



SEAMEN
• ESSENTIALS •

SUPERIOR PERSONAL PRODUCTS FOR MEN

brand guide

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PURPOSE:

Mission & Vision

SEAMEN ESSENTIALS has a mission to provide a super-sexy, high-quality, and cost-conscious alternative to the mundane, mediocre, and expensive men's sexual wellbeing market. Our experienced product development team and chemists deliver quality products designed and developed for men to enhance the sexual experience. Our vision is to become the industry's leading resource for quality personal products for men.

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 then take these premium products 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 WILD, YOUNG, AND READY TO PLAY. 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. SEAMEN's brand personality of being adventurous, sensual, and sex positive portrays 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 quality of our superior products.

Target Audience

SEAMEN ESSENTIALS represents a broad trend of inclusion across the industry with retailers, department stores, and specialty retailers needing to speak directly to this niche.

With this in mind, we are targeting a specific market that will benefit from trend-setting and superior personal products for men.

The target audience includes:

- young men
- bisexual millennial males
- gay men of all ages

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Our logo exemplifies youthful adventures, sensual experiences, and a positive attitude toward sex.

BRAND GUIDE

Logo & Tag

SEAMEN ESSENTIALS' logo consists of all-capitals letters and an anchor graphic. The font is wood-carved, with a nautical look to relate an adventurous, fearless, and youthful 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, cobalt, or reversed white. When referring to the brand in copy, write out the brand name, Seamen Essentials, in the title case. Our tagline is a clear, simple statement that exemplifies the benefit of our services: Adventure Awaits.

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. For all customer presentations, the logo must present the tag. The tag always appears with the logo.

Colors & Typography

Primary Palette

The color scheme supports a nautical theme using cobalt blue as a primary color. Seafoam is a secondary color.

RICH BLACK CMYK:
60c, 40m, 40y, 100k

COBALT BLUE CMYK:
100c, 60m, 0y, 30k

SEAFOAM CMYK: 60c,
0m, 20y, 0k



Our Fonts

For most end-customer presentation, we use the Adobe font family Korolev. Variations here include Korolev Light, Thin, and Thin Italic. For bold we use Korolev Medium.

Visuals & Voice

Imagery is stylized with dark blue images that add vibrancy and pop to our cobalt packaging. We speak in a straight-forward, sexy, party tone, think gay sailors on leave for the weekend in NYC to reflect the style of our audience.

We want to encourage sex positivity, a sense of fun, and inspirational images that will inspire repeat purchases. Price point will ensure this.

MAIN SELL POINTS:

- Superior quality
- Products for men
- Sex positive

TONE EXAMPLES:

- Adventure Awaits
- There he blows
- Hand over fist



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OUR COMPANY

Who We Are



SEAMEN 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, and skincare products, among various 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 exclusive proprietary formulas produced with the highest quality ingredients.

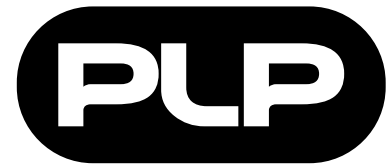
LOW-COST SUPPLY CHAIN: We keep manufacturing costs low, which gives more room for markup and revenue potential.

SUSTAINABLE PRACTICES: We employ sustainable practices across our global supply chain to ensure that we are lowering our carbon footprint and leaving a better world behind 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 retail 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:
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