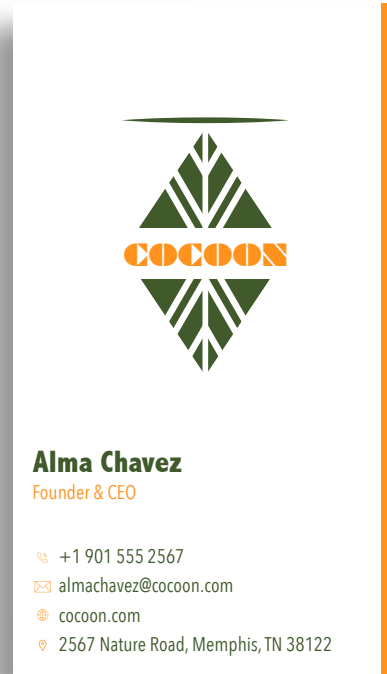


**Alma Chavez**



# Identity system



A white business card with a green and orange logo at the top. The logo consists of a stylized leaf or tree shape with the word "COCOON" in orange letters across the middle. Below the logo, the name "Alma Chavez" is written in green, followed by "Founder & CEO" in orange. At the bottom, contact information is listed with icons: a phone icon for "+1 901 555 2567", an email icon for "almachavez@cocoon.com", a globe icon for "cocoon.com", and a location pin icon for "2567 Nature Road, Memphis, TN 38122".

**Alma Chavez**  
Founder & CEO

+1 901 555 2567  
almachavez@cocoon.com  
cocoon.com  
2567 Nature Road, Memphis, TN 38122



A dark green business card with the same stylized leaf logo and "COCOON" text in white and orange at the top.



A white envelope and a matching letter. The envelope is white with a green and orange logo on the top left and a vertical orange stripe on the right. The letter is white with the same logo and contact information at the top right. The main body of the letter contains a customer service response in black text. The letter is signed "AC" in black ink. A vertical orange stripe is on the right side of the letter.

2567 Nature Road  
Memphis, TN 38122  
+1 901 555 2567  
cocoon.com

Dear Karen:

Thank you for telling us about the problem that you had with our customer service. We try to provide the best service possible to all of our customers, so it is very important for me to know when we don't meet expectations.

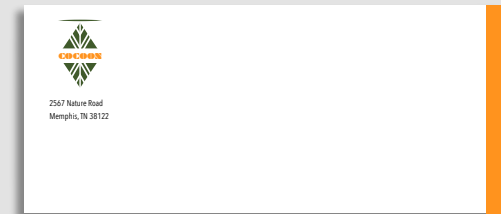
I certainly understand how disappointing this must have been for you. I am sorry that we didn't meet your expectations, there is no excuse for this. I would like to offer you the enclosed gift card in the amount of \$115.00. Your business with us is important and we hope that you will continue to use our services.

To ensure that this is not a problem again, our manager will be conducting a re-training session with all staff immediately. This training will review our policies that were not followed to make sure that this does not happen again. I will also be communicating in writing to all staff, reiterating the high standards and values that our company was founded on and continues to hold.

Thank you again for your time and bringing this matter to our attention. Please do not hesitate to contact me at any time.

Sincerely,  
Alma Chavez  
Founder & CEO

AC



A white envelope with a green and orange logo on the top left and a vertical orange stripe on the right.



A white envelope with a green and orange logo on the top left and a vertical orange stripe on the right.



A white business card with a green and orange logo at the top. The logo consists of a stylized leaf or tree shape with the word "COCOON" in orange letters across the middle. Below the logo, the name "Alma Chavez" is written in green, followed by "Founder & CEO" in orange. At the bottom, contact information is listed with icons: a phone icon for "+1 901 555 2567", an email icon for "almachavez@cocoon.com", a globe icon for "cocoon.com", and a location pin icon for "2567 Nature Road, Memphis, TN 38122".

**Alma Chavez**  
Founder & CEO

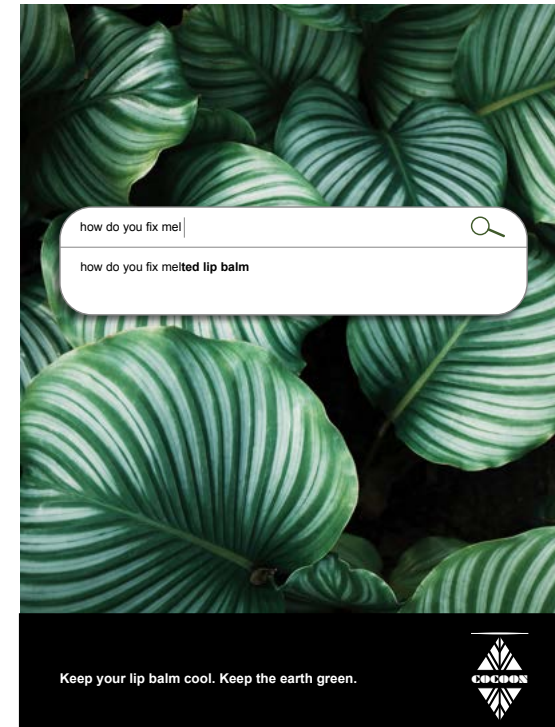
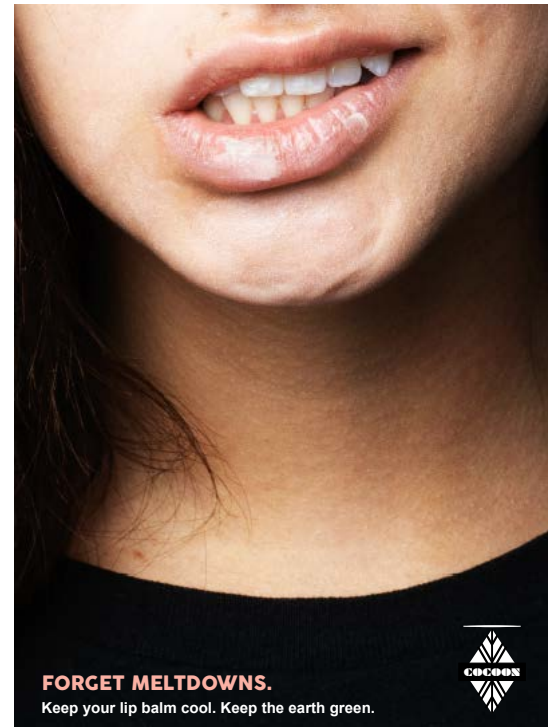
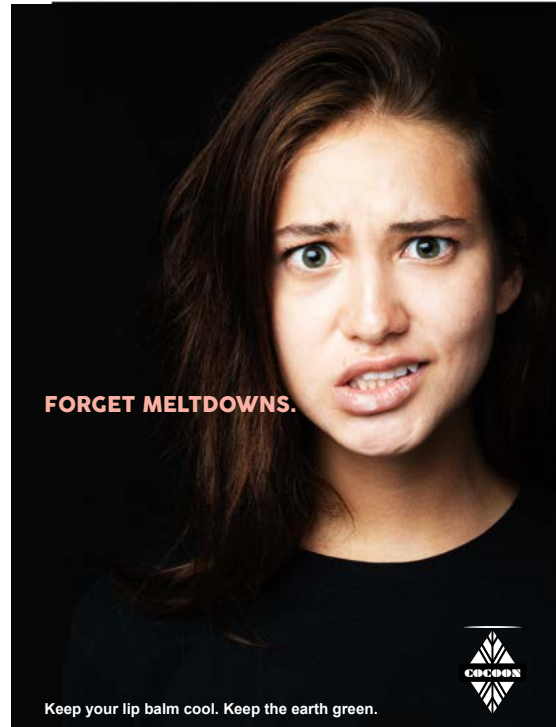
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almachavez@cocoon.com  
cocoon.com  
2567 Nature Road, Memphis, TN 38122



A dark green business card with the same stylized leaf logo and "COCOON" text in white and orange at the top.



## Poster & Ad



## Billboard



**1 billion** plastic tubes end up in a landfill each year.

Refillable reusable lip balm tubes.



## Magazine

<https://www.flipsnack.com/B7B596DD75E/heavytypepiece.html>





## CONTENTS

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- 6 **Logo usage**
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- 10 **Typography**



## ABOUT THE BRAND

Alma Chavez created COCOON in 2020 while attending the University of Memphis. She began the company after noticing that her lip balm kept melting in her car. With that in mind and wanting to reduce her carbon footprint, she created COCOON. COCOON is based out of Memphis, TN and is available at a number of retail stores across the United States.

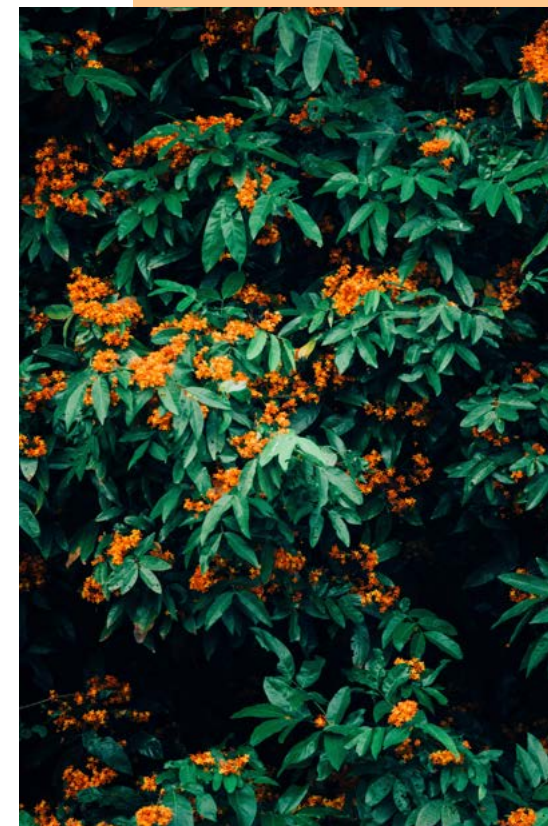
## ABOUT THE PRODUCT

COCOON is the new revolutionary way to lip balm. Enclosed in stainless steel, with double-wall vacuum insulation, COCOON won't melt even on the hottest day! If that doesn't knock your boots off then this will. Ready? It's eco-friendly! That's right, go green with COCOON and save one more lip balm from having to pile up in a landfill.

## ABOUT OUR MISSION

The COCOON collection is inspired with mother nature and you in mind. We select nutrient-rich ingredients to help support a strong and healthy skin barrier. We strive for 100% natural origin formulas, and all of our products are over 95% natural origin. We formulate without phthalates, parabens, petrolatum, sodium lauryl sulfate (SLS) and other chemicals of concern.

From beeswax to baobab, clary sage to shea butter, we've made it our mission to source our ingredients responsibly. Our passion for quality leads us all over the world—and no matter where we go, we respect the communities, individuals, and environments from which we source.



## MESSAGING

### Tagline

Keep your lip balm cool. Keep the earth green.

### Important words

COCOON, eco-friendly, stainless steel, double-wall vacuum insulation, elegance.

## VOICE

Elegant, clean, simplistic.

## LOGO USAGE



## LOGO VARIATION-DO'S



Original logo on white background



Black logo on white background



White logo on black background



Inverse logo on moss green background

## LOGO VARIATION-DONT'S



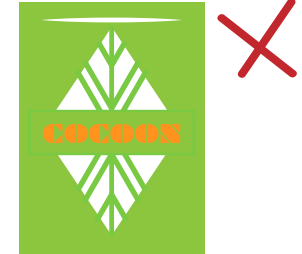
Do not change the typography



Do not distort logo



Do not rotate the logo



Only use the approved background colors

## BRAND COLORS

<b>Orange</b>	<b>White</b>	<b>Moss green</b>	<b>Off white</b>
R: 255 G: 147 B: 30	R: 255 G: 255 B: 255	R: 64 G: 90 B: 43	R: 26 G: 26 B: 26

## TYPOGRAPHY

### Cocogoose (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

### Abadi MT Condensed Extra Bold (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

### Arial (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



# MAGAZINE



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**Hudson, Blair**

This is an amazing product! I cannot believe that this just became a thing!



**Roy, Ramona**

I take COCOON with me everywhere! The pool, the beach, even on a hike!

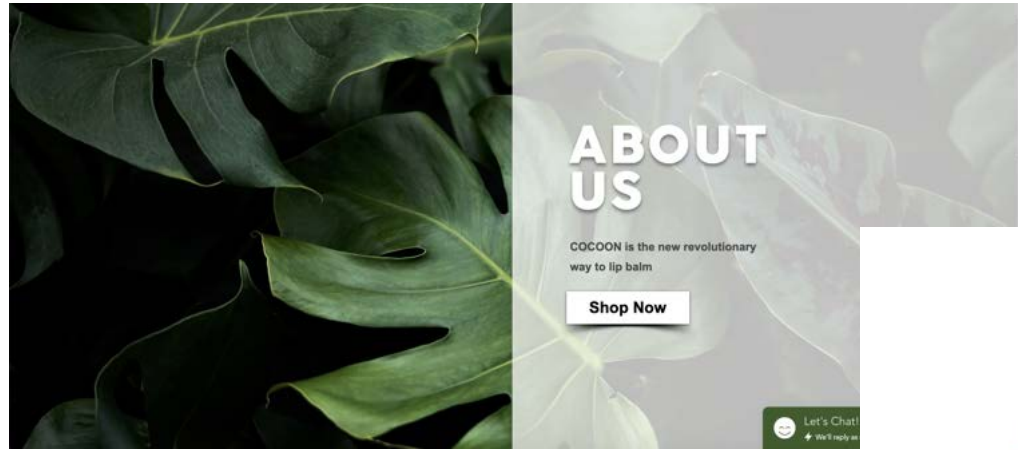


**Jackson, Joe**

COCOON is amazing! Not only will it not melt, but it is very stylish!



# MAGAZINE



**ABOUT US**

COCOON is the new revolutionary way to lip balm

[Shop Now](#)

Let's Chat! We'll reply as soon as we can

## WHERE OUR WAX COMES FROM



From the start, our vision was to share the power of natural ingredients and support small farmers. We currently work with a second-generation, family-owned moringa farm in Southern California and an acerola cherry farm in Northeast Brazil.

In September 2020, we unveiled the most recent addition to our growing network of farms: Our very own certified organic, non-GMO, regenerative perating in partnership with regenerative farming pioneers in the Hudson Hemp farm network, we're committed to maintaining the soil's ability to recycle nutrients, embracing biodiversity and growing with a closed loop, no-waste system.

Our farm is home to beehives filled with over 20,000 healthy bees that create the proprietary buckwheat honey blend used in our honey collection. Our beekeeper and farmers practice ethical



## CONTACT US

500 Terry Francois Street San Francisco, CA 94158

[almachavez101@yahoo.com](mailto:almachavez101@yahoo.com)

123-456-7890



Name  Email

Phone  Address

Subject

Type your message here...

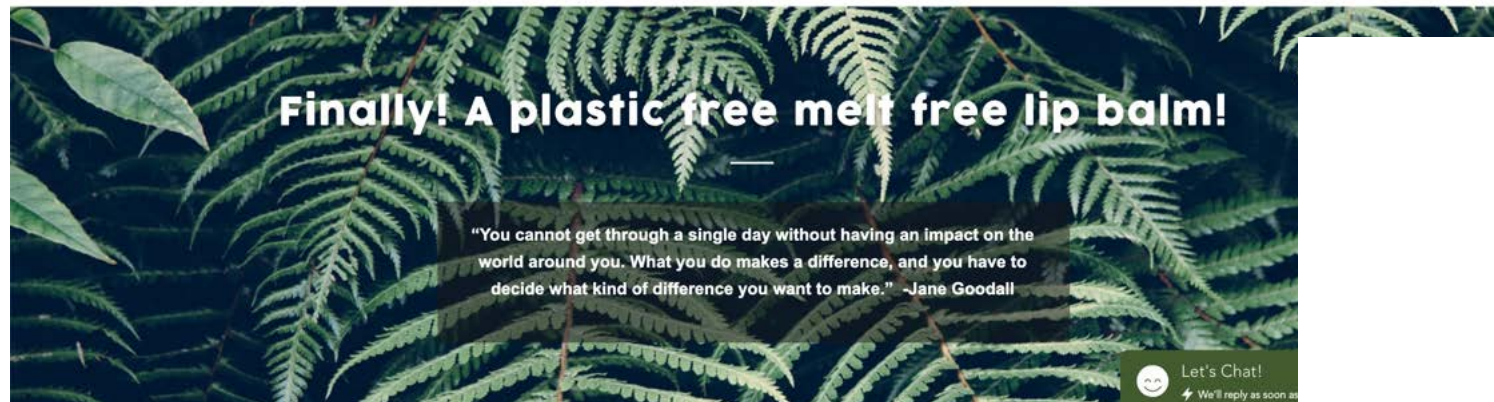




# MAGAZINE



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## Finally! A plastic free melt free lip balm!

"You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of difference you want to make." -Jane Goodall

Let's Chat!  
⚡ We'll reply as soon as we can



Quick View

SILVER  
\$45.00



BLACK  
\$45.00

New



ROSE GOLD  
\$45.00

Let's Chat!  
⚡ We'll reply as soon as we can