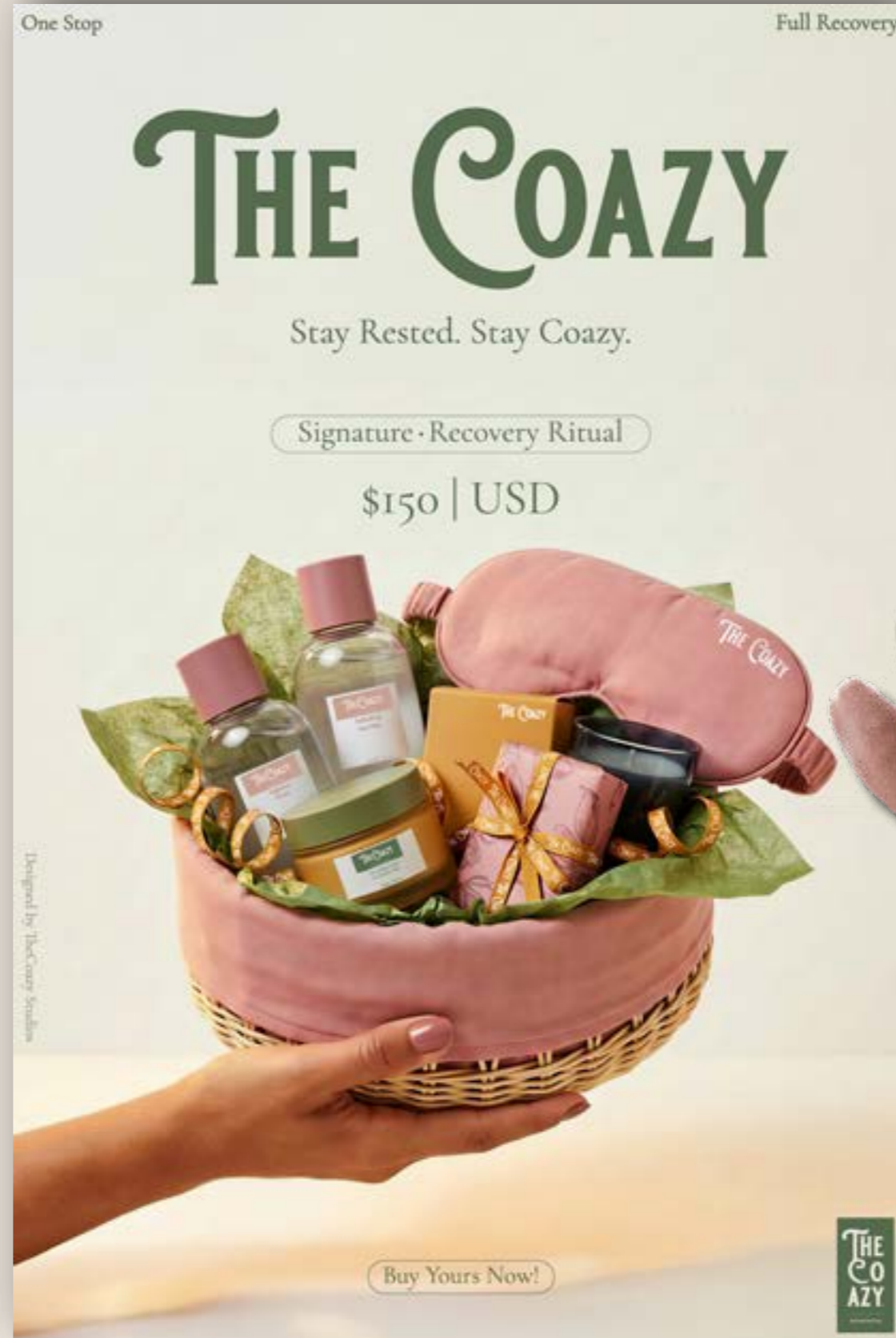


Stay Rested. Stay Coazy.

Two of the most Iconic Images of The Coazy. Turned into Posters



(Nanobanana, 2026a)



(Nanobanana, 2026h)



Name: Ryan Alfred
Date: 09/04/26

Designed by The Coazy Studios

Two different variations of poster designs. Both Evoking the same feeling, but the left version in a more casual way and the right, more formal and refined look



Similar approach again. Two variations of the same poster, But the one on the left employs a bolder approach, with more visible fonts and more messaging. The version on the right stands simpler, with minimal branding, allowing for the image to work more.



Name: Ryan Alfred
Date: 09/04/26

Designed by The Coazy Studios

Stay Rested. Stay Cozy.

The Poster on the left boasts more messaging, while the one on the right is minimal, and more of a brand remembrance poster.



Name: Ryan Alfred
Date: 09/04/26

Designed by The Cozy Studios

Two posters with a bit more dynamic colors. Both share a more rustic look and approach, but do a phenomenal job communicating the brand's playfulness.



(Nanobanana, 2026c1)

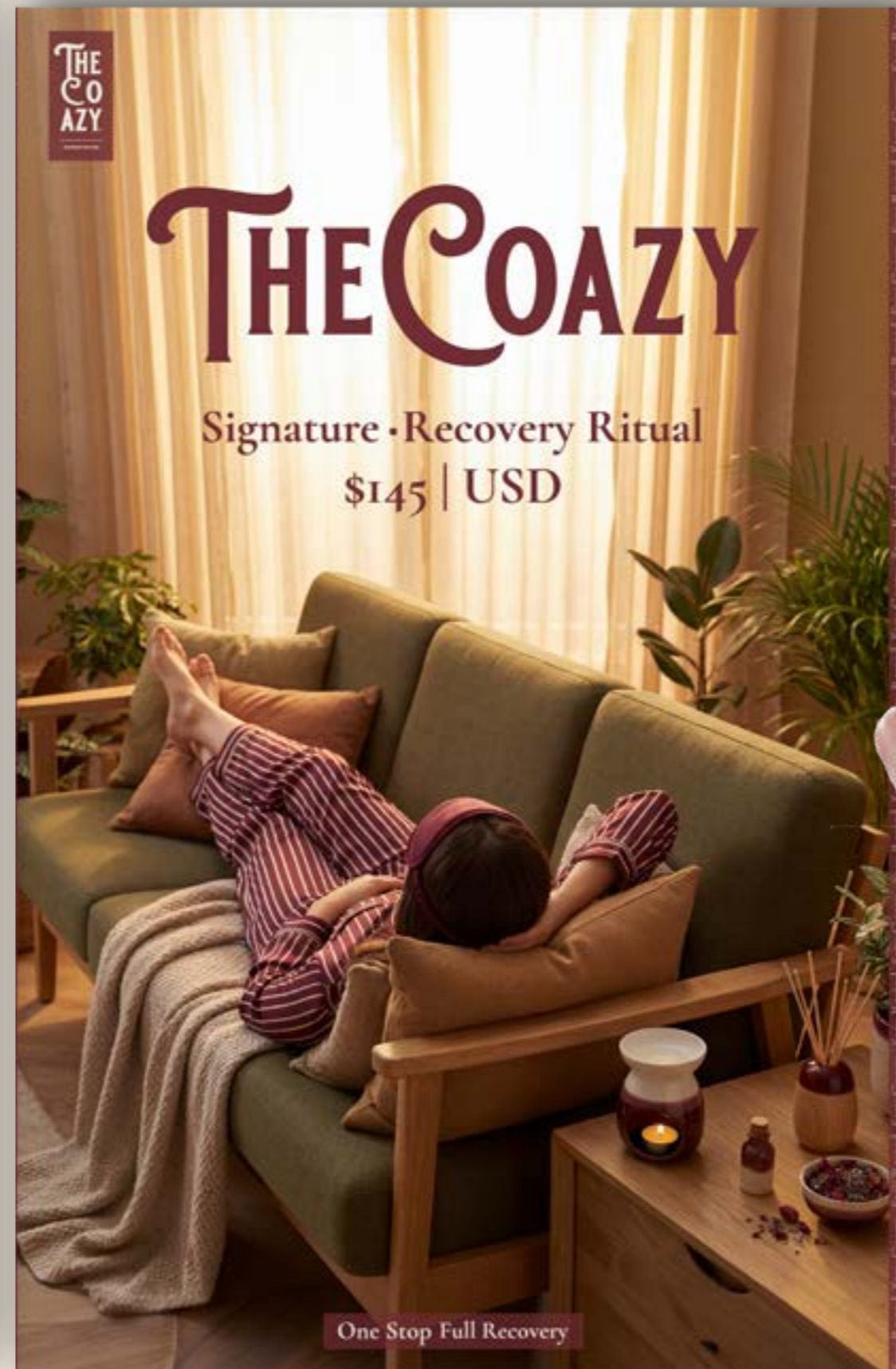
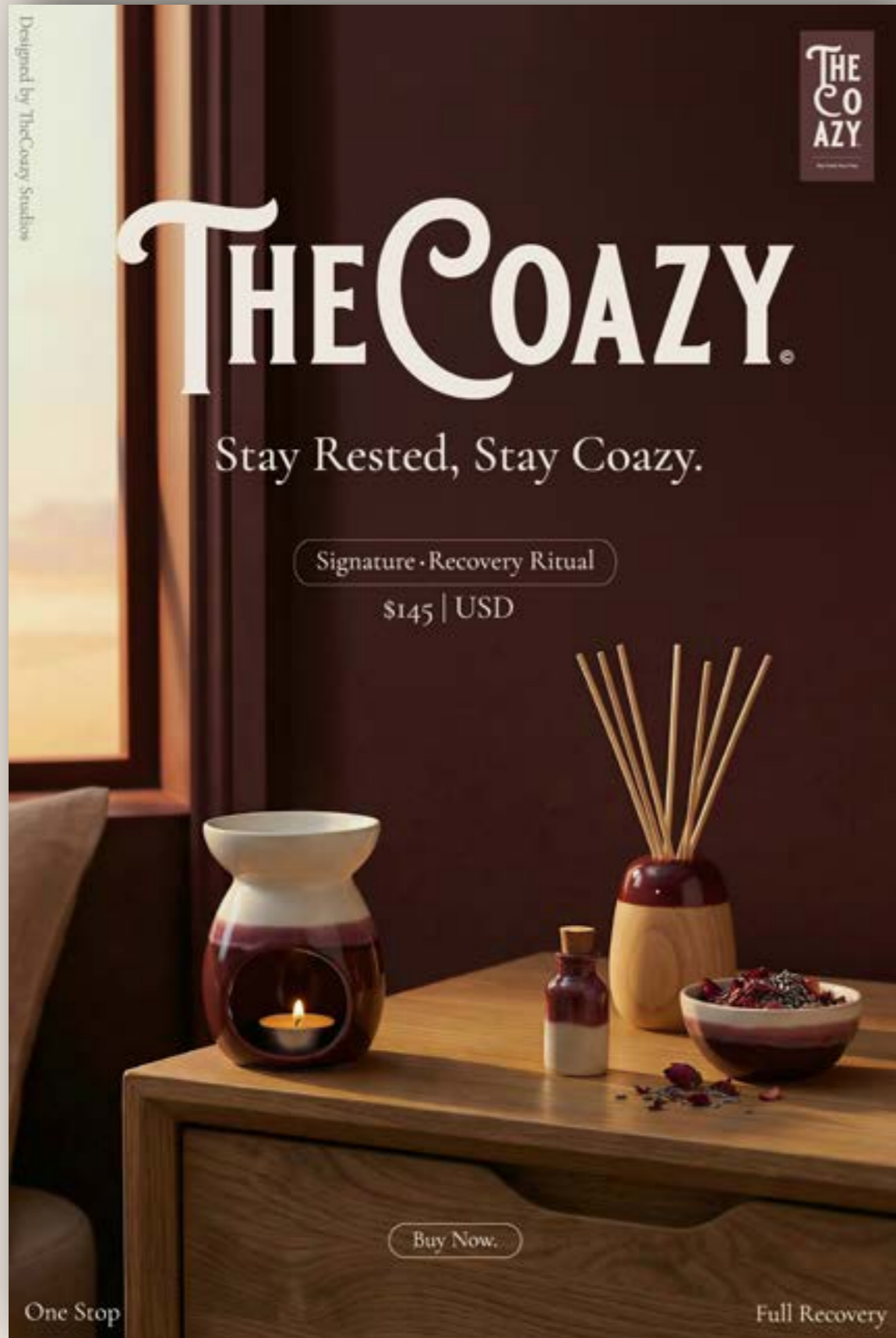


(Nanobanana, 2026x)



Posters for a concept “Special Edition Wind Down Clay Ritual Kit”

The left side portrays the kit on a wooden table, and the right, a lifestyle shot of the kit in a real life Coazy branded situation.



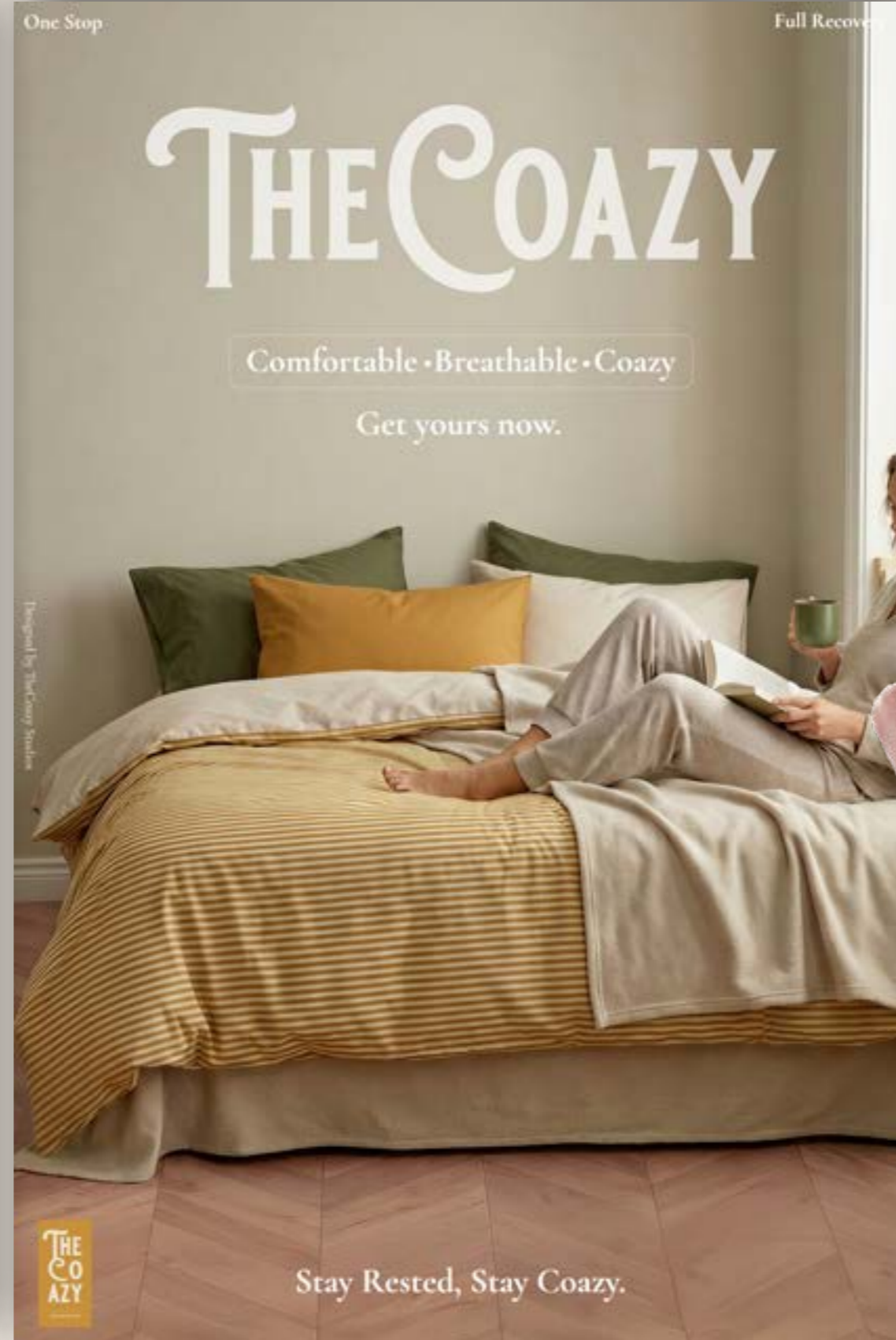
Name: Ryan Alfred
Date: 09/04/26

Designed by The Coazy Studios

One poster featuring the Oil diffuser from the previous special edition kit. And the other features a minimalistic lifestyle shot.



(Nanobanana, 2026d1)



(Nanobanana, 2026e1)



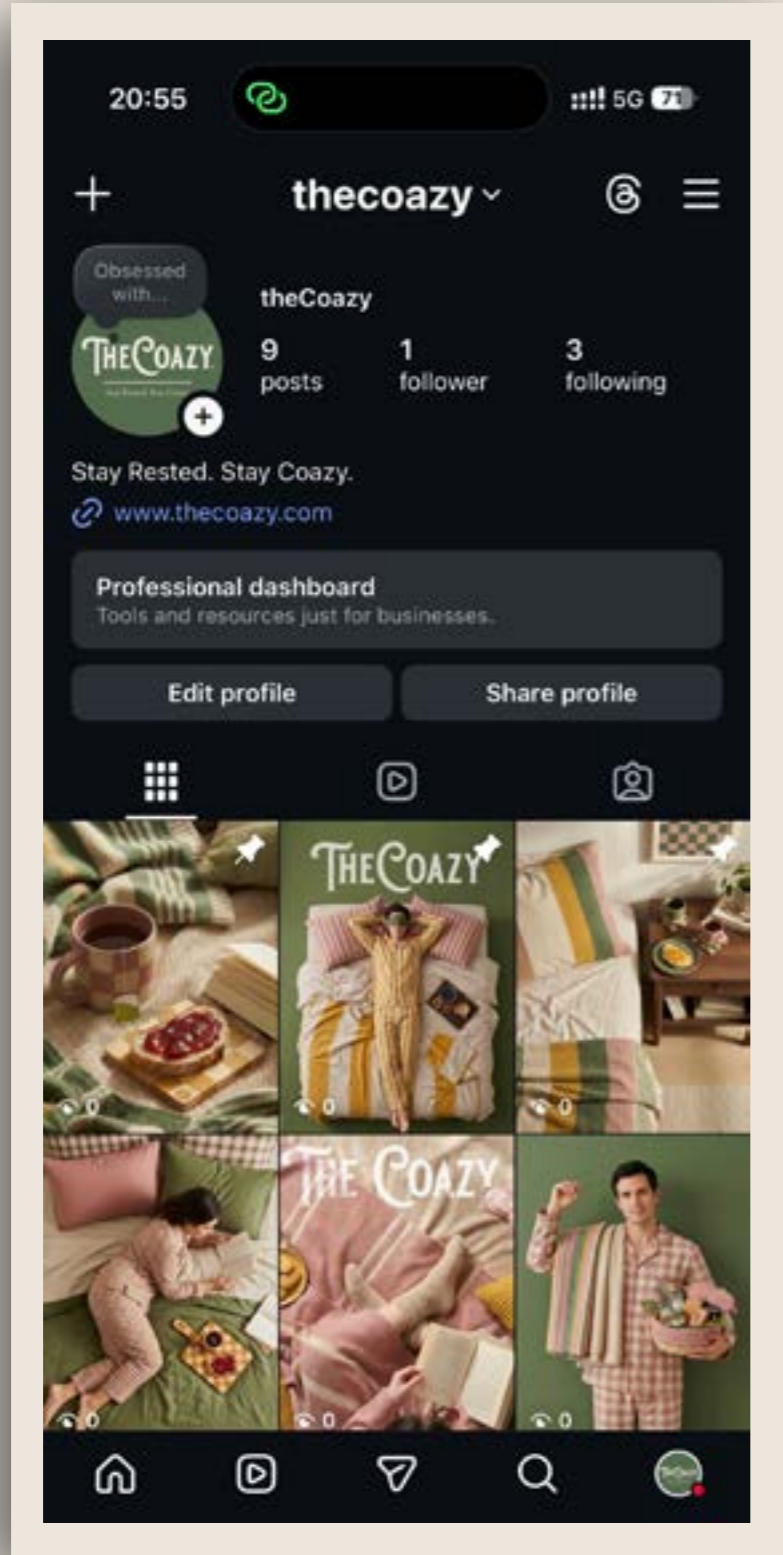
Name: Ryan Alfred
Date: 09/04/26

Designed by The Coazy Studios

*Social
Media Deliverable*

*Follow Us:
@thecoazy*

Phone View



Stay Rested. Stay Coazy.

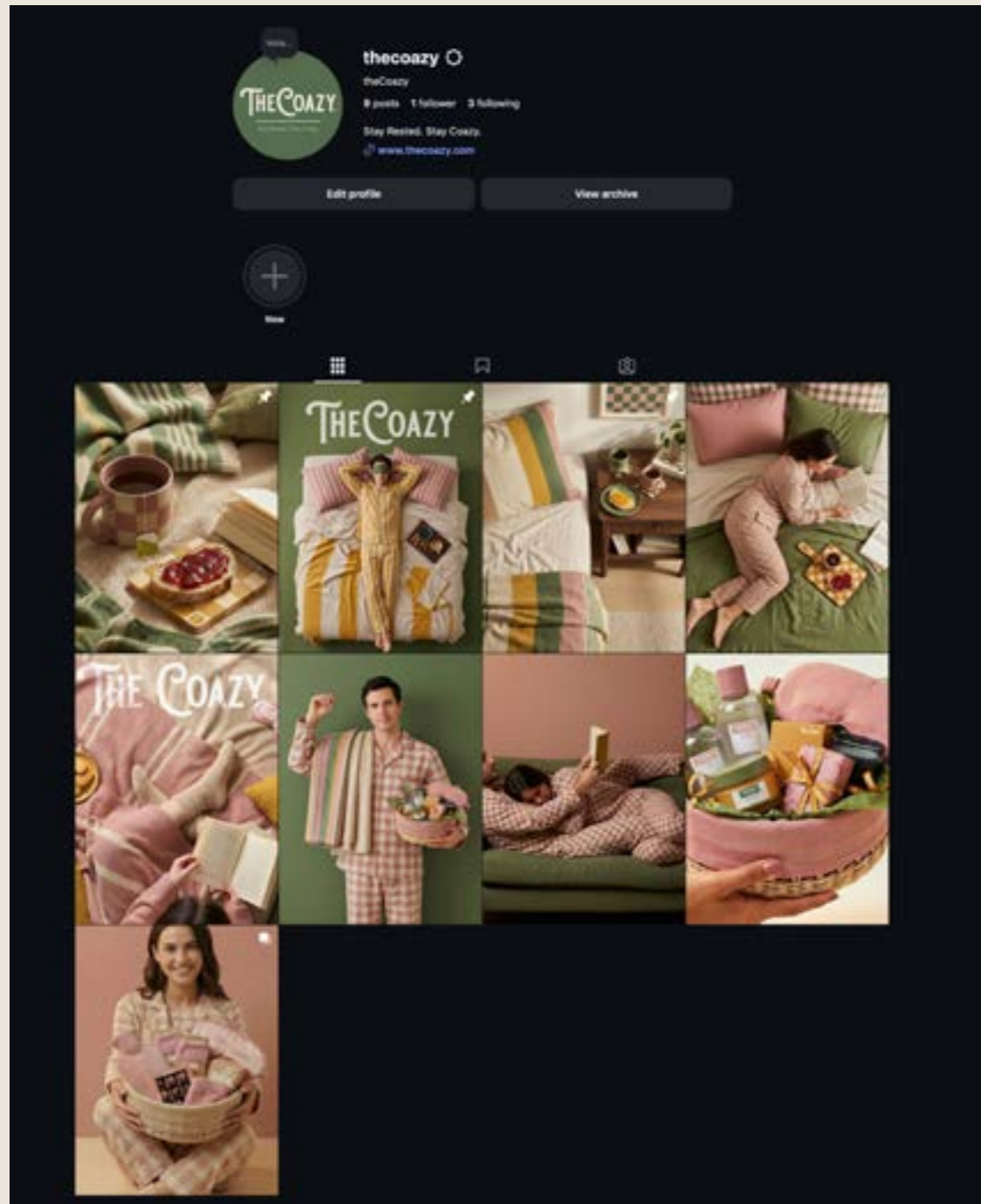
COZYS

@THECOAZY
 @THECOAZY
 @THECOAZY
 @THECOAZY
 @THECOAZY

*Social
Media Deliverable*

*Follow Us:
@thecoazy*

Desktop View



Stay Rested. Stay Cozy.

**COZYS
PIJAMALS**

@THECOAZY
@THECOAZY
@THECOAZY
@THECOAZY
@THECOAZY

(Nanobanana, 2026)

Stay Rested.



Stay Rested

Designed by The Cozy Studios

Stay Cozy.

Major Project
APB3002

Designed by The Cozy Studios

Name:
Ryan Doolub Alfred



Module Coordinator:
Pooja Ramyeed

Date:
09/04/26

THE COAZY BRAINSTORMING



TAGLINE:
STAY RESTED, STAY COAZY.



ESSENCE

"The Coazy's brand identity is built around the idea of culturally repositioning rest and recovery as an essential to psychological wellbeing and as a form of luxury. A response to hustle culture and the erasure of work-life balance."

BRANDING

"Nighttime Symbols: Moon, Candlelight, Stars, lamp, fireflies, bonfire, lantern, etc.."

LOGO?
MOON?



DELIVERABLES

website, static ads, posters, social media pages, copywriting, e-mail marketing, online articles.



VISION

To design products and experiences that help individuals transition from external pressure to internal calm.

PERSONALITY

Calm, Confident, Soft-spoken, Grounded, intentional, Warm, Sincere, Sophisticated.

MISSION

"TO BECOME THE GLOBAL SIGN OF RECOVERY AND EVENING RITUALS"



MARKETING

U.S.P

The first ever fully structured ritual system that caters to the consumers nighttime recovery needs

HERO PRODUCT:
NIGHTTIME RITUAL KIT

INTENTIONAL
REST



PRODUCTS?

THECOAZY.COM
HELLO@THECOAZY.COM
@THECOAZY



ATMOSPHERE
AND LIGHT
BRANDING
Warm dusk lighting tones, Amber bedside lamps, Olive walls, Fig backdrops, sandalwood.

SET OF
BRAND IDENTITY
COLORS TO
STAND OUT

VISUAL IDENTITY

Wellness Brands always tend to steer away from color branding. Why not stand out?

MULTIPLE SET OF
COLORS

MONOCHROMATIC?

PASTEL?

WHAT TIMELESS
COLORS?





Drink Well
Live Well
Drink Well
Live Well
Drink Well

Head to Santa Barbara

California, United States



MOOD BOARD



Relax.
Reset.
Glow.

GLOVVER



HOMMEY.
JUST RESTOCKED



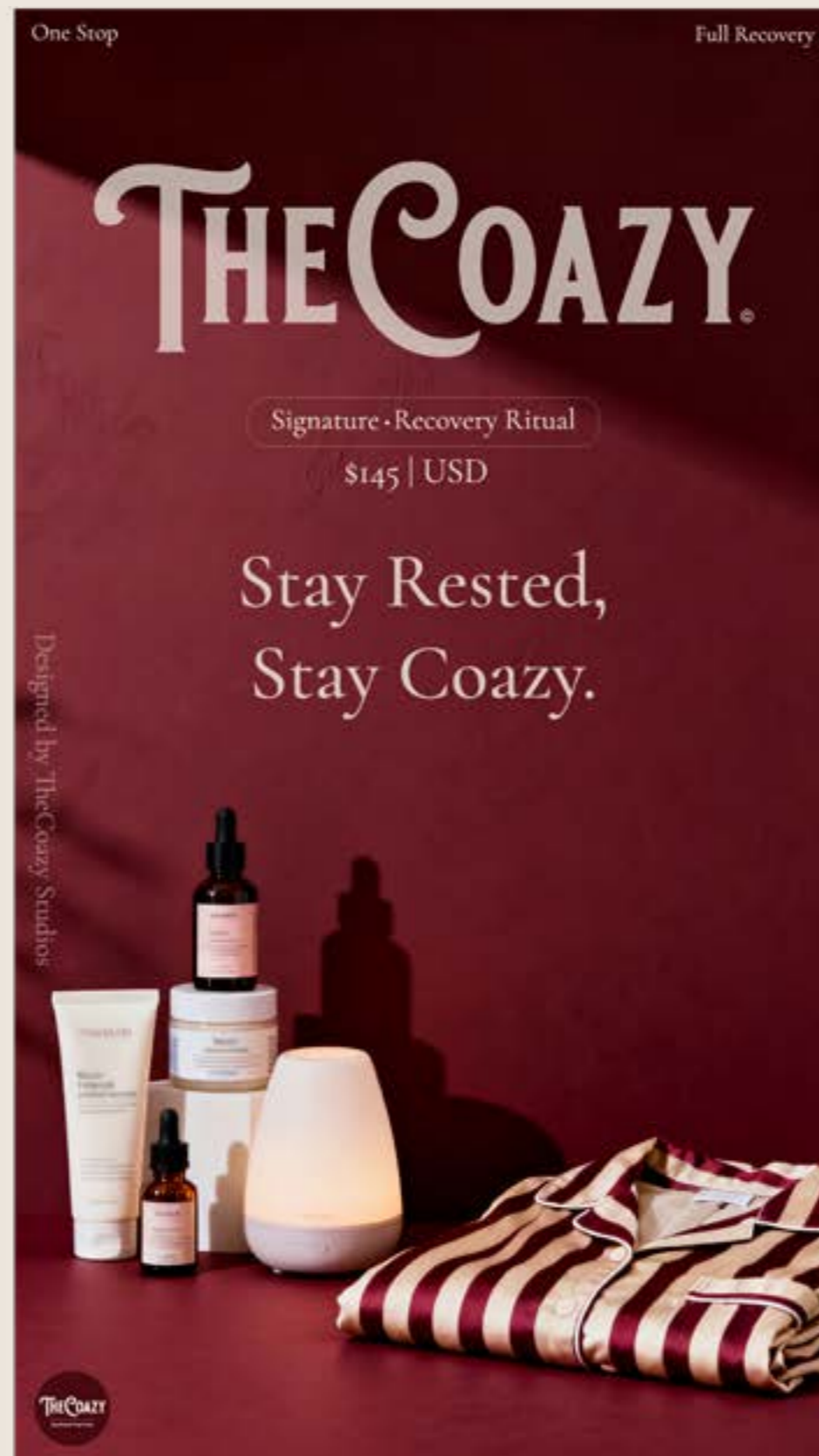
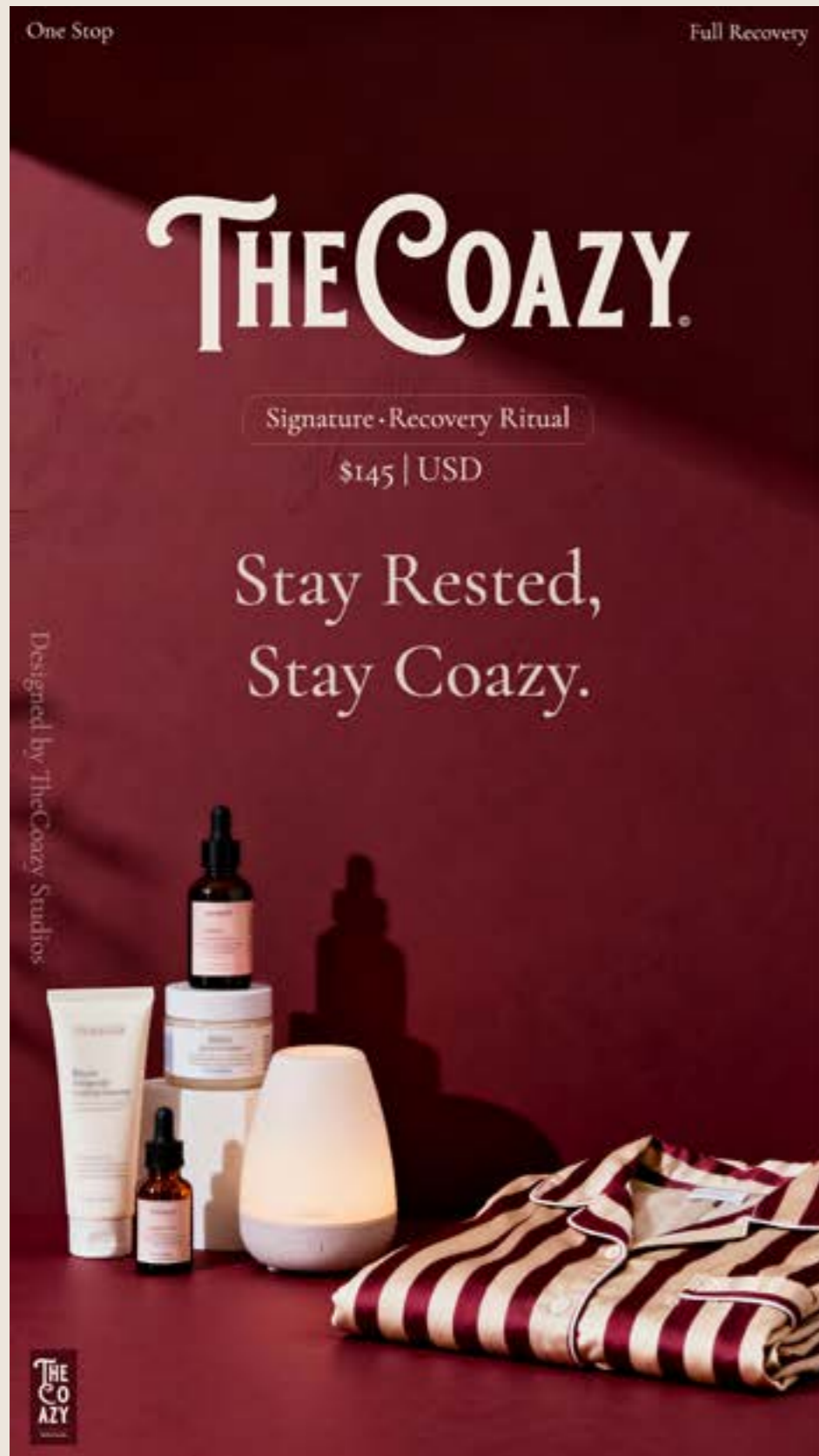
DOWNLOAD NOW

AZORE

DEBORA Belvare

MARCO POLES

BURGUNDY SPECIAL EDITION TRIAL POSTERS



Name: Ryan Alfred
Date: 09/04/26

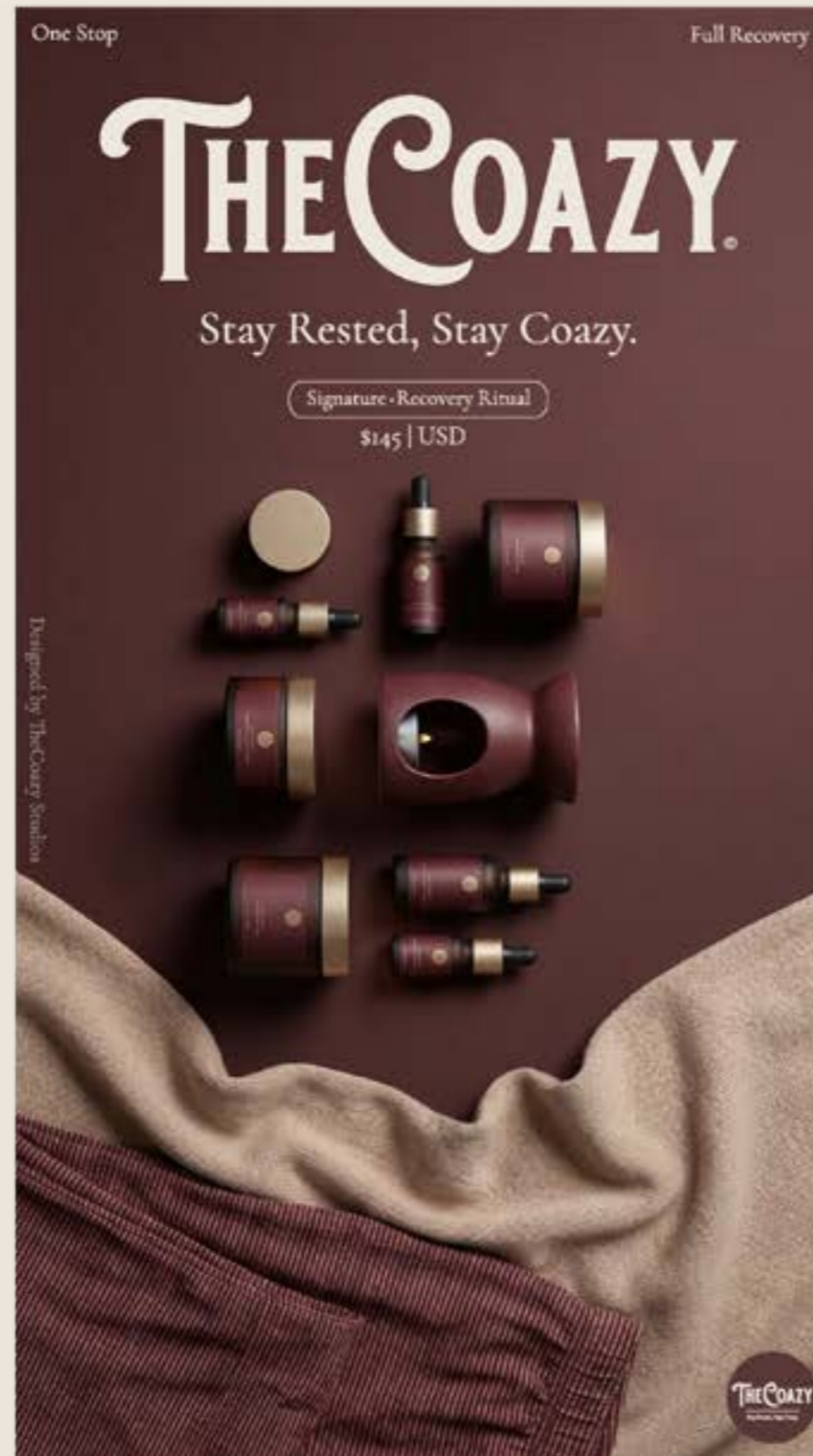
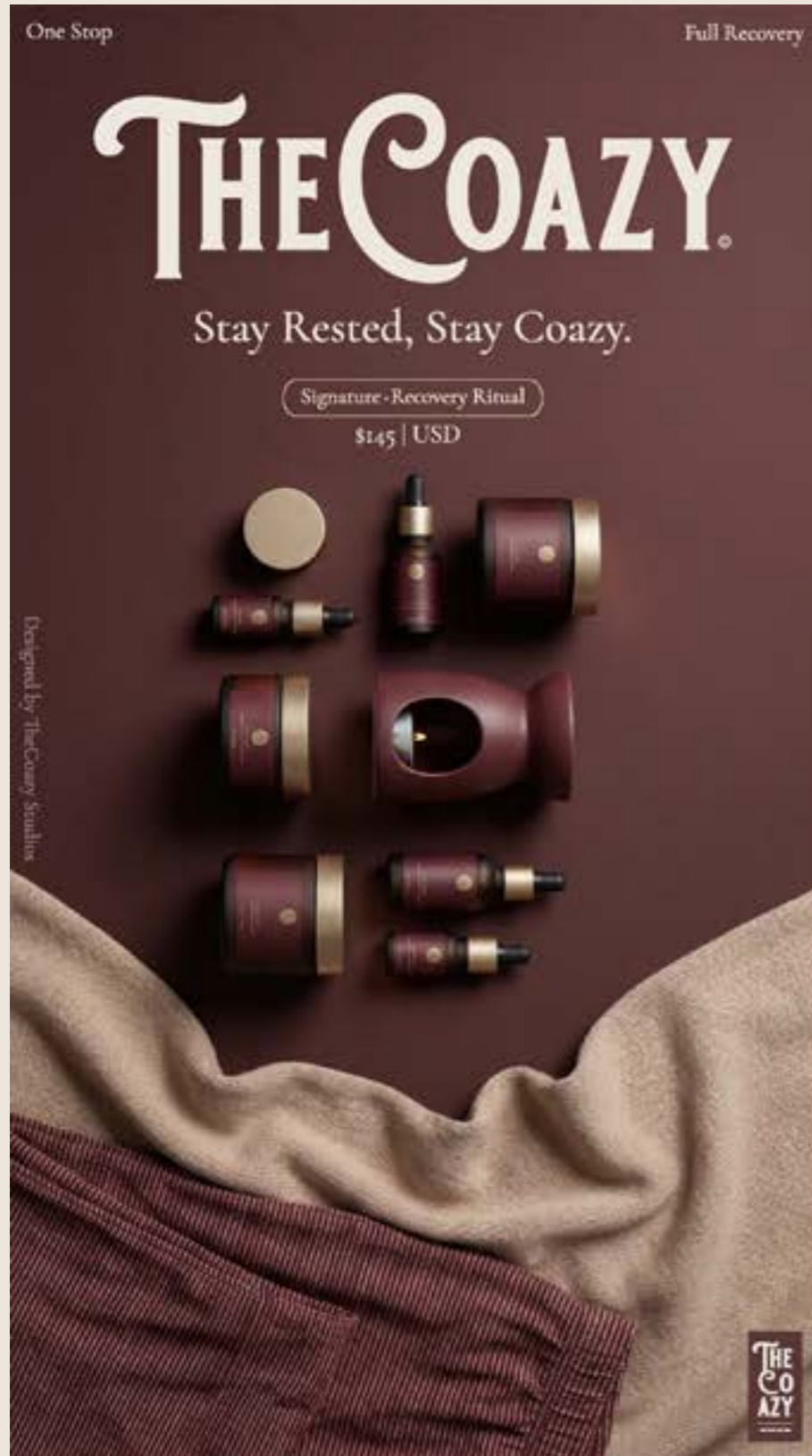
Designed by The Coazy Studios



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Stay Rested. Stay Cozy.

BURGUNDY SPECIAL EDITION TRIAL POSTERS



Name: Ryan Alfred
Date: 09/04/26

Designed by The Cozy Studios



Stay Rested. Stay Cozy.

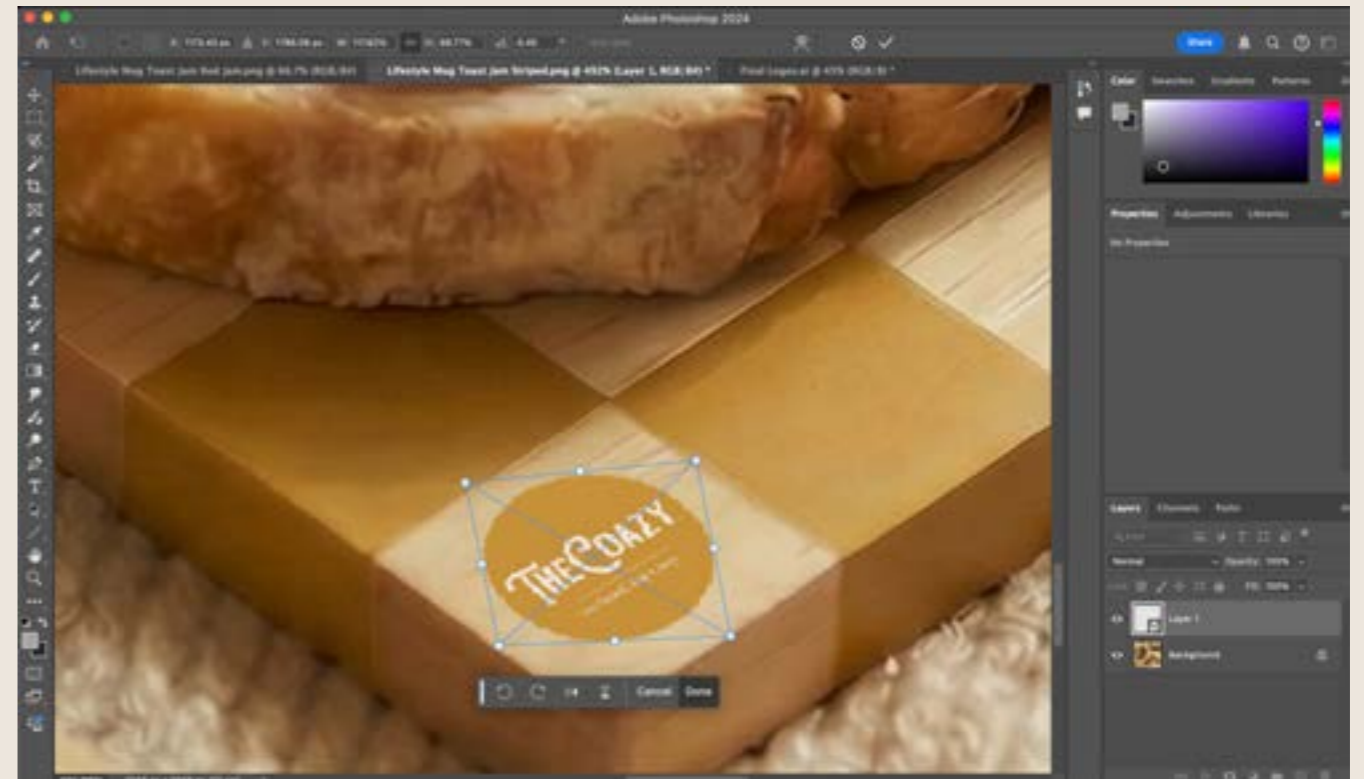
BRAND DIAGONAL AND VERTICAL LOGO WALLS



PRODUCT MODEL SHOT MOCKUPS

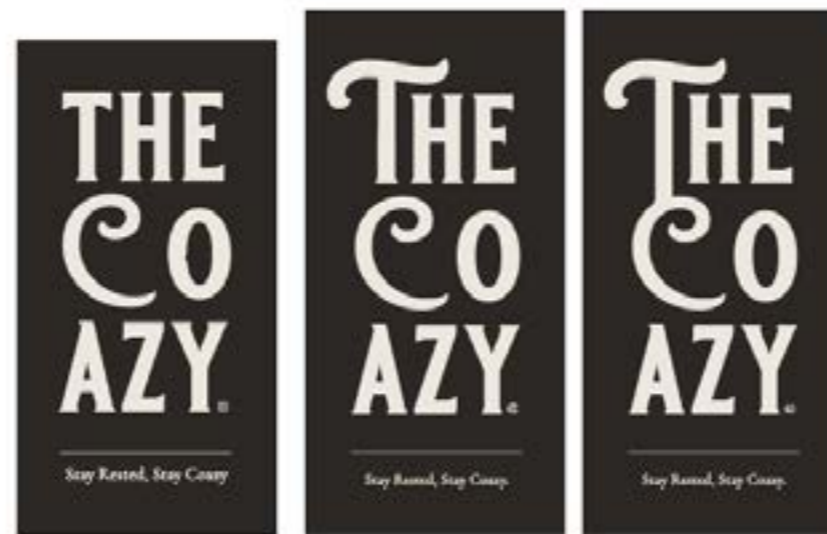


BRANDED COASTER MOCKUP

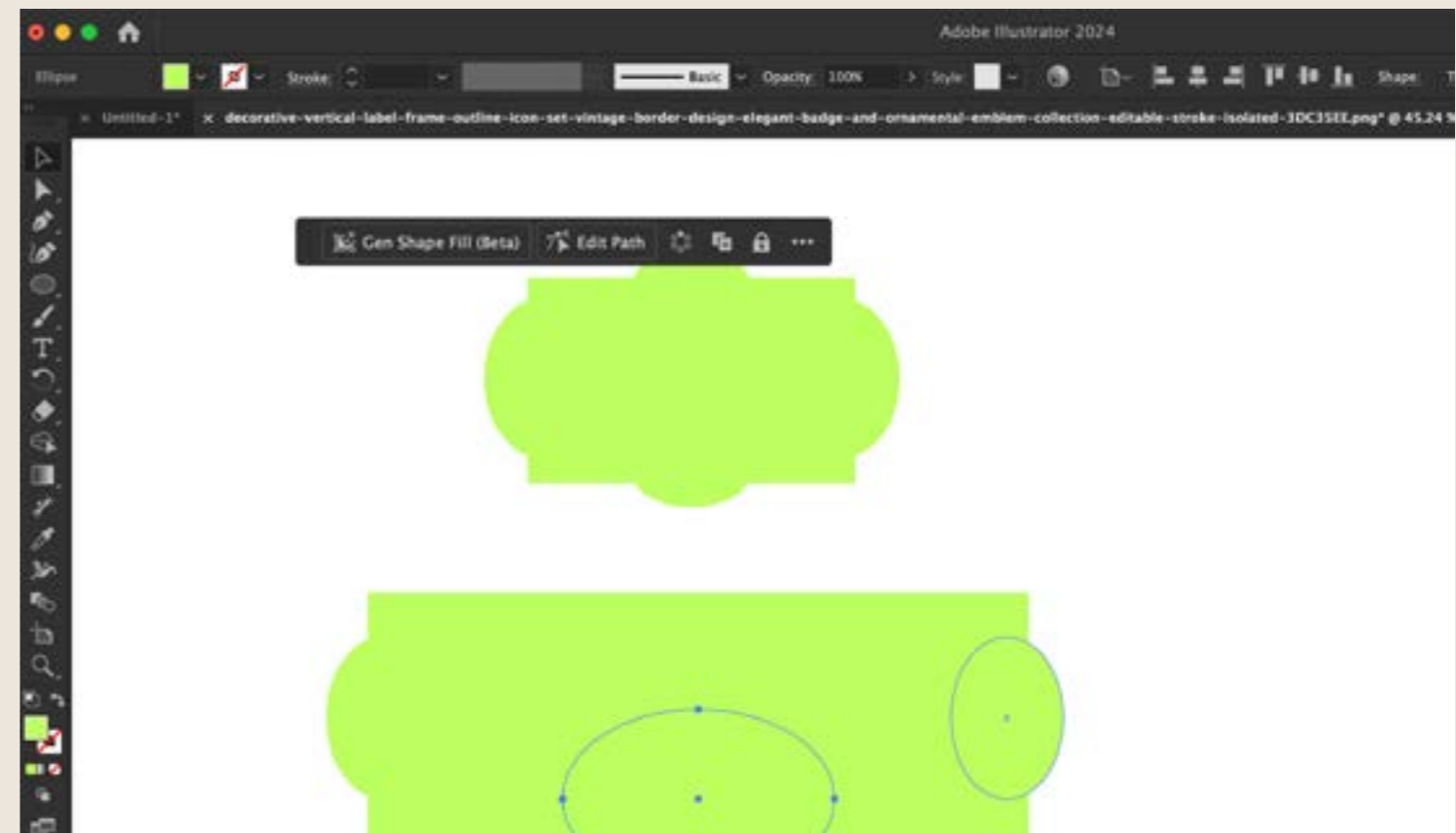
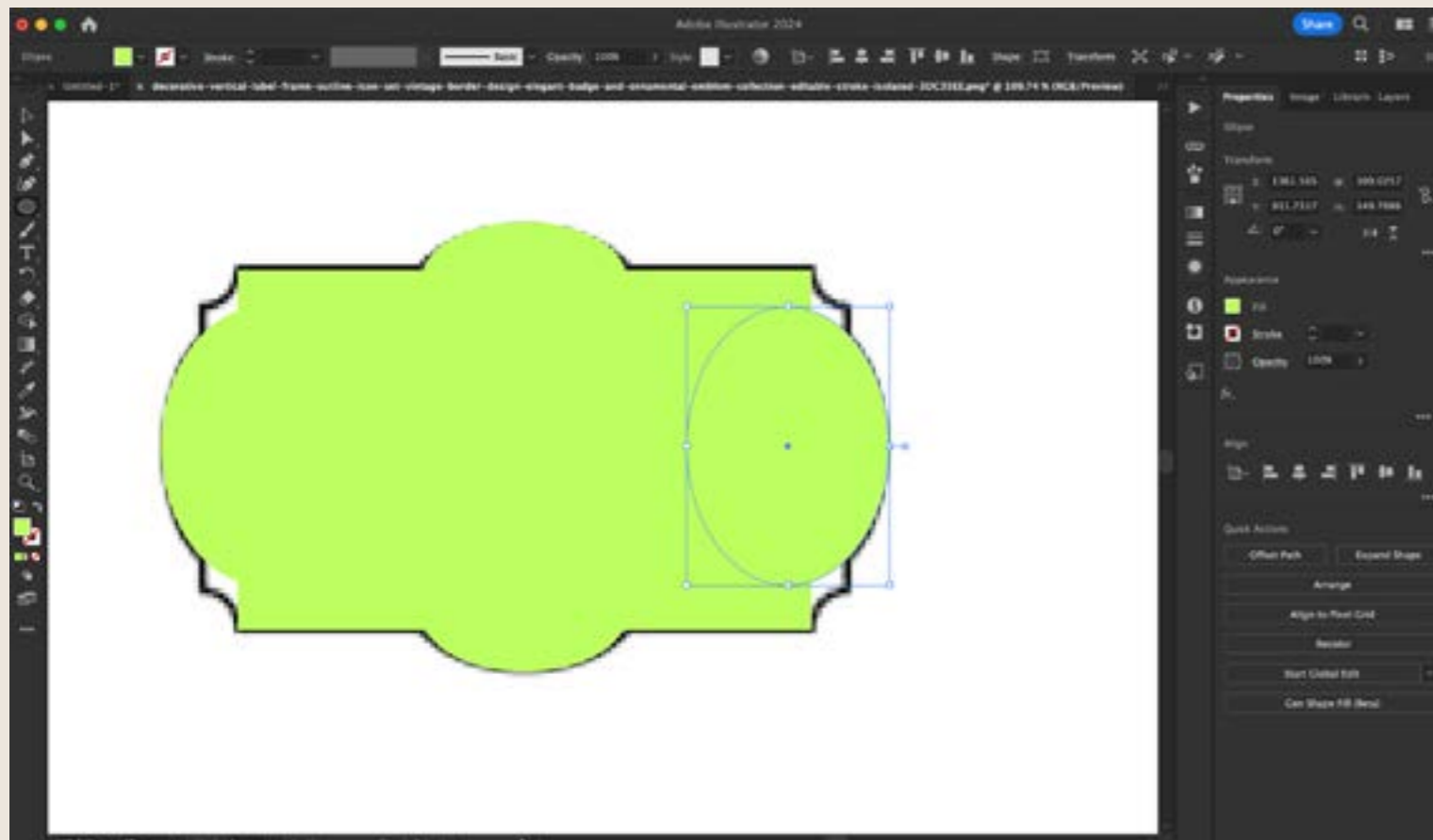
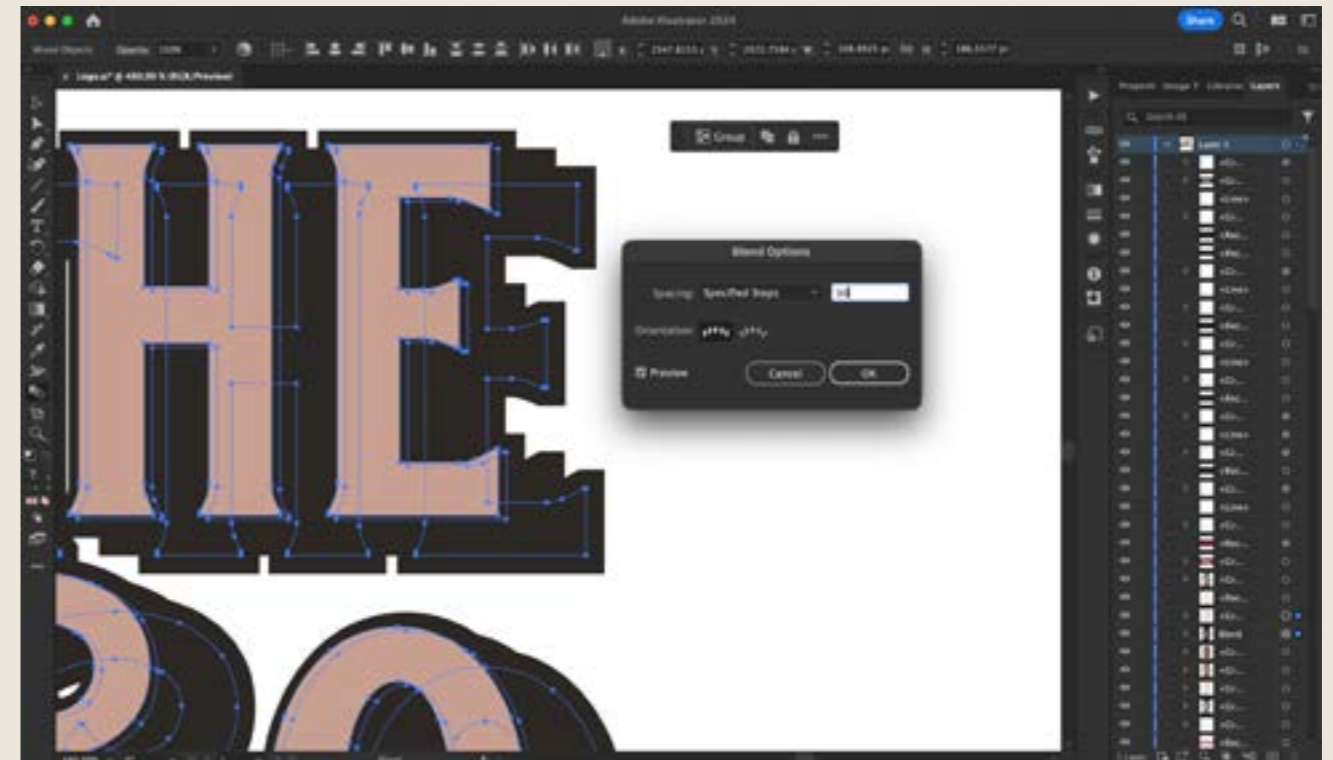
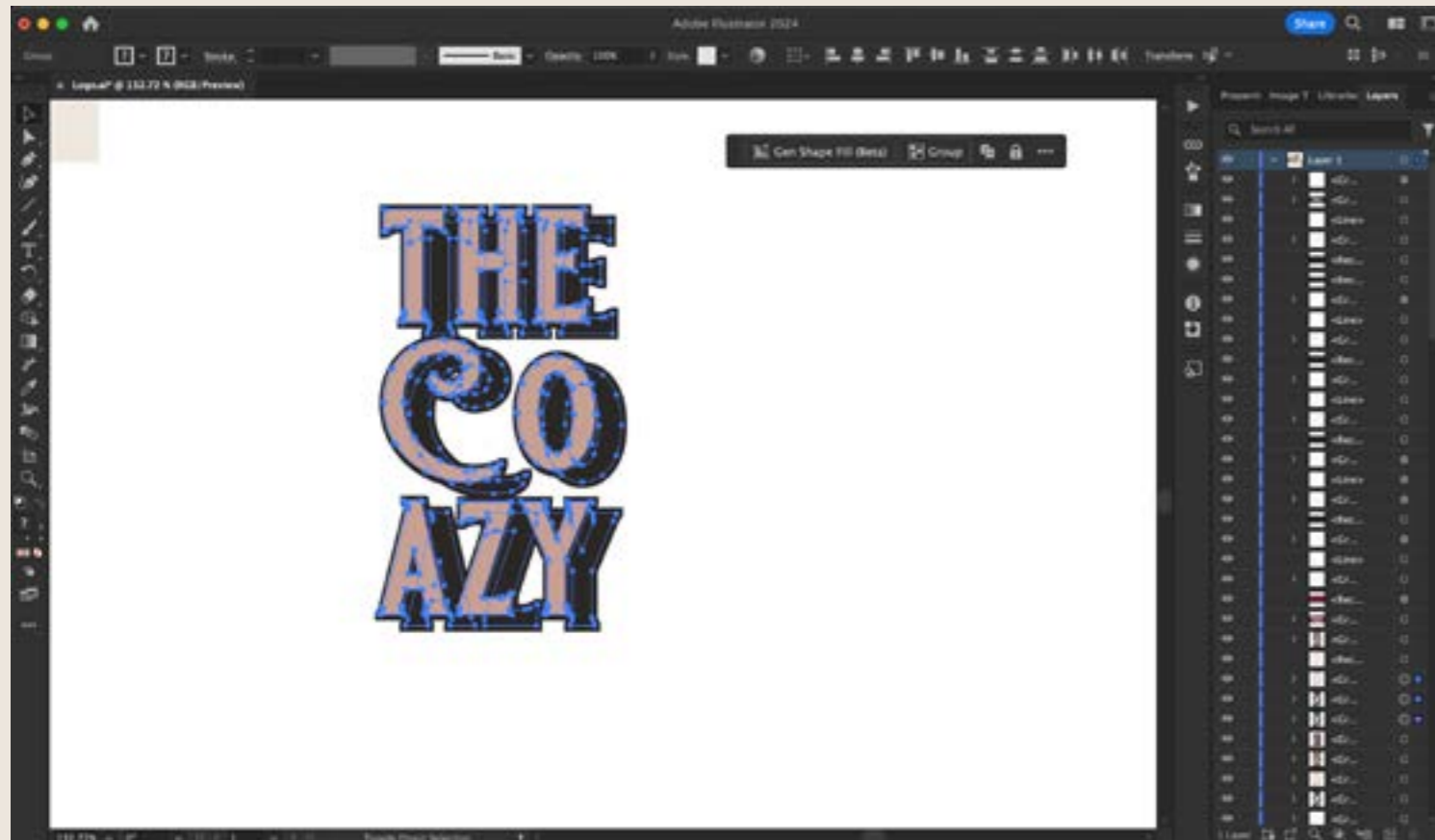


LOGO DEVELOPMENTAL PROCESS SCREENSHOTS



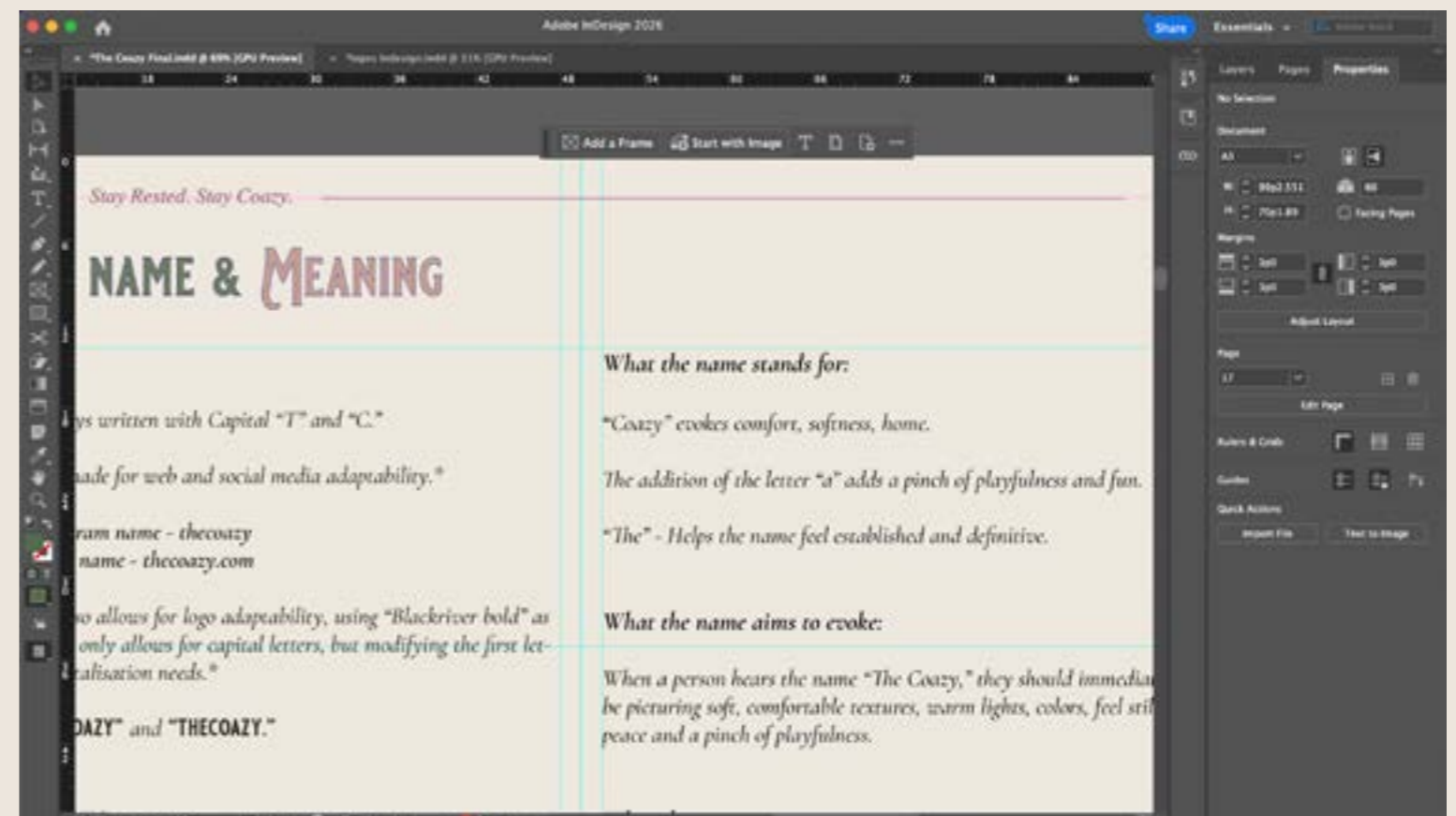
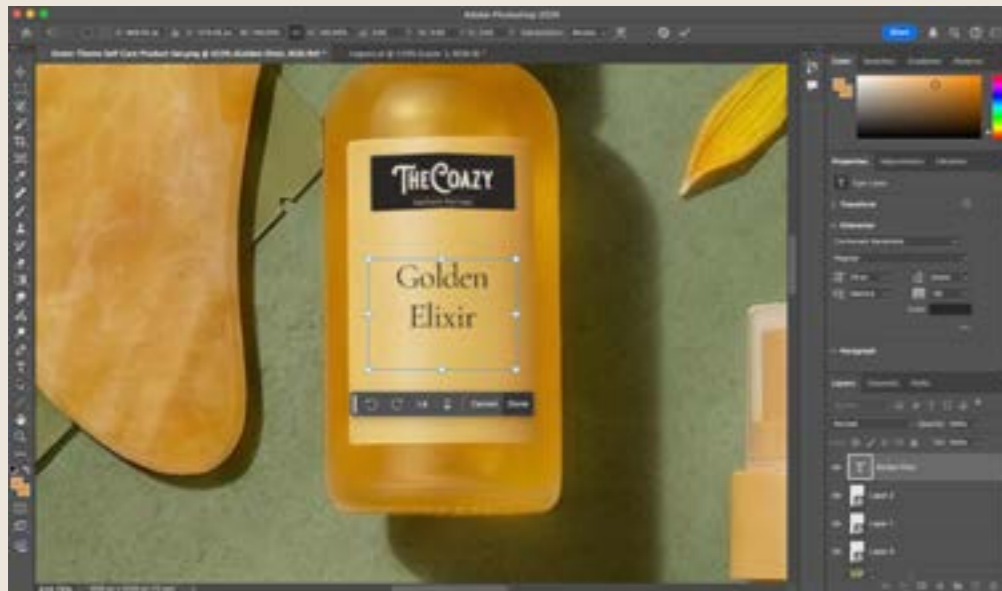


PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)

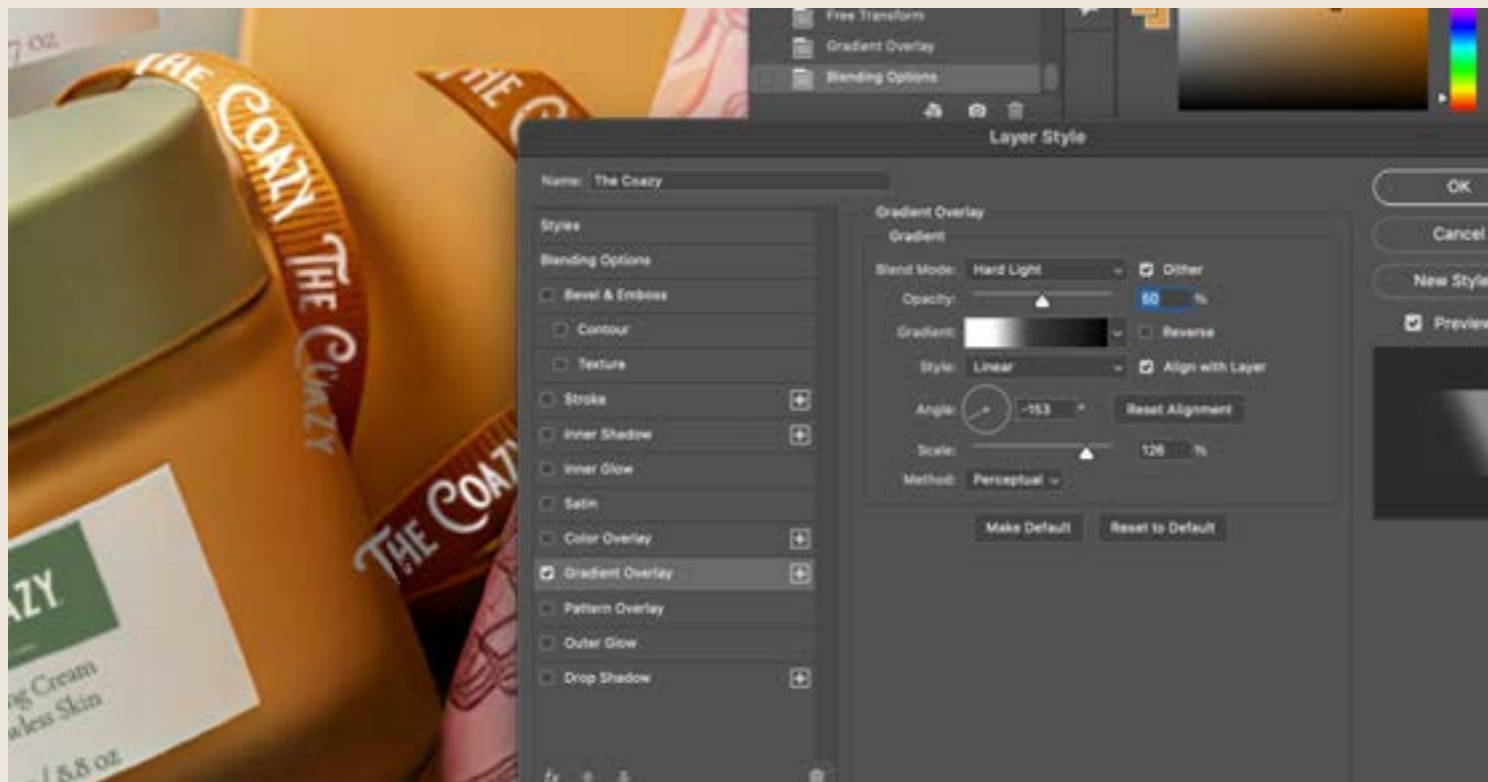
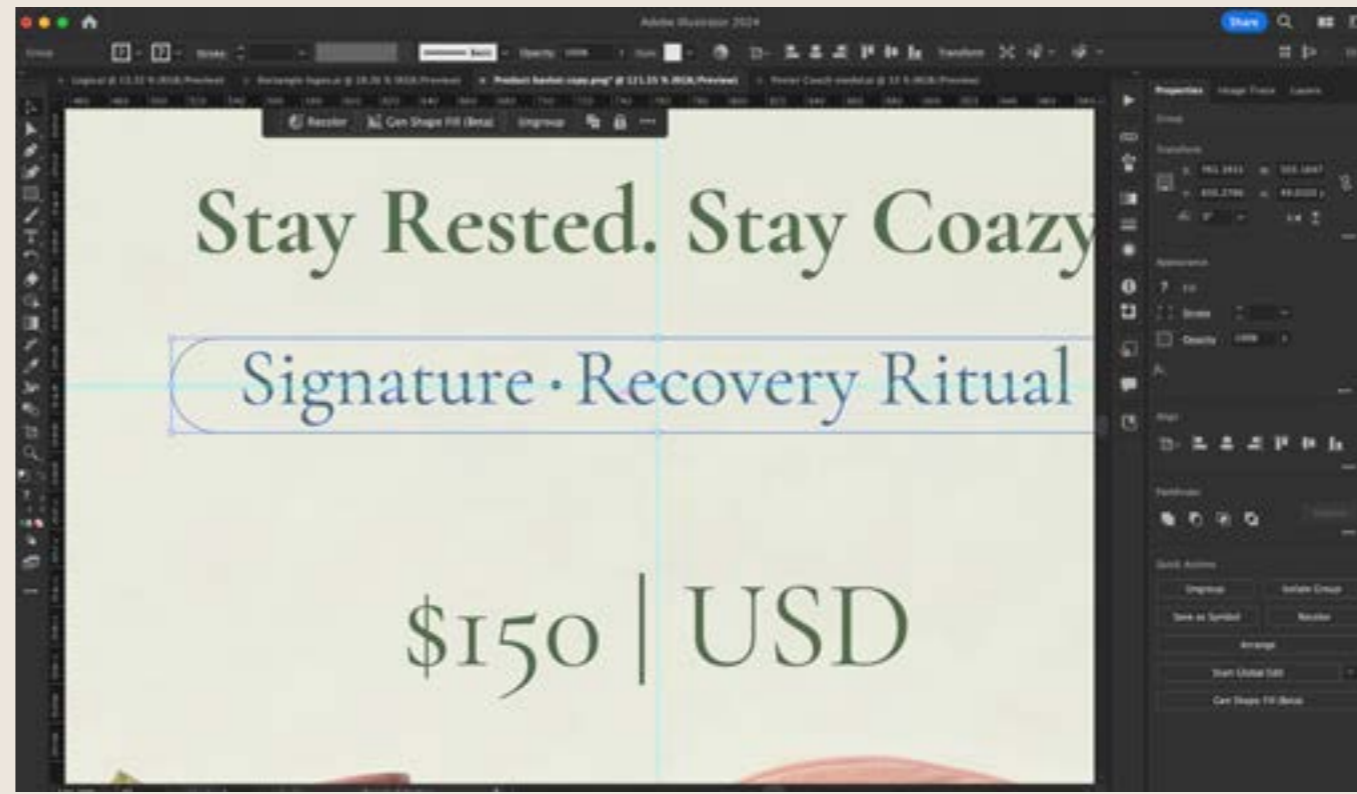


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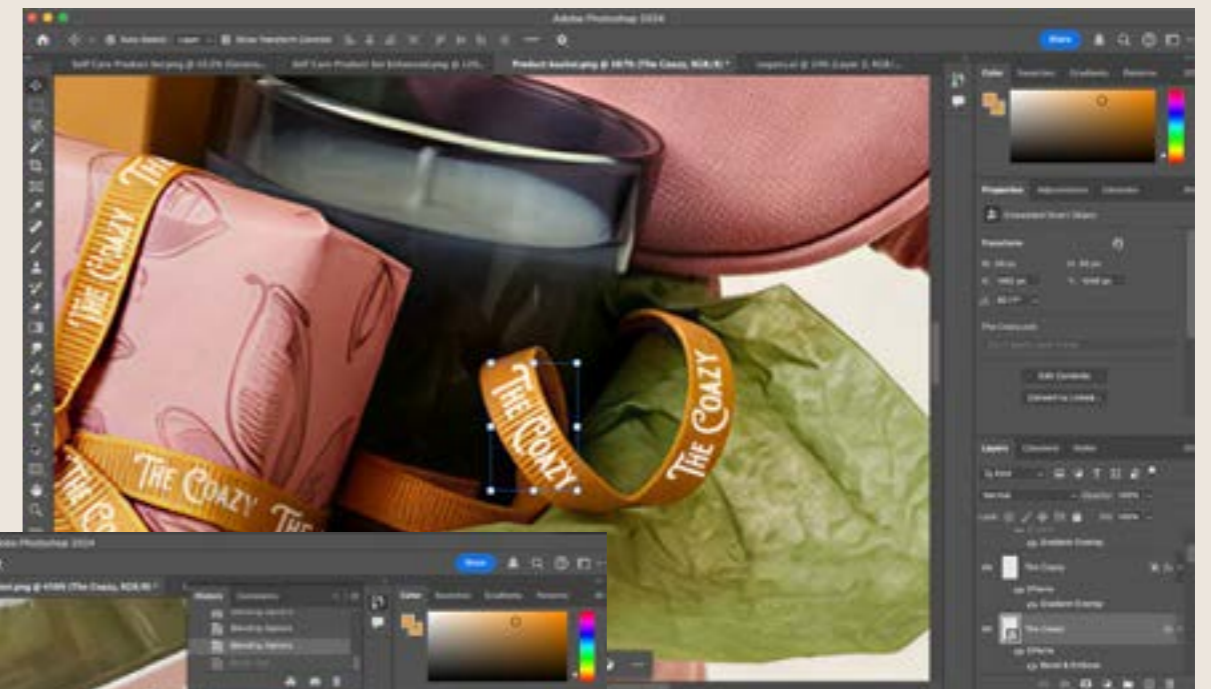
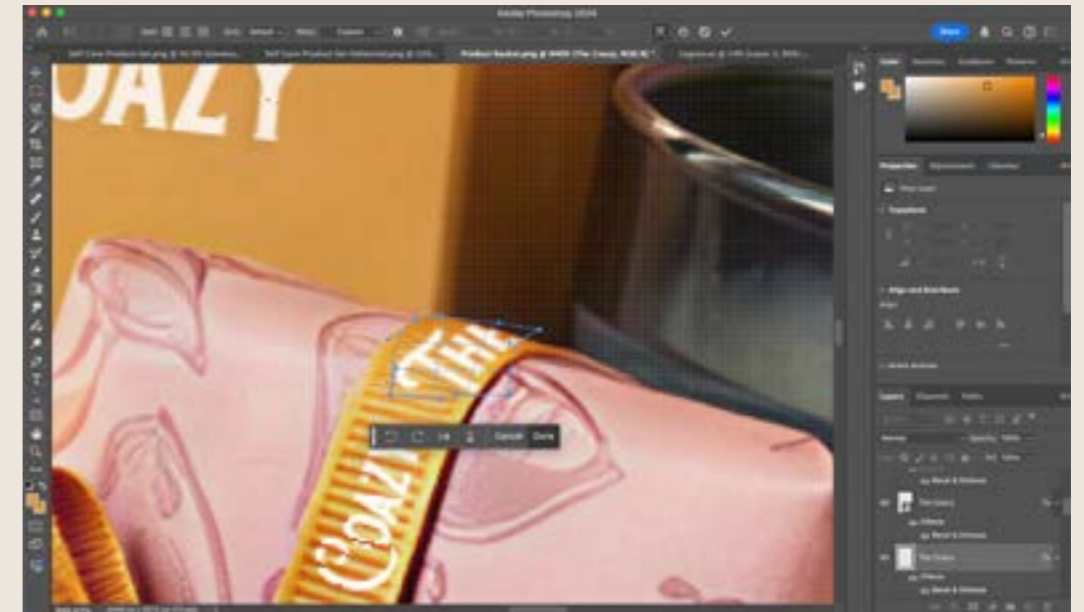
PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)



PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)

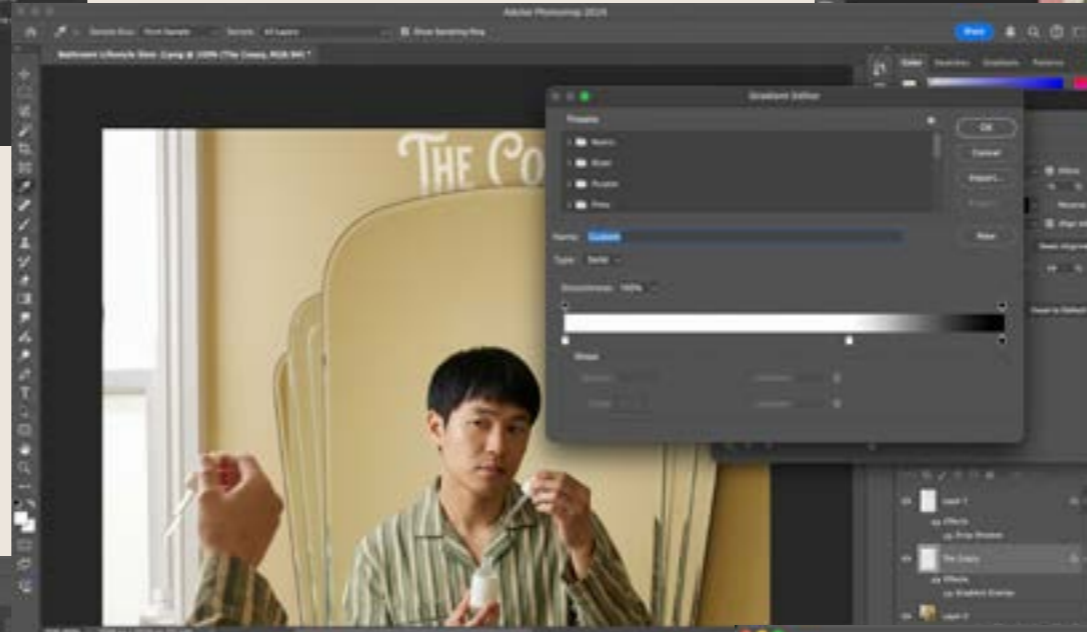
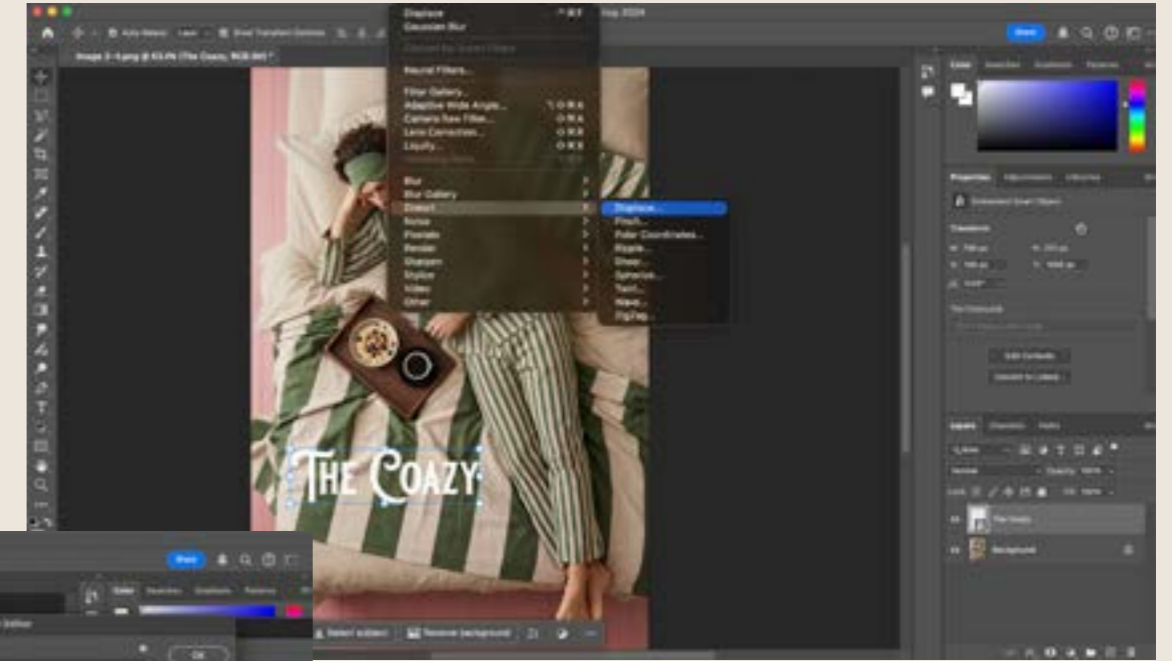
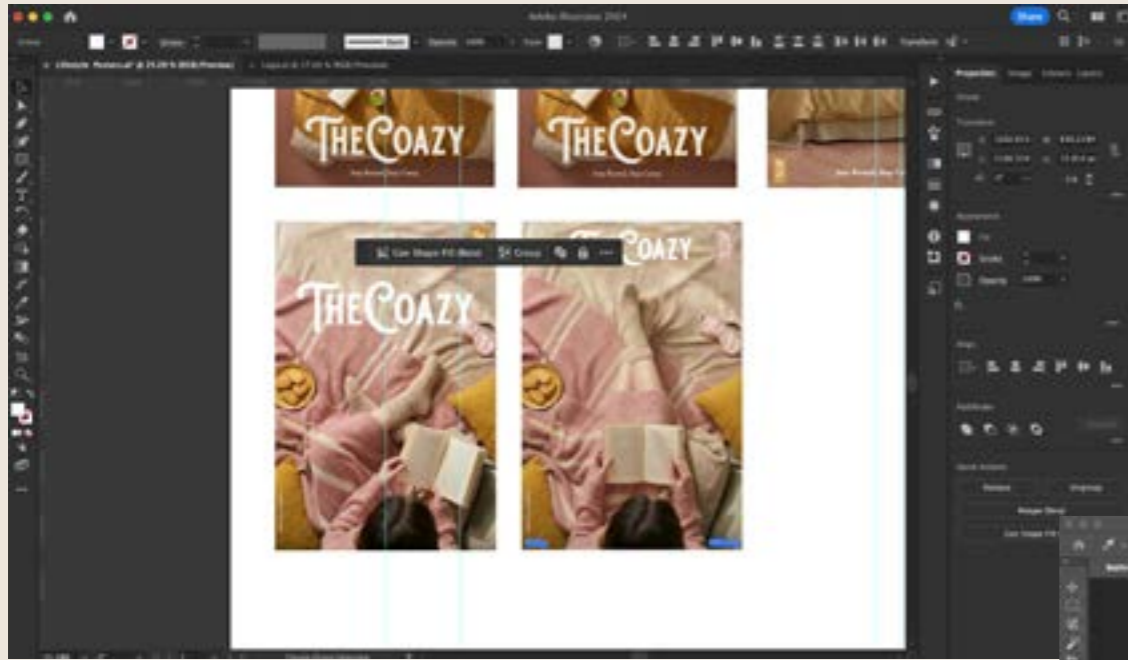


PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)



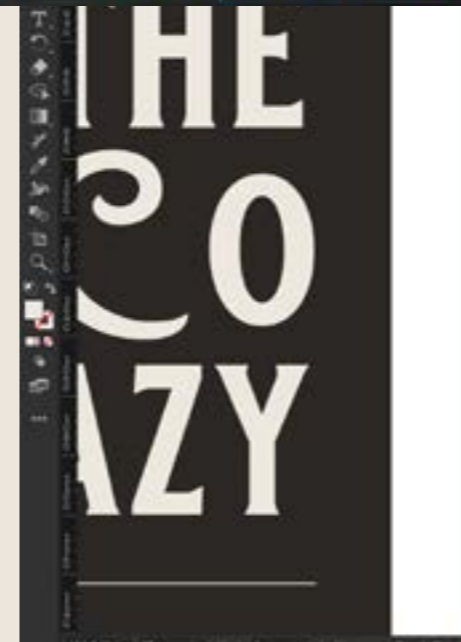
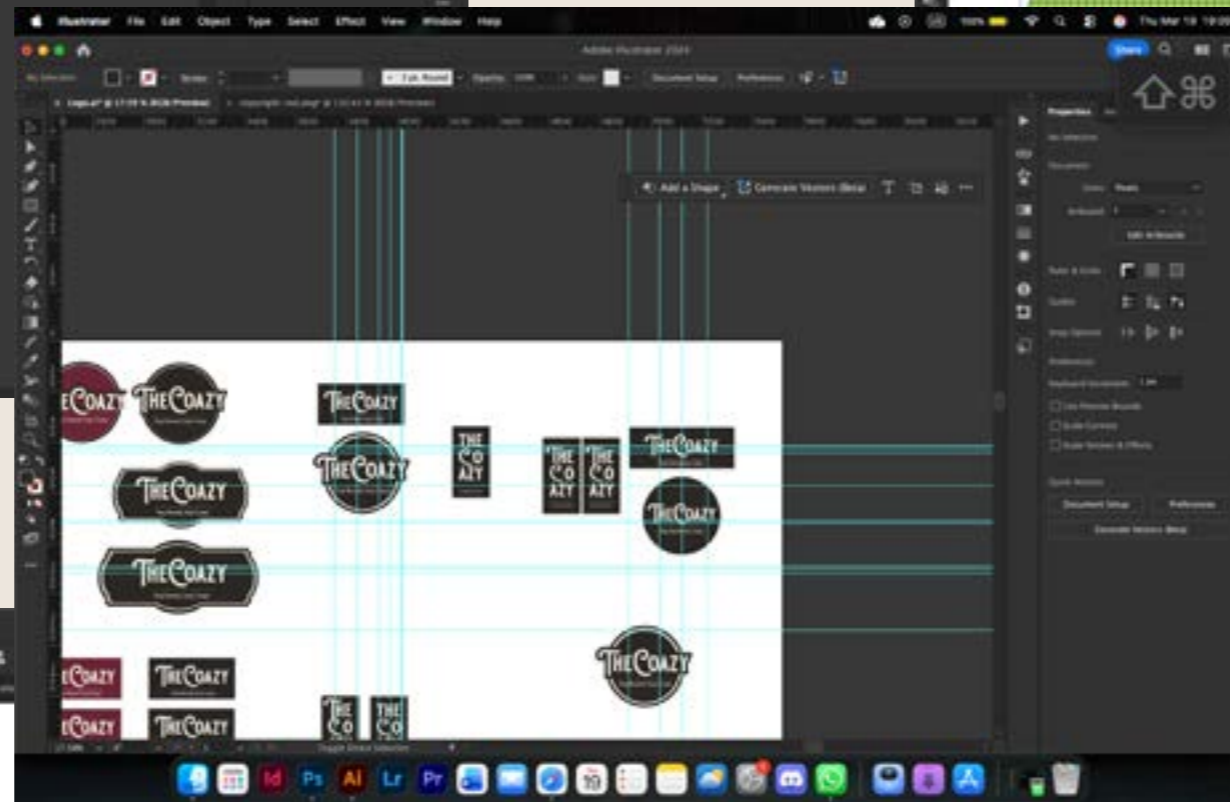
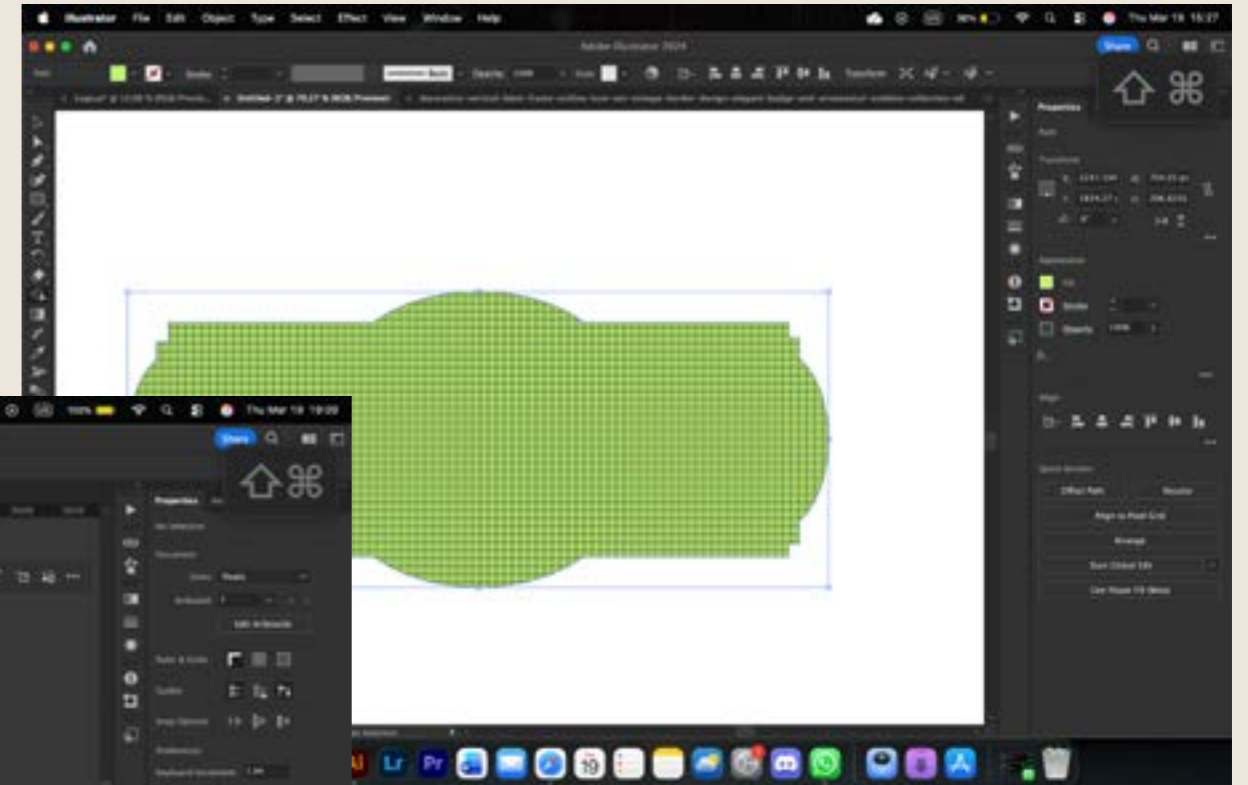
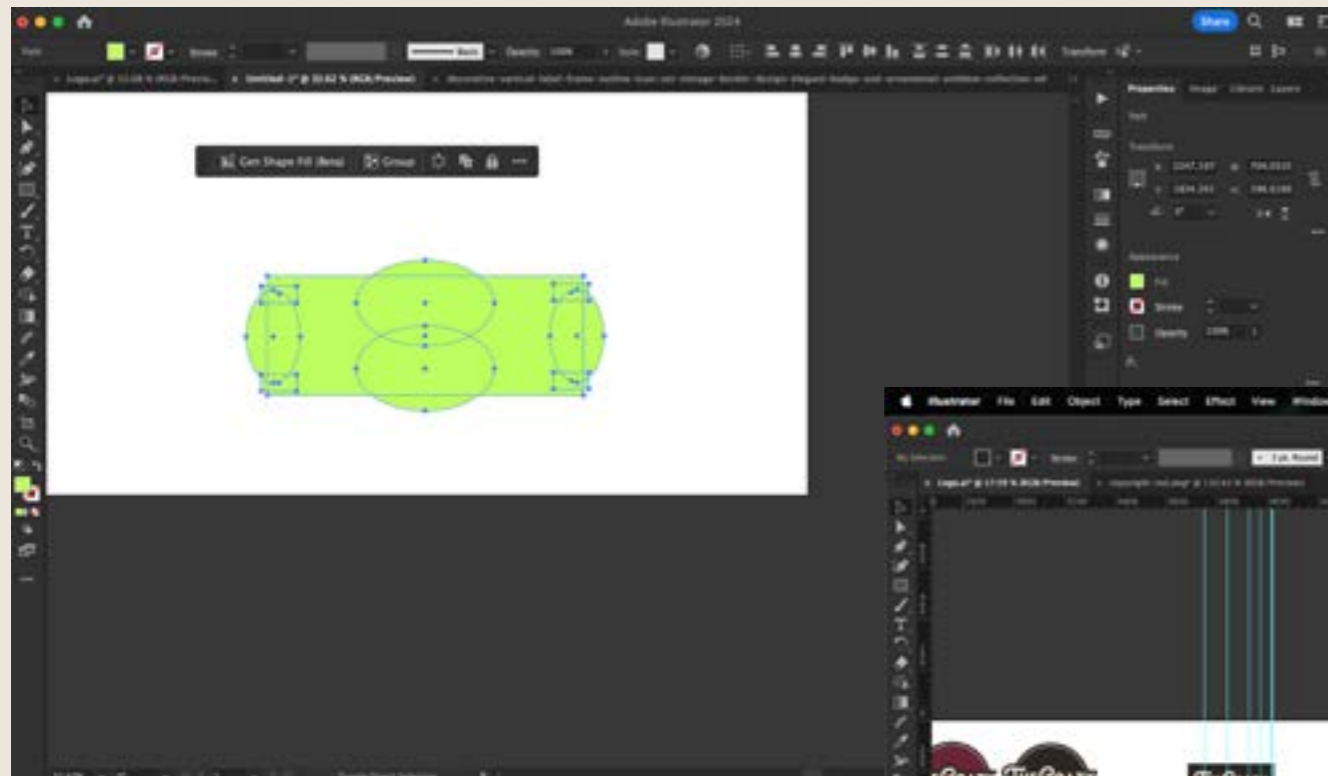
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PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)

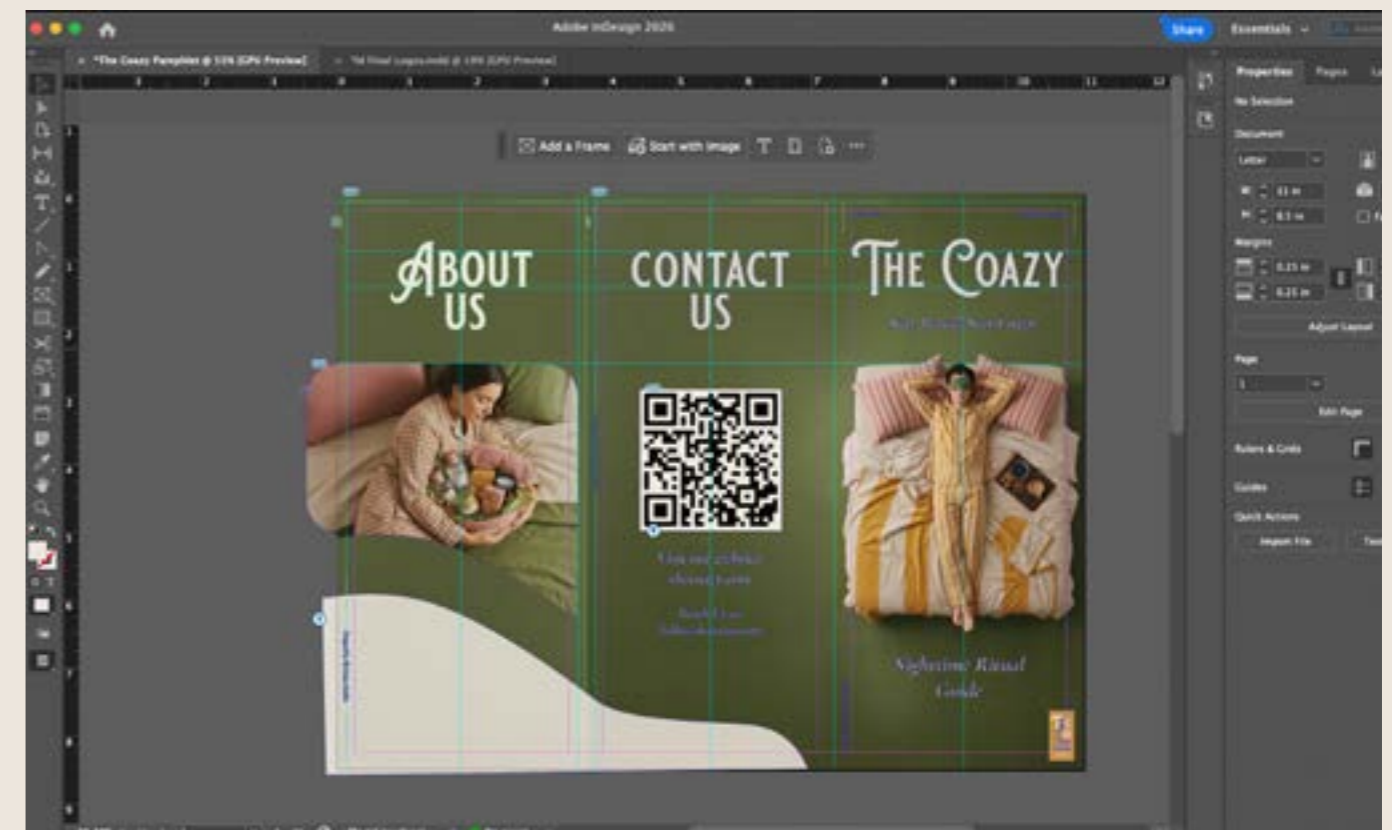
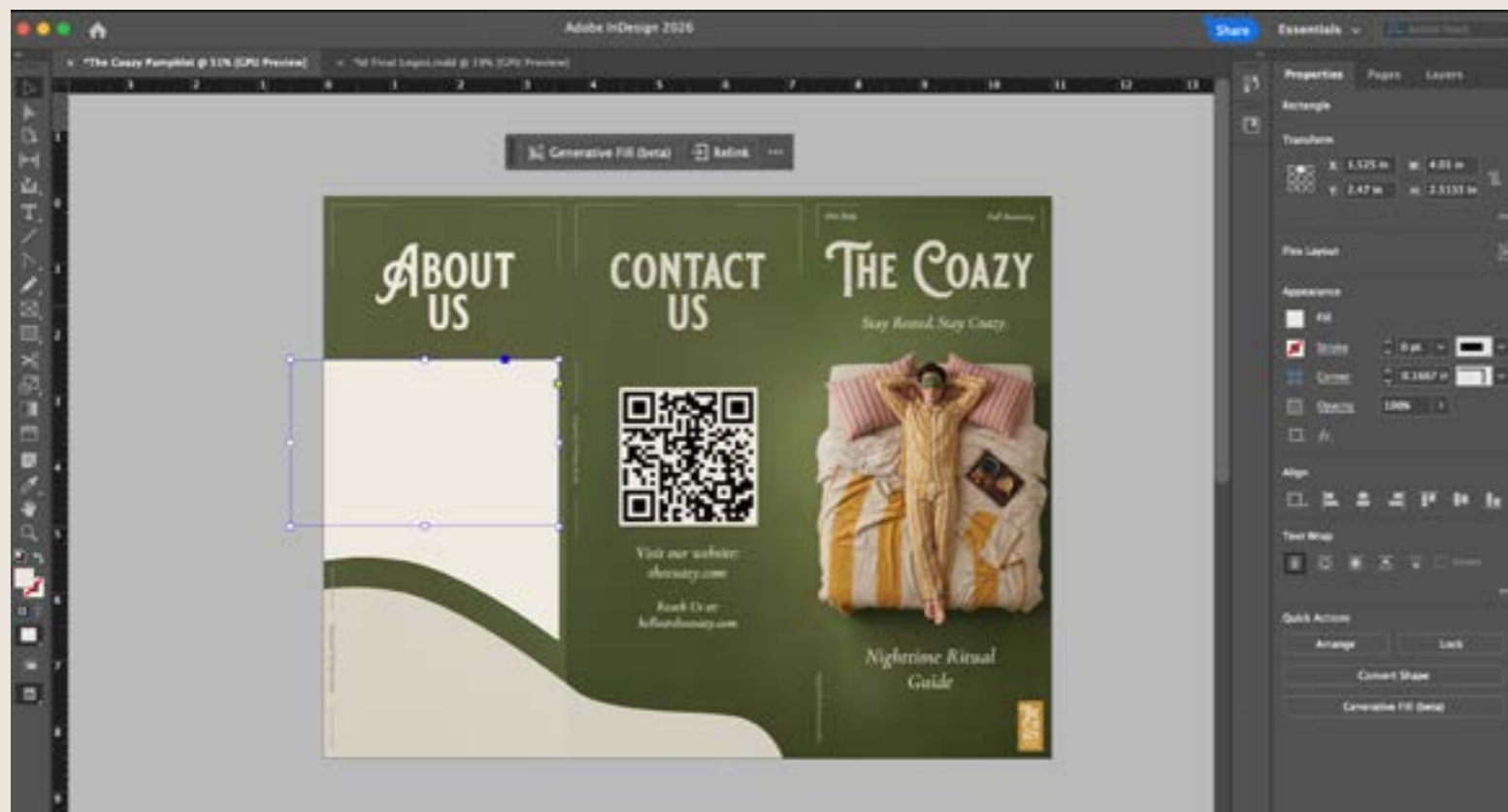


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PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)

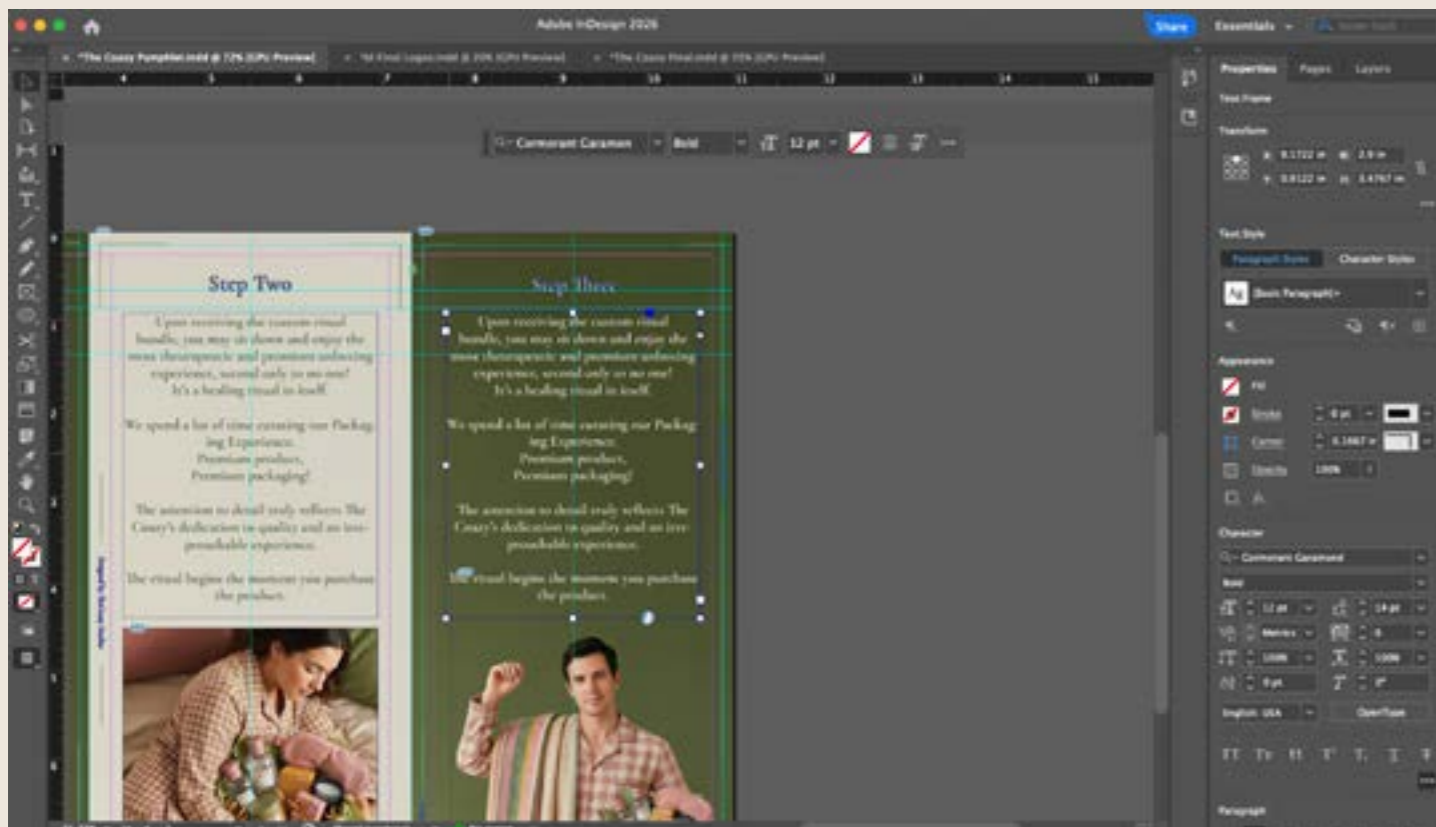


PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)



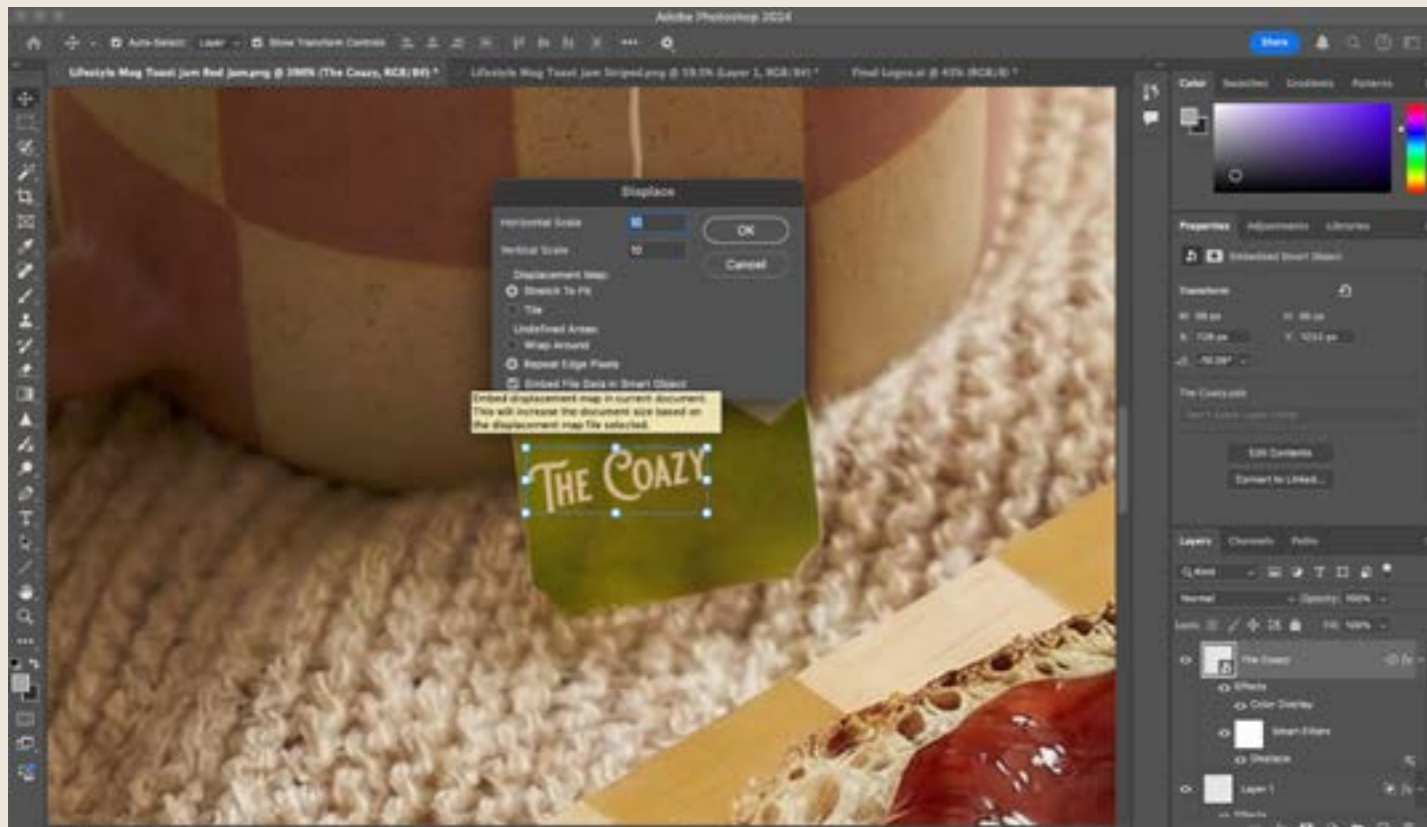
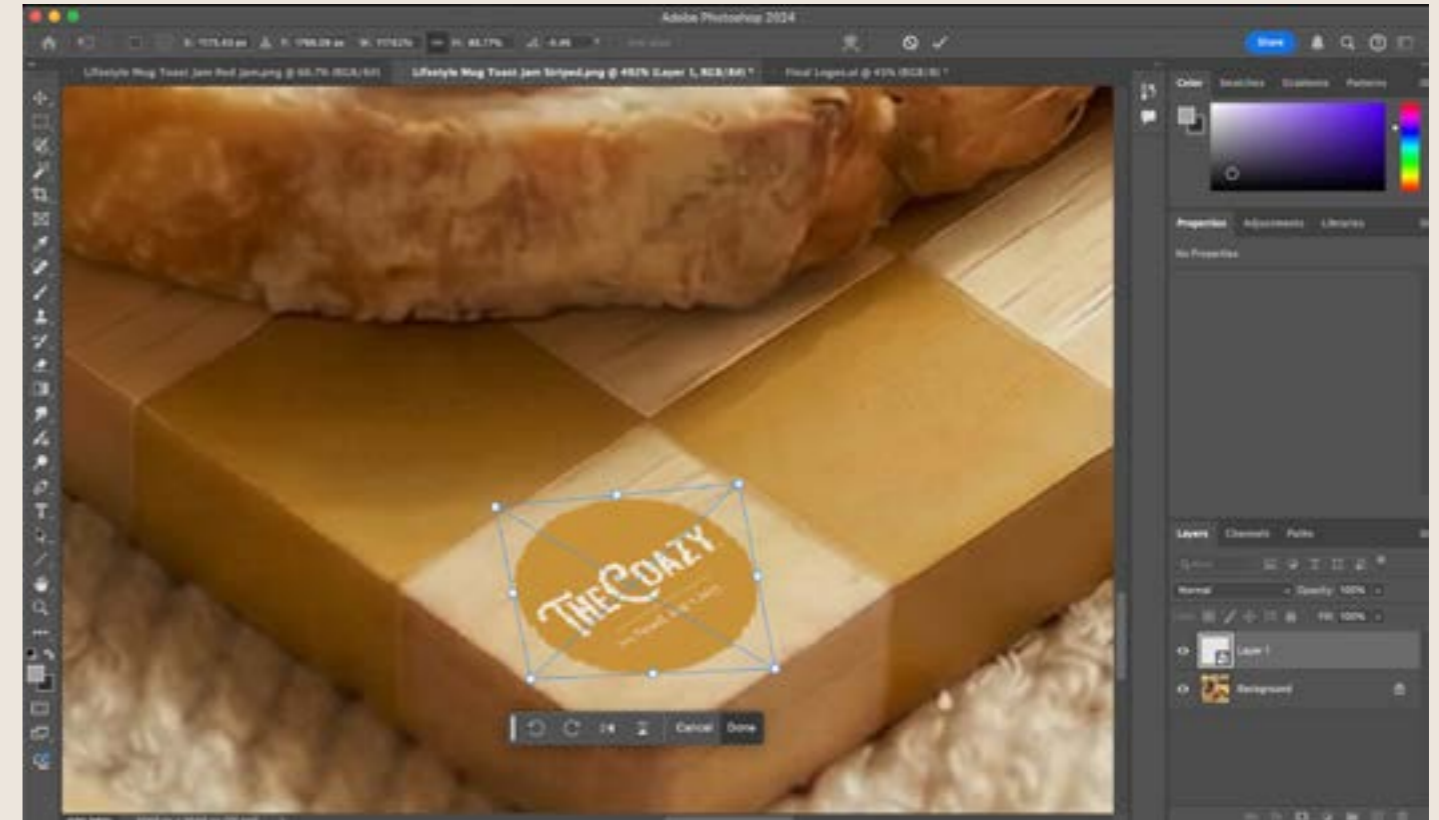
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PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)



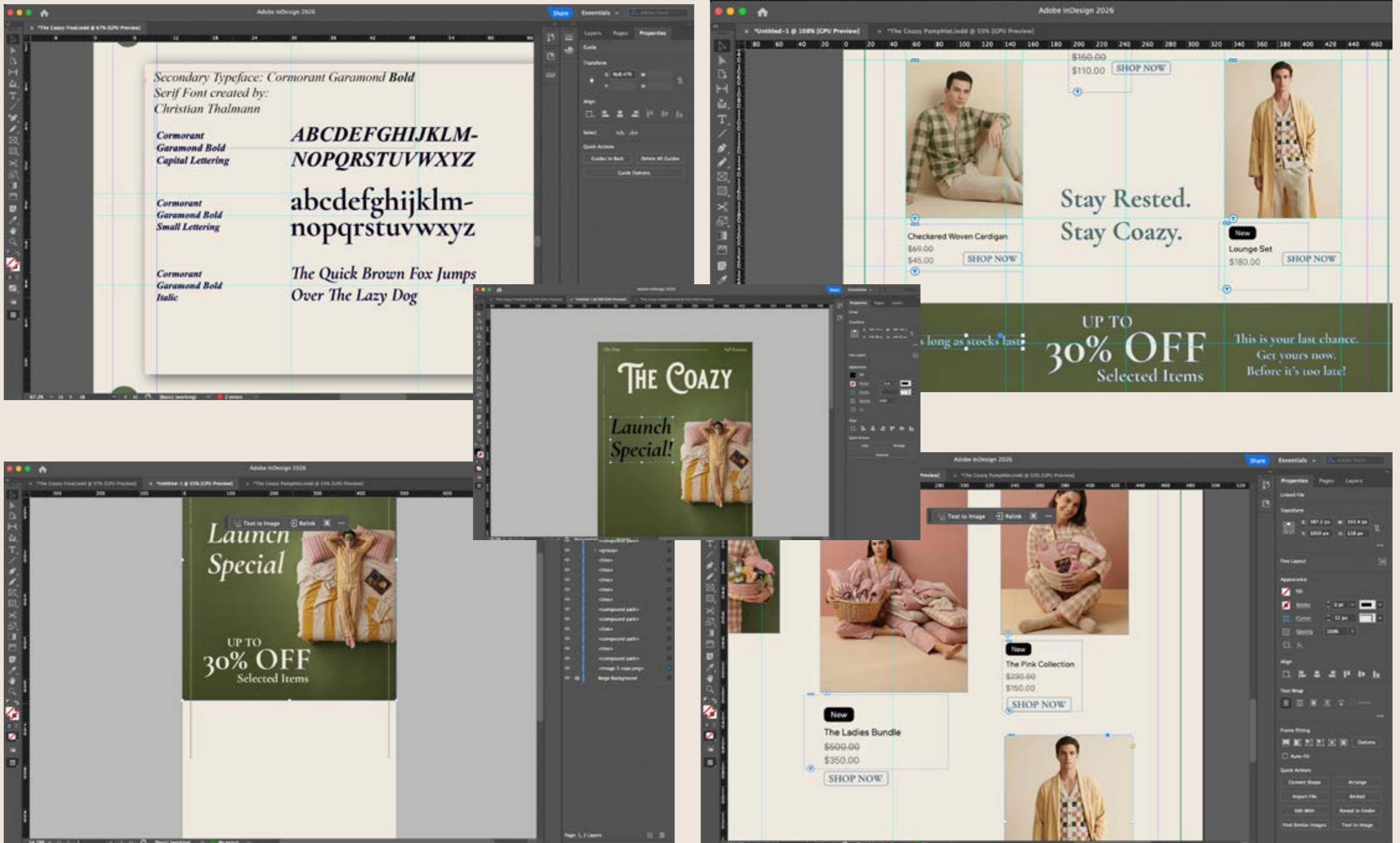
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PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)



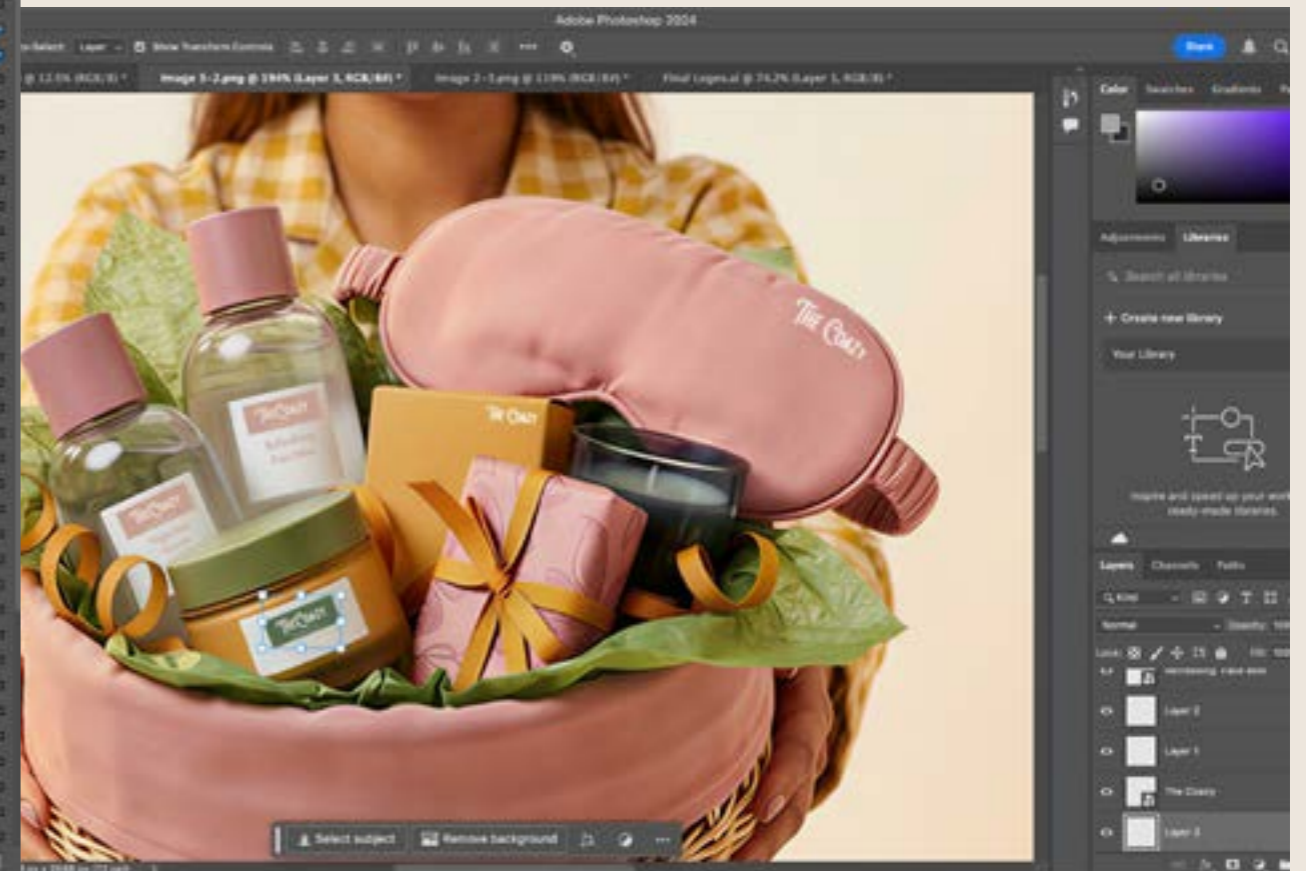
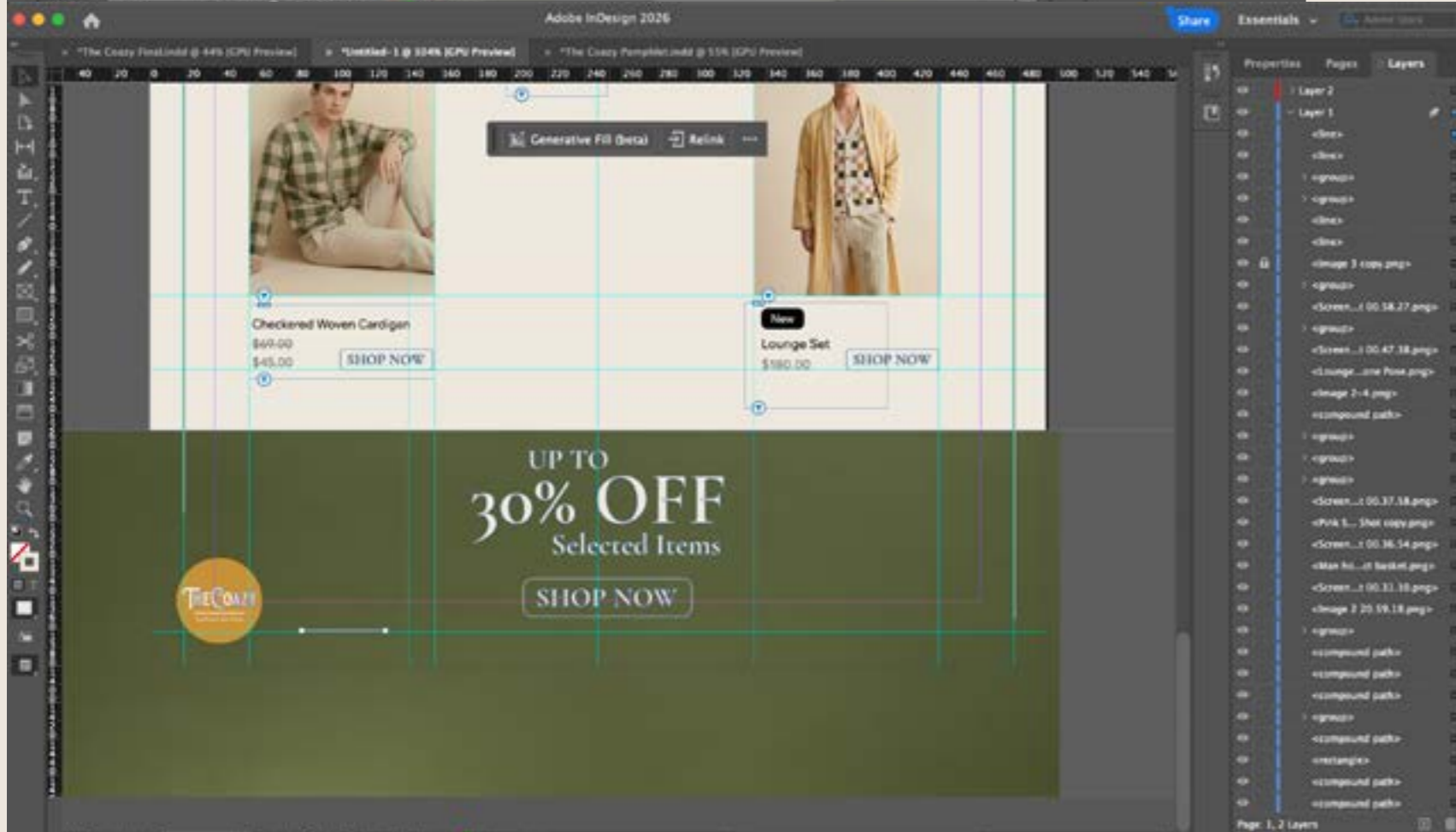
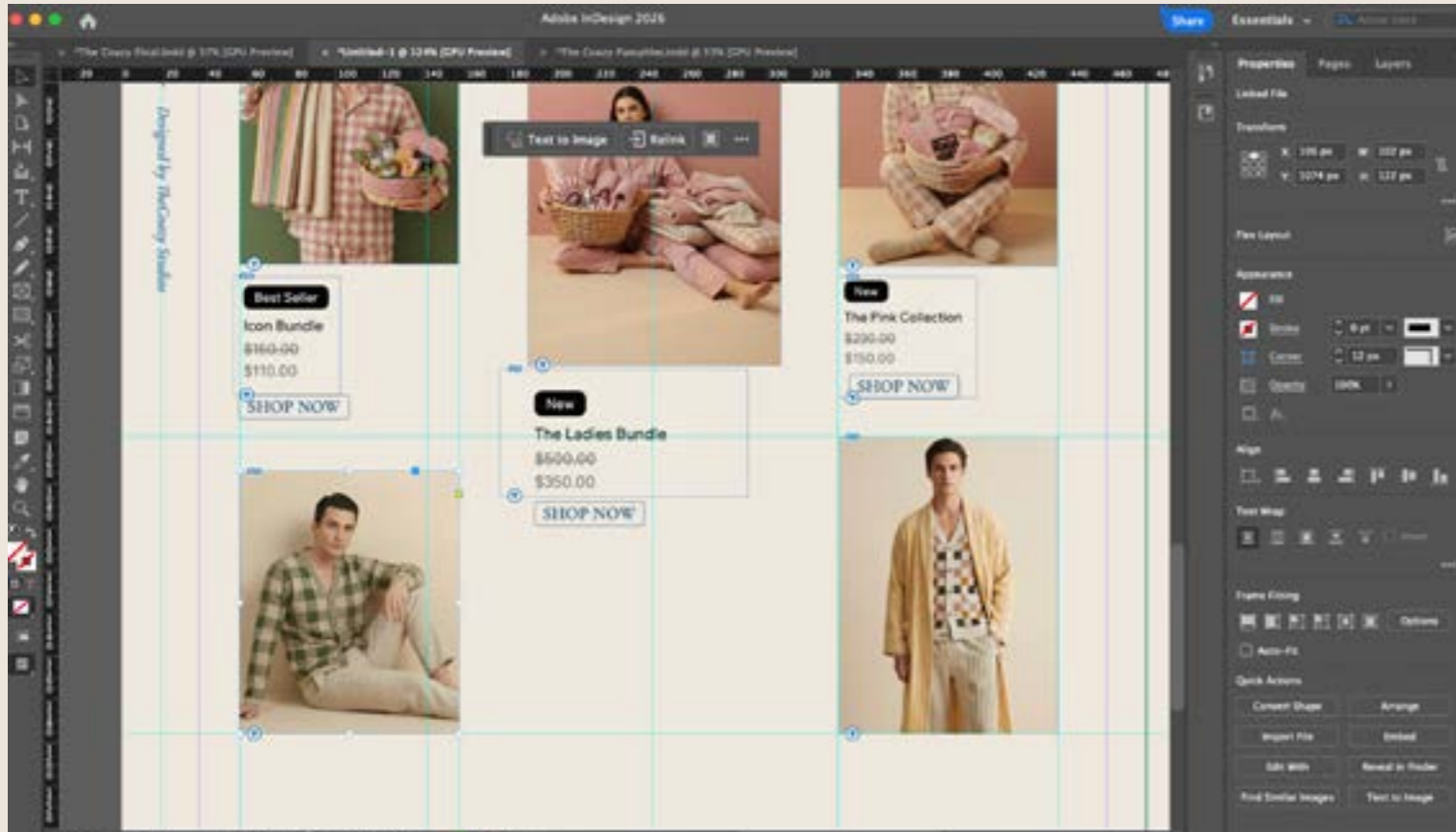
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PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)



Stay Rested. Stay Cozy.

PROJECT DEVELOPMENTAL PROCESS (SCREENSHOTS)



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AI DOCUMENTATION

AI was used throughout this project to help craft The Coazy's visual identity aspect only.

AI was only partially used to generate images that would reflect my idea of what The Coazy is.

Most of the AI generated images went through editing, in order to craft refined deliverables.

The Coazy mockups were created using AI seed images and then edited with the help of photoshop to create desired outcomes, such as Posters, Product branded packaging, etc.

AI used was NanoBanana. The prompts, listed in the prompt list, were all carefully crafted by myself.

Reference images of already generated images, were used in some places to help brand consistency and visual coherence throughout the generation process.

Example: "Use this image as reference to create a similar style shot", or "I want her to be wearing pink and beige bold striped pyjamas (as per attached color palette)."

This helped me to achieve a consistent brand visual identity.

The Prompts were all fully crafted by myself the old fashioned way, and are completely the product of my imagination. The imagery in no way violates any copyright laws.

Assessment Cover Sheet
Use this form to document any use of AI within your work.

Module Code: APB3002
Project Title: Major Project

You need to make it clear how you have used AI when submitting work.

Please answer the following questions:

Did you use any AI tools during the creation of your project?	Yes
Did you select specific AI tools with the intention of enhancing your project?	Yes
Did you modify the AI-generated content to align with your original ideas?	Yes
Did you verify that the AI-generated content did not infringe on any copyrights?	Yes
Did you take steps to ensure the accuracy and reliability of the AI-generated content?	Yes
Did you document how you used AI in your project?	Yes

Declaration:
This is entirely my own work and it has not been copied from any published or unpublished material.

I confirm that I have read the Media policy on using AI in my work and I have fully complied with its terms in producing this assignment.

Sign: Ryan Doolub Alfred Date: 09/04/26

Click Here:



AI Submission Form



PROMPT LIST

NanoBanana, 2026, a, "Sky shot, green floor", AI-generated content by NanoBanana, Google DeepMind, using prompt: "create an image of a man, laid in length on a bed. he should be wearing a yellow and beige (large vertical stripes) set of pyjamas . He needs to be laid in length on the bed on his back, facing up towards the ceiling. his arms crossed up on his pillow, and his hands under his head. his legs should be long sitting- straight. he should be laying down straight on the bed. His hair should be dark brown. There needs to be a green set of sleep eye covers on his eyes. i want the floor around the bed to be green (as per the reference color palette). there should be a blanket on the bed, with large lateral stripes yellow and beige. the underblanket should be fully beige. add plain beige and pink striped pillows on the bed. The bed should be a very messy, with part of the blanket covering his legs. On the bed should be a dark wooden tray, with a bowl of blueberries and nuts, a cup of coffee next to it. 2:3 aspect ratio, lifestyle shot. Above the head shot (The bed should be at the centre of the frame, in length)", Generated on 15, March 2026.

NanoBanana, 2026, b, "Man reading on couch, lemon painting", AI-generated content by NanoBanana, Google DeepMind, using prompt: "Use the attached image as reference for the setting of the shot. create an image of a man, wearing a facial sheet beauty mask. he also wearing a yellow and beige set of vertically striped pyjamas (as per attached color palette). He's laying on a green couch, the wall in the background is pink (as per the color palette. On the wall is a small painting of lemons on a beige background (as per color palette). the man is holding up a book, open, with both his hands and his head is resting on the couch armrest. use the model from the following image: studio lighting, lifestyle shot, aspect ratio 2:3, professional studio shot", Generated on 15, March 2026.

NanoBanana, 2026, c, "plunged underwater", AI-generated content by NanoBanana, Google DeepMind, using prompt: "create a similar style photograph picture of this image. But the bottle should be replaced by a man, plunged underwater, wearing green and beige vertical striped pyjamas (as per the reference color palette). The water around him should be bubbly, similar to the effect of a splash, as if he fell in the water. But there should be a lot of flowers around him, they should be a lot of sunflowers. Lifestyle, shot, aspect ratio 2:3", Generated on 15, March 2026.

NanoBanana, 2026, d, "Girl yellow sky shot", AI-generated content by NanoBanana, Google DeepMind, using prompt: "create an image of a woman, laid in length on a bed. she should be wearing a yellow and beige (large vertical stripes) set of pyjamas . She needs to be laid in length on the bed on her back, facing up towards the ceiling. her arms crossed up on her pillow, and her hands under her head. her legs should be long sitting- straight. She should be laying down straight on the bed. Her hair should be dark brown and curly. There needs to be a pink set of sleep eye covers on her eyes. i want the floor around the bed to be green(as per the reference color palette). there should be a blanket on the bed, with large lateral stripes yellow and beige, similar to her pyjamas. the underblanket should be fully beige. add plain beige and pink striped pillows on the bed. The bed should be a bit messy, with part of the blanket covering her legs. On the bed should be a dark wooden tray, with biscuits on a plate, and a cup of milk tea next to it. 2:3 aspect ratio, lifestyle shot. Above the head shot (The bed should be at the centre of the frame, in length)", Generated on 15, March 2026.

NanoBanana, 2026, e, "Man on phone at night", AI-generated content by NanoBanana, Google DeepMind, using prompt: "a man, sitting in the dark, up against the wall of his bed. Using his phone. The light is illuminating his face and upper body part. He wears green and beige (vertical striped) pyjamas (as per attached color palette). lifestyle shot. Aspect ratio 1:1", Generated on 15, March 2026.

NanoBanana, 2026, f, "Reading in bed (Yellow Theme)", AI-generated content by Nanobanana, Google DeepMind, using prompt: "use a different model. but a similar style shot. i want the model to be wearing striped, green pyjamas, smilar to the green attached in the color palette. the floor around the bed should be pink. the blanket and pillows beige and yellow. i want the model to be laying on her stomach. In one hand she should be holding a smoothie of some sorts, and in the other hand an opened book. i want it to be a similar overhead shot, a top shot of the bed. there should be yellow striped blankets also on the bed.", Generated on 15, March 2026.

Nanobanana, 2026, g, "legs crossed, pomegranate", AI-generated content by Nanobanana, Google Deepmind, using prompt: "Create an image of a pair of legs, crossed, one on top of the other, rested on the armrest of a green Couch. The legs, coming from out of frame, are wearing pink and beige checkered pyjamas (as per color palette). On the feet, are a pair of fluffy socks, pink (as per the color palette). on the wall, right behind the couch is a painting of a pomegranate. lifestyle shot. Aspect ratio 2:3, vertical shot. Professional lifestyle shot", Generated on 15, March 2026.

NanoBanana, 2026, h, "mugs and colored blanket", AI-generated content by NanoBanana, Google DeepMind, using prompt: "use the attached image as reference. Recreate a similar image. there should be a bed on the side, and a dark wooden nightstand next to it. On the bed should be a pillow and a blanket. the pillow and blanket should be striped beige and yellow (as per color palette). the sheet on the bed should be beige (as per color palette). on the nightstand should be two mugs (similar to the attached image:) placed on checkered coasters. as well as the toast on a green plate (as per attached color palette). on the wall, add a picture frame on the wall, it should be a checkerboard pattern, green and pink (as per attache color palette) Professional lifestyle shot. Aspect ratio 2:3. top down shot", Generated on 15, March 2026.



NanoBanana, 2026, i, “man holds product basket”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “Use the same actor from the attached image. Create a photo of this man, standing, in front of a green wall (as per reference color palette). he is wearing a pink and beige, checkered set of pyjamas (as per attached color palette). his left hand is up halfway, facing up. and on his arm, is a set of pink, green, yellow and beige, striped blankets, with a plain beige blanket also. (as per attached color palette). his right hand, also halfway up in front of him, holds a product basket (as per attached image:). the man should be at the centre of the frame. Aspect ratio 2:3. Lifestyle shot.”, Generated on 15, March 2026.

NanoBanana, 2026, j, “man holds blanket up”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “a portrait of a man, in his yellow and beige striped pyjamas sat with a pink sleep eye cover on his face. behind him is a green studio flat matte surface. but you can see his hands, holding up a blanket right under his collar line, allowing for his collar to be visible, but not the rest of his body. He holds the blanket up on both sides. the blanket is pink and beige striped (as per attached color palette). poster editorial style, studio lighting. lifestyle shot, aspect ratio 2:3”, Generated on 15, March 2026.

Nanobanana, 2026, k, “couple cuddled up on couch”, AI-generated content by Nanobanana, Google Deepmind, using prompt: “an image of a man and a woman, laying on a couch at nighttime. They both wear matching checker-board Pyjamas (pink and beige as per attached color palette). The couch is green (as per color palette). The wall behind them should be pink. The couch is illuminated by a lamp right beside the table. the man is laying his head on the couch armrest and his feet are on the other side of the couch, crossed on top of each other. The woman, is laying on the man, cuddled up in his chest (shes laying face side down, with her face towards the floor. On the table next to them is also two clay mugs (green and beige as per attached color palette),matching the oil diffuser, with teabags hanging off them. Theres also a clay oil diffuser on the table (green and beige as per attached color palette), The mans arms are wrapped around the woman laying down on him, and both joined up at the top holding a book. The cover of the book is yellow. there should also be a blanket on top of their lower body part, covering it only partially, the blanket should be striped yellow and beige, as per attached color palette. Lifestyle shot. Studio professional shot. aspect ratio 3:2 landscape.”, Generated on 15, March 2026.

NanoBanana, 2026, l, “chill person”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “generate an image of a person from the following information: Calm - a peaceful energy Confident - a commanding presence Emotionally Intelligent - Special consideration Soft - Spoken Grounded, but not lazy Warm - Approachable and inviting Light-hearted and playful. Age: Late twenties Lives in a cozy apartment filled with plants Listens to soft music, lo-fi, jazz, occasionally some Bruno Mars Practices architecture Goes to the farmers market on her free time Chill vibe”, Generated on 15, March 2026.

NanoBanana, 2026, m, “ man and woman, side by side”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “A portrait of a 40 yr old man and a 25 yr old woman, standing next to each other, both smiling. The woman wears a pink and beige vertical striped set of pyjamas, and the man a green and beige set (as per attached color palette). The Wall behind them is pink on the side of the man, and green on the side of the woman (as per attached color palette). The shot shows their whole upper body part. Aspect ratio 1:1. Lifestyle shot.”, Generated on 15, March 2026.

NanoBanana, 2026, n, o, p, “target audience persona”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “create 3 target audience personas . one is a man aged 40, one is a 25 yr old woman and the last one a man aged 32. They should have the following characteristics: Digitally Active (Instagram, Pinterest, Facebook for the older demographic). Influenced by quality and aesthetics. Value mindful and slow living, but operate in fast paced environments. Budget conscious but will prioritise investing in important factors such as Health and Rest. What they want: A resting experience that feels intentional and restorative, devoid of technology dependence. High quality, long-lasting products that look good A brand that is considerate and understands the full scope of their lifestyle, offering a suitable solution Products that will bring life to them.”, Generated on 15, March 2026.

NanoBanana, 2026, q, “Yellow theme bed shy shot”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “create an image of a woman, laid in length on a bed. she should be wearing a yellow and beige (large vertical stripes) set of pyjamas. She needs to be laid in length on the bed on her back, facing up towards the ceiling. her arms crossed up on her pillow, and her hands under her head. her legs should be long sitting- straight. She should be laying down straight on the bed. Her hair should be dark brown and wavy. There needs to be a pink set of sleep eye covers on her eyes. i want the floor around the bed to be pink (as per the reference color palette). there should be a blanket on the bed, with large lateral stripes yellow and beige, similar to her pyjamas. the underblanket should be fully beige. add plain beige and pink striped pillows on the bed. The bed should be a bit messy, with part of the blanket covering her legs. On the bed should be a dark wooden tray, with biscuits on a plate, and a cup of milk tea next to it. 2:3 aspect ratio, lifestyle shot. Above the head shot (The bed should be at the centre of the frame, in length)”, Generated on 15, March 2026.

NanoBanana, 2026, r, “woman holds product basket in bed”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “recreate a similar image of a woman laid in bed, on her side. Use the exact same colors for all the elements. the woman, laid down, should instead be holding the product basket from the attached image: . her arms should be around the basket while she holds it close to her chest.”, Generated on 15, March 2026.

NanoBanana, 2026, s, “woman in bed with product basket”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “recreate a similar image with the exact same colors, but replace the products on the bed by the product basket attached in the following image:. aspect ratio 2:3 vertical, lifestyle professional shot. Aerial shot”, Generated on 15, March 2026.



NanoBanana, 2026, t, “Pink collection Basket shot”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “use the attached image as reference. Create a product package set of products. The general theme should be pink. The products should include: A pink period water bottle, a set of folded up pyjamas (beige and pink checkerboard pattern, as per attached color palette). two sets of socks (with a thin cardboard wrap holding the socks together). the socks should be 1 set of pink socks and one beige (as per attached color palette). Also add the pink sleep eye covers, a pink box of chocolates (as per attached color palette). there should be a small box also, containing chamomille tea, one teabag should be hanging off the edge of the box. Finally, add a set of pink womens period underwear (as per attached color palette). all should be held up by a hand and a basket. the background should also be similar. aspect ratio 2:3, professional studio shot.”, Generated on 15, March 2026.

NanoBanana, 2026, u, “Toast and coffee”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “Use the attached image as reference and create a similar image for me. Create an image of a mug, exactly the same to the one attached in the picture: also use the same teabag hanging off. The mug should be placed onto a plain pink blanket, almost sinking into the blanket. around the blanket, should be pillows around the top. They should be striped green and beige (as per attached color palette). on the bottom side, around the pink blanket should be the similar green and beige striped blankets (as per attached color palette). Next to the mug sinking into the pink blanket, should be a small wooden coaster themed with a checkerboard yellow and beige pattern (as per attached color palette). It should be placed mostly on the green and beige blankets, but still covering a bit of the pink blanket in the middle. On top of the (wooden varnish finished) coaster, should be a toast, with a subtle layer of butter, but with yellow, almost orange jam on top (pineapple jam). In the middle right corner, should be a piece of book, spilling onto the pink blanket (coming from out of frame. professional lifestyle shot. Aspect Ratio 2:3 vertical shot.”, Generated on 15, March 2026.

NanoBanana, 2026, v, “Yellow Product set”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “Create and image of a set of self-care products, laid out on a table (as per the image attached). The image should only include the self-care products; Maybe add decorative elements like sunflowers. The self-care, products should all share a similar theme and design language, as if all part of the same set. Use a similar beige backdrop (as per the attached picture). The objects should be yellow themed (as per the attached color palette). The bottles should be glass. The other products premium, but with minimalistic branding. There should be a hairbrush, a guasha, a face roller, one eyedropper serum bottle, one candle, a pot of cream, one face spray bottle. The face roller should be quartz, also yellow themed (as per the attached color palette). Studio lighting, Overheadshot/ shot from above. the image should be centered and in a 2:3 aspect ratio. Follow up: Add decorative elements to enhance the image.”, Generated on 15, March 2026.

Nanobanana, 2026, x, “man laid in length on bed”, AI-generated content by Nanobanana, Google Deepmind, using prompt: “create an image of a man, laid in length on a bed. he should be wearing a green and beige (large vertical stripes) set of pyjamas (as per the attached color palette) . he needs to be laid in length on the bed on his side, with his head propped up on his one hand, leaned on his elbow. his legs should be long sitting, stacked on top of each other. he should be laying down diagonally on the bed. His hair should be dark brown. There needs to be a green set of sleep eye covers on his eyes. i want the floor around the bed to be pink (as per the reference color palette). there should be a blanket on the bed, with large lateral stripes green and beige. the underblanket should be fully beige. add plain beige and green striped pillows on the bed. The bed should be a very messy, with part of the blanket in between his stacked legs. On the bed, in front of him, should be a dark wooden tray, with a bowl of oats, nuts and blueberried, a cup of black coffee next to it. 2:3 aspect ratio, lifestyle shot. Above the head shot (The bed should be at the centre of the frame, in length)”, Generated on 15, March 2026.

NanoBanana, 2026, y, “pink collection model shot”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “On the same studio background, add a female model, she should be holding up the basket in her arm, as if holding a baby, smiling at the camera, wearing the pink and beige pyjamas. she should also have beige fuzzy socks on. lifestyle shots. professional studio shot. aspect ratio 2:3”, Generated on 15, March 2026.

NanoBanana, 2026, z, “woman, skyshot, toast and coffee”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “Use this image as reference and create a picture of a woman, laying in bed. under blankets. At the top of the bed, should be 4-5 pillows. They should be pink and green checkered (as per color palette for some. And two or three of them should be either only pink or only green (as per color palette)., the sheets underneath, should be beige (as per color palette). there should be a big green blanket (as per attached color palette), covering most of the bottom two thirds of the bed, as well as the legs of the woman. The woman, should be laying sideways, on her elbows, holding up a book with her two hand, reading. on the bed should be the same mug, toast and coaster as per the following attached picture: . The woman should also be wearing a checkered pink and beige set of pyjamas (as per attached color palette). An aerial Top shot of the bed (centered in the middle of the frame). Aspect ratio 2:3, vertical shot. Professional lifestyle shot.”, Generated on 15, March 2026.

NanoBanana, 2026, a1, “Reading in bed (pink)”, AI-generated content by NanoBanana, Google DeepMind, using prompt: “this is perfect. try a version where pink is the main palette instead of yellow. let the feet be straight, crossed on top of each other. similar socks. a similar beige sheets on the bed. remove the plants, instead add pink sleep eye covers on one side and, on the left side, some biscuits, on a yellow plate (as per the reference palette. use a similar amount of negative space, an above the head composition, and make the cushions yellow (as per the reference palette).”, Generated on 15, March 2026.



NanoBanana, 2026, b1, "Apply serum in the mirror", AI-generated content by NanoBanana, Google DeepMind, using prompt: "Create a lifestyle shot of a man, standing in front of his sink. The man is wearing green and beige striped pyjamas (as per attached color palette). The pyjamas should also be a bit wrinkled. He should be facing his mirror. In his left hand, a small transparent glass bottle (with a plain white label), without the cap on. In his right hand should be the eyedropper cap, held up to his face with his hand at the top, with a drop of the transparent serum on his cheek. The mans hair should be dark brown, short and straight. The mirror should be vintage art deco mirror, preferably rounded at the top, and squared at the bottom. The sink in front of him, should be a vintage design, matching the decor, and pink (as per attached color palette). the wall around the mirror should be yellow (as per attached color palette). The table around the sink should be a green (as per attached color palette). on the table should be a green eye sleep cover on the side. also a beige cup, holding toothbrushes, green yellow and pink (as per color palette. also a crumpled up yellow and beige striped face towel. also add a cream colored pot of cream, opened, with the yellow lid on the side (as per attached color palette). The shot should be from his perspective, with the mirror and sink at the centre of the frame. Aspect ratio 2:3. Lifestyle shot, 2k", Generated on 15, March 2026.

Nanobanana, 2026, c1, "reading in bed", AI-generated content by Nanobanana, Google Deepmind, using prompt: "recreate a similar image. i want the blanket to be striped with yellow and beige, also a beige underblanket. also add some green, yellow and beige (as per attached color palette). the model should be sat up crossed legs, partially covered with the blankets, holding a pink mug (as per the reference palette) in one hand and a book in the other hand. The model should have similar alpaca wool socks. leave a similar amount of negative space (similar to attached picture). 2:3 aspect ratio, lifestyle shot. Similar above the head shot (as per reference image).", Generated on 15, March 2026.

NanoBanana, 2026, d1, "Burgundy Clay oil diffuser", AI-generated content by NanoBanana, Google DeepMind, using prompt: " An oil diffuser, white and burgundy colored, on a wooden nightstand. The wall behind the nightstand should be a dark burgundy also and there should be warm dusk lighting tones. ", Generated on 15, March 2026.

NanoBanana, 2026, d1, "Oil diffuser lifestyle shot", AI-generated content by NanoBanana, Google DeepMind, using prompt: "Recreate a similar modelling image for the brand. use a different model. a woman. i want her laying on her cozy couch, feet up, crossed one on top of the other, her head resting on the couch's armrest. She should have the table with the wellness products on the side as well. this time make the loungewear more like pajamas, striped still. but I want her to have a sleep eye mask on. it should be burgundy, to match the theme. make the shot an overhead, from behind her. the source of light coming from behind the camera.", Generated on 15, March 2026.

NanoBanana, 2026, e1, "Lifestyle side bed shot", AI-generated content by NanoBanana, Google DeepMind, using prompt: "recreate a similar style image. I want the blanket to be striped with yellow and beige, also a beige underblanket. the floor should be pink (as per reference color palette). The background wall should be a similar muted tone. also add some green, yellow and beige pillows (as per attached color palette). the model should be sat up crossed legs, partially covered with the blankets, holding a green cup in one hand and a book in the other hand. leave a similar amount of negative space (similar to attached picture). Aspect ratio 9:16, lifestyle shot." Generated on 15, March 2026.

