

BRAND GUIDELINES

Let's dive in!

Who we are

Who do we speak to

How do we speak

Communicating to sell



Who we are

BrandName is **The Italian Make-up Brand** that, since 1988, has created, developed, produced and distributed wonderful products, rigorously tested, cruel-free and vegan.

Essence

We're a solid reference and relevant inspiration on how to stay up-to-speed and reinterpret the trends that best fit and **enhance one's own style and personality.**

Reason to Believe

We produce a variety of trendy make-up lines and colors of **premium quality at affordable price.**

Purpose

Become the **reference in the make-up market that boosts people confidence** and helps them to express who they are, revealing their unique style and personality.

Channels

We speak on a variety of channels: ATL channels plus in-store, digital windows, website, social, CRM and digital media. **On every channel, we're intense, inspirational and especially coherent.**

Our Motto

We're refreshing our communication platform with a new motto: #BeYou. **Brandname** is self-expression. Our motto is not only a call to action, but what we embed. Be different. Celebrate who you are.

#BeYou

Our motto is a solid reference and relevant inspiration on how to **enhance one's own style and personality.**

It relates to 3 core values.

#BeYou

Our core values



Be Different

Dare to be you

Who decide what's considered normal, and who said we have to follow it? Find your unique beat and own your unique self.



Stand out

Steal the Spotlight

Not fitting in means you're standing out. Wear something you can pull off and get up there.. Isn't it great?



Chase You Dreams

You can do anything

Future is so bright... There isn't a dream too big to chase, tackle, and make real. You've got what it takes. Ready, set go!

Who do we speak to

Our audience, made up of Baby Boomers, Gen X,
Gen Z, is divided into three categories:

Who do we speak to?

Our target categories



The Everyday Diva

A community of individuals who are aware of the importance make-up plays in building one's appearance. They are searching for a sense of belonging, whilst still looking for a distinctive element of self-expression.



The Trend Seekers

Interested in what's "in" and the latest on-trend make-up.



The Deal Chasers

Sensitive to sales, prefers products that are good value for his/ her money. Target activated during sales.

How do we speak?

Dos

Don'ts

PREMIUM

The way we talk to our customers is curated, yet accessible.

COMMERCIAL

We are not pushy when it comes to shopping for make-up.

INSPIRATIONAL

We encourage customers to express their own style and personality.

NOTIONAL

We do not set rules.

INCLUSIVE

We celebrate realness and inclusiveness: our voice engages, excites and connect.

AUTHORITATIVE

We're never authoritative and bossy.

SIMPLE & FRESH

We're straight to the point, with an exciting twist.

GENERIC

You'll never see us use flat description or abstract concepts

We evolve and want our consumers to evolve with us.
We now invite everyone to be part of our movement.

Because, at the end of the day, shouldn't they be themselves first?

We want to celebrate realness diversity and inclusiveness So, we get a **tone of voice that engages, excites, connects.**

Say this

Instead of this

STUNNING

IMPRESSIVE

PERFECT

IMPECCABLE

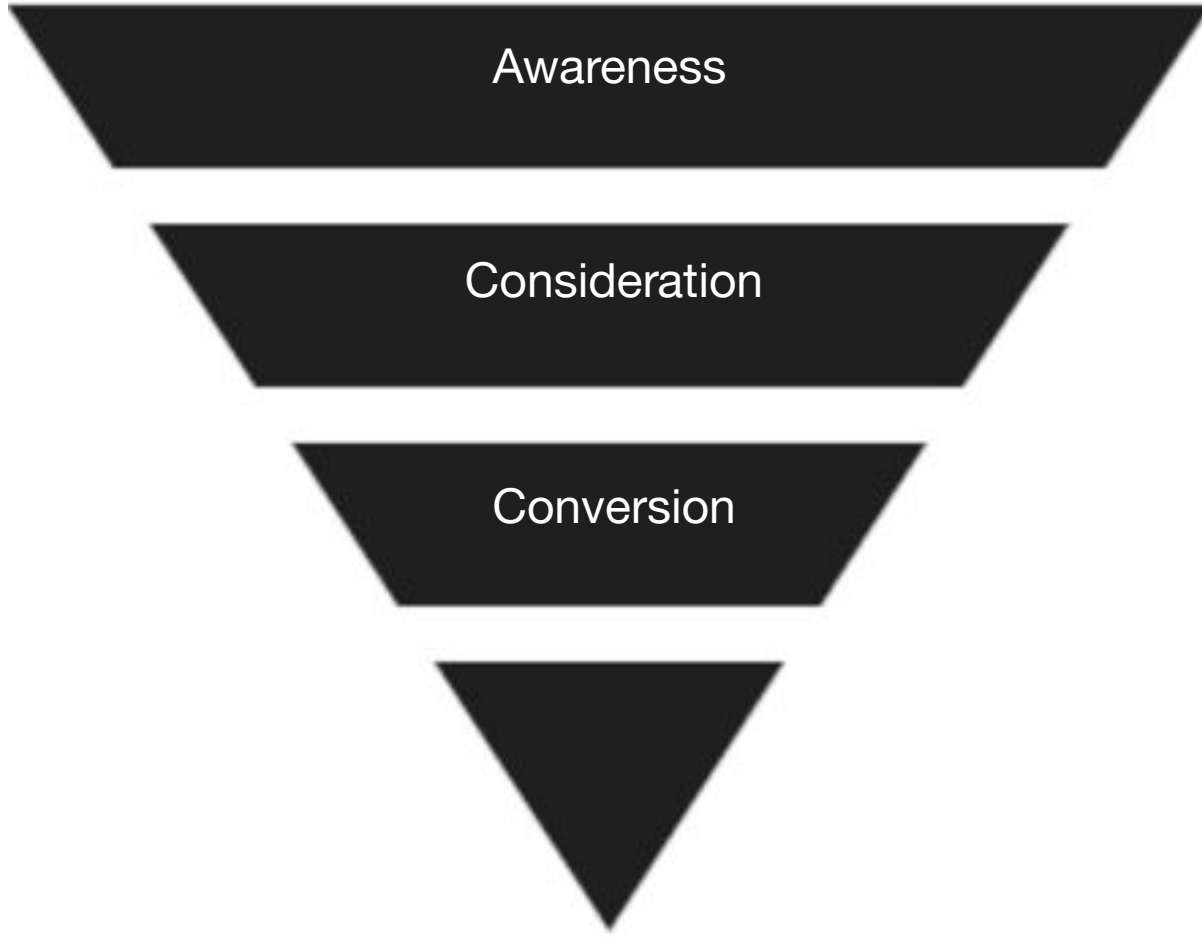
FRESH

CUTTING EDGE

HAPPY

RADIANT

How do we communicate
to sell?



Awareness

We generate interest and educate audience -
inspirational language

Consideration

We speak directly to customers- detailed yet
still curation-focused language

Conversion

We create need- encouraging and direct
language

This is the first and broadest phase of the customer journey. We're inspiring but also boosting the confidence of our audience.

Dos

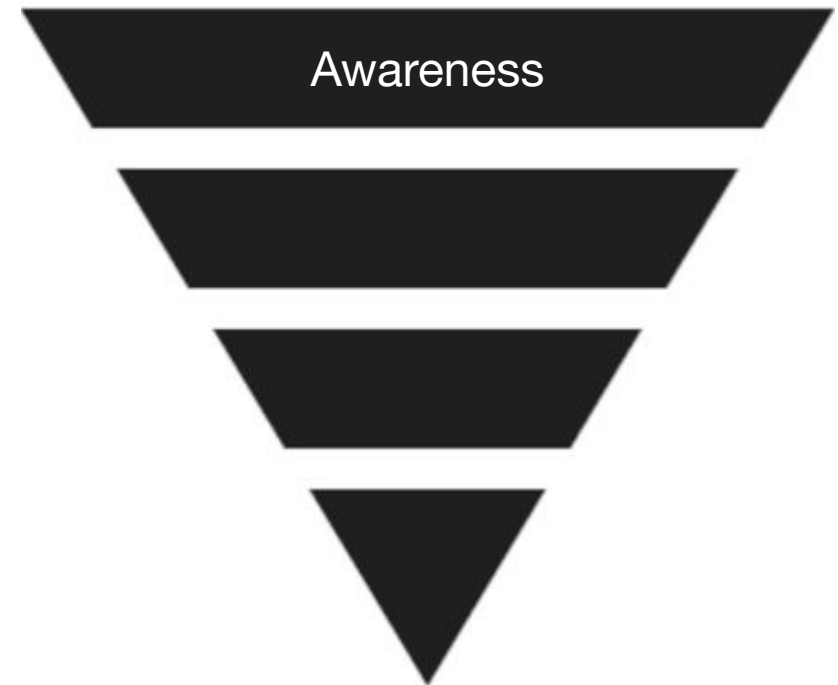
Don'ts

Introduce the campaign

Go into too much detail

Be inspiring

Be product-focused



This second phase is dedicated to a direct yet still inspirational tone of voice. We're giving reasons why this consumer should consider this perfect look/collection.

Dos

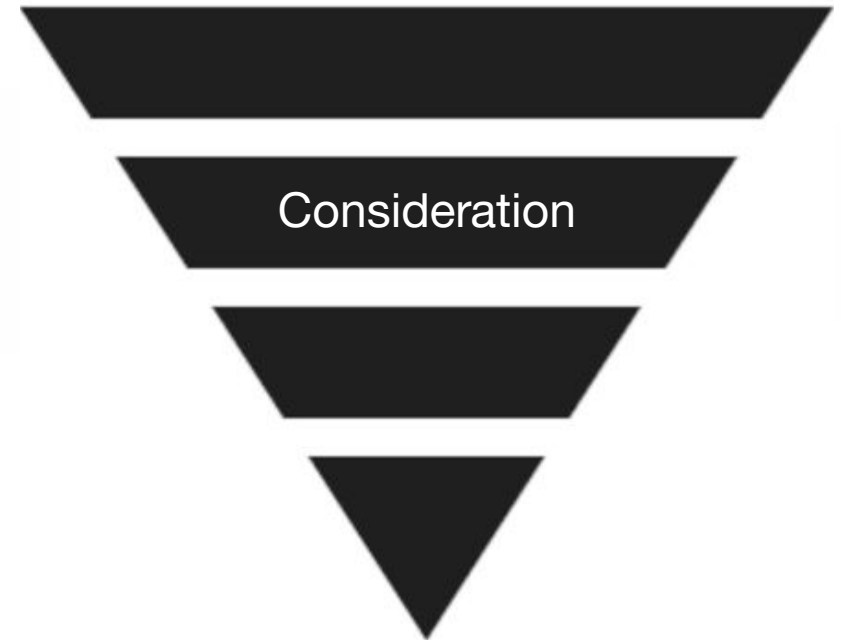
Don'ts

Focus on product
with a curated TOV

Be too vague

Give them a reason
why we've selected
this product

Be pushy



This final phase is dedicated to the final push: encouraging the user on why he/she should make this purchase.

Dos

Don'ts

Encourage the user in his purchase

Be pushy

Describe the product in a concrete and expert way

Use a too elevated TOV

