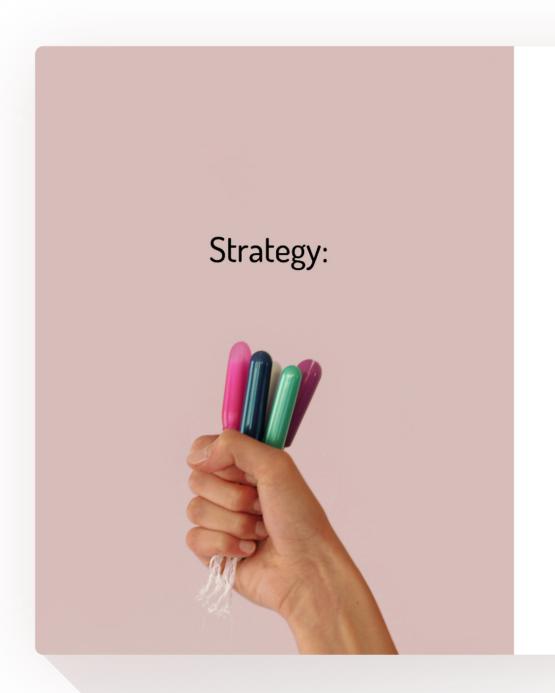# Odeeva

Branding Identity for Odeeva, women's hygiene and lifestyle subscription brand

odeeva

Brand Identity Document

# Brand and Style Guide:

**Strategy:**

Mission
Vision
Values
Culture

**Identity:**

Logo
Logo usage
Color Scheme
Typography

**Marketing:**

Audience
Visual Personality
Brand Voice
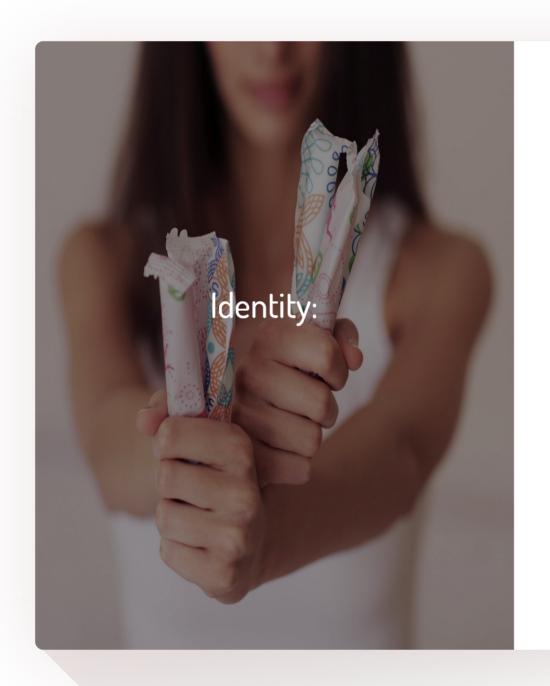
Strategy:

Mission

Vision

Values

Culture

# Mission:

At Odeeva, our mission is to be the world's most impactful women's hygiene and lifestyle brand by enhancing women's lives with knowledge, humor and convenient access to safe hygiene products. We believe in "women helping women"! With every product sold we donate a hygiene product to women in need.

# Vision:

"Imagine a world in which every women has convenient access to hygiene products and the cultural freedom to celebrate her body"

Odeeva

Identity:

Logo

Logo Usage

Colors and Color Usage

Typography

# Logo:

**odeeva**

**odeeva**

**odeeva**

01 / The logo and the text should always stay the same.

02 / To ensure legibility, the minimum width for reproduction of our logo Is ¾ of an Inch.

03 / The color of the logo is not to be changed. Use one of the 3 options on this page.

04 / Do not stretch the logo.

05/ Maintain logo proportions of W: 2 Inches / H: 0,439 Inches.

# Logo Usage:

Logo for Odeeva Cares and Odeeva TV should be used only in these 3 color combinations. Logo proportions for ODEEVA CARES are - W: 2 Inches /H: 0,78 Inches and for ODEEVA TV are - W: 2 Inches / H: 0,441 Inches.

# Color Palette:

These colors make up the Odeeva's Brand Colors and should be used for all general communications.

| | | | | |
|---|---|---|---|---|
| #EDEDEF | #999999 | #7A7A7A | #CCCCCC | #404040 |
| #D877AD | #CC6697 | #DD378D | #6A4263 | #A88E8C |
| #E7E5E5 | #275C8F | #000000 | #EDDFDF | #D2BAB9 |

# Typography:

Odeeva's primary fonts are Font Dosis and Lato. Please use Font Dosis for Headers and Font Lato for Body. For Styles, use Dosis Medium, Semi-Bold or Bold for Headers and Lato Regular or Regular Italic for Body. Minimum font size to be used for Headers is 14 px and 10px for the Body.

## Dosis
### Dd

**Characters:**

ABCĆČDĐEFGHIJKLMNOPQRSŠTUV
WXYZŽabcčćdefghijklmnopqrsštuv
wxyzž1234567890'?'"!"(%)[#]{@}/&
<-+÷×=>®©$€£¥¢::,.*

**Style:**

Extra-Light
Light
Regular
Medium
**Semi-Bold**
**Bold**
**Extra-Bold**

## Lato
### Ll

**Characters:**

ABCĆDEFGHIJKLMNOPQRSŠT
UVWXYZŽabcćdefghijklmnopqr
sštuvwxyzž1234567890'?'"!"(%
)[#]{@}/&<-+÷×=>®©$€£¥¢:;,.*

**Style:**

Thin
*Thin Italic*
Light
*Light Italic*
Regular
*Regular Italic*
**Bold**
***Bold Italic***
**Black**
***Black Italic***
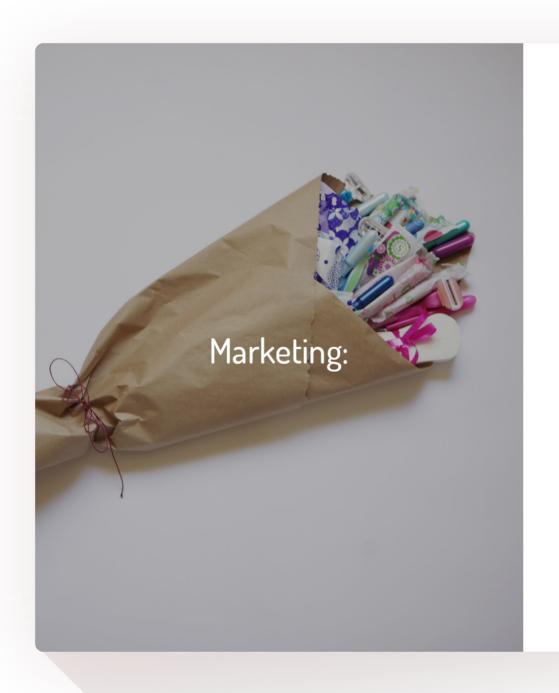
# Typography / Logo:

Odeeva's Font used for Odeeva Cares is brand's logo combined with word – CARES in Wilderness Typeface Font. Odeeva TV is a brand's logo combined with a word –TV in Wilderness Typeface Font, and words – WITH TANYA MEMME in Lato Semibold Font, with letter spacing of 1 px.

## Odeeva Cares



## Odeeva TV

Marketing:

Target Audience

Brand Visual Identity

Brand Voice

Inspiration

Odeeva Take away!

# Target Audience / Geography:

United States, Major Cities:

New York
Los Angeles
Chicago
Houston
Philadelphia
Phoenix
San Antonio
San Diego
Dallas
San Francisco
Atlanta
Boston
Detroit
Miami
Denver
Washington