



Gill's Naturals

Brand Guidelines

Value proposition - (What's it about, why is it different)	Unpretentious natural solution to nurturing women and their skin
Brand Vision - (What it will be)	An authentic, alternative, successful natural solution
Mission - (What's its purpose)	To create a skincare revolution
Brand Values - (Principles that drive every action)	Unpretentious, authentic, genuine
Brand Essence - (The emotions it generates)	Empowering women to become advocates of authentically natural products
Brand Personality - (How does the brand speak and behave)	Unpretentious and nurturing

