



AFFILIATE BRAND DECK



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# ABOUT VIOLET

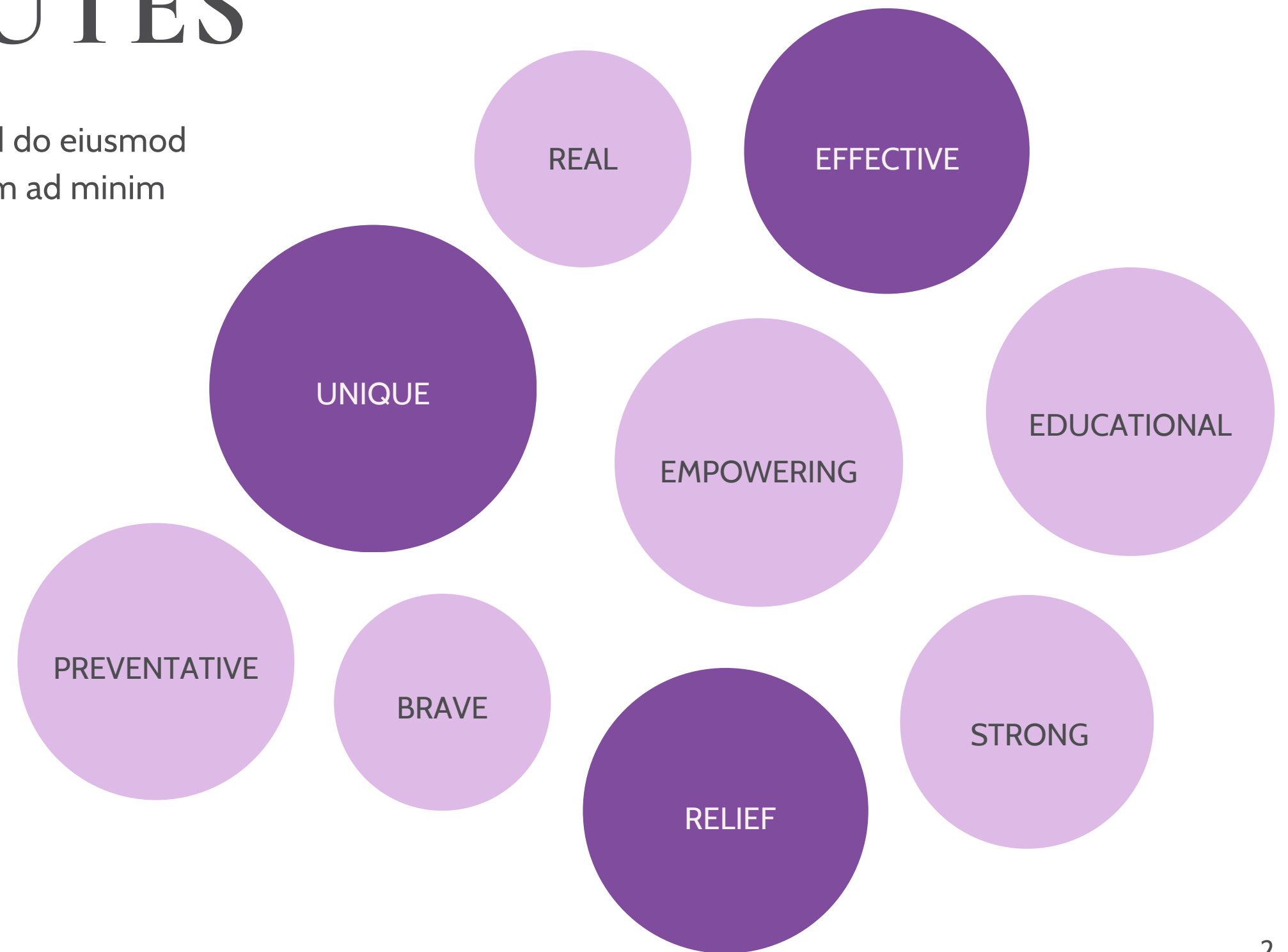
Hey there, gorgeous!

Let us introduce you to Violet – the ultimate breast health supplement that's patented and completely unique, just like you. Say goodbye to those pesky monthly discomforts and tender breasts because ain't nobody got time for that! Violet is here to help you get ahead of the game, providing continued relief and proactively improving your breast health.

Trust me, your girls will thank you for it.

# BRAND ATTRIBUTES

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# Brand

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## STATEMENTS

ONCE A DAY KEEPS THE BREAST PAIN AWAY.

FIGHT BREAST PAIN LIKE A GIRL.

EFFECTIVE RELIEF FROM MONTHLY BREAST PAIN.

HEALTHY BREASTS FOR LIFE.

DON'T LET BREAST PAIN STAND IN YOUR WAY.

UNIQUE. EFFECTIVE. RELIEF.

EVEN SUPERHEROES NEED A LITTLE SUPPORT.



# BRAND PROMISE

We created the perfect solution for monthly breast discomfort and tenderness. Our unique and patented supplement will take care of all your breast-related woes because, let's face it, you don't have time to slow down for pain.

Violet helps you stay ahead of the game by providing continued relief and proactively improving your breast health. So, say hello to pain-free days and healthy breasts with Violet!

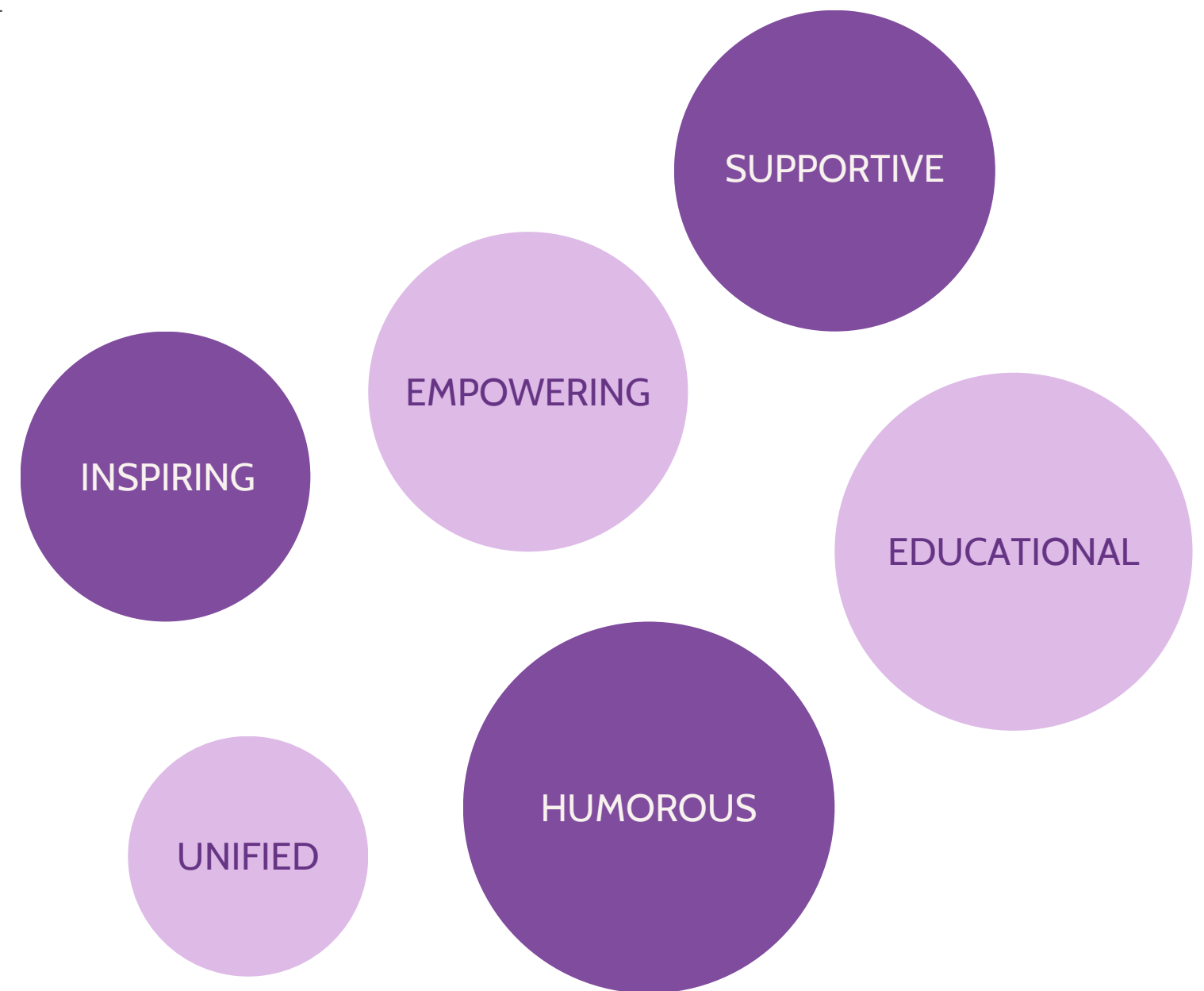


*Mission*  
STATEMENT

HEALTHY BREASTS FOR LIFE.

# BRAND PERSONALITY

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# MANIFESTO

I am a sister, a mother, a daughter, a friend, a partner, a storyteller, a breadwinner, a teacher, a change maker, a rule breaker, a shoulder to cry on, **a finder of future generations.**

I come In many beautiful shapes and sizes.

I am the heroine of my own story and the author of my life.

I am responsible for holding up the sky and casting the shadows aside.

I look fear In the face daily and **keep going.**

I support my girls and empower my sisters.

I believe that women will change the world for the better.

I am serious about that Do Not Disturb sign.

I prioritize my health and happiness and walk away from anything that doesn't serve me.

I believe that kind Is cool.

I believe that time Is a gift not given to everyone.

I don't believe everything I see on social media.

I am strong.

I am worthy.

I am more than enough.

**I am Violet.**

# Ideal CLIENTS

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WOMEN BETWEEN 20 - 45 YEARS OF AGE

PRIORITIZES HEALTH

WOMEN WITH PROGRESSIVE VALUES

WOMEN INTERESTED IN HEALTH,  
NUTRITION AND WORKING OUT

ALREADY TAKES SUPPLEMENTS/NUTRACEUTICALS

SHOPS AT NATURAL GROCERIES, WHOLE  
FOODS, AND/OR EREWHON



Logo

# MASTER LOGO

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# Logo MISUSE

Few rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. The examples shown here are some specific “do not” for our logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.



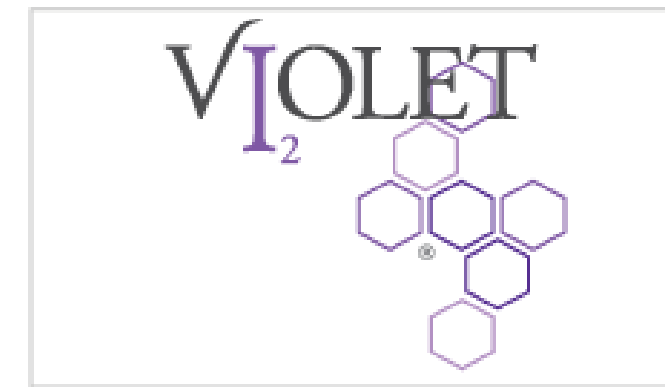
Do not crop the logo



Do not change the transparency of the logo



Do not change the colors of the logo



Do not change the size or position



Do not distort the logo



Do not use drop shadow or other effects



Do not rotate any part of the logo



Do not outline the logo



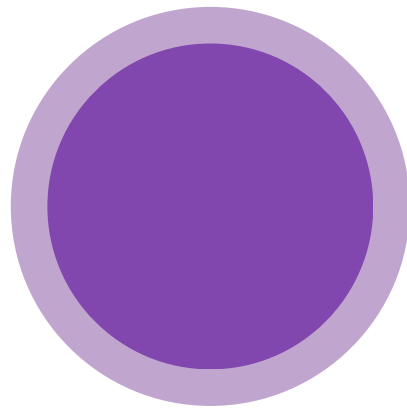
Do not recreate using other typefaces



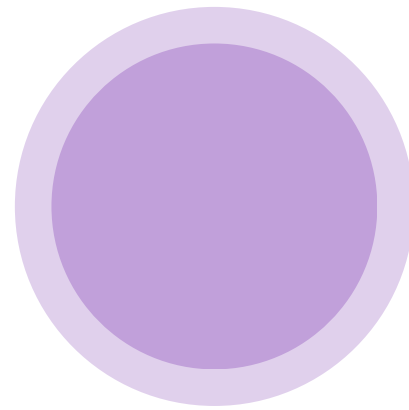
Palette

# BRAND COLOURS

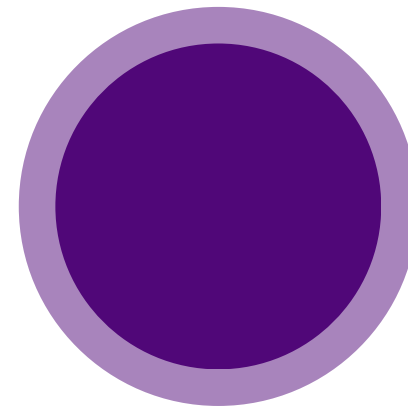
Using the correct colors for the Violet brand is important because colors play a vital role in shaping how people perceive and remember a brand. A brand's color palette is often one of the first things that people notice and associate with the brand, and it can evoke certain emotions and feelings that influence their decision-making.



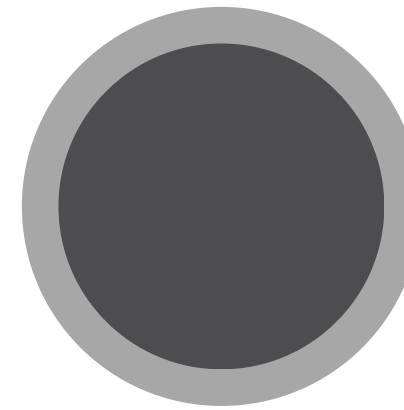
CMYK  
83,99,0,0  
HEX  
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PANTONE  
2587 C



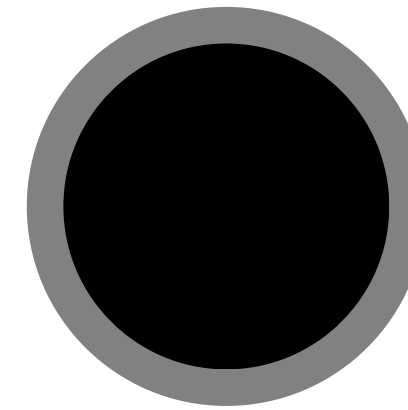
CMYK  
58,76,0,0  
HEX  
#C1A0DA  
PANTONE  
2567 C



CMYK  
16,44,0,53  
HEX  
#500778  
PANTONE  
2607 C



CMYK  
0,0,0,85  
HEX  
#4D4D4F  
PANTONE  
2607 C



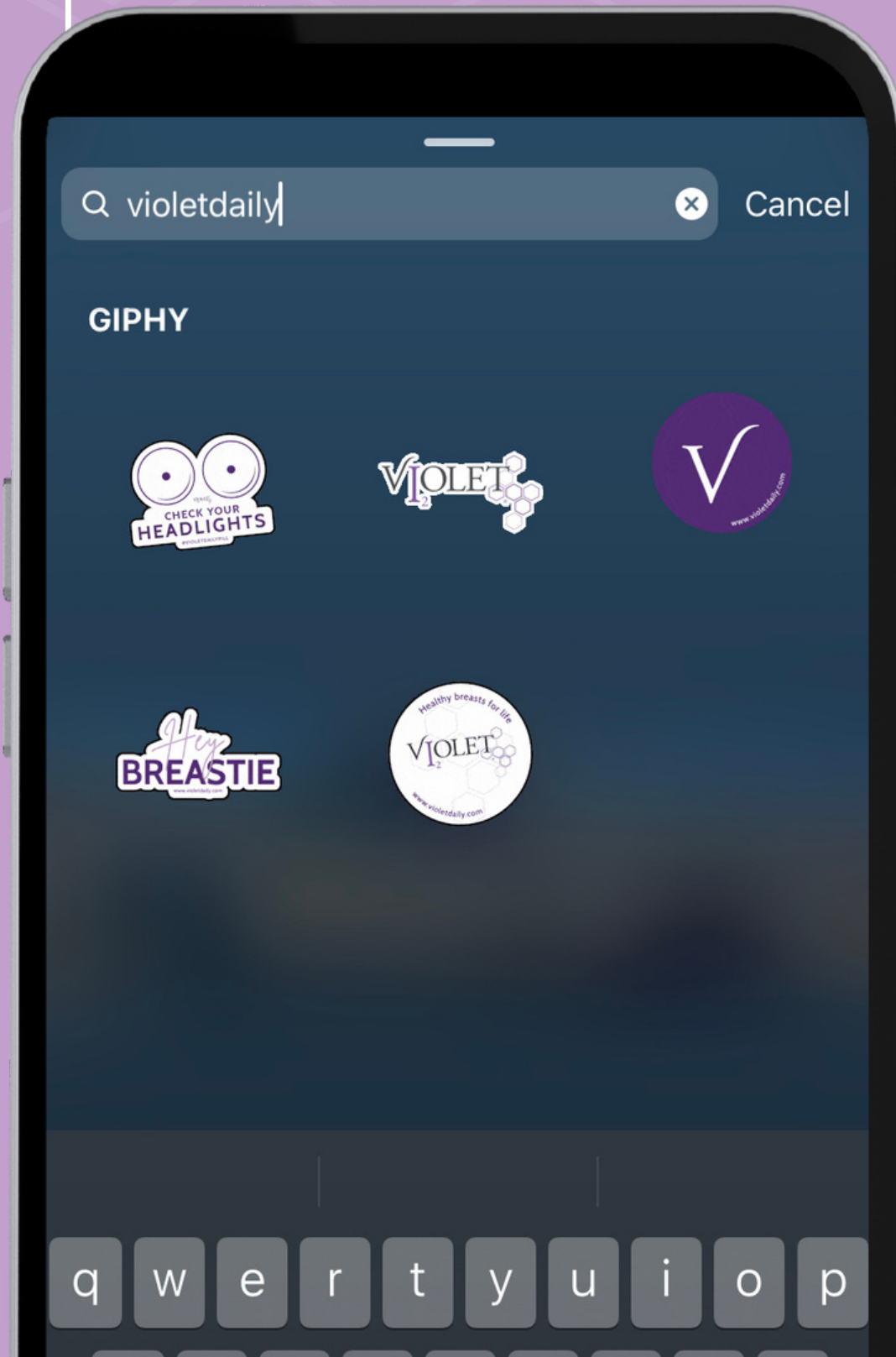
CMYK  
0,0,0,100  
HEX  
#000000  
PANTONE  
BLACK 100%



# INSTAGRAM STICKERS

Using stickers related to "violetdaily" can help you add a unique touch to your Instagram posts and make them more engaging and visually appealing to your followers.

- Open the Instagram app on your device and tap the camera icon at the top left corner of your screen.
- Take a photo or video that you want to add stickers to.
- Tap the smiley face icon at the top of the screen, which will open the sticker library.
- At the bottom of the screen, you will see a search bar. Type "violetdaily" in the search bar and tap enter.
- You will then see a selection of stickers related to the "violetdaily" theme, which you can scroll through and choose from.
- Tap on a sticker to add it to your photo or video, and use your fingers to resize, rotate or move it to the desired location.
- Once you are happy with your post, you can share it with your followers by tapping the "Your Story" button at the bottom of the screen.





# Brand

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## HASHTAGS

Using proper hashtags for a business is important because it can help increase visibility, reach new audiences, and attract potential customers to the brand's social media channels.

#VIOLETDAILY

#BREASTHEALTH

#HEALTHYBREASTSFORLIFE

#NOMOREPAIN

#VIOLETDAILYPILL

#WOMENSHEALTH

#IODINESUPPLEMENT

#SOREBOOBS

# Account

## SET-UP

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### FILL OUT INTEREST SURVEY

The first step to becoming a Violet Daily Affiliate is to complete our interest survey here: [LINK](#)

### EMAIL NOTIFICATION

Once we have processed your survey, we will reach out via email with follow up questions or to notify you of your application status.

### LOG IN AND SET UP AN ACCOUNT

It's a match! Once both sides agree to the partnership, we will send you another email with instructions to log in and set up your affiliate account.

### PROVIDE PAYMENT DETAILS

You will need to set up a payment option in the portal so we can process your automatic commission payments. Once you have registered as an affiliate and completed all banking information in your portal, automatic payments will be made to you on the last day of the following months: February, April, June, August, October, and December.





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