

PREMIUM PERSONAL PRODUCTS



After Dark
essentials
Brand Guide

After Dark essentials

PURPOSE:

Mission & Vision

AFTER DARK ESSENTIALS has a mission to enhance sexual wellness by continuously innovating premium personal products at an outstanding value. Customers can enjoy more pleasure, explore more options, feel more sensation, and experience more fun for maximum sexual fulfillment. Our aim is to become the leading provider of personal care products forging the way for socially conscious sexual health and wellness.

*People come together with a singular mission and vision
guided by core values that inspire a brand personality
to speak to a target audience.*

Core Values

WE ARE CONFIDENT in our ability to create products of the highest standards and make it easy to market.

WE ARE EAGER to provide you with marketing support and resources.

WE ARE HONEST in doing business. The products we make are valuable to our company, our customers, and our community—and we're proud of that.

Brand Personality

WE ARE SULTRY, LIBERAL, AND PLAYFUL. Our brand personality is the over-arching tone and manner that we use to ensure our endeavors reflect our style and values for a consistent image and messaging that speaks to our target audience. ADE's core values support our brand personality of being bold, passionate, and reliable to portray an aspirational partnership that aims to empower large retailers to small online shops. We achieve this with a professional look and supportive tone to emphasize our expertise and the products' quality.

Target Audience

AFTER DARK ESSENTIALS primary target audience is millennial females, 25-35 years old. Confident, comfortable, secure, she aspires to the sexiness of Angelina Jolie, the wit of Ellen Degeneres, and the class of Michelle Obama. She tends to be brand loyal and rewards herself with beauty indulgences. She doesn't mind spending more if it fits her needs, especially if a brand works to educate and inspire her. To reach our target audience, we must stimulate her senses. Deals, steals, and celebrity endorsements can go a long way, but authenticity is key.

PREMIUM PERSONAL PRODUCTS

After Dark
essentials

After Dark
essentials

sultry, liberal, and playful



BRAND GUIDE

Logo & Tag

AFTER DARK ESSENTIALS' logo is based on the font Poynter Old Style Display Bold. The brand name consists of initial caps and is underlined with smaller, lower case letters. The modern but classic font promotes a sophisticated identity while presenting a sultry, liberal, and playful image. The logo should never appear otherwise. When referring to the brand in copy, write out the brand name in initial caps. Our tagline is a clear, simple statement that exemplifies what we offer: Premium Personal Products.

To ensure a high level of brand recognition, do not alter the logo's shape, color, or proportions. To maintain the brand's integrity, do not present the logo in any color other than black or reversed white. There must always be a protective zone around the logo. Place no other elements in this zone. For all customer presentations, the logo must present the tag.

[Click to download logos.](#)

Colors & Typography

PRIMARY PALETTE

The color scheme supports a higher-quality perception and uses only black on white. The colors are sexy and sensual shades of gray; about 50 shades. When using shades, we prefer 4-color grays with no black ink.

BLACK: 0c, 0m, 0y, 100k
RICH BLACK CMYK: 60c, 40m, 40y, 100k
Shade A: 10c, 10m, 10y, 0k
Shade B: 60c, 60m, 60y, 0k

OUR FONTS

The title's serif relates a sophisticated and elegant tone while our body copy's sans serif font provides an easy to read and trendy mood. For most end-customer presentation, we use the Adobe Font Meno Banner Regular for headlines, Bold for subheads, and light italic for captions and pull-quotes. Banner. For body copy, we use Acumin Pro Condensed Light and Bold.

[Click to activate Meno Banner](#)

[Click to activate Acumin Pro Condensed](#)

Voice & Visuals

The images are a sepia or duotone black and silver to reflect our labels and present a slightly mysterious, sensual and elegant image.

We speak in an aspirational, yet realistic and honest tone, keeping things real with just a hint of being sultry so it's believable and not overdone. But nothing is off limits. We're not apprehensive about talking about the details of sexuality and intimacy, and we speak of it in a sincere and enlightened way. Our target audience responds to sensual and honest.

PRIMARY SELL POINTS:

- Superior quality
- Enhances your experience
- Long-lasting

STONE EXAMPLES:

- Let The Magic Begin.
- Intimacy That's Spellbinding.
- As If Under A Spell.

[Click to download product images.](#)

[Email marketing@plpbrands.com to request brand images.](mailto:marketing@plpbrands.com)

PREMIUM PERSONAL PRODUCT

After Dark essentials

OUR COMPANY

Who We Are



AFTER DARK ESSENTIALS IS A PRIVATE LABEL PRODUCTIONS BRAND. PLP is an A-team of market researchers, scientists, lab technicians, and support staff, all of us shoppers, eager to fulfill our customers' needs for new products. Our leaders have over 30 years of combined experience in FDA-licensed labs focused on biology and technology. Our chemists and lab technicians have developed exclusive state-of-the-art extraction technologies that produce the highest quality ingredients on the market. We are now applying this expertise to create the best in class formulas that provide safe-to-use, reliable, and consistent sexual wellness products.

PLP was established in 2018 and is a fast-growing full-service manufacturer of health, well-being, and personal care products created at our own Bonita Springs, Florida site. We've built a state-of-the-art medical grade laboratory staffed by experienced technicians and led by wellness industry visionaries and industry veterans to offer a turn-key production, marketing, and distribution service.

We manufacture high-quality supplements, lotions, personal lubricants, skincare products, among a variety of other products. Companies can take our existing products and market them as their brand, or develop innovative proprietary products specifically for a company's brand. Either way, we help bring a brand's products to market with world-class design, a marketing team, and one of the nation's largest retail distribution networks.

*High-tech lab, expert chemists, world-class marketing team,
and one of the nation's largest retail distribution networks
provides a ready-to-retail reality.*



And What Makes Us Different

PRODUCT FORMULATION EXPERTISE: We have proprietary formulas produced with the highest quality ingredients.

LOW-COST SUPPLY CHAIN: We keep manufacturing costs low, which gives more room for revenue potential.

SUSTAINABLE PRACTICES: We employ sustainable practices across our global supply chain to reduce our carbon footprint, leaving a better world for future generations.

IN-HOUSE MARKETING SUPPORT: Our design professionals design packaging and sales collateral consistent with your existing brand or help develop a brand for you.

EXTENSIVE DISTRIBUTION NETWORK: Through one of the nation's largest distribution networks, PLP can quickly place your ideas on shelves.

CUSTOMER-FIRST PHILOSOPHY: Whether you are a first-time retailer or a wholesale partner, your needs come first. We provide the service you deserve with the goal of consistently exceeding your expectations.



Build Your Brand

CONTACT US TODAY:

(239) 676-5735 or

info@plpbrands.com

After Dark

essentials



Build Your Brand

PRIVATE LABEL PRODUCTIONS

28790 S DIESEL DR, STE 9, BONITA SPRINGS, FL 34135

QUESTIONS: (239) 676-5735