



Brand Deck



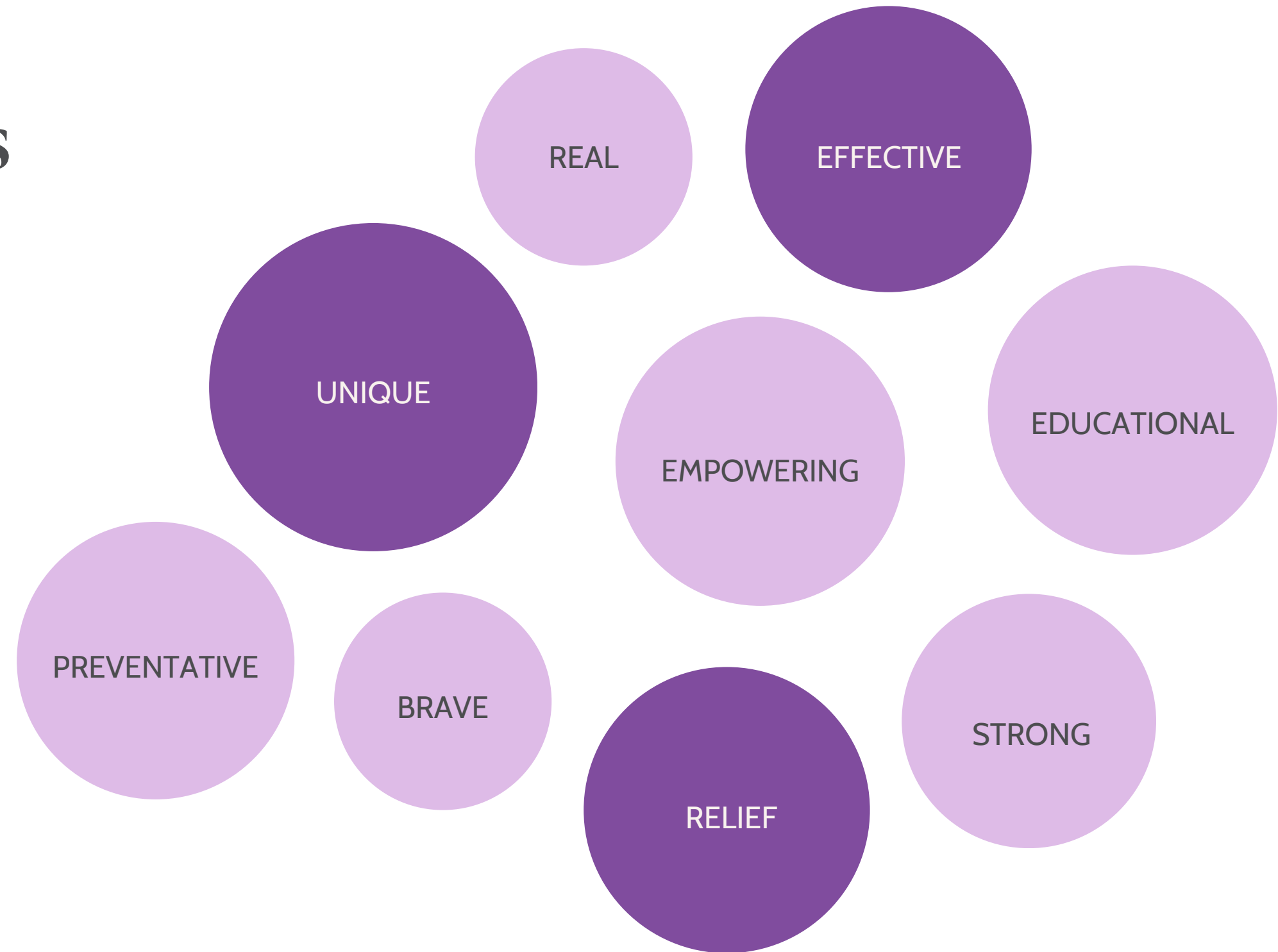


About Violet

Violet is a unique, patented breast health supplement that gives you relief from monthly breast discomfort and tenderness because we know you don't have time for pain. Violet helps women get ahead of monthly pain, get continued relief and proactively improve breast health.



Brand Attributes



BRAND STATEMENTS



ONCE A DAY KEEPS THE BREAST PAIN AWAY

EFFECTIVE RELIEF FROM MONTHLY BREAST PAIN

FIGHT BREAST PAIN LIKE A GIRL

HEALTHY BREASTS FOR LIFE.

DON'T LET BREAST PAIN STAND IN YOUR WAY

EVEN SUPERHEROES NEED A LITTLE SUPPORT

UNIQUE. EFFECTIVE. RELIEF.





BRAND PROMISE

We created a unique, patented supplement to give you relief from monthly breast discomfort and tenderness because we know you don't have time for pain.

Violet helps women get ahead of monthly pain and discomfort, get continued relief and proactively Improve breast health.



Mission Statement

Healthy Breasts For Life.

Brand Personality & Voice



INSPIRING

EMPOWERING

EDUCATIONAL

HUMOROUS

SUPPORTIVE

UNIFIED

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 Client

Women: 20 - 45

Progressive Values

Already Takes Supplements/Nutraceuticals

Shops at Whole Foods, Erewhon

Health Is a High Value For Her

Interested In Health, Nutrition and Working Out



Logo Versions



V ICON



MAIN LOGO



MAIN LOGO

Logo Usage



White logo on dark background



Full color logo on light background

Incorrect Logo Usage



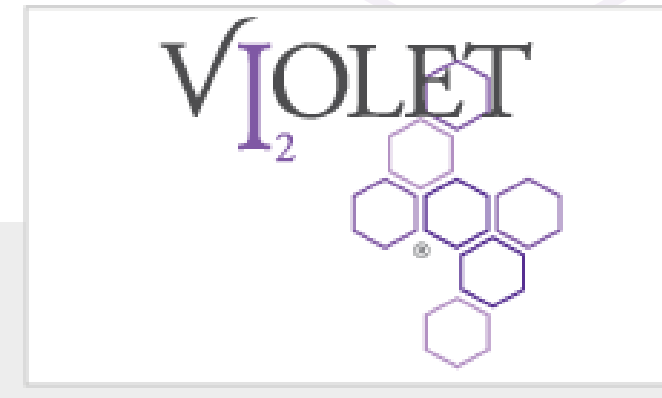
Do not crop the logo



Do not change the transparency of the logo



Do not change the colors of the logo



Do not change the size or position



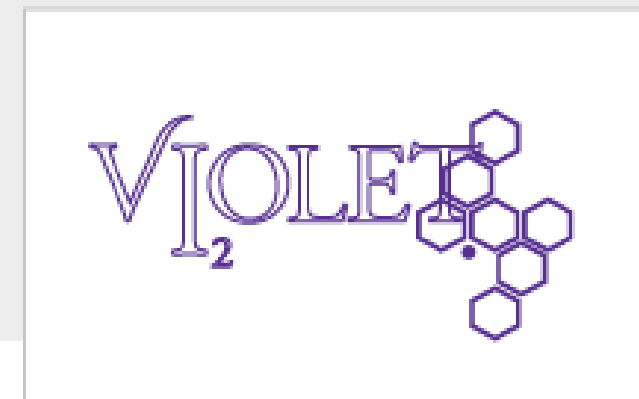
Do not distort the logo



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



Colors

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: 58,76,0,0
Web: #7F58A4

CMYK: 83,99,0,0
Web: #562F91

CMYK: 58,76,0,0
Web: #c2a0cb

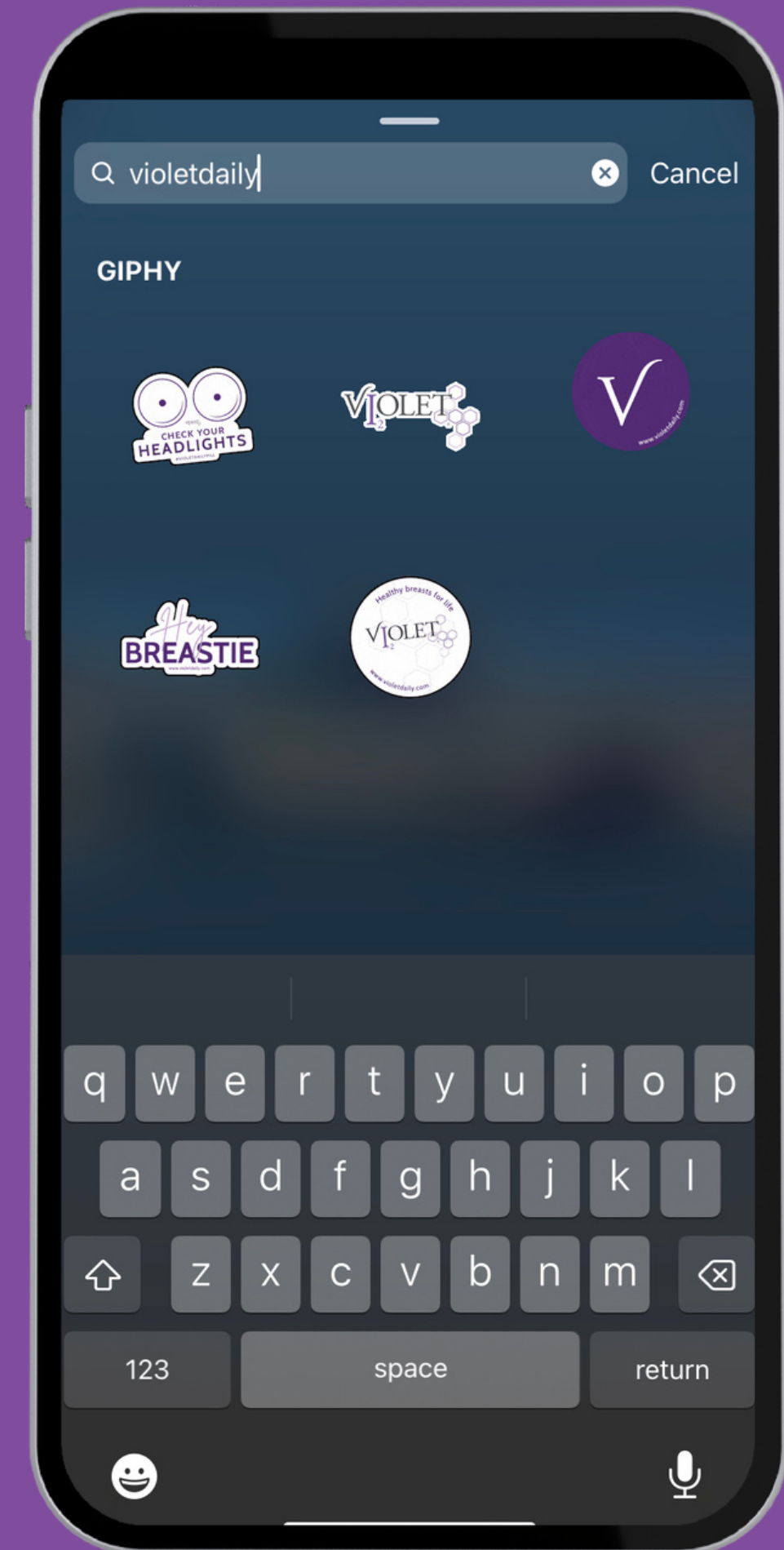
CMYK: 0,0,0,85
Web: 4D4D4F



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.



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
#Violetdailypill
#breathehealth
#womenshealth
#healthybreastsforlife

#iodinesupplement
#Nomorepain
#Soreboobs
#Iodine



Contact Us

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