



eben

BRAND MANUAL

To be the multicultural beauty products industry leader by producing, providing and fulfilling the unique beauty needs of multicultural consumers from around the world.



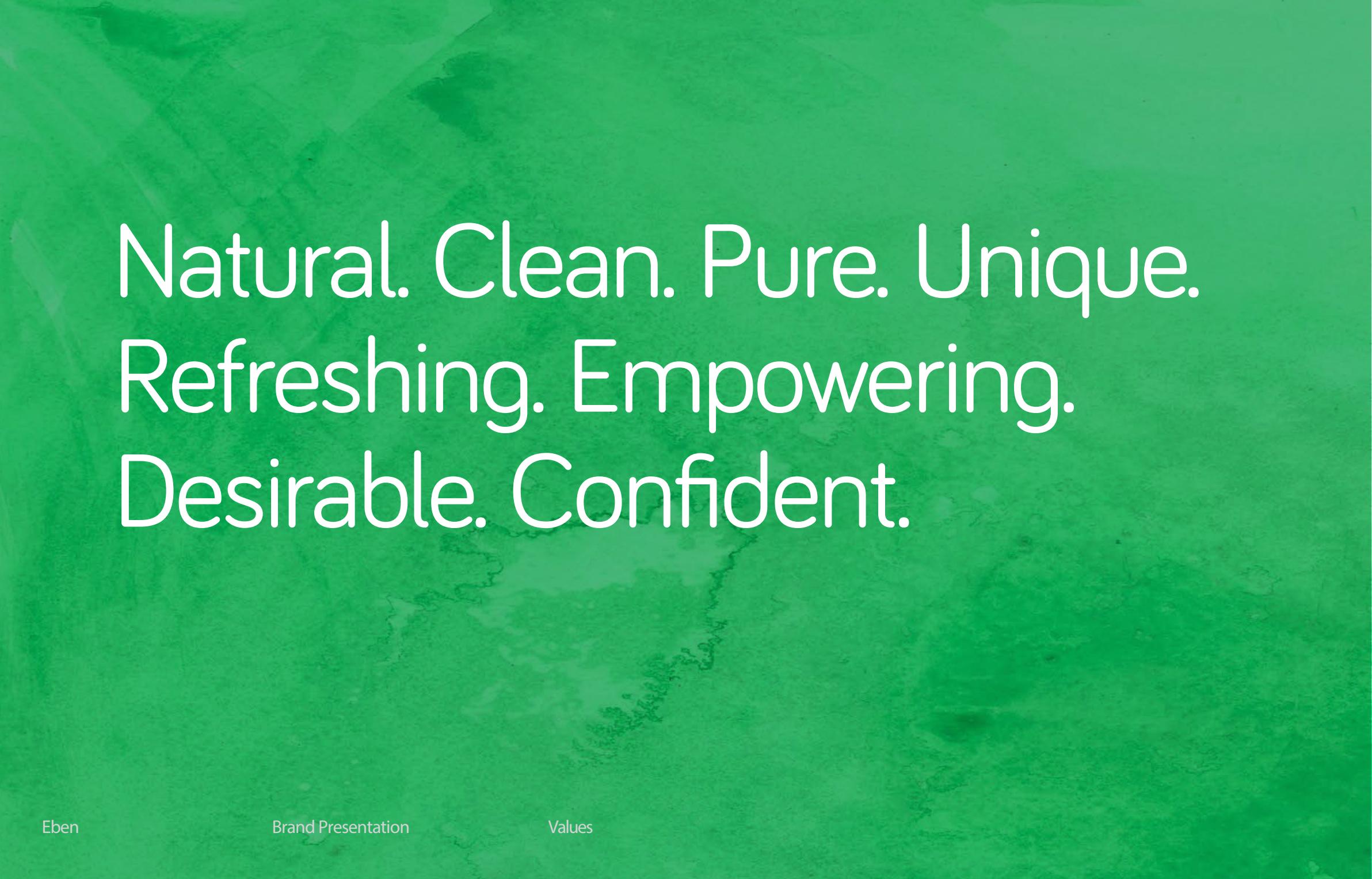


From the French word “ébène”  
(a dark wood found at the heart of the ebenaceae trees)

Eben are natural ingredients  
beauty products created to  
meet the unique needs of  
people of color.



To provide multicultural consumers with beauty products that inspire, empower and celebrate their natural color.



Natural. Clean. Pure. Unique.  
Refreshing. Empowering.  
Desirable. Confident.

# Brand Presentation

# TONE OF VOICE

Experienced

Trustworthy

Confident

Articulate

Innovative

In-the-Know

Beauty-focused

Culturally-aware

Culturally-sensitive

Proud



# TONE OF VOICE

Confident

Defined

Experienced

Trustworthy

Knowledgable

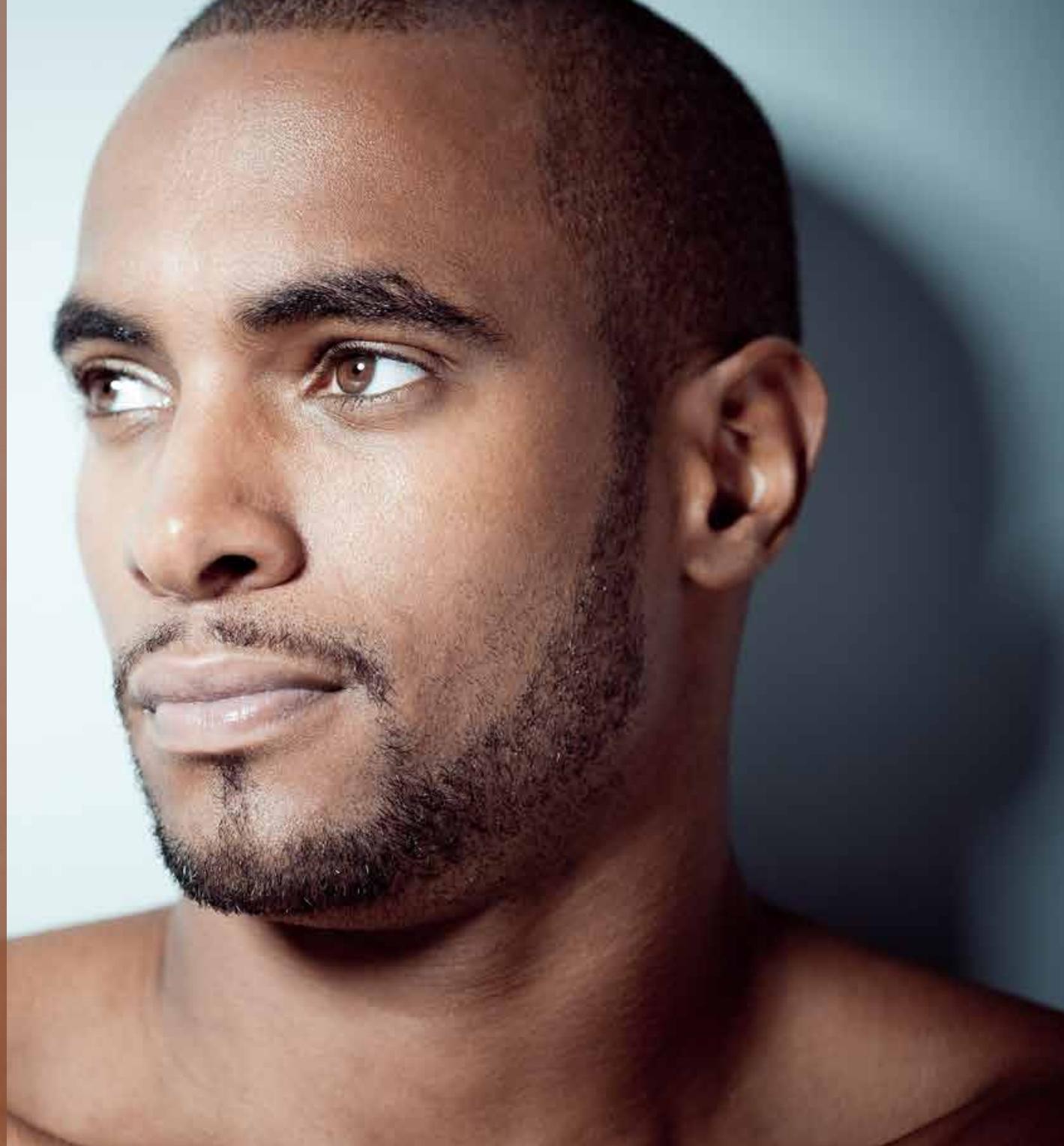
Articulate

Innovative

In-the-Know

Culturally-aware

Proud





# CONSUMER PROFILE - WOMEN

Today's multicultural woman is a trendsetter, a social maven, the head of her household, a leader in business and community. She is progressive with her thoughts on health, entertainment, family and diversity. She's passionate about products she likes, she will share her experience with friends and family on social media and through word of mouth. She is culturally engaged and is a conscious consumer making mindful decisions on how her buying power with products can make an impact.

She is the empowered multicultural woman.

# CONSUMER PROFILE - MEN

Personal image is highly valued and is regarded with an immense sense of pride in the multicultural community. He is a conscious consumer, always looking to buy quality products at a reasonable cost. When purchasing a product he's fully aware that his purchase is reflective of his buying power and it's impact on others. Embracing this power, he is culturally engaged and a critical brand advocate and influencer, willing to share his likes and opinions about products and services by posting reviews, interactions and ratings.

He is an empowered multicultural man.









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Eben

Brand Presentation

B&W



eben



**M:Gold Leaf**

**PMS:347 C**

**R:8 G:153 B:68**

**#009944**

**PMS:478 C**

**R:117 G:61 B:41**

**#753D29**



eben

The word 'eben' is written in a white, sans-serif font. A small, stylized graphic of a plant with two leaves is positioned above the 'b' and 'e' characters.



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Green 50% Transparency



Gold Foil





Watercolor Artwork



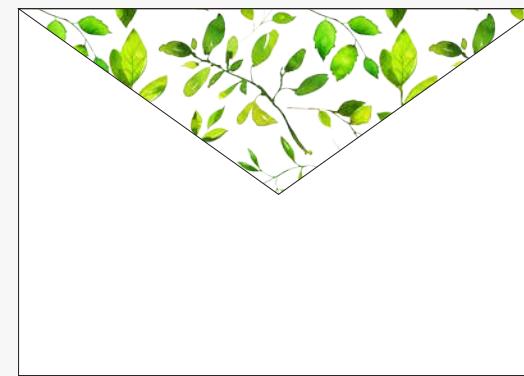
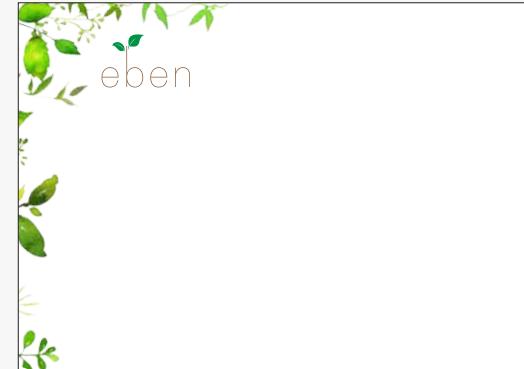
Gold Foil



Watercolor Wash



Watercolor Wash







Eben

Brand Presentation

Collateral Sample



Eben

Brand Presentation



Product Packaging



# TYPOGRAPHY

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## FONT FAMILY

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### BARIOL REGULAR

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

### HELVETICA NEUE REGULAR

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## HEADLINE // HURME 24PTS.

## SUB HEADLINE // BARIOL REGULAR CAPTION 18.

### HELVETICA NEUE 9PTS

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Praesent malesuada magna sed tempus condimentum. Sed pharetra pellentesque gravida.

Curabitur vulputate, urna ac euismod malesuada, purus augue placerat velit, vitae sagittis eros ipsum efficitur lorem. Vestibulum ipsum diam, dignissim in metus sed, interdum bibendum nulla.



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# THANK YOU!