



JoEllens  
NATURAL  
SOAPS

HANDMADE  
HAND Poured  
LOCALLY SOURCED

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BRANDING ELEMENTS

PRIMARY LOGO



LOGO VARIATIONS & SUBMARK



COLOR PALETTE

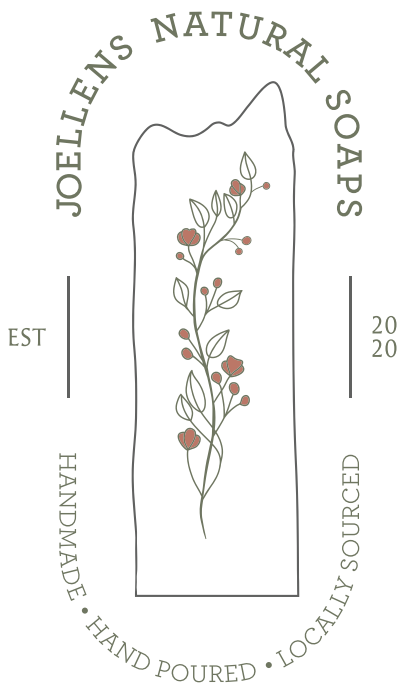


FONT SELECTIONS

Archer

josephsofia

BRANDING ELEMENTS



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COLOR PALETTE

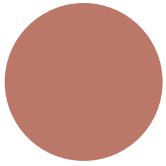
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R:112  
G:119  
B:99

C:56  
M:41  
Y:62  
K:16

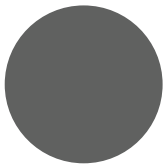
#707763



R:187  
G:119  
B:103

C:23  
M:58  
Y:57  
K:5

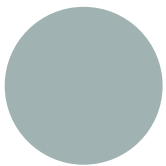
#BB7767



R:96  
G: 97  
B:97

C:61  
M:52  
Y:52  
K:23

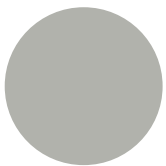
#606161



R:161  
G:179  
B:179

C:38  
M:21  
Y:26  
K:0

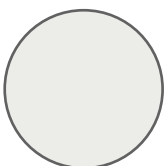
#A1B3B3



R:178  
G:179  
B:173

C:31  
M:24  
Y:29  
K:0

#B2B3AD



R:236  
G:233  
B:231

C:6  
M:6  
Y:6  
K:0

#ECE9E7

Archer  
Book

*Archer  
Light Italic*

Montserrat  
Regular

# Main Headers

## *Sub Headers*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

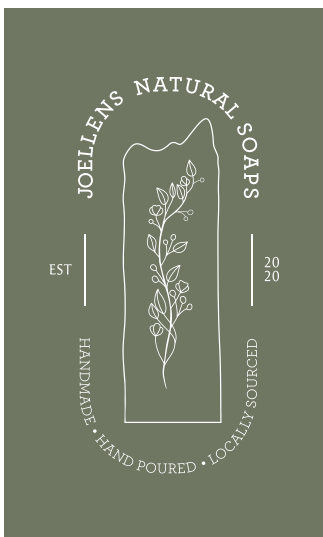
## MARKETING MATERIALS



## BRAND MANIFESTO

No one soap maker is alike, we have all our own recipes and designs. However, I believe that natural, locally sourced, handmade soaps should be affordable for everyone. That is why I made it my mission to design soap that is not only cost effective but great for the skin and the environment. My promise to my customers is that you are going to love the way your skin feels when using these soaps and you can feel confident that you are getting the best quality natural products. My soaps are 100% all natural, vegan friendly, environmentally friendly, and have a really great lather.

**Thank you for your kindness, support and wonderful words. We gratefully appreciate you taking your time to place an order with us, it certainly made our day!**



PACKAGING

JOELLENS NATURAL SOAPS

Ingredients  
Coconut Oil, Olive Oil, Canola Oil, Essential Oils, Sodium Hydroxide, Distilled Water & Natural Clay As Colorants

LOVE YOUR SKIN

joellensnaturalsoaps.com

EST. 2018

JOELLENS NATURAL SOAPS

HANDMADE • HAND POURED • LOCALLY SOURCED

Oatmeal & Honey  
light & calming sweet scent

My soaps are 100% all natural, vegan friendly, environmentally friendly, & have a really great lather.

Handcrafted in Hudson, FL  
NET WT. 4.5oz

JoEllens  
NATURAL SOAPS  
HANDMADE • HAND POURED • LOCALLY SOURCED

Oatmeal & Honey  
light & calming sweet sent

Milk Bath Ingredients  
Epsom salt, pink sea salt, goats milk, pensive dried flowers, essential oils

joellensnaturalsoaps.com

JoEllens  
NATURAL SOAPS  
HANDMADE • HAND POURED • LOCALLY SOURCED

Natural Mosquito Balm  
lemongrass • Rosemary • Eucalyptus

Coconut Oil, Shea Butter, Beeswax, Essential Oils

JoEllens  
NATURAL SOAPS  
HANDMADE • HAND POURED • LOCALLY SOURCED

Oatmeal & Honey  
light & sweet smell whipped scrubs

Handmade Soap Butter Organic Sugar, Glycerin, Hemp Seed Oil, & Essential Oils

JOELLENS NATURAL SOAPS

Honey Bee  
honey scented & flavor

LOVE YOUR SKIN

Ingredients  
natural honey, beeswax, coconut oil, Shea butter

JOELLENS NATURAL SOAPS

Lavender

LOVE YOUR SKIN

Ingredients  
Baking soda, corn starch, citric acid, Epsom salt, coconut oil, & essential oils