



August 30th, 2021

Mission & Vision

Mission

We are a company that uses natural ingredients to produce soothing skin care products. We seek to help the environment by using minimal and recyclable materials.

Vision

More Than Aloe is about using natural ingredients in order to reduce chemical waste. We also aim to provide product to girls in need with every purchase made.



Main Logo's



Main Logo



Monogram



Without Slogan

Logo Usage

Logo's must stay in produced colorway.



Main Logo

The main logo uses the line height of the "M" in "More".

Do Not

Don't change the color way or the color of the font, add shadows or use a different font.

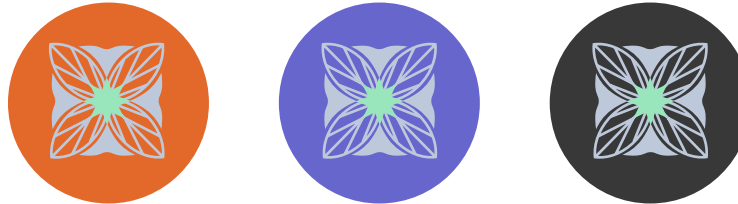


Logo Iconography

Color Icon



Color and Icon Usage



Monogram



Monogram Color Usage



Color Palette

Primary Colors



Hex: f7bf8c
CMYK: 2, 28, 48, 0
RGB: 247, 190, 139



Hex: E2692B
CMYK: 7, 72, 98, 0
RGB: 226, 105, 43

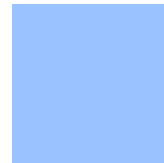


Hex: BDCADB
CMYK: 25, 14, 7, 0
RGB: 189, 202, 219



Hex: 9AE5BD
CMYK: 38, 0, 34, 0
RGB: 154, 229, 189

Secondary Colors



Hex: 99C3FF
CMYK: 36, 15, 0, 0
RGB: 153, 195, 255



Hex: FFC127
CMYK: 0, 26, 94, 0
RGB: 255, 193, 39



Hex: 6666CC
CMYK: 68, 65, 0, 0
RGB: 102, 102, 204



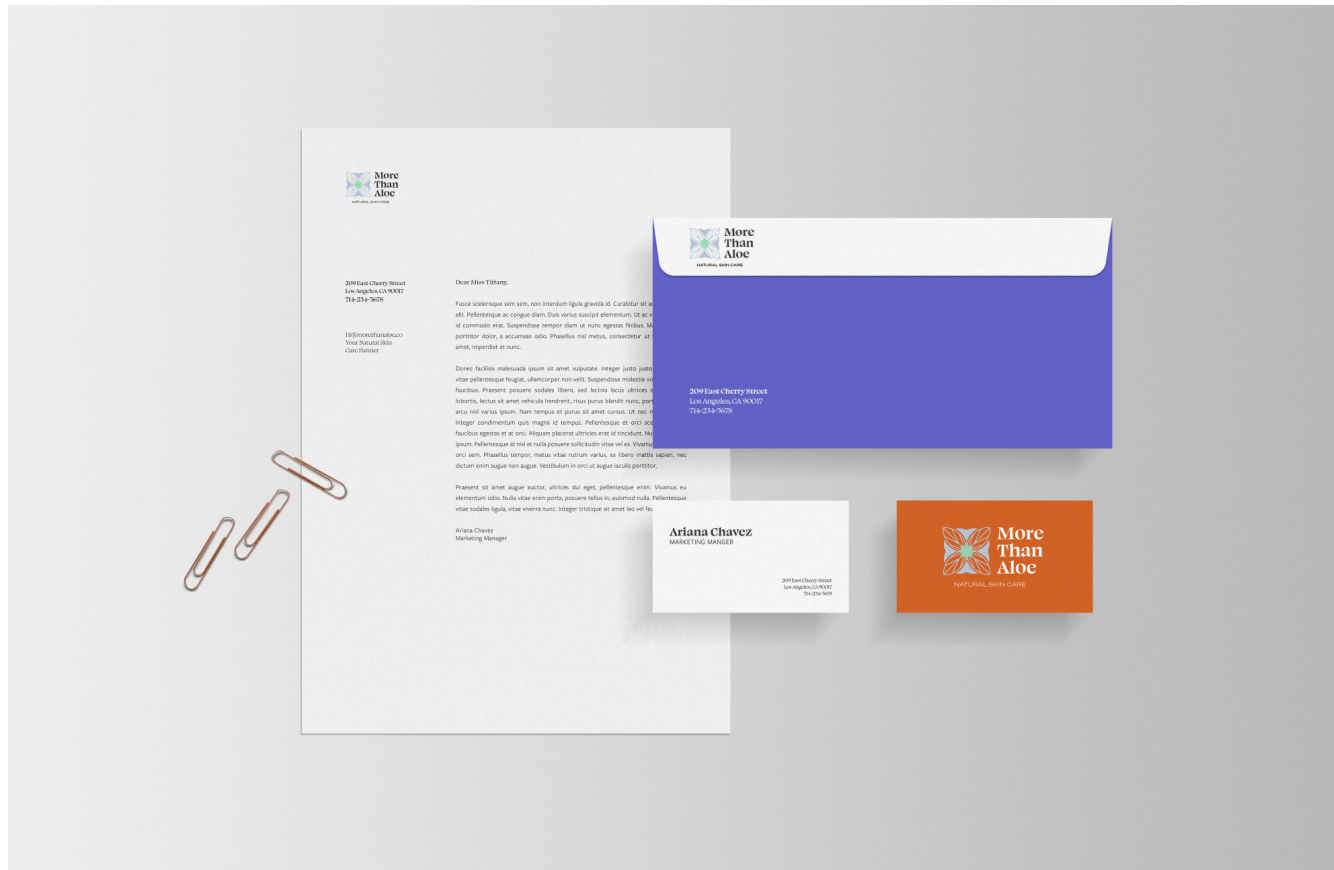
Hex: 383838
CMYK: 69, 62, 61, 54
RGB: 56, 56, 56

Stationary



Stationary

Optional Second Colorway Stationary



Typography

Swear Display Bold	Headlines
Swear Display Medium	Sub-head
Swear Display Regular	Added Text
FreightSans Pro Book	Paragraphs and Descriptions
Termina Regular	Slogan

Product Packaging



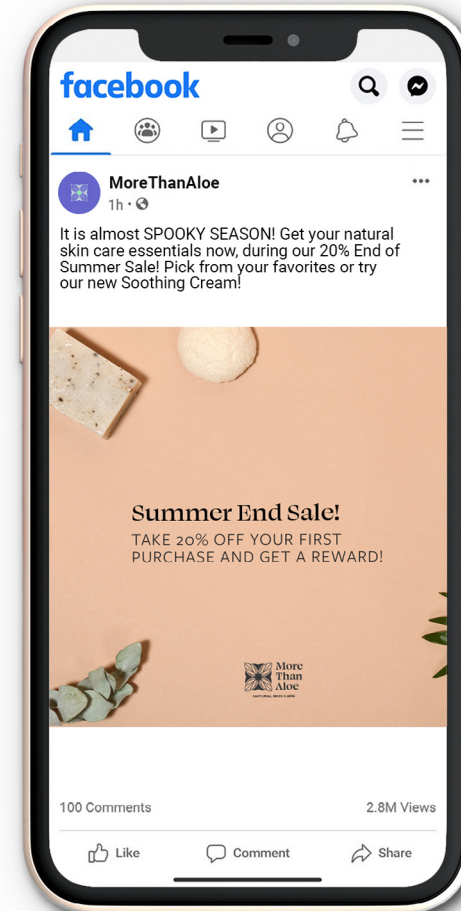
Elaboration

The client is looking for something that is “elegant” and “fun”. During the research phase, it was discovered that certain brands use bold color and iconography to minimize ink use and to attract the mentioned audience. Hence the use of minimalism, a fun typeface and bold colors. In addition to lined illustrations, that may also be utilized as illustrations on a product kit.

Product Positioning

Social Media

Since the primary target is “women with acne-prone skin”, marketing the brand will rely on social media platforms such as Instagram, Facebook and Twitter. However an opportunity for product review, features and unboxing experiences may lead to developing content for TikTok.



Product Marketing

Rose & Aloe Vitamin A

OUR SOOTHING CREAM WILL NOT ONLY REDUCE BLEMISHES BUT ALSO DETOXYFY PORES, MAKING SKIN CLEAR AND BRIGHT!



Product Marketing



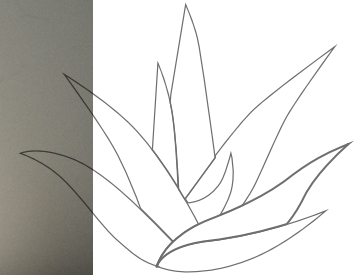
Imagery

The tone or visuals of the brand will be based on neutral warm and cool tones. Such as this image and the mocked up image. These images will come together to provide storyline, attract the audience and capture consumers. The opportunity with using these tones is that they can be seasonal and will make product promotions more accessible.

Voice & Tone

Imagery

Images are to be warm or cold toned, vibrant, and contrasted. The images on the side are samples of imagery that represents More Than Aloe. Bright smiles, minimal backgrounds and natural tones shape the tone of voice of the brand. This helps curate promotional images for women who have acne-prone skin.



Voice & Tone



