



ILLIPE

by forestwise

INTRODUCTION

This brand book will take you through our story of how we came to be and show you the beautiful wonders of the rainforests in Borneo, Indonesia. In this book, you'll find our story, our passion, and our goals. It is developed to guide and inspire you through our brand to help us spread our story through brand touchpoints.

Illice team



**DISCOVER THE BEAUTY OF
THE RAINFOREST**



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BRAND STORY

The beginning of our journey

Il·li·pe | \ 'ilə(,)pē\

Our story begins with living near the rainforests in Borneo, Indonesia. It was there where we experienced first hand the consequences of deforestation caused by palm-oil plantations for the beauty industry on the livelihood of wildlife and the local forest community. We were determined to make a change in the industry and reverse deforestation.

During our journey, we discovered the beauty of the rainforest and the nourishing benefits of harvested rainforest ingredients on our skin. We found that harvesting is the most sustainable way of sourcing and a way to create forest value to keep the palm-oil manufacturers away.

An ingredient that we discovered in the rainforest is the illipe nut. The illipe nut inspired us to start 'Illipe by Forestwise' and deliver the beauty of the rainforest to people.

However, we believe together with the local forest community, we can protect the rainforest. We work directly with forest farmers for the harvest of rainforest ingredients for our skincare products.





OUR PASSION

Discover the beauty of the rainforest

1

PURPOSE

Why we exist

Our purpose is to reverse deforestation caused by the beauty industry by empowering the local forest community in creating value for the rainforest.

The second-largest rainforest on the world is located in Borneo, Indonesia. Borneo is also where the second biggest deforestation is happening caused by palm-oil plantations (WWF, 2015).

2

VISION

What we aim to achieve

Our vision is to work together towards a 100% palm-oil free beauty industry.

Currently, the palm-oil sector is used for the food and cosmetics,- biodiesel,- and energy industry. In Europe, the food and cosmetics industry is the second largest industry that uses palm-oil. With biodiesel, the largest industry using palm-oil (Oilworld, 2015).

3

MISSION

How we achieve it

Our mission is to deliver a new beauty experience for beauty consumers. Together we experience the nourishing benefits of harvested rainforest ingredients while creating value for the rainforest and reversing deforestation.

Source:
WWF Living Forests report 2015
Oilworld.biz

OUR APPROACH

Working towards our vision

Currently, palm-oil manufacturers in the rainforest are forcing local forest community to give up their land them to build their plantation by offering them money. However, this only provides them short-term benefits, and no stability in income is guaranteed. In addition to this, the quality of life deteriorates through deforestation.

We work directly with 500 farmers from local forest communities surrounding the rainforest, providing stability and improvement of quality of life in the long-term. Furthermore, having no middlemen in the supply chain makes it possible for us to make our rainforest ingredients traceable up to which harvested area.

With no middlemen in our supply chain, we can be more flexible in our operations to be more aligned with consumers' needs, have a shorter lead time and offer lower selling prices compared to other brands.

We are always looking to improve our processes regarding sustainability and labor conditions. Currently, we have obtained a 'Fair for life' certificate through our parent brand, forestwise, which regards the ethical practices throughout our process. In addition to this, we collaborate with provenance.org to provide consumers the transparency in our company that they need.







OUR BELIEFS

This is what we stand for

1 RESPECT FOR NATURE

Our love for nature is what drives us the most in everything we do. It's important to us as an individual, and it's where we unite as a team. We try our best to keep working on improving our actions and behavior to be as respectful as possible towards nature.

2 MAKE AN IMPACT

We are a small company with a determination to make a change in the beauty industry. The size of the impact doesn't matter. Be it big or small, every effect we have on the beauty industry matters.

3 DARE TO BE DIFFERENT

We are proud of the fact that we are different from other brands in the beauty industry. Our purpose and approach are the things that set us apart from others and challenge current operations in the industry.

4 EMPOWER THE RAINFOREST GUARDIANS

We believe that we need to empower the people living around the rainforest to protect the rainforest. Providing them with a stable income and a better quality of life is what will make a difference.

5 BE TRANSPARENT

Being honest about our operations and actions is essential to us. We want people to be able to trust us, and we want to be able to show this through our transparent operations.

6 BE OPTIMISTIC

As deforestation becomes a real problem for the world, we don't like to have a pessimistic mindset about the earth. We take an optimistic point of view and believe that deforestation is reversible.

7 WE WANT TO INSPIRE

Even though we want to challenge big brands in the current beauty industry, we want to inspire people and other brands to think and act differently.

OUR AUDIENCE

These are our core customers

We have defined two core customers who identify the most with our brand according to our brand values and personality. These two core customers are the 'early majority' and 'early adopters'¹. They have the natural ability to influence other customers who are the majority of the people and grow more awareness for the brand.

1. The labels refers to the types of consumers defined by Rogers (1962) with the diffusion of innovation cycle.





1

NATURAL BEAUTY FANATICS

Early majority

AGE RANGE: 25 -35 years old

Female, employed

VALUES: Healthy & conscious lifestyle passive participant, community, self-expression

CHARACTERISTICS:

The 'natural beauty fanatics' are the people who approximately purchase skin care products once a month. They don't exclusively buy natural, organic, and vegan skincare products at the moment. But that's what they aspire to become. They can be found on social media platforms Instagram & Youtube, which makes them driven by aesthetics. They use natural skincare brands as a form of self-expression and rely on their knowledge about the latest beauty trends in the online beauty community (Instagram). They have their favorite brands, but are not particularly loyal to one and like to try new brands mostly recommended by friends and the community.

USED HASHTAGS: #texturetuesday #shelfiebeauty #skincarecollection



2

BEAUTY D.I.Y.'ERS

Early adopters

AGE RANGE: 25 -35 years old

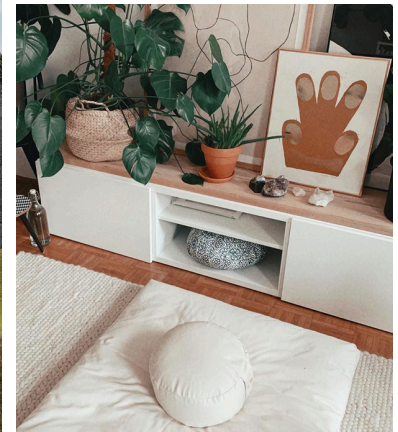
Female, employed

VALUES: Healthy & conscious lifestyle active participant, freedom in beauty, transparency

CHARACTERISTICS:

The 'beauty do-it-yourselfers' are the customers who like to take matters into their own hands in terms of the stuff they put on their skin. They value transparency in beauty and are willing to DIY skin care products themselves to be able to achieve that. They purchase skincare products once every three months. They acquire knowledge on social media platforms, such as Instagram, Pinterest, and Youtube, and are happy to share their experience with the beauty community. They can also be called 'influencers.' They tend to be more loyal to certain beauty brands than the 'natural beauty fanatics,' but are still open to trying new brands. However, they tend to be more critical and do more of their research before purchasing from the brand.

USED HASHTAGS: #formulabotanica #cleanbeauty #diyskincare



MEETING OUR CORE CUSTOMERS NEEDS

*We deliver our core customers a meaningful experience while meeting their needs.
Their needs are divided into functional and emotional needs.*

FUNCTIONAL NEED

Functional needs are needs that customers are looking for on the first hand. They are often related to product performance of the brand. However, only meeting customers' functional need won't build a lasting relationship with customers.

Product efficacy

Ethical label

No toxic ingredients

Transparency

Good quality/price ratio

EMOTIONAL NEED

Emotional needs are the latent needs that will build a strong relationship with customers. These needs are usually the reason for functional needs..

Safe & healthy for them

Ability to self-express

Feel more connected to nature

Feeling responsible for the environment

Feeling responsible for others





GUIDING PRINCIPLES

This is what our brand is all about

The guiding principles are guidelines that support creatives in developing brand touchpoints that are consistent with the brand. Visual elements accompany the guiding principles and creative notes with the purpose to inspire creatives during the touchpoint development.

The guiding principles are pools of exploration for the brand to venture in. It is crafted by considering our beliefs, what our customers want, and what sets us apart from competitors.

*Harvested
with
love*

*Rainforest
protection*

*Radiate
natural
beauty*

*Proven
efficacy by
tradition*

*Conscience
companion*

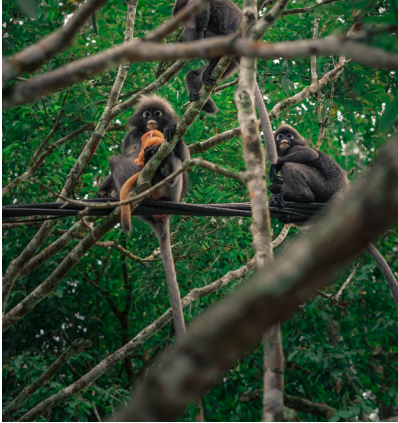
Harvest with love

We are committed to offering qualitative products. We show our commitment through the responsible & respectful manner of harvesting our ingredients. We do this with the local forest farmer, who knows how to do this the best. This is how we discover and deliver harvested rainforest products that we love to our customers.

Creative notes:

- *Discovering value*
- *Sense of responsibility & care*
- *Commitment to quality*
- *Human touch*
- *With integrity*





Protect the rainforest

Our love for the rainforest sits at the core of our company. It is the reason for our existence and the driving force in everything we do. We are committed to protecting the rainforest and use our forest knowledge to make a sustainable impact.

Creative notes:

- *Always with a purpose*
- *Professional care*
- *Traceable - measurable impact*

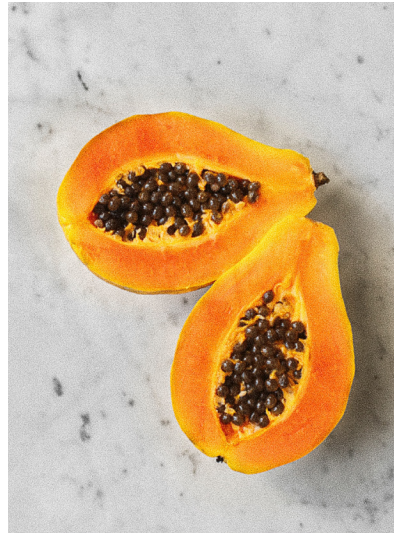


Radiate natural beauty

We want consumers to feel good about being their authentic self. We want them to feel good about taking care of themselves, both physically and mentally. By feeling good, they're able to radiate that to others.

Creative notes:

- Radiate positivity
- Be optimistic
- Pure & fresh
- Celebrates authenticity
- Freedom in beauty



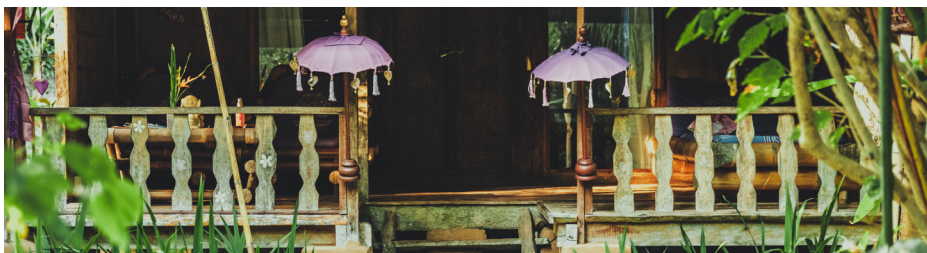


Learn from traditions

We gather our rainforest ingredients wisdom from local forest people. The ingredients have been used for many years in their traditions.

Creative notes:

- *Inspired by tradition*
- *Beauty remedies*
- *Rediscover old*



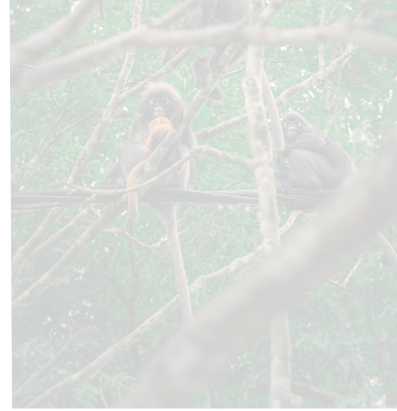
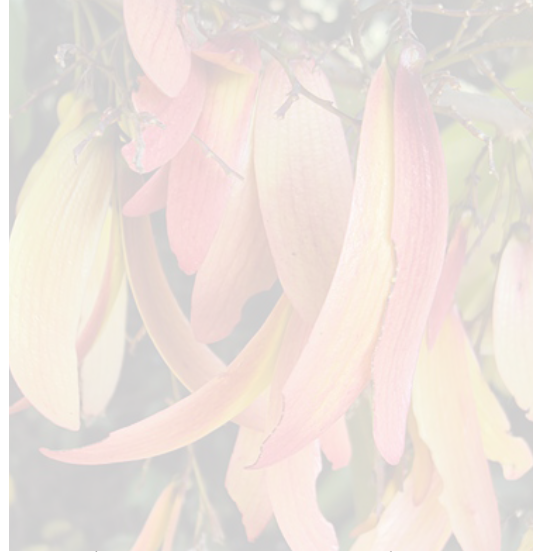
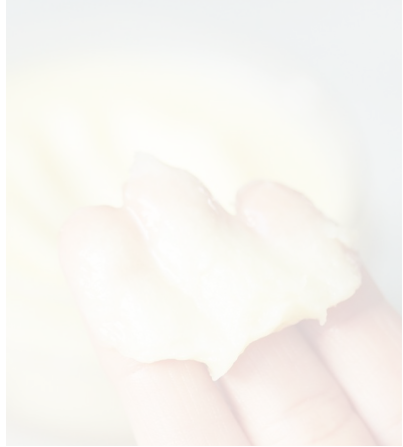
Support in conscience

We do what's best for the environment and support customers in their journey towards a healthy and conscious lifestyle. We make it easier for them, and do the thinking.

Creative notes:

- *Simply good*
- *Approachable*
- *Happy to advice*
- *Transparent & honest*





With our guiding principles..

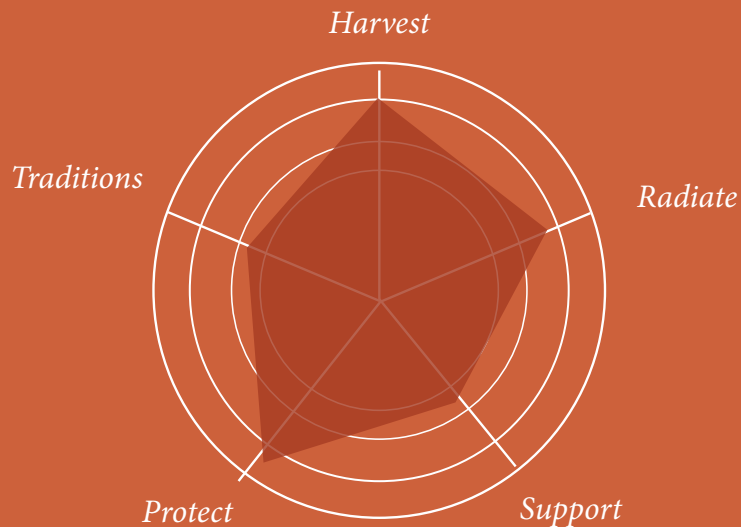
OUR IDENTITY IS BUILD





BRAND PROPOSITION

The value we offer to customers



HARVESTED RAINFOREST BEAUTY

We combined three guiding principles to build our brand proposition for customers. The principles are more prominent in our brand touchpoints and our communication. This enables customers to create a clear image of the brand and allows customers to differentiate us from our competitors. We take inspiration from these three guiding principles;

1. Harvest with love

This principle is where value for the forest is created. It is about discovering new ingredients, which is exclusive and about showing our commitment to quality through harvesting.

2. Protect the rainforest

This principle presents our purpose, our *raison d'être* of our brand. It reflects everything we do is to protect the rainforest.

3. Radiate natural beauty

This principle is about the many benefits of using rainforest ingredients on your natural beauty, mentally and physically. It talks about turning that into positivity that other people can perceive.

WE WANT CUSTOMERS TO

Discover the beauty of the rainforest

The rainforest holds many beauty secrets that are left undiscovered. We want people to discover the beauty of harvested rainforest ingredients while protecting and creating more value for the rainforest.





BRAND BEHAVIOUR

This is how we walk and talk

The guiding principles and our beliefs are translated and communicated towards the outer world through our behaviour. It is through our personality, the things we say and how we say it, that people are able to connect with us. It sets the stage for experiences and relationships with customers.

Creator personality

By using archetypes, we establish a reference point for customers to identify themselves with, it is similar to a personality. We are close to the 'creator' archetype. We use our creative thinking to develop value for the forest to protect the rainforest. We encourage others to foster their creativity and want to inspire others to join our purpose and experience a unique experience.

ILLIPE

by forestwise

Discover the beauty of the rainforest

GOAL:

Reverse deforestation through products.

STRATEGY:

Finding ways to create value for the rainforest to achieve our goals.

BRAND CULTURE: Want to inspire others to join their purpose.

BRAND EXPERIENCE:

Discovering unique rainforest ingredients.

Brand voice

Our voice is our attitude towards the outer world. It stems from our personality and our guiding principles. Our voice should remain consistent throughout our messaging (copywrite & social media).

Tone of voice

Our tone adapts to circumstances or our customer's emotional state. It is the feeling we want to give our customers and guidance towards the choice of language for a situation. The tone is what makes our communication our brand authentic and more lifelike.

PRINCIPLES	WHAT WE MEAN	WHAT WE DON'T MEAN	TONE GUIDELINES
<i>Harvest with love</i>	<i>We are respectful and committed.</i>	<i>We are not corporate and authoritative.</i>	<ul style="list-style-type: none">• <i>We don't talk down.</i>• <i>We talk with passion.</i>
<i>Protect the rainforest</i>	<i>We are purposeful and visionary.</i>	<i>We are not vague and random.</i>	<ul style="list-style-type: none">• <i>We use active words.</i>• <i>We get to the point.</i>
<i>Radiate natural beauty</i>	<i>We are spirited and down-to-earth.</i>	<i>We are not careless.</i>	<ul style="list-style-type: none">• <i>We use plain words.</i>• <i>We have a friendly tone.</i>
<i>Support the conscience</i>	<i>We are real and supportive.</i>	<i>We are not blunt.</i>	<ul style="list-style-type: none">• <i>We back up claims with facts.</i>• <i>We communicate with clarity and empathy.</i>
<i>Learn from traditions</i>	<i>We are curious and eager to learn.</i>	<i>We are not intrusive and childlike</i>	<ul style="list-style-type: none">• <i>We use kind words</i>• <i>We talk with empathy</i>





VISUAL GUIDELINES

This is what we look like

The visual guidelines describe guidelines for the visual identity of our brand. The guidelines are used to keep brand touchpoints consistent and on-brand through the guiding principles while maintaining room for creativity by creatives.

The guidelines are about photography, colors, letter types, logo, and packaging design. It is the impressions in the photography that embodies our personality, the colors that bring our brand to life, and the combination of letter types that puts it into writing. Last but not least, our logo is the mark people, and we identify the brand.

Guidelines are established through an analysis of the guiding principles that concern the brand proposition. The analysis includes the exploration of the three types of design cues for each guiding principle. The cues regard indexical (based on evidence), iconic (impression), and existential (self-referential) cues.

PHOTOGRAPHY

Images and photography used in communication

The kinds of imagery for the communication of the brand fit into three categories. The three categories are used interchangeably throughout all communication channels. The most important rule is to keep the feed consistent and to keep in mind that using images from different categories keep the communication message fresh and exciting for customers.

Used communication channels

- Instagram
- Webshop
- Youtube
- Provenance.org

1 LIFESTYLE

Lifestyle regards imagery that reflects the lifestyle of the targeted consumers (see persona). The images inspire consumers towards obtaining their aspirations. These images aim to align brand and consumers identity.



2 PURPOSE

The purpose category communicates the purpose and the points of difference of 'Illipe by forestwise.' Images of harvesting the ingredients, information about deforestation and facts about rainforests, show the drives, and improves the 'reasons to love' the brand. It brings the rainforest closer to the consumer.

3 PRODUCT

Product imagery reflects the efficacy and usage of the product. The purpose of this category is to present functional benefits for the consumers and offers the user-product experience (e.g., How to use and texture shots).



1 LIFESTYLE

Harvest with love

People in the images have a natural and healthy look. The scenery of the images creates a sense of discovery. The tones used in the pictures are warm.

Protect the rainforest

The scenery takes place in nature, preferably in the rainforest, to put more emphasis on the purpose of the brand. Also, multiple people can be shown in one image, with young children, to show the community and to put emphasis on helping the younger generation.

Radiate natural beauty

Natural and authentic people are visualized in high-quality images and photography. Different people are used for creating diversity.



2 PURPOSE

Harvest with love

Pictures of local forest farmers harvesting ingredients convey the purpose of the brand. It shows the human aspect, commitment to quality, and sense of responsibility of this guideline.

Protect the rainforest

The images convey all activities and operations regarding protecting the rainforest. It visualizes information about the rainforest and shows professional care.

Radiate natural beauty

Images of people mixing ingredients visualize the handmade nature of the product. It also celebrates authenticity and freedom of beauty.



3 PRODUCT

Harvest with love

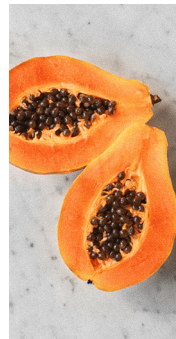
Show the inconsistency and uniqueness of each product produced to visualize the handmade qualities. Small quantities.

Protect the rainforest

Images of the product are placed in nature, preferably the rainforest.

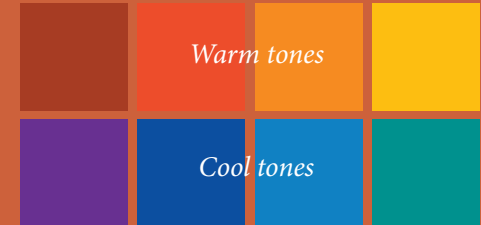
Radiate natural beauty

Product imagery shows the purity & freshness of the ingredients in the product. It shows the roots of the product and the multipurpose use of the ingredient. In addition to this, the imagery of the product placed in context, helps customers to relate.



WARM TONES

The warm tones radiate positivity and warmth. It also resonates with the warm colors of the harvested fruits, plants and the high temperature existing in the rainforest.



SHADES OF GREEN

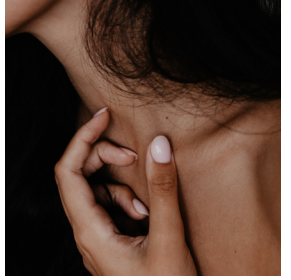
The different shades of green resemble the diversity of plants in the rainforest and also the mixed greens it has.



SEPIA/UNDERSATURATED EFFECT

Natural tones are used to enhance the natural and handmade qualities of the brand. Having a sepia effect on top of the images gives an authentic and raw impression.







COLOR PALETTE

What colors we use

A part of the visual identity is choosing the right colors for the brand. The three guiding principles of the brand proposition guide the color palette. These colors are consistent throughout all brand touchpoints.

HARVEST WITH LOVE

Warm colors give the impression of warmth and care. In addition to this, warm colors, such as red and orange, present the harvested rainforest fruits and flowers.

PROTECT THE RAINFOREST

The color dark green acts as a reference to the rainforest. Different shades of green symbolize the depth and the density of the rainforest. It creates a sense of mystery.

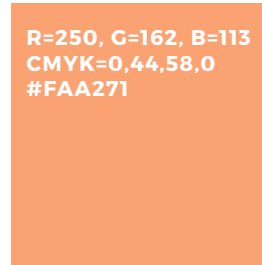
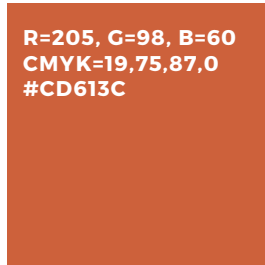
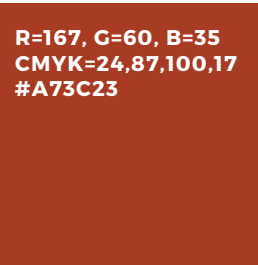
RADIATE NATURAL BEAUTY

Different hues of colors celebrate authenticity and the importance of being yourself. The different shades also represent the multiple applications and benefits of rainforest ingredients.

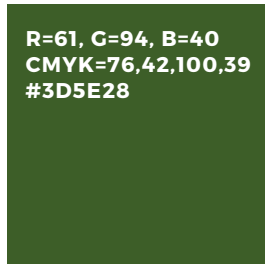
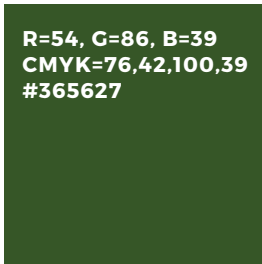
MAIN COLOURS



The illipe nut, the brand name, and core ingredients set the inspiration for the primary colors for the brand. The bright but neutral tones of a young illipe nut visualize the beauty of the nut. As a contrast, the dark green represents the dense rainforest, making the colors stand out more and showing the beauty of the rainforest more.



Two different hues for each primary color are selected. The combination or selection of colors are found in brand touchpoints. In addition to that, the colors are used as background color.



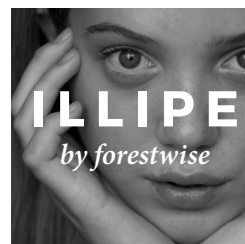
LOGO

How we use our logo

An important indicator for the identity of the brand, is the logo. The logo is the mark of a brand of which the outer world identifies the brand. The logo is consistent throughout all brand touchpoint. For this reason, the logo is simple and applicable for every purpose. We have two types of variants of the logo. Which type to use, depends on the purpose of the application.



The squared variation of the logo is used in copywriting and in touchpoints where copy is the main focus and purpose of the touchpoint.



The minimal logo is for touchpoints of which creating an impression is the primary purpose of the touchpoint. This variation is applied on top of images.

TYPOGRAPHY

The typefaces we use

The combination of the two presented letter types creates a strong identity for the brand in the communication verbally and visually. The typefaces regard the guiding principles.

HARVEST WITH LOVE

The typeface represents a commitment to quality with a handmade character. An italic style typeface expresses the handmade quality and portrays professionalism.

PROTECT THE RAINFOREST

This guideline projects a determination. A bold typeface in capital letters fits with the commitment and drive. However, it should still be approachable. A bold and simplistic font projects this.

RADIATE NATURAL BEAUTY

This guideline presents an authentic natural beauty. Classic and elegant typefaces fit this guideline.

24 pt [**THE HEADER**
100

11 pt [*This is a body of text in italic. This
+3 pt [lettertype can also be used as a subheader
of a body of text in a bigger font size.*

*Quidunt ea dipsunt lam quam qui dollati
beatiandes eicillese inci aut voluptate velit
eictiamust, ut poribus aernatquamem.*

This is a body of text in regular style. This is mostly used in combination with the other lettertypes.

Am repudi beaque prorum hillorrum dit
reiciendit renihitiunt.

Ficiaec totam, sin re non rem quas res a
cum autatur maionseris moluptati qui
sunt soluptium vid quam repuda quos

Font size presented are based on a A4 reference

MONTERRAT BOLD

We use the lettertype montserrat bold capitalized for headers in our communication. We like the letters to have a tracking of 100 in thousands of an em.

The presented typeface brings confidence and shows a determination to make an impact. It has enough spacing between the letters to have room to breathe. This makes the brand approachable, yet shows passion and commitment to creating impact.

MINION PRO (REG/ITALIC)

For subheaders in our communication, we like to use the typeface 'Minion Pro italic'. 'Minion Pro regular' is for body of text. In addition to this, the leading is intended to be 3pt bigger than the font size of the text.

Readers perceive The 'Minion Pro Family' typeface as elegant and attractive. The font presents the beauty and the exclusivity of rainforest ingredients. In addition to this, the italic style of the typeface gives a handcrafted and craftsmanship quality to the brand

PACKAGING

Requirements for packaging

The design of packaging is one of the most important brand touchpoints we have. It is fixed with requirements that are essential for skincare products that have been set up by (NCV, 2018).

Cues for the design and the required information are discussed. For the packaging design, it is essential to regard the hierarchy of elements on the packaging. According to Maslow hierarchy of needs (1943), customers first seek to achieve functional needs (basic needs), followed by emotional needs (psychological needs) and then the need to self-express (self-fulfillment needs). The hierarchy of design elements on the packaging is based on this theory.

HARVEST WITH LOVE

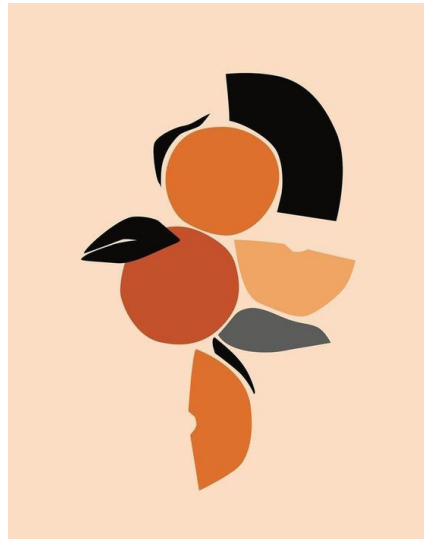
The packaging design guided by this principle presents the social impact of the product and the value for the forest it creates. Showcasing the Fair for life-certificate provides evidence of this claim. Additionally, the exact locations of harvesting and showing handmade qualities put an emphasis on the value of harvesting for the rainforest.

PROTECT THE RAINFOREST

One of the design elements for packaging guided by this principle is avoiding materials that contain palm-oil. Packaging that are perceived as sustainable by consumers can be considered. In addition to this, providing consumers information about the protecting the rainforest through storytelling is essential.

RADIATE NATURAL BEAUTY

Packaging design elements for this guideline refers to the benefits of ingredients on consumers' health. It provides consumers information about the naturalness and the many benefits for your health of the rainforest ingredient. This can also include the multipurposeful element of the ingredient.



It is carefully crafted by
tradition, invention,
practice, godly mentorships,
exquisite ingredients.

anettone
From Roy.

an endless drive to
control time and nature,
and a passion
to please the senses.



1 HIERARCHY

PRODUCT NAME

Name of the brand and name of the product is displayed. The product name is simple, straight to the point and refers back to the rainforest ingredient it contains and the method of production (e.g., harvested illipe-balm).

FUNCTION

The function refers to the related product category the product belongs to and the application to which part of the body (e.g., skincare product).

CLAIM

This part explains the claims of the product and the benefits of using the product (e.g., moisturizing for sensitive skin). Certificates are mentioned in this part, backing up the claims. In addition to this, a description of the approach and protection of the rainforest is provided..

2 HIERARCHY

INSTRUCTION

This part explains the instructions for using the product. It should explain how the product fits into the customer's beauty routine.

LIST OF INGREDIENTS

List of ingredients is provided using INCI-names. The order of the ingredient list is from the most significant percentage of the component to the smallest. Additionally, the benefits and origin of ingredients are described in this part (talking about tradition).

AMOUNT & BATCH NO.

Information about the quantity of the product is provided (in mL), and the batch number of the product are provided.

WARNING/STORAGE ADVICE

Short warning and information about the storage of the product are provided in this section.

SHELF LIFE

An icon is visible on the product to provide customers information about the shelf life after opening the product.

3 HIERARCHY

MANUFACTURER/IMPORTER

This part provides customers information about the manufacturer. It includes the address and website of the manufacturer.

ORIGIN PRODUCTION

Information about the country of manufacturing.

BARCODE

Barcode of the product.

