

BRAND GUIDELINES

This presentation outlines the Eve Organics brand guidelines. These guidelines play a crucial role in maintaining a consistent style and message for the brand.



Eve Organics

02

WELCOME

Today's Focus

The skincare brand prioritizes showcasing the science behind natural ingredients, educating customers about their products, and fostering a sense of community.

EVEORGANICS.CO



eve
organics



Eve Organics

Below are the table of contents for the Brand Identity presentation on organic skincare branding. This outline covers what will be discussed in the presentation.

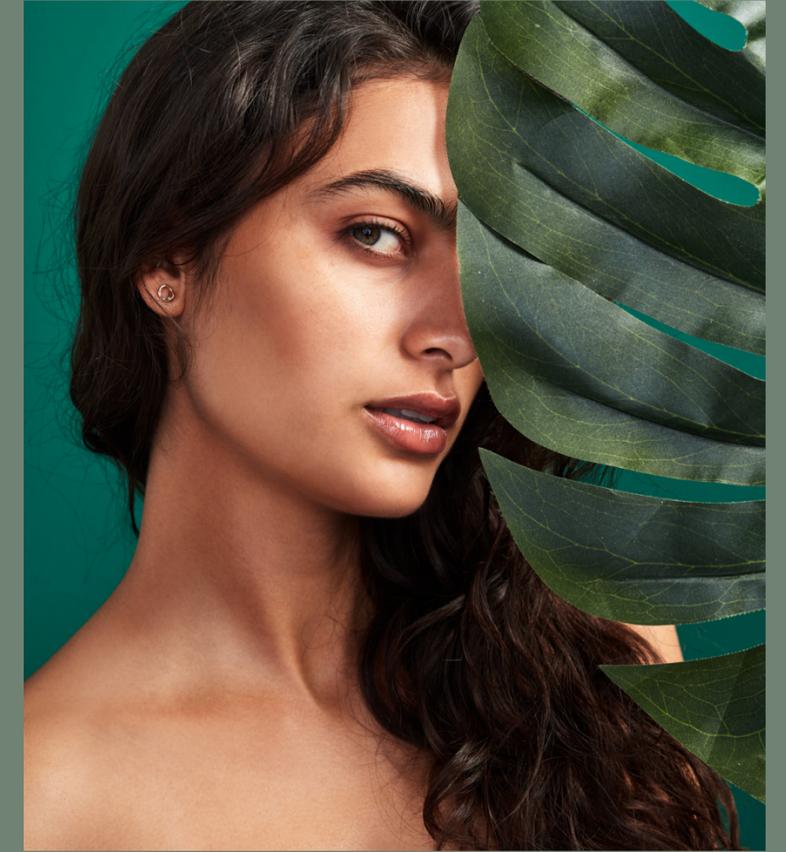


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EVE ORGANICS



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SKINCARE LINE

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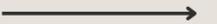




LOGO

About Logo

The logo exudes a natural and elegant vibe. These are guidelines on the optimal logo placement.



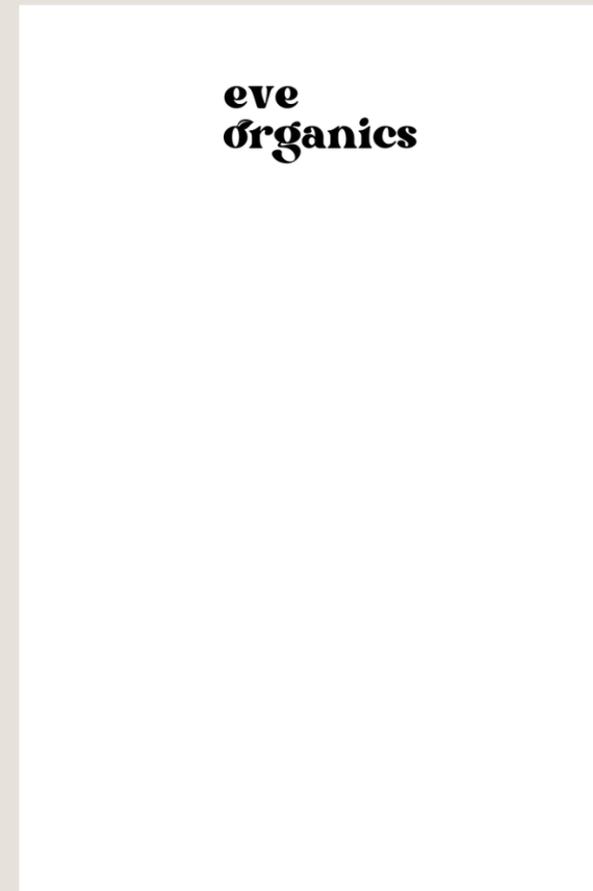
LOGO USE

Below are examples demonstrating the correct placement of the logo.

Product Label



A4 Document



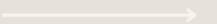
Product Label



Social Media Logo



Business Card



TYPOGRAPHY

Aa

Suranna

Aa

Lora

Here are the fonts utilized for the brand's heading and subheading. The brand's heading font is the elegant and sophisticated "Suranna". For the subheading, the brand uses the classic and easy-to-read "Lora" font, providing a perfect balance between style and readability. Together, these fonts create a harmonious visual identity that resonates with the brand's values and aesthetic. Body font is also Lora.



TYPOGRAPHY

Heading

Surrana is the font used for the headings adding sophistication and elegance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPOGRAPHY

Subheading

The font Lora is utilized for the subheadings, providing readability while bringing a touch of sophistication and elegance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



COLOR PALETTE

These brand colors mirror nature's shades, incorporating warm, cool, and neutral tones to evoke a sense of nature's tranquility and serenity.



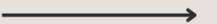
CONTENT PILLARS

Educational:

- **Skincare Basics:** Explain different skin types (oily, dry, combination, sensitive) and their needs.
- Explore common **skin concerns** like acne, wrinkles, hyperpigmentation, etc.
- Demystify **skincare ingredients** and their functions.
- Create **guides** on building a basic skincare routine.

Sustainable & Ethical Practices:

- **Focus:** Highlighting your brand's commitment to sustainability and ethical sourcing.
- **Content:** Blog posts about eco-friendly packaging, responsible ingredient sourcing, partnerships with sustainable organizations.
- **Example:** "Our Commitment to Sustainability: From Farm to Face"



CONTENT PILLARS

Products

- Feature individual products and their unique **benefits**.
- Explain how different products work together in a routine.
- Offer **ingredient breakdowns** and scientific insights.
- Share **before-and-after** photos or customer testimonials

Reviews

- **User Reviews & Testimonials:** Share real customer experiences and feedback on your products.
- Encourage customers to leave reviews on your website and social media.
- Feature **user-created content** in marketing materials.



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PHOTO PRODUCT

Here are the product images featuring the company's logo and leaf drawings to add a natural touch and feel, offering a sense of natural elegance and tranquility.

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