PALDINE GROUP

B R A N D S T Y L E G U I D E

Fresh dairy, juice & poultry, made with care Bamenda, Cameroon

VERSION 1.0 · 2026

Primary Logo, Product Marks & Wordmark

Primary Logo

Use wherever full brand recognition is needed: shop signage, invoices, delivery vehicles, formal documents, social profiles.

Product Marks

Dedicated crests for each product line. Use on that product's packaging, labels, and dedicated marketing — never swap one product's crest onto another's packaging.

Future lines (Ice Cream) will receive a matching crest before launch.

Wordmark

A typographic-only treatment for space-efficient or editorial applications: letterhead, packaging fine print, website footers.

Paldine Group

IN DEVELOPMENT APPROVE BEFORE USE

01 — FOUNDATION

Introduction

Paldine Group is more than a food company. It is a daily promise — that what a family buys from us is fresh, honest, and made with real care.

This guide exists to protect that promise as Paldine grows: across packaging, wholesaler relationships, delivery vehicles, the new Nkwen shop, social media, and every conversation a customer has with our brand.

A trusted food brand isn't built by a logo alone. It's built by showing up the same way, every day, in every shop, every cup, every delivery.

THIS GUIDE IS FOR

Designers & packaging vendors · Social & content teams

Shop & production staff · Delivery & wholesale partners

Future investors & collaborators

“Trust is the first ingredient in everything we make.”

Every decision made around Paldine should reinforce one thing: fresh, trusted, made-in-Bamenda quality at a price every family can reach.

OUR BEGINNING

A Kitchen in Bamenda

Paldine Group began in a home kitchen in Bamenda, not a boardroom.

Our founder, Ringnyu Claudine, started making yogurt the way families have always trusted most — fresh, simple, made by hand. From the very first batch, something became clear: the demand was never the problem. Shops, hospitals, and petrol stations wanted more than we could produce.

What started with yogurt grew into fresh fruit juice, and into raising healthy poultry for local families.

“We didn't have to convince Bamenda to want Paldine. We just had to keep up.”

THE STORY IN ONE LINE

A brand that Bamenda asked for before it was ready — and has been catching up ever since.

Every product carries the same standard: made properly, sold honestly, and priced so ordinary households can afford something good.

Paldine Group exists to bring dependable, fresh, home-quality food to more tables across Bamenda — and, in time, across Cameroon.

01 — FOUNDATION

Who We Are

Paldine Group is a Bamenda-based food and beverage company producing fresh yogurt, fruit juice, and poultry for households, shops, hospitals, and petrol stations across the North West Region.

Our world is built around one idea: **fresh, affordable, dependable food, made close to home.**

Paldine Group is not trying to be an imported luxury brand. We are trying to be the brand a Bamenda family reaches for first, because they know exactly what they're getting, every single time.

Y

Yogurt

250g / 500g / 1kg fresh dairy yogurt

J

Juice

Fresh pineapple & papaya juice

P

Poultry

Live fowl today, fried chicken as we scale

I

Ice Cream

Coming soon at the Nkwen facility

01 — FOUNDATION

Vision & Mission

VISION

To become the most trusted everyday food and beverage brand in Bamenda and across Cameroon — known for freshness, honesty, and food that families can always count on.

MISSION

Paldine Group exists to supply households, retailers, and institutions with fresh, quality dairy, juice, and poultry products at a price that respects ordinary families — while building a proudly Cameroonian brand people are glad to buy local.

01 — FOUNDATION

Our Brand Values

01

Freshness

Nothing sits, nothing waits. Made to be sold today.

02

Honesty

What's on the label is what's in the cup.

03

Affordability

Good food shouldn't be a luxury.

04

Community

Bamenda believed in us first. We build with our community.

05

Consistency

Every cup, every bottle, every bird. The same standard.

06

Hard Work

Built by hand, one batch at a time.

07

Pride

Proudly Cameroonian. Proudly Bamenda-made.

“Seven values, one standard — every day.”

01 — FOUNDATION

Promise & Positioning

OUR BRAND PROMISE

Paldine Group promises every customer food that is fresh, honestly made, and priced fairly so that families across Bamenda can trust what they put on their table, every day.

BRAND POSITIONING

Paldine is **the dependable, everyday local food brand** not an imported premium label, not the cheapest unbranded option either. We are built on freshness, trust, and reach.

WE STAND AT THE INTERSECTION OF

home-made quality and industrial reliability · local pride and growing ambition · everyday affordability and real product standards

FRESH • HONEST • LOCAL • DEPENDABLE • AFFORDABLE • PROUDLY CAMEROONIAN

01 — FOUNDATION

Target Audience

PRIMARY

Wholesalers & Institutional Buyers

Shop owners, hospitals, and petrol stations who resell Paldine products and need reliable, consistent supply they can restock often.

Needs: consistent supply, fair pricing, dependable delivery, a brand their customers already trust.

SECONDARY

Households & Families

Everyday families in Bamenda buying yogurt, juice, and poultry for home consumption.

Matters: freshness, taste, price, trust, availability near them.

EXTENDED

New Retail & Dine-In Guests

Customers visiting the Nkwen shop directly for fresh yogurt, ice cream, or fried chicken, on site.

Needs: a pleasant, welcoming place to sit, sample, and enjoy the brand in person.

01 — FOUNDATION

Personality & Tone of Voice

WARM · STRAIGHTFORWARD · HARDWORKING · PROUD · ENERGETIC · DOWN-TO-EARTH · DEPENDABLE

We speak like a brand that grew up in the same neighborhood as our customers — because we did.

WE ARE	NOT	IN PRACTICE
Warm	Distant	We talk like people, not a corporation
Proud	Boastful	Proudly local, without talking down to anyone
Straightforward	Clinical	We say what's true, plainly and warmly
Energetic	Chaotic	Enthusiastic about good food, not loud for its own sake

01 — FOUNDATION

Messaging Pillars

01 Fresh, Every Single Day

Paldine products are made to be sold and eaten fresh — never sitting, never stale.

02 Honest Food, Honest Prices

We don't inflate quality claims or prices. What you see is what you get.

03 Made Here, For Here

Paldine is proudly produced in Bamenda, for Bamenda families first.

04 Built on Trust, Not Just Taste

Wholesalers and families return because they know exactly what to expect.

05 Growing With Our Community

As Paldine scales, our neighborhood and staff grow with us.

Tagline Options

Flexible brand lines for packaging, delivery vehicles, social media, and campaigns. The recommended primary line should anchor all formal brand communication.

- Fresh Every Day, Trusted Always.
- Fresh. Honest. Local.
- Made in Bamenda. Made for You.
- Freshness You Can Taste, Trust You Can Feel.
- Good Food, Honestly Made.
- Proudly Cameroonian, Proudly Fresh.
- From Our Kitchen to Your Table.
- Quality That Doesn't Cost the Earth.
- The Taste of Home, Every Day.
- Fresh Beginnings, Every Morning.

RECOMMENDED PRIMARY TAGLINE

Fresh Every Day, Trusted Always.

02 — BRAND IDENTITY

Logo Overview

The Paldine Group logo is the signature of the master brand it represents the company across wholesaler invoices, the Nkwen shop, delivery vehicles, and formal communication.

Alongside it, each product line carries its own mark: Paldine Yogurt and Paldine Chicken each have a dedicated crest, so every product feels specific and trustworthy on its own packaging, while still belonging to the Paldine Group family.

The system is designed to be recognisable, warm, and legible at market-stall scale as well as on formal documents — every mark must work as well printed small on a yogurt lid as it does on a shop sign.

SYSTEM PRINCIPLE

One master mark (Paldine Group) + dedicated product crests (Yogurt, Chicken, and future lines) never one generic logo stretched across everything.



MASTER BRAND MARK



YOGURT



CHICKEN

Product crests, used on packaging & product-specific materials

Primary Logo, Product Marks & Wordmark

Primary Logo

Use wherever full brand recognition is needed: shop signage, invoices, delivery vehicles, formal documents, social profiles.

Product Marks

Dedicated crests for each product line. Use on that product's packaging, labels, and dedicated marketing — never swap one product's crest onto another's packaging.

Future lines (Ice Cream) will receive a matching crest before launch.

Wordmark

A typographic-only treatment for space-efficient or editorial applications: letterhead, packaging fine print, website footers.

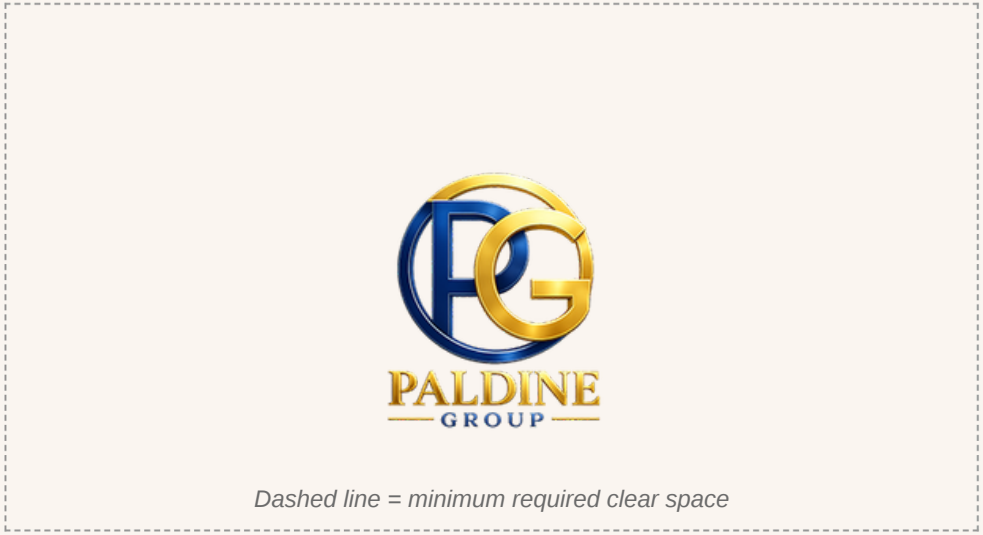
Paldine Group

IN DEVELOPMENT — APPROVE BEFORE USE

Clear Space & Minimum Size

CLEAR SPACE

Always surround every Paldine mark with clear space at least equal to the height of the gold ribbon banner at the base of the logo. No text, other logos, or busy graphics should crowd the mark.



Dashed line = minimum required clear space

MINIMUM SIZE

Never shrink the logo below the point where the ribbon text becomes unreadable. As a rule of thumb: 15mm diameter in print, 60px in digital, for the full mark.



30mm — signage



18mm — packaging



15mm — minimum

Logo Misuse

To protect recognition across every shop, cup, and delivery vehicle, the Paldine marks must never be altered. Use only approved brand files.

- ✕ Stretch, compress, or distort the logo
- ✕ Recolour outside the approved palette
- ✕ Add shadows, outlines, or gradients
- ✕ Rotate or tilt the mark
- ✕ Swap one product's crest onto another's packaging
- ✕ Recreate the wordmark in another font
- ✕ Place on low-contrast or busy backgrounds
- ✕ Use low-resolution or screenshotted copies

✓ Always use the official logo files, at approved sizes, with proper clear space, on clean backgrounds.

Typography System

Typography should feel warm, sturdy, and easy to trust — confident enough for a shop sign, clear enough for a nutrition label.

DISPLAY TYPEFACE

Paldine Aa

Used for: headlines, packaging hero type, campaign titles, section openers. Adds warmth, confidence, and a sense of heritage.

Recommended: Merriweather, Roboto Slab, or Lora (a sturdy, warm serif — not a delicate editorial one)

BODY TYPEFACE

Paldine Aa

Used for: body copy, nutrition labels, wholesaler documents, website and social content. Clear at small sizes on cups and labels.

Recommended: Montserrat, Open Sans, or Lato

Brand Colour Palette

Paldine's palette is built on Navy and Gold — trust and quality — supported by Sky Blue for the Yogurt line and warm neutrals for breathing room.

Paldine Navy
#1F3B5C
RGB 31,59,92

Paldine Gold
#B8860B
RGB 184,134,11

Sky Blue
#3E9BD6
RGB 62,155,214

Dark Gold
#8C6A0A
RGB 140,106,10

SUPPORTING & NEUTRAL

Ivory Cream
#FAF7F2

Warm White
#FFFFFF

Charcoal Text
#2B2B2B

Warm Sand
#EFE7D8

Colour Usage Logic



35% Navy
Main anchor—headers, master logo, formal documents

20% Gold
Accents,rules,premium touches, ribbon details

15% Sky Blue
Freshnesscues,Yogurt line packaging & accents

25/5%
Neutrals / Dark Gold
Breathingroom,andselective deep accents

USAGE PRINCIPLES

Let Navy lead brand recognition · Use Gold to mark quality and premium touches · Use Sky Blue specifically for the Yogurt line's freshness story
Use neutrals generously Paldine should never feel cluttered · Avoid using all colours at equal strength in one design

Visual Identity & Photography Direction

Paldine's visual world should feel real, warm, and appetising a genuine kitchen and market energy, not a staged studio shoot. Every image should make people trust what they're about to eat or drink.

PHOTOGRAPHY MOOD

Warm, natural light · Genuine, unposed moments · Vibrant product close-ups · Real production & real customers

PRODUCT IMAGERY

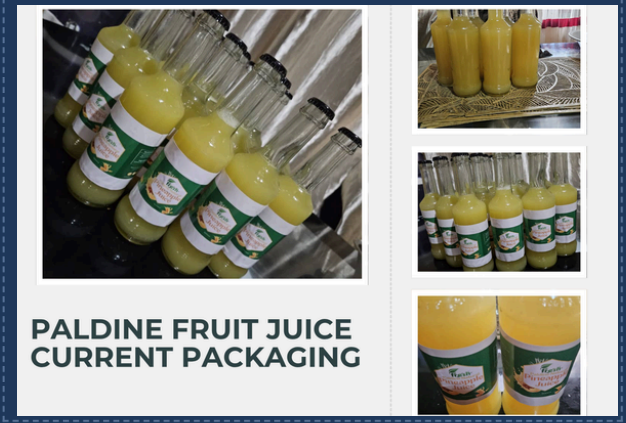
Fresh, glossy, appetising close-ups · Condensation, texture, real fruit · Bright, clean backgrounds

PEOPLE IMAGERY

Real staff, real customers · Genuine smiles · Community & neighborhood feel, not stock-model polish







REAL · WARM · FRESH · VIBRANT · TRUSTWORTHY

Packaging Direction

Packaging is where trust is won or lost it must protect the product, display nutrition information clearly, and feel unmistakably Paldine even before the logo is spotted.

PACKAGING PRINCIPLES

Clean, legible, and food-safe · Consistent colour-coding per product line · Clear nutrition & shelf-life labeling · Affordable to produce at scale · Tamper-evident sealing

CONFIRMED PACKAGING FORMAT

Direct-print PP plastic cups (150ml / 300ml / 500ml) with food-grade aluminum foil sealing film and matching lid spoons sourced and quoted from Suzhou Lucky Time Pack Material Co., Ltd.

Cup printing should carry: product crest, Navy/Gold or Sky Blue colour-coding by line, nutrition panel, and shelf-life statement.



03 — BRAND IN ACTION

Social Media Brand Expression

Social media is where Bamenda meets Paldine every day — it should feel as fresh, warm, and trustworthy as a visit to the shop itself.

CONTENT MOOD

Warm and community-first · Real, not overly polished · Product-proud · Helpful and inspiring · Energetic, never chaotic

CONTENT MIX

Fresh-batch & production moments · Wholesaler & customer shoutouts · Behind-the-brand warmth · Nkwen shop & dine-in moments · Offers presented simply, never pushy

CAPTION STYLE

Caring and plain-spoken · Simple to understand · Proud without boasting · Confident, never sales-heavy

"This is fresh." · "I trust this brand." · "This feels like home." · "I want to support local."

Customer Experience Principles

1. **Treat every customer like a neighbor**

   Not a number — whether it's a wholesaler or a household buying one cup.

2. **Never let a wholesaler run short without notice**

   Their business depends on our reliability. We communicate early.

3. **Freshness is non-negotiable, every time**

   No exceptions, no shortcuts, no matter how high demand runs.

4. **Be honest about supply, price, and timing**

   If we're short, we say so — plainly and early.

5. **Make the Nkwen shop a place worth visiting**

   Welcoming, comfortable, and proud to show off the brand in person.

6. **Build loyalty through consistency, not promotions**

   Customers return because they trust what they'll get — not because of a discount.

7. **Treat every complaint as a chance to earn trust back**

   Respond calmly, fix it fairly, and follow up.

"Every interaction should feel like care in action."

The Future of Paldine Group

What began in a home kitchen in Bamenda is intended to become something larger: a trusted household name across the North West Region, and in time, across Cameroon.

Our ambition is to build more than a shop and a delivery route. We are building a standard — for freshness, honesty, and fair pricing — that raises what families in our region can expect from a local food brand.

Paldine Group began because a kitchen couldn't keep up with what Bamenda wanted.

Its future is to make sure it never has to say no again.

Fresh every day.

Trusted always.

Proudly made in Bamenda.

QUICK REFERENCE

Quick Brand Reference

A one-page cheat sheet for designers, vendors, printers, and collaborators.

BRAND ESSENCE

Fresh, honest, everyday dairy, juice & poultry, proudly made in Bamenda.

PRIMARY AUDIENCE

Wholesalers (shops, hospitals, petrol stations), plus households and Nkwen shop visitors.

BRAND PERSONALITY

Warm, straightforward, hardworking, proud, energetic, dependable.

CORE PROMISE

Fresh, honestly made, fairly priced food families can always trust.

PRIMARY TAGLINE

"Fresh Every Day, Trusted Always."

COLOUR DIRECTION

Paldine Navy · Gold · Sky Blue · Ivory Cream · Warm White



LOGO USE

Approved files only. Maintain clear space. Never distort, recolour, or swap product crests.

TONE OF VOICE

Warm, proud, straightforward, energetic, dependable.



PALDINE GROUP

Fresh every day. Trusted always.

Bamenda, Cameroon