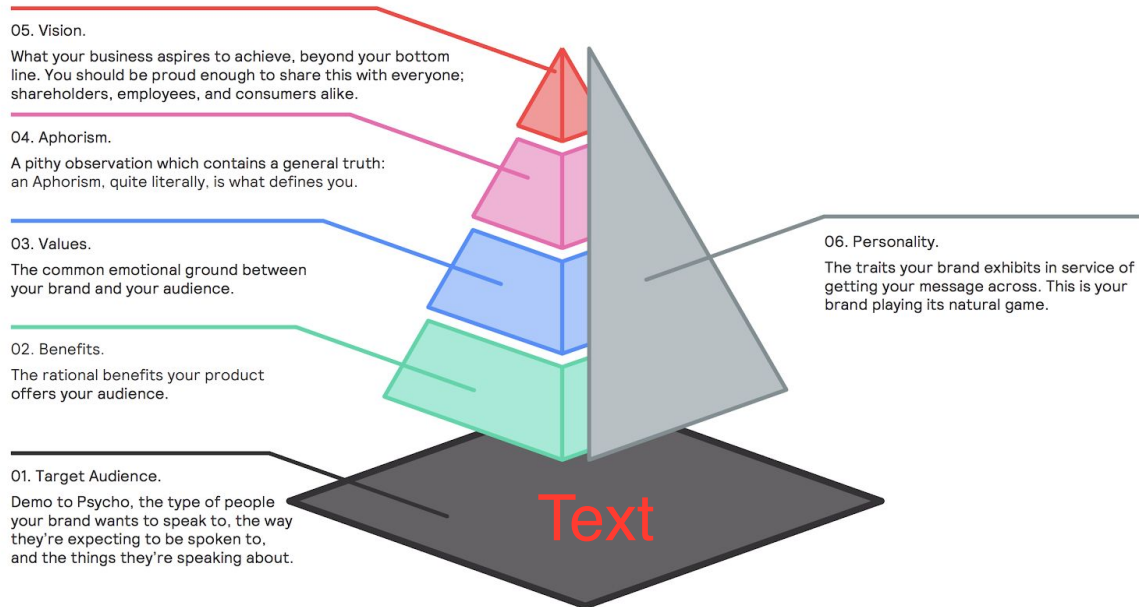


# Brand Kit

## Brand Pyramid Scheme



### 1. Target Audience

- The Barber that wants to increase profit via affiliated marketing and wholesale.
- The Supporter who looks for a good and progressive company to feel part of.
- The Wannabe who looks for advice from influencers already using the product.
- Cool Joe who looks for a good hair product that works no matter the price.

### 2. Rational Benefits

- Healthy Hair
- Environmentally Friendly
- Functional

### 3. Values (Reasons To Believe / RTB)

- Pragmatic: Teaches audiences how to use it.
- Altruistic: Environmentally friendly product.
- Conscious: About the environment and the community.

### 4. Aphorism

"Healthy Hair Conscious Mind"

### 5. Vision

Reinvent the way men take care of themselves with Barber products, while running an environmentally conscious business.

### 6. Personality

Wise: Trustworthy and wise.  
King: In control assertive.  
Dreamer: Idealistic, different, creative.

## Product

### 1. Product Direction

Products that are environmental friendly and always innovating within the beauty industry.

### 2. Product Uses

-At barbershops

-At home in the shower on a daily use

### 3. Problem + Solution + Stat (Context)

Problem: The amount of plastic bottles in the ocean originated from Bottles

Solution: Use ocean plastic bottle and biodegradable packaging.

Stats: The number of bottles condemned to landfills in a year could fill 1164 football fiends.

## Brand Look & Feel

### 1. Colour-ways (Insert images/description)

Mid night blue (pantone 7693 c)

White

Black

Chestnut brown (pantone 1395 c)

### 2. Merch

Apparel, accessories, stickers, hats, barber chains, tshirts, pop sockets, phone cases, combs, batteries, capes, clipper cases, clipper mats.

### 3. IRL

Posters, flyers, postcards, stickers, window clings, billboards, product

### 4. Packaging (Insert images/description)

Eco bottle with nice lid mid night blue. bio degradable box for shipping.

Postcard and sticker on all shipped packages.

**5. Competition**

Suavecito, Johnny b, Elegance Gel,

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**6. Brandspo**

<https://byhumankind.com/>

<https://www.culturekings.com/>

<https://www.tesla.com/>

<https://www.coca-cola.com/>

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**7. Logos**

**8. Fontspo**

**9. Mood board**