

# BRANDING CORE RULEBOOK

## Element Soap

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### Logo & Brand Guidelines

# element SOAP

**Element Soap, LLC**

**Web:** [www.elementsoap.co](http://www.elementsoap.co)

**Blog:** [www.elementsoap.co/blog](http://www.elementsoap.co/blog)

**Facebook:** [www.facebook.com/elementsoap](http://www.facebook.com/elementsoap)

**Twitter:** @elementsoap

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Who We Are

# element SOAP



Let your beauty shine, naturally.

Element Soap hand crafts castile soap, natural hand lotion, shampoo and conditioner in small batches using only organic natural ingredients that smell amazing.

### **Tagline**

Let your beauty shine, naturally.

### **Mission**

To create high-quality, all natural bath and self-care products that smell fantastic, clean thoroughly, are gentle on your skin and the environment.

### **Values**

Sustainability, Health, Pleasure, Simplicity

# Logo Basics



## Clear Area

The green area must remain clear and free of any other visual elements.



## Safe Zone

Other graphics can safely inhabit this zone, up to and adjoining the green zone.



## Logo Rules

To ensure your logo stays on brand do not change, alter, modify any part of the logo. Do not use colors outside the standard pallets shown in this document.



eLEMENT SOAP

### Main Logo

For use on most products, web pages, letterhead, business cards etc.

eLEMENT✿SOAP

### Tag

For use on ancillary products and/or when there is no space for extended characters.



### Square

For use with social media or other applications where space or art direction recommends a square. Invokes periodic “elements” and an alchemical feel.



### Faviocon/.ico

For use as icon on website, end mark and other applications as recommended by art direction .

# Colors

Each color was selected to invoke an emotional response connected with the brand: old world, updated.

## Main Colors



### **Elemental Black**

The rich, cool black of printer's ink



### **Rich Brown**

Red-brown cinnamon, invoking warmth and comfort

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## Accent Colors



### **Warm Pink**

A regal pink, not too precious, delightfully decorative



### **Cool Mint**

Fresh and cool like mint-covered chocolate

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## Preferred Background Color



### **Parchment**

Warm beige with pink and orange overtones



## Main Colors

Use main colors for logo and title text.



CMYK 75,68,66,87  
RGB 5,6,8  
Web #050608  
PMS Black 6C



CMYK 31,67,82,21  
RGB 140,79,50  
Web #8c4f32  
PMS 7567C

## Accent Colors

Use as borders, decoration, for links and flourishes.



CMYK 11,52,0,0  
RGB 213,132,182  
Web #d584b6  
PMS 673C



CMYK 63,7,33,0  
RGB 78,174,170  
Web #56a69f  
PMS 7472C

## Background

Use as background on website or match for packaging, letterhead or other printed materials.



CMYK 3,10,23,0  
RGB 244,222,190  
Web #f4debe  
PMS 7506 C

## Logo Colors

element SOAP

### **Element Black**

For use on products, titles headers etc.

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### **Rich Brown**

Use with specific product lines such as haircare

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### **White on Black**

Use only as dictated by restriction/need or with approval from art director

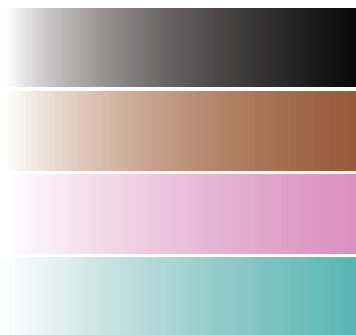
**Element Black/  
Warm Pink**

Ideal for soothing,  
healing, and  
nurturing  
products



**Rich Brown/  
Cool Mint**

ideal for refreshing,  
cleansing and  
invigorating  
products



**Color Application**

Use solid colors whenever possible. Gradients or less saturated versions should be used sparsely and only with approval from art director.

## Font Choice

Baskerville was selected to reflect the updated old-world feel of the brand. It is a serif font designed in the 1750s by John Baskerville (1706–1775) in Birmingham, England. He refined what was used in the printing presses of the time, making the lines sharper, curves smoother, and the overall typeface more uniform and consistent.

## Font Usage

Use semi bold for headlines and titles or when emphasis is needed, use regular for all other text.

## Website/CSS

```
font-family: Baskerville,Baskerville Old Face,Hoefler  
Text,Garamond,Times New Roman,serif;
```

Baskerville (semi bold)

ABCDEF

abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

**Baskerville (semi bold)**

**ABCDEF**

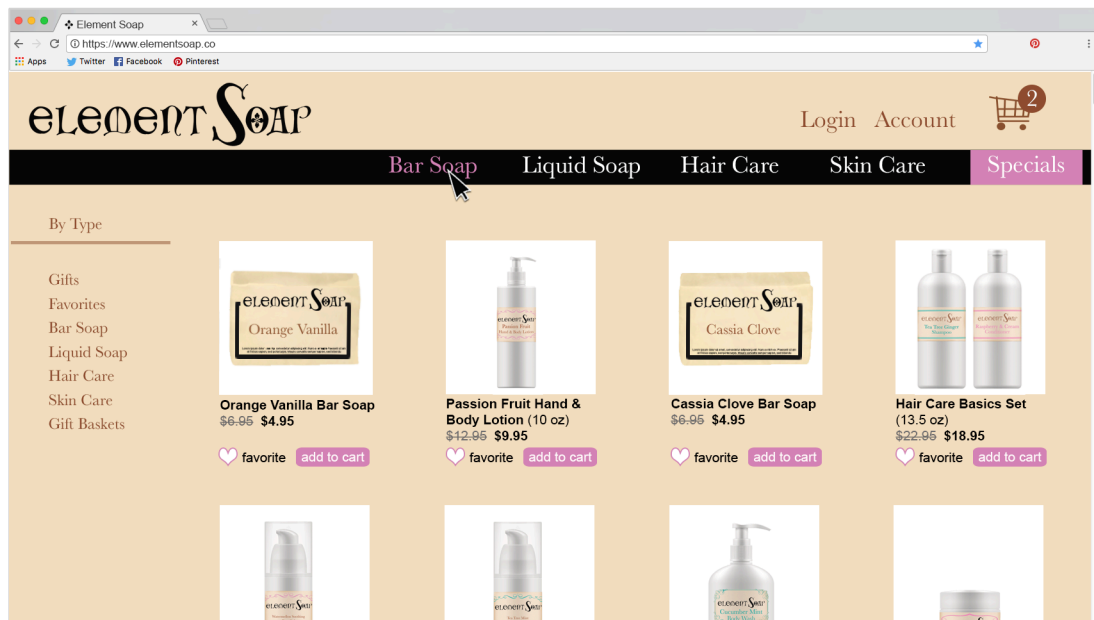
**abcd1234**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()**

# Sample Usage



## Web

Use Parchment as the background color on all pages and the logo in Element black as the header.

Set the font to font-family: Baskerville, Baskerville Old Face, Hoefler Text, Garamond, Times New Roman, serif; Use #000 black for titles and Rich Brown for links.

Use #000 black for menu bar, #fff white for menu items, Warm Pink for on-mouse-over and #fff white on Warm Pink background for current page indicator. Rich Brown should be used for secondary menus such as sort features, cart, and login. Black footer with white text is recommended.

Warm pink is recommended for buttons unless a men's care page or section is required, in which case use cool mint.



## Packaging

Use cream-colored recycled paper for labels. For cleansing products use Cool Mint to invoke the idea of crisp and clean. For soothing and healing products, Warm Pink for nurturing. On shampoos, use Rich Brown for the logo and accent color stripes for consistency. Use the Elemental Black logo for lotions and cleansers.

Avoid using more than three colors on any one package, two is preferred for simplicity, in keeping with the brand.

The bar soap is the signature product. Use Elemental Black for the logo, border, and small print. Use Rich Brown for product name. Print on cream premium recycled paper.

# Top Competitors

## Soaptopia

<https://soaptopia.com/>

All Natural, JUNK-FREE products from Venice, California. Online store shipping internationally. Selling liquid soaps, artisan soap bars, bath & body products.

“Our SOAPstory began as a vision in Venice, California in 2005, and has blossomed to fill the homes and hearts of our customers with alluring smells, moisturizing lathers, and products that are pumped with personality.”

### Reviews:

“Hand made awesome smelling soaps that cost less than the ones at whole foods and way less than lush (more sophisticated too).”

“Soaptopia is pretty much the only place I go for soap. The wonderful women working there are super friendly, the soaps are awesome, as are the essential oils and other bits of magic they carry. Walk in and let yer nose guide ya :)”

### Pricing:

Bar Soaps \$7

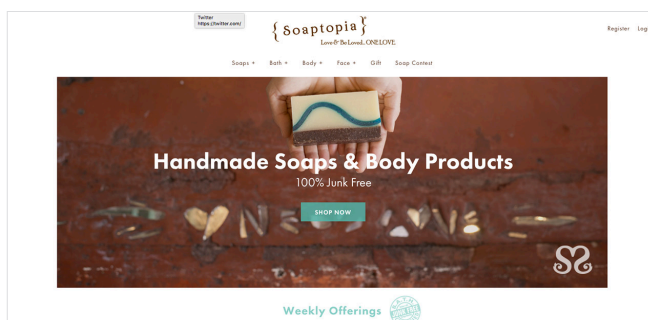
Liquid: \$16

Moisturizer \$30

### Notes:

They have a brick & mortar store

“NO JUNK” used repeatedly





## A Wild Soap Bar

[www.awildsoapbar.com/](http://www.awildsoapbar.com/)

Natural organic soaps, shower gels, salves, & salts handmade in the USA since 1995. Free natural soap bar with every \$25 order. Take a wash on the wild side!

“Since 1995, our family’s goal has been to create truly natural, scratch made soaps and body care products featuring responsibly wildcrafted and organically grown botanicals that are safe for all living things and also a joy to use. A portion of our profits are donated each year to ...”

### Reviews:

“These soap bars are so clean and fresh!”

“First I want to say that I love the “wild” soap brand. Ive bought several single soaps in the past and loved them. However... these soaps all packaged tighy together cause all of the scents to blend on each bar. They all smell the same and have a super strong nauseating smell.... Thing mixing several colognes together.”

### Pricing:

Bar Soaps \$6.50

Shower Gel: \$12.50

### Notes:

Charity focused

“take a wash on the wild side!”



# Things to Keep In Mind:

## Market Differentiators

no dyes or perfumes, high quality organic botanical ingredients, no synthetics, made in small batches for quality assurance

## Ideal Client

(B2C) 25-35 yo female, college educated, employed, no children, moderate to high disposable income, suburban, boutique shopper, environmentally and health conscious, prefers natural products

## Client Feedback

- “scrumptious”
- “light on the skin”
- “naturally aromatic but not perfumy”
- “bliss for your skin”
- “subtle and earthy”
- “I feel like I’m doing something good for my body and for the planet”

## Your brand voice is:

- exclusive but not snooty
- natural but not hippie
- descriptive but not florid
- environmentally aware but not preachy

### Brand Lexicon:

soap

hand crafted

naturally antimicrobial

small batch

cruelty free

no perfumes

botanicals

all natural

gentle

no artificial dyes

recycled packaging

organic



### Blacklist:

hypoallergenic

suds

face bar

manufactured

body bar

### Descriptives:

lush

calming

earthy

refreshing

natural

simple

warm

delicious

## PERSONA

warm, friendly, caring

**+Like This:** Welcome to Element Soap, your home for organic, environmentally friendly, and great smelling bath and body indulgences.

**-Not This:** Thanks for visiting Element Soap! Get your eco-warrior on with our hand-made soaps!

## TONE

light, poetic, imaginative

**+Like This:** Our grapefruit liquid body soap will invigorate your senses while gently cleaning away the cares of the day.

**-Not This:** The new grapefruit body wash is amazing! It cleans without residue and will leave you smelling great all day, guaranteed!

## SYNTAX

medium to long sentence structure,  
proper grammar, narrative style

**+Like This:** At Element Soap we understand that you care about the environment and want to make a conscious choice to make a difference.

**-Not This:** Get Earth smart soap today!

## DICTION

informal, conversational, abstract, polite,  
you/your, we/our

**+Like This:** Delight your senses with our unique Ocean Sunrise body wash, a whimsical mixture of organic tropical fruit and coconut oils.

**-Not This:** The new Ocean Sunrise body wash contains organic fruit oils and sells for \$12.50 per bottle.

## Casia Clove Natural Soap

Each bar of Element Soap's Cassia Clove is made by hand with all natural ingredients. An inviting blend of vanilla and clove stirred together for delicious indulgence, this unique scent is reminiscent of warm drinks on a cold night. The Castile soap is gentle enough for daily use and contains no added preservatives, colors, fragrances or synthetics. Each naturally antimicrobial soap is bliss for your skin with natural antioxidants and antiseptic properties. ❁



## Orange Natural Soap

Excite and refresh your skin with Element Soap's Orange bar. Like bathing in a ray of sunshine, the scent of freshly peeled oranges with just a hint of vanilla will awaken your senses and enliven your day. Each is made by hand with all natural ingredients and contains no added preservatives, colors, fragrances or synthetics. This naturally fragrant antimicrobial soap cleanses gently with natural antioxidants and antiseptic properties while citrus oil brightens the skin. ❁

