Jas Hair

Client project · 2025

Brand identity, labels and launch visuals

Natural-hair care · Maryland, USA

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studio



• The brief

Three good products. No face yet.

The client, and why they came to us

Jas Hair makes plant-based care for natural and curly hair in Maryland: a leave-in cream, a nourishing pomade and a growth oil. The formulas were ready, in off-the-shelf jars and bottles with no label. The founder came to us for an identity, the labels and the first images to launch with.

The problem we identified

Hair care is bought on trust, and judged on the shelf before it is ever opened. The missing piece was not a logo: it was a face. A three-product range had to look cared for, consistent and established from its very first image.

“How does a three-product brand earn trust at first glance?”

The audience

Women with natural and curly hair who read the ingredients first. They want care that celebrates their hair as it grows, not products that promise to correct it.

Three guiding words

Rooted

Grounded in Black beauty and heritage. Never performative.

Nurturing

Gentle, plant-based formulas you can read.

Radiant

Warm and confident. It uplifts rather than corrects.

The method

Four phases, from bare bottle to range

Each phase hands the next one something it can rely on. Nothing was designed in isolation: the mark was drawn knowing it would sit on a jar lid.

01

Brief and products

The products, the client's photos and the sizes of every container. What the brand must say, and to whom.

02

The mark

One mark, then a family of five forms, from a shop sign down to a small icon.

03

The label system

One label architecture for three products and three container formats, delivered as print files.

04

Previsualisation

Every container modelled in 3D at its real size, then labelled, lit and staged for launch.

TIMELINE

June to August 2025

DELIVERABLES

Logo family · Guidelines · 7 labels · 3D product images · Launch posts



Jas Hair

Natural hair, natural love

PRIMARY LOGO, REVERSED ON DEEP PRUNE

Solution

One mark, two stories



A woman in profile, crowned with a flowering afro. Her hair runs down into a sculpted J: the initial of Jas, and a strand of natural hair at the same time.

The crown

A natural afro in motion. Heritage and pride, never stylised away.

The blossoms

Three champagne-gold flowers for the plant-based ingredients in every formula.

The J strand

The hair becomes the letter. The brand initial grows out of the hair itself.

The wordmark

A light, elegant serif: calm and lasting, to balance the organic drawing.

Solution

A family of five, one for every surface

The full logo carries the whole story. Each smaller form keeps only what still reads at its size: at the smallest, the blossoms and the dot are left out so the profile and the J stay clear.



01 · PRIMARY, STACKED



02 · WITHOUT TAGLINE



03 · HORIZONTAL



04 · BRAND MARK



05 · SMALL MARK



REVERSED, SINGLE COLOUR

Solution

Rich, rooted, warm

Deep Prune carries the packaging. Seal Brown draws the mark. Champagne Gold holds the botanical note, Raspberry Rose adds energy in small doses, and Powder Nude gives the brand room to breathe.

Deep Prune

#4B0E20
RGB 75 · 14 · 32
CMYK 0 · 81 · 57 · 71

Packaging base

Seal Brown

#401F14
RGB 64 · 31 · 20
CMYK 0 · 52 · 69 · 75

The mark, text

Powder Nude

#F2DAD0
RGB 242 · 218 · 208
CMYK 0 · 10 · 14 · 5

Backgrounds, space

Champagne Gold

#C9C185
RGB 201 · 193 · 133
CMYK 0 · 4 · 34 · 21

Botanical accents

Raspberry Rose

#A43C57
RGB 164 · 60 · 87
CMYK 0 · 63 · 47 · 36

Highlights, energy



PROPORTIONS ACROSS BRAND APPLICATIONS

Solution

One for the soul, one for clarity

Aa

DISPLAY AND HEADINGS

Palatino Linotype

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz · 0123456789

A classical serif for the wordmark, headlines and product names. Warm and timeless: it carries the artisanal side of the brand.

Aa

BODY AND LABELS

Josefin Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz · 0123456789

A geometric sans with a light art-deco touch. Clear at small sizes, where it matters most: ingredients, directions, running text.

H1 · DISPLAY	Natural hair, natural love
EYEBROW	KEY NATURAL INGREDIENTS
BODY	Aloe-based detangling cream for natural and curly hair.

• Packaging

One label, three formats

Every label follows the same architecture: the reversed logo on Deep Prune, a line drawing of the key ingredient, then description, ingredients and directions, always in the same place. Know one product, and you can read the next.



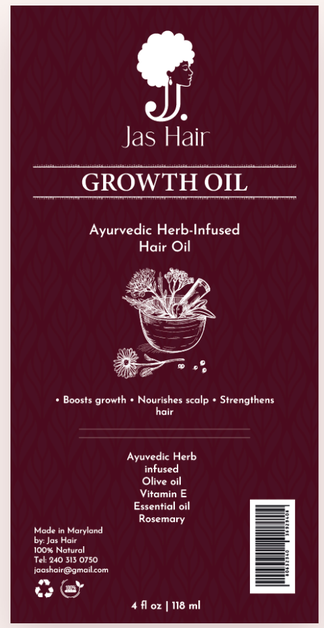
JAR LABEL · LEAVE-IN CREAM · 7 × 2 IN



JAR LABEL · NOURISHING POMADE · 7 × 2 IN



LID LABELS · 2.5 IN



BOTTLE LABEL · GROWTH OIL · 40 × 80 MM

Seven labels in total, delivered as print-ready files at their real sizes.

• Previsualisation

Same bottle. No photo shoot.

There was no studio shoot, and no label had been printed yet. Building the containers in 3D at their real size gave the brand finished product images before the first label came off the press.



BEFORE · THE GROWTH OIL, UNLABELLED, PHOTOGRAPHED BY PHONE



AFTER · THE SAME BOTTLE, MODELLED, LABELLED AND LIT

• Previsualisation

Measured first, then lit

The scene starts in clay: every jar and the bottle are built to the dimensions of the real containers, so proportions and label sizes are right before any material is applied.

Then materials, labels and light. Because the scene stays in 3D, a new angle or a new product is a new render, not a new shoot.



THE SCENE IN CLAY



THE SAME SCENE, FINISHED

Brand in context

The range, staged in its own colours

The set is built from the palette itself: Raspberry Rose arches, Deep Prune labels, cream and gold in the jars. Every image already reads as Jas Hair before the logo is seen.



LEAVE-IN CREAM · GROWTH OIL · NOURISHING POMADE



Brand in context

Ready for launch day

The renders became the launch posts: one for the range, one per product, with the same headline and the same way to order. The mark was also tested where it has to read from across a street.













LAUNCH POSTS, SOCIAL MEDIA

SIGNAGE STUDIES



“Everything was clear and precise. You asked me what I wanted and did everything possible to give it to me. The deadline was respected. I am happy and satisfied.”

CLIENT · JAS HAIR

A brand does not start with a big budget. It starts with a clear idea, carried the same way from the mark to the label to the first image. That is what Desrose Studio brings to every project.

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