


Brand name: Hairacter

Product name: Braided Hair Towel

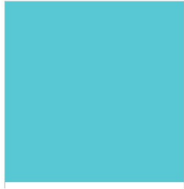
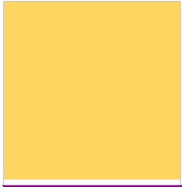

What is the product? The patent-pending braided hair towel is a microfiber hair towel with a unique braid design meant to mimic a braided hair style in the color of their favorite princesses.

What is the background of the product? The braided hair towel was created by a father of four daughters... all with long this hair. Year after year of using bath towels and tradition turban towels led to idea to add some fun to bath time.

Who is the product for? The primary target audience is adult women who will be purchasing the product for use by their daughters. Secondary audiences are adult men purchasing the product for their daughters, and adult women purchasing the product for their own use.

	<p>This is a picture of the manufacturing sample. Final color will not be blue, colors are included below.</p>
---	--

What are the color variations?

Color Name	Color Inspiration	Body (Hair) Color	Hair Tie Color
Icey Blonde			
Red Head			
Golden Blonde			

Where would the product be used? After shower or bath, at the pool, at the beach, at home, on vacation

When would the product be used? The braided hair towel is suitable for use every day.

What are the product features?

- Ultra-absorbent (compared to traditional cotton towels)
- Super soft microfiber, dries hair in less time
- Lightweight (compared to heavy cotton towels)
- Family friendly, one size fits adults and kids
- Easy to use

Why is the braided hair towel useful?

- Feel like a princess
- Stoke your child's imagination
- Gentle on hair, reduces frizz and breakage, smoother shinier hair, wicks excess moisture without rubbing, reduces damage caused by cotton towels
- Easy care – Durable, machine washable
- Stay secure with button and loop design
- Ideal for every-day use
- Suitable for long and short hair (created by father of four daughters, all with long, thick hair)
- Perfect for drying hair after shower, bath, pool, beach
- Perfect for straight and curly hair, microfiber design reduces frizz, no snagging or pulling (gently squeeze water from hair with hands before using towel)
- No more wet clothes, bathrobes, pillowcase

What is the tone of the description? Conversational, casual, fun

Target Market: Purchased by parents (primarily moms) and worn by daughters.

Logo will be used on...















- Website
- Product labels
- Product packaging

Logo must have...	Logo must not have...
<ul style="list-style-type: none">• Emphasize brand name (logotype/wordmark, any icon is minimal, possibly integrated into font)• Playful• Emphasizes brand name• Family oriented• Dependable• One or two colors• Scalable (readable at all sizes)	<ul style="list-style-type: none">• Not a monogram• Not an emblem, badge• Not a mascot• Not an abstract mark without wordmark• Not trendy (ie. vintage/retro)• Not hard to read• Wordmark is not all uppercase• No gradient color

Logo style....

Classic								Modern
Mature								Youthful
Feminine								Masculine
Playful								Sophisticated
Organic								Geometric
Abstract								Literal
Minimal								Complex
Subtle								Obvious

Inspiration...

    		Simple icon, balanced with font size, does not distract from brand name (Foxign icon is too big)
 		Creative, original icon
 		icon incorporated into font
   		Subtle icon
		Script font



Handwriting font