



Okay

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A lighter drink without the extra pressure.

“Not everything needs to be a big deal.”

PROBLEM

Low/no alcohol is often framed through restriction, wellness or self-improvement. For young adults, that can turn a simple drinking choice into another thing to explain.

INSIGHT

Everyday life already carries enough pressure. Choosing what - or how much - to drink should not add another one.

RESPONSE

Okay keeps the social ritual of having a drink, but removes the drama around choosing lighter.

Why Okay?

Okay is both the brand name and the brand's response to everyday pressure. It turns an ordinary phrase into a repeatable attitude: familiar, permissive and deliberately low-key.

Brand / Campaign

LIFE IS HARD. BUT IT'S OKAY.

Monday again?

It's okay.

Don't want to socialise?

It's okay.

One Drink, Good Night.

It's okay.

Okay

THE WORD IS THE MARK

The identity avoids adding a separate symbol simply to make the brand feel 'branded'. The word Okay already carries the idea, tone and campaign mechanism.

Name

Okay

Role

Brand name + response

Behaviour

Large. Direct. Ordinary.

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ? ! . , : ;

DISPLAY
(Regular)

Okay

BODY
(Medium)

Not everything needs to be a big deal.

HEADING
(Semi Bold)

Monday again?

Same grammar, Different behaviour.

Campaign executions adapt to context rather than repeating one key visual. The constant is the Okay grammar: an everyday tension, the dog as attitude, and a simple response.

Illustration Design

Packaging Design

Billboard

Poster Campaign

Social Media

The Okay Dog

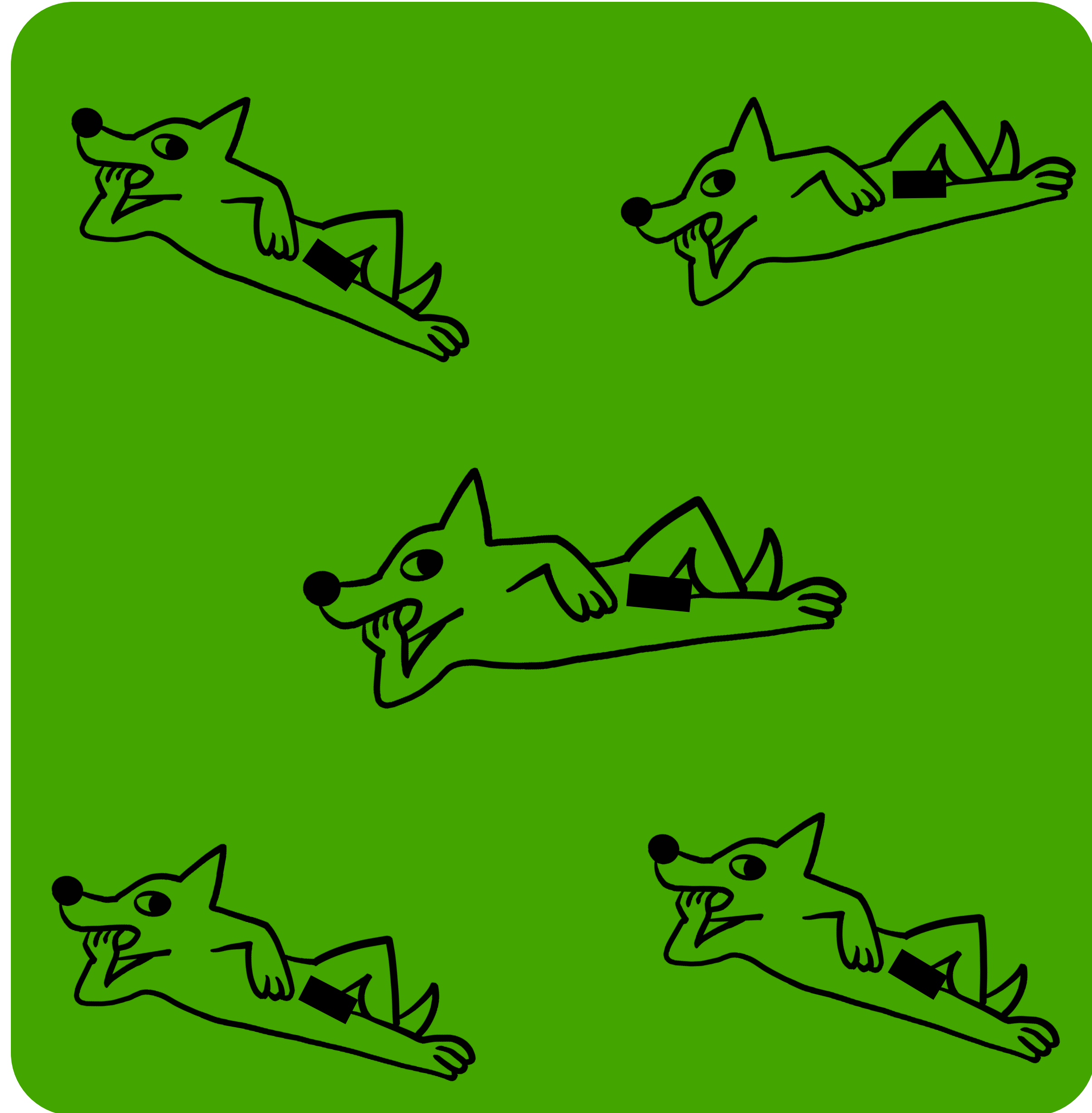
The dog is not a decorative mascot. It is an alter ego for everyday adult life - tired, distracted, overthinking, staying in, doing very little. Its behaviour gives physical form to the brand attitude.

ROLE

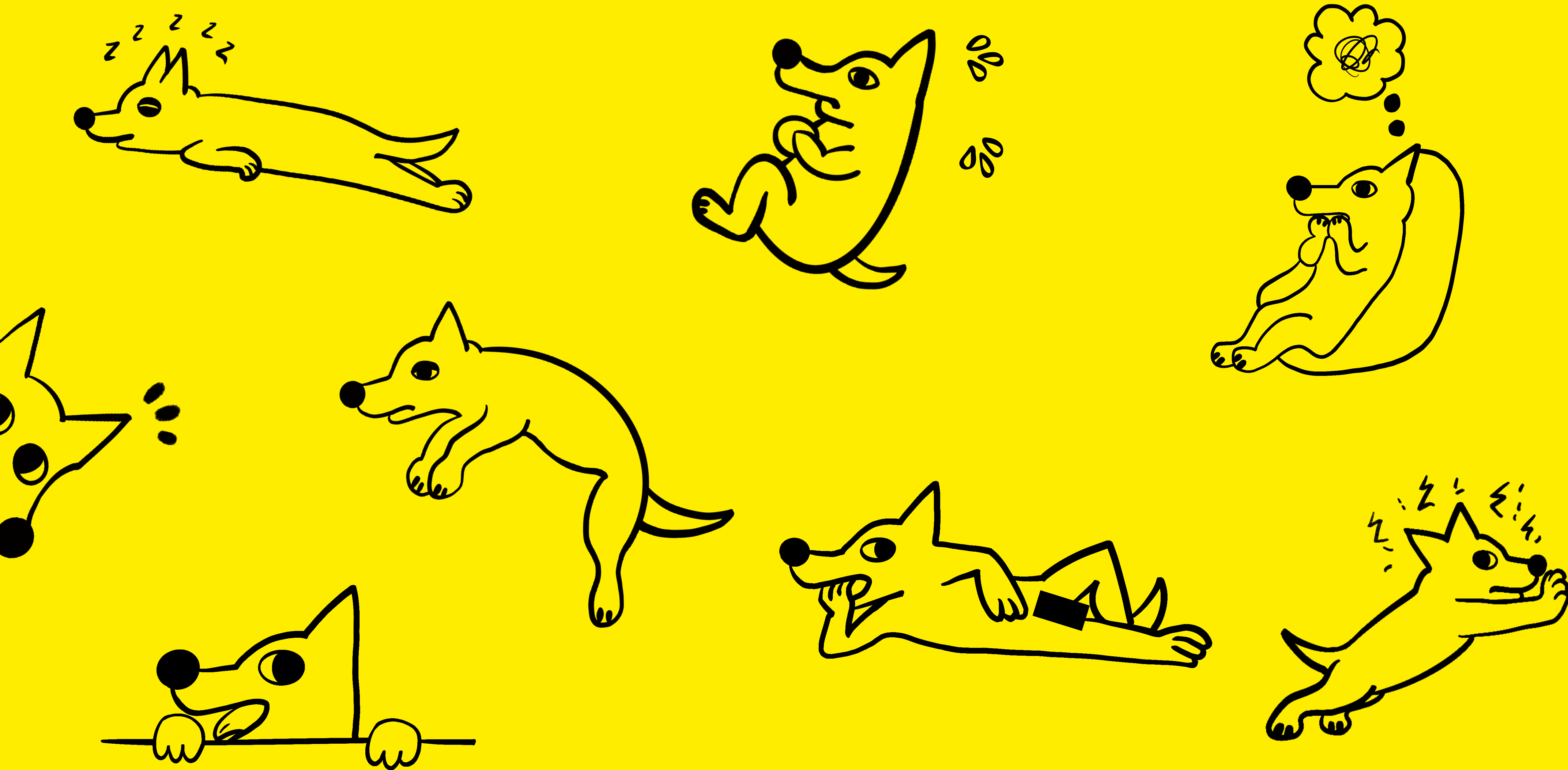
Audience alter ego

STYLE

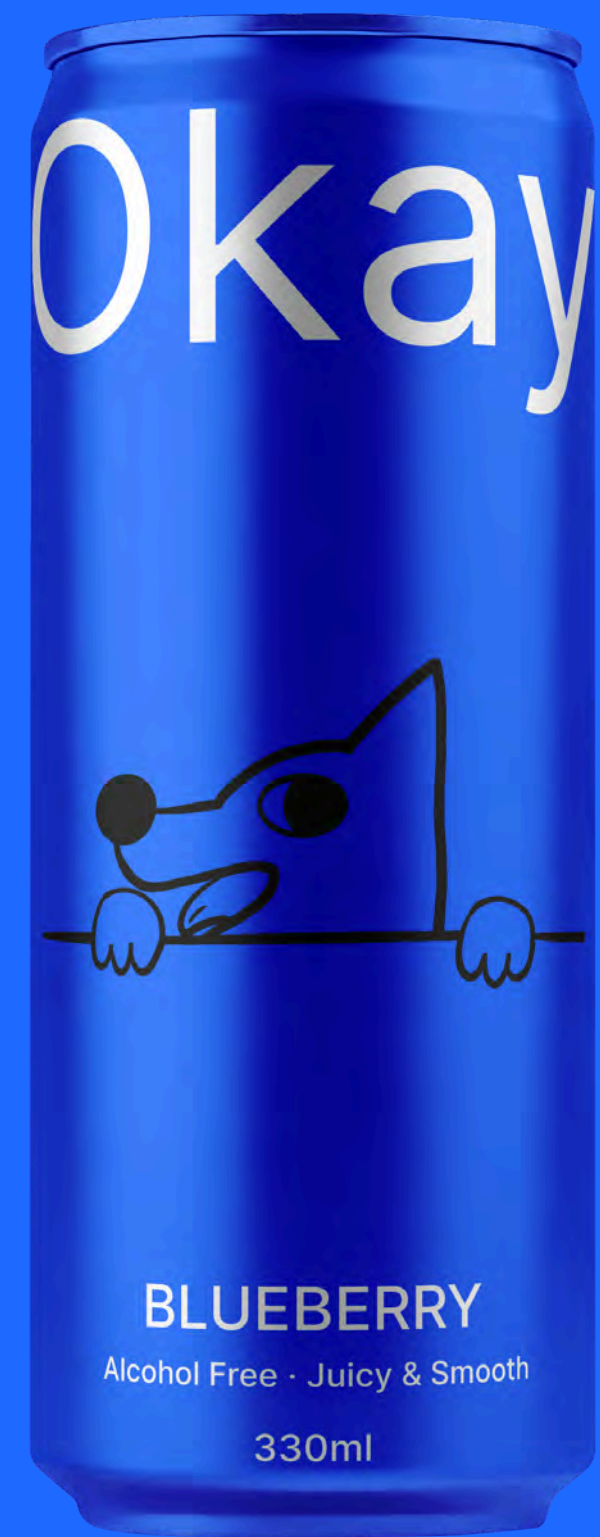
Loose line / Dry humour.



Okay Dog Family



BLUEBERRY



1461FF

STRAWBERRY



DD1D1B

LIME & MINT



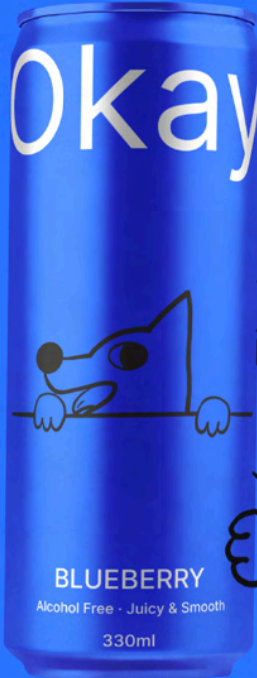
42A501



Full motion design outcomes are included in the supporting files



Don't want
Social Tonight?
It's okay.



Okay

BLUEBERRY
Alcohol Free • Juicy & Smooth
330ml

The billboard features a solid blue background. On the left, white text reads 'Don't want Social Tonight?' followed by 'It's okay.' in a larger, bold font. On the right, a blue can of 'Okay' brand Blueberry beverage is shown. A white line-art cartoon cat is peeking out from behind the can. The can has the word 'Okay' in white at the top, and 'BLUEBERRY', 'Alcohol Free • Juicy & Smooth', and '330ml' at the bottom. The entire billboard is set within a dark, modern architectural frame with glass panels and recessed ceiling lights.







Life is hard

But it's

