

PRIVATE LABEL PRODUCTIONS

BUILD YOUR BRAND

BRAND GUIDE



www.PLPBANDS.com

BUILD YOUR BRAND



OUR PURPOSE

MISSION & VISION

PRIVATE LABEL PRODUCTIONS' mission is to help companies increase brand awareness and increase sales potential by providing a turn-key solution to produce high-quality personal care products. Leveraging our experienced product development, world-class marketing teams, and one of the nation's largest retail distribution networks, we can quickly deliver your brand to the market. Our vision is to become the industry's leading resource for companies building their brands by expanding their product lines.

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 high standards and make it easy to go to market.

WE ARE EAGER to provide you with 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 FEARLESS, ENTHUSIASTIC, AND TRUSTWORTHY. 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 directly to our target audience. PLP's brand personality of being bold, passionate, and reliable portrays an aspirational partnership that aims to empower large retailers and individual entrepreneurs. We achieve this with a professional look and supportive tone to emphasize our expertise and our services' turn-key nature.

TARGET AUDIENCE

Private labeling is a significant trend across the industry, with off-price retailers, departments, stores, and specialty retailers creating new in-house brands.

With this in mind, we are targeting specific industries and the businesses that will benefit from increasing brand awareness and expanding the products offered:

- » Cosmetics
- » General Wellness
- » Sexual Wellness

BUILD YOUR BRAND



Strong, consistent brands are valuable. Research shows that consistent brands expect to earn 23% more revenue annually.

OUR BRAND GUIDE

WORKING WITHIN THE GUIDELINES OF OUR BRAND

THE MARKETING DEPARTMENT plays a vital role in promoting the business and mission of any organization. It serves as the face of the company, coordinating and producing all materials representing the business. A brand book is an integral part of the Marketing Department's ultimate success.

One of the most significant benefits of having a brand guide is that it gives the business a framework of consistency and cohesion. This consistency and cohesive messaging serve as great tools for defining the company's personality—which, when committed to over a period of time, inspires confidence.

When an audience sees consistency in color scheme, tone of voice, and logo usage across all platforms, it delivers a level of professionalism that tells your customers you're a brand they can rely on.

Because of the variety of uses, a brand guide helps communicate to employees, business partners, and customers alike. A company may have more than one copywriter to write content for different campaigns or we may be relying on contract or freelance vendors for graphics or web work. The tone, voice, and style of all this content should be written in the same way. Likewise, graphic designers, photographers, and even social media managers will need to be creative within this defined pallet to ensure the brand's integrity.

WORKING WITH YOU

Contact us if you have comments, questions, art requests, or concerns about this brand guide.

» Joe Powell
Vice President of Marketing
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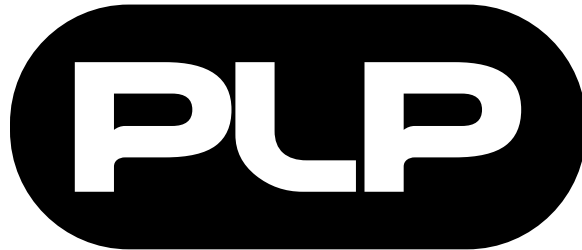
Build Your Brand

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OUR BRAND GUIDE

LOGO & TAG

PRIVATE LABEL PRODUCTIONS' logo consists of modern, sans serif, all-capitals "PLP" in a capsule-shaped graphic. The font's thickness and the sharp contrast against the solid background present a bold clean, stable identity. As such, the logo should never appear otherwise. To maintain the brand's integrity, do not present the logo in any color other than black or reversed white. When referring to the company in copy, write out the company name, Private Label Productions, in the first appearance. However, in other instances, you may abbreviate the company name as PLP. Our tagline is a clear, simple statement that exemplifies the benefit of our services: build your brand.



Build Your Brand

The bigger the space around the logo, the higher quality it is perceived.

TAG: A MEMORABLE MOTTO OR PHRASE USED AS A REPETITIVE EXPRESSION OF AN IDEA OR PURPOSE, WITH THE GOAL OF PERSUADING MEMBERS OF THE PUBLIC OR A MORE DEFINED TARGET GROUP.

To ensure a high level of brand recognition, do not alter the logo's shape, color, or proportions. There must always be a protective zone around the logo. Place no other elements in this zone. The logo can appear by itself on corporate communications, uniforms, and product labels. For all customer communications, the logo must present the tag: Build Your Brand.

For brand recognition purposes, center the tag under the logo. The type must be the width of the letters—no less and no larger.



NOTE ON INCORRECT USE

Ensure the protected area around the logo is not compromised. The logo must not be distorted or compressed. The logo must not be in reflected form. The logo must not appear at an angle. The logo must not include a drop shadow. If it doesn't look like the above—don't use it.

BUILD YOUR BRAND

Color is where first impressions of customers are based. Color is the secret in producing a good identity for a company. Colors are more than just a visual aid because colors convey emotions, feelings and experiences.

OUR BRAND GUIDE

COLORS & TYPOGRAPHY

PRIMARY PALETTE

Private Label Productions' graphic style uses white space and tones of grey for a non-competitive, clean, modern look. Our two primary colors are a four-color dark and light gray. They give the brand a high-quality feel, warmth, and charisma. They should dominate our entire brand presence and be used in equal measure.

- » DARK GRAY CMYK: 60c, 60m, 60y, 0k
- » DARK GRAY PMS: Warm Gray 10
- » LIGHT GRAY CMYK: 15c, 15m, 15y, 0k
- » LIGHT GRAY PMS: Warm Gray 1

Using these colors allows our products to stand out. As a private label company, our brand should present neutral. We should never out-shine our customers.

OUR FONTS

The PLP corporate typography is limited to three font types to guarantee the distinctive character of the brand.

- » **BEBAS NEUE PRO** is used solely in uppercase letters and as a headline font, subhead, bold or image caption. Use a standard +25 tracking between letters.
- » **UTOPIA STANDARD** is for body text. We present the text at 70% black.
- » **HACK REGULAR** is used as a large caption or pull quote and only in dark gray or reverse white with +75 tracking.

BEBAS NEUE PRO

» A B C D E F G H I J K L M N O P Q R S T U V W X Y Z • 1 2 3 4 5 6 7 8 9 0

UTOPIA STANDARD

» a b c d e f g h i j k l m n o p q r s t u v w x y z • 1 2 3 4 5 6 7 8 9 0
» A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

HACK REGULAR

» a b c d e f g h i j k l m n o p q r s t u v w x y z • 1 2 3 4 5 6 7 8 9 0

BUILD YOUR BRAND

OUR BRAND GUIDE

VOICE & VISUALS

Imagery is stylized with earth-tone colors to add vibrancy and pop to desired visual elements. We speak in a straightforward, casual businesslike tone, think khakis and polos, not suits and ties, to reflect the style of modern business and an entrepreneurial attitude.

tone

- » We are bold but not rude.
- » We are self-confident but not arrogant.
- » We are sophisticated but not exclusive and elitist.
- » We champion empowerment and autonomy.
- » We are open-minded and optimistic, without being crass and overtly pushy.
- » We address people informally because we are diverse and approachable.

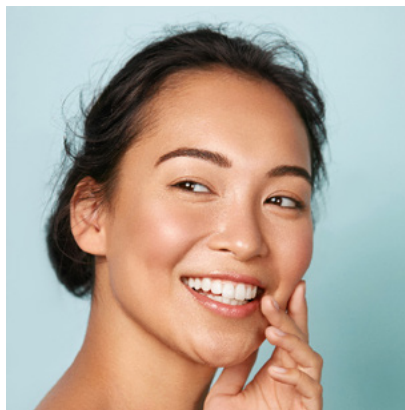
When speaking about the products, communication may mention the features but quickly steers toward the user's functional and emotional benefits. For example, with user testimonials, quotes explaining the experience of PLP rather than the mechanics of the product. Our voice is authentic, inviting, friendly, straightforward, and sophisticated.

“Imagine the happiest and most pleased you’ve ever felt. Then double it.

Now you know how I feel.”

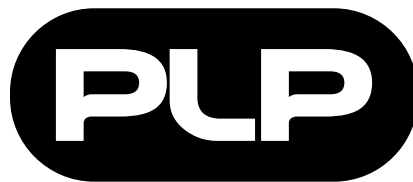
IMAGES

Images should present an aspiration of what we want our customers to perceive; a dropper bottle carefully measures each ingredient or a line of containers in a sanitary environment. They are artistic still-lives, clean, and beautifully lit. We promote a variety of products for three specific industries. Critical visuals include label-less bottles. Images with people should reflect the end-customer promoting the user experience. These photographs of people should be high-quality, artistically cropped, and reflect an ethnically diverse, healthy, and happy audience.





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Questions: (239) 676-5735