

BRAND MANUAL

Brand, values, structure and visual styling
across a range of media.



ARDERE[®]
WELLBEING



WELCOME

These guidelines provide the framework for ARDERE® Limited's company identity and are primarily aimed for use by marketing and design personnel for the production of off- and online materials. It is an evolving publication that will be updated periodically to include guidance on additional materials.

If you have a query on any element of this publication or the guidelines, please contact ARDERE's directors, Nicole Windas or Lauren Windas.

WHAT WE DO

ARDERE® is an online healthy lifestyle company specialising in aromatherapy products, nutritious recipes and wellbeing advice.

OUR MISSION

Our aim is for ARDERE® to become the leading authoritative wellness lifestyle brand. We promote healthy living by educating and inspiring people to make dietary and lifestyle changes so that people feel good within themselves.

OUR VALUES

Our company values should be considered and reflected in all forms of communication. These values are:

- Honest
- Relatable
- Credible
- Inspirational
- Holistic
- Nature-focussed
- Nurturing





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OVERVIEW

ARDERE® was established in 2017 by two sisters, Nicole and Lauren, in order to provide consumers a holistic range of products and advice to help develop and nurture a healthier lifestyle.

By drawing on their own personal experiences, ARDERE® caters specifically for the high-end consumer with three distinct pillars; Evoke – for inspiration, Evolve – for guidance and Glow – to help release the potential that a healthier lifestyle can bring.

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INTRODUCTION

This guide sets out the framework for our identity and a consistent brand positioning. As ARDERE® is a premium wellness brand, our commitment and attitude towards our marketing is paramount for the success of the brand. This document thereby communicates ARDERE's positioning as an aspirational and luxury brand.





CREATIVE RATIONALE

Luxe *bright*
CONTEMPORARY *classy*
elegant *Escapist*
CLEAN *airy* *nature*
focussed

In order to convey the look and feel for ARDERE® we have created a set of words which reflect our creative direction.





ELEMENTS

The elements described here help to define ARDERE's visual style; from the logo which identifies our organisation and is the cornerstone of our brand, to the way in which we use language to engage with our audience and customers.

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ELEMENTS

LOGO / STRUCTURE

The ARDERE® logo comprises four elements; the motif, brand name, strapline and registered trademark symbol. All of these elements should be seen together as one unit unless a solo or watermark motif is used – see page 12.

When using the logo on light or dark backgrounds it is important to give consideration to legibility and definition. Choose the appropriate logo for each situation (see pages 9 and 10). If in doubt, or for logo formats other than eps, please contact ARDERE® at info@adere.com.



The Registered Symbol

If using the company name in copy it should include the registered trademark symbol. If this is not possible, the following should be included where appropriate: 'ARDERE and its logo motif are registered trademarks'.



LOGO / COLOURS

WHITE AND LIGHT COLOURED BACKGROUNDS

Primary
Faux Gold



Usage

All print and online materials where there is good legibility and contrast.

Filename

ARDERE_Logo_Faux_CMYK.eps
ARDERE_Logo_Faux_Spot.eps
ARDERE_Logo_Faux_RGB.eps

Secondary
Matte Gold



Usage

All print and online materials where the primary logo's faux gold effect is difficult to discern or obscured.

Filename

ARDERE_Logo_Matte_CMYK.eps
ARDERE_Logo_Matte_Spot.eps
ARDERE_Logo_Matte_RGB.eps

Special
Gold Foil



Usage

In print where the motif should be printed in gold foil (6144). Artwork contains magenta spot colour to define foil area and reference.

Filename

ARDERE_Logo_Foil_CMYK.eps
ARDERE_Logo_Foil_Spot.eps



LOGO / COLOURS

DARK BACKGROUNDS

Primary
Full Reverse



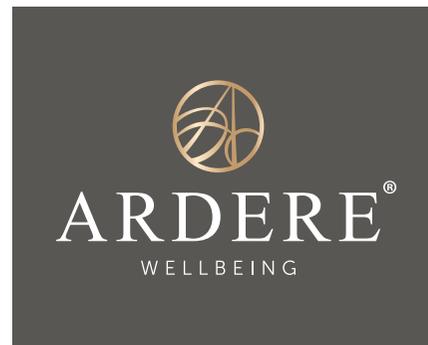
Usage

All print and online materials where maximum legibility and contrast on the dark background is required.

Filename

ARDERE_Logo_Full_Reverse.eps

Secondary
Faux Reverse



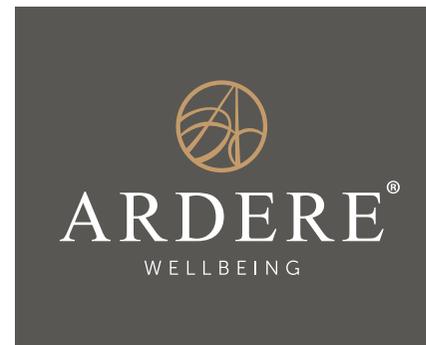
Usage

All print and online materials where maximum legibility and contrast on the dark background is required.

Filename

ARDERE_Logo_Faux_Reverse_CMYK.eps
ARDERE_Logo_Faux_Reverse_Spot.eps
ARDERE_Logo_Faux_Reverse_RGB.eps

Tertiary
Matte Reverse



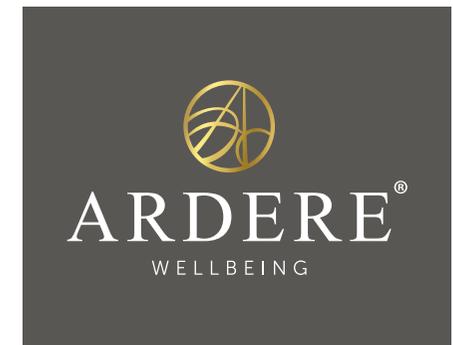
Usage

All print and online materials if primary and secondary iterations are not appropriate.

Filename

ARDERE_Logo_Matte_Reverse_CMYK.eps
ARDERE_Logo_Matte_Reverse_Spot.eps
ARDERE_Logo_Matte_Reverse_RGB.eps

Special
Gold Foil



Usage

In print where the motif should be printed in gold foil (6144). Artwork contains magenta spot colour to define foil area and reference.

Filename

ARDERE_Logo_Reverse_Foil.eps



ELEMENTS

LOGO / CLEARSPACE

When using the ARDERE® logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should encroach on this area.

The clearspace is based on a single motif size around the logo.



ELEMENTS

LOGO / ISOLATED MOTIF

Where the use of the full ARDERE® logo is not appropriate (ie due to size constraints) and a subtle reference to the brand is required, it is permissible to use the motif in isolation.

The isolated motif is provided in two basic styles – 'Faux' and 'Matte'. For larger sizes it is recommended to use the 'Faux' iteration. For smaller sizes, where legibility and subtlety of the gradient may diminish, the use of the 'Matte' version is suggested.

Placement of these devices should be in the bottom right-hand corner for publications and presentations. For other materials e.g. packaging, devices should be placed in the centre.

Faux



Filename

ARDERE_Motif_Faux_CMYK.eps
ARDERE_Motif_Faux_RGB.eps
ARDERE_Motif_Faux_Spot.eps

Matte



Filename

ARDERE_Motif_Matte_CMYK.eps
ARDERE_Motif_Matte_RGB.eps
ARDERE_Motif_Matte_Spot.eps

Reverse



Filename

ARDERE_Motif_Reverse.eps

Gold Foil



Filename

ARDERE_Motif_Foil.eps



LOGO / ISOLATED MOTIF

EXAMPLES OF USE

Documentation

Including reports, blogs, Instagram and general social media posts.



Presentations



Packaging



Box

Where provision of the complete logo is included elsewhere, the isolated motif can be placed on top. In this case the foil iteration is used.



Candle Vessel



ELEMENTS

LOGO / MINIMUM SIZE

In order to maintain clarity and definition, the ARDERE® logo and its isolated motif should not exceed the minimal size specifications outlined here.



Isolated Faux or Gold Foil Motif



Isolated Matte Motif



LOGO / WATERMARK

The ARDERE® watermark device provides a subtle reference and background texture to a piece of artwork, presentation or promotional literature.

Size

The watermark should always be large in size. As a rule of thumb, the size should take up 1/3 of the document it is used on.

Positioning

80% of the watermark should be visible and can be implemented left, right, top or bottom with up to 20% 'cut off' the edge of the page.



Filename

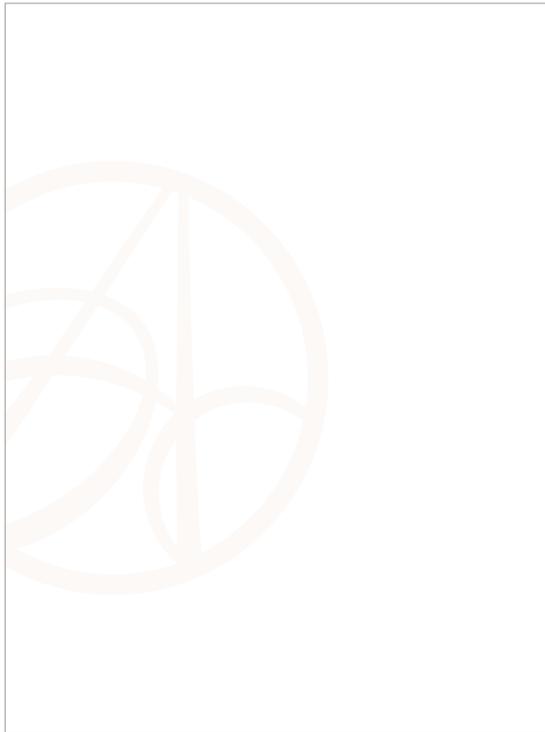
ARDERE_Motif_Watermark_CMYK.eps
ARDERE_Motif_Watermark_Spot.eps
ARDERE_Motif_Watermark_RGB.eps



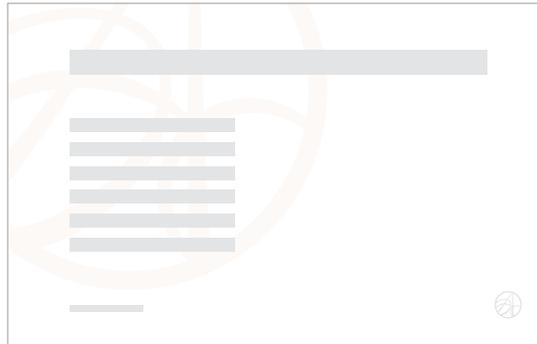
LOGO / WATERMARK

EXAMPLES OF USE

Letterhead continuation



Presentations



Business Cards



ELEMENTS

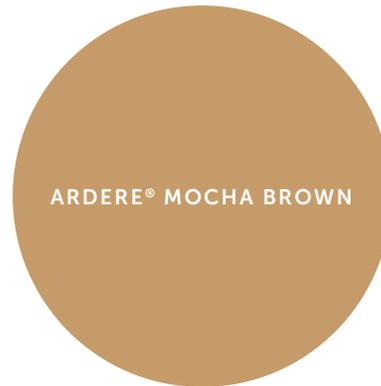
PALETTE / PRIMARY

The ARDERE® colour palette has been developed to reinforce its brand values and seeks to convey earthiness, warmth and sophistication.

The primary scheme includes the base colours which represent ARDERE® – both as part of its logo but also in other visual communication.

The secondary scheme is for supporting elements and brings additional sympathetic colours to the palette as well as a special use foil.

All colours are used in both on and off-line contexts.



Part of the logo and supporting brand devices including keylines and large text characters.

For web is used as hyperlink colour.

CMYK
C21 M38 Y60 K9

RGB
R194 G153 B106

WEB
#c2996a

PANTONE
728



Used as part of the logo and general typography.

For web is used as text colour.

CMYK
C64 M56 Y55 K30

RGB
R86 G86 B86

WEB
#565656

PANTONE
425



PALETTE / SECONDARY



ARDERE® CREAM

Used as a background colour such as pull quotes, or information panels.

For web used as background colour.

CMYK

C4 M4 Y7 K0

RGB

R247 G244 B239

WEB

#f7f4ef

PANTONE

7499



ARDERE® LIGHT GREY

Used as a line divider, text (if a soft contrast to Dark Grey is required).

For web use as the default button colour.

CMYK

C33 M28 Y27 K6

RGB

R177 G171 B172

WEB

#b1abac

PANTONE

Cool Grey 6C



ARDERE® DARK CREAM

Used as an optional keyline colour to light grey.

For web used as a hyperlink for visited/ hover/active states and hover/active states for buttons.

CMYK

C11 M18 Y38 K1

RGB

R231 G208 B168

WEB

#e7d0a8

PANTONE

468



ARDERE® FOIL

Used in print on the ARDERE® motif, illustrations, main headings and 'flow' device.

REFERENCE

6144



PALETTE / EXAMPLES

EXAMPLES OF USE

Website

plant-based fats and oils in place of saturated fats. The AHA guidelines state that 25 to 35% of your total daily calories should come from these heart-healthy unsaturated sources.

- To meet the AHA's recommendations, use unsaturated fats when cooking and baking like olive or canola oil.
- While olive oil often gets all the attention, canola is another great option if you're looking to make an oil change. Canola oil has the lowest levels of saturated fat and is high in monounsaturated fat, compared to other popular oils. Research reveals that the oil may help control blood sugar and reduce the risk of type 2 diabetes.

Heading 2
Want to cut the risk of heart disease by more than a third? Make sure that fish, like salmon, tuna, shrimp and halibut, find their way to your plate twice a week. Fish and other seafood are rich in omega-3 fats and other heart-boosting nutrients, including vitamin D and selenium. A study involving hundreds of thousands of subjects showed that eating approximately one to two 3-ounce servings of fatty fish a week reduced the risk of dying from heart disease by about 36%.

Head 3
Be wary about mercury and other contaminants, often associated with seafood! While this is an area still with controversy, evidence suggests that the benefits of moderate fish consumption (1-2 times per week) outweigh potential risks.

Heading 4
For a list of fish that are lower in contaminants, check out this guide from the Natural Resources Defense Council.

How Much: Strive to eat at least 2 seafood servings (3-6 ounces cooked) per week.

POST
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel semper ultricies. [Read More](#)

White D
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec vel semper ultricies.

TEXT
ARDERE® DARK GREY

BACKGROUND
ARDERE® CREAM

KEYLINES
ARDERE® DARK CREAM

HYPERLINK
ARDERE® MOCHA BROWN

Business Card

Nicole Windas
BA Hons
Director

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TEXT
ARDERE® DARK GREY

'FLOW' DEVICE
ARDERE® GOLD FOIL

Packaging

REETHI
WHITE GERANIUM & SANDALWOOD
Relaxing

The *Relaxance*
Transcendent luxury meets the Indian Ocean with the irresistible Madrasa scent. A Driftlight lets for beautiful dream transports you to a jaw-dropping island where dipping your toes in the sand becomes the simplest of daily pleasures.

Indulge in our rich and creamy fragrance, as dreamy tones of sandalwood and white geranium are finished with warming vanilla and musk to transport your senses to sheer paradise.

Therapeutic Benefits
Sweet-smelling geranium oil helps uplift mood and promotes emotional wellness, while the sensual and soothing properties of sandalwood will encourage spiritual awakening. This therapeutic blend of 8 pure essential oils will shed away tension leaving you in a state of meditative bliss.

TEXT
ARDERE® DARK GREY

ILLUSTRATION, FLOW DEVICE, HEADING
ARDERE® FOIL



DEVICES / 'FLOW'

One of ARDERE®'s brand devices is based on the concept of 'flow'.

With a spectrum that is polarised (nutritional advice and recipes at one end, aromatherapy products at the other), ARDERE® encapsulates the concept of 'flow'.

This concept, coined by Hungarian psychologist Mihaly Csikszentmihalyi, is the almost mesmeric state where one becomes oblivious to time. This can be losing oneself whilst following a recipe, or during the escapism one has whilst relaxing – feeling, seeing, smelling and experiencing an ARDERE® product.

The health benefits of flow are well-documented and span body and mind. Rich, intense and meaningful, flow encourages mindfulness, happiness, success, creativity and a positive mindset.

Whilst being a well-known reflection of happiness, the concept of flow also represents the journey that we take you on at ARDERE®, your very own wellbeing journey.

Primary Faux Gold



Usage

To be used if using the Faux Gold logo motif/logo elsewhere or if Gold Foil is used in a primary role (ie on cover).

Filename

Flow_Faux_CMYK.eps
Flow_Faux_Spot.eps
Flow_Faux_RGB.eps

Secondary Matte Gold



Usage

To be used if the Matte Gold logo is used elsewhere. Additionally, to be used when the Gold Foil motif/logo is seen as subordinate.

Filename

Flow_Matte_CMYK.eps
Flow_Matte_Spot.eps
Flow_Matte_RGB.eps

Special Gold Foil



Usage

To be used if subordinate to the the Gold Foil motif or logo.

Filename

Flow_Foil.eps

Placement

The 'Flow' device should be used sparingly as dividers, where division between elements would be visually enhanced or as a sign-off.



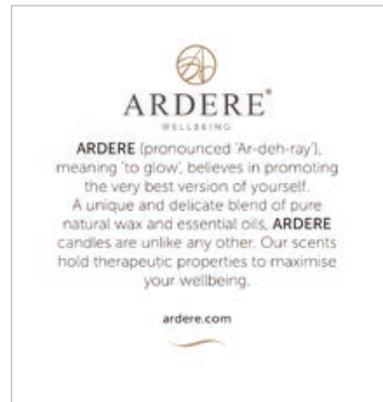
DEVICES / 'FLOW'

EXAMPLES OF USE

Candle Box



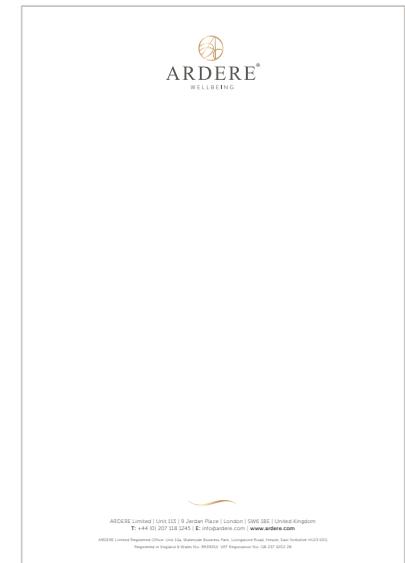
Candle Box Insert



Brochure



Letterhead



DEVICES / 'FLOW' BANNER

Taking inspiration from the flow line, ARDERE® has created the flow banner, which can be used for the following: website banners or backgrounds for promotional materials such as leaflets, brochures or rolling banners.



Filename

Ardere_Banner_CMYK.eps

Ardere_Banner_RGB.eps



ELEMENTS

DEVICES / BAR DIVIDERS

In addition to the 'flow' device there is also a 'bar' element which may be used more frequently within the ARDERE® website or printed materials due its more subtle character.

Typical use is to separate headings from their smaller text counterparts.

Colours can be ARDERE® Mocha Brown, ARDERE® Dark Cream or ARDERE® Light Grey.

Horizontal width can be at the discretion of the designer. Please see examples for reference.

Primary
Mid



Thickness
2px/2pt

Secondary
Thin



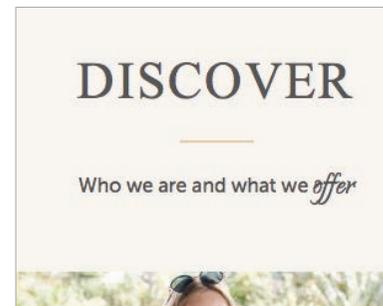
Thickness
1px/0.5pt

Tertiary
Thick



Thickness
5px/5pt

EXAMPLES OF USE



ELEMENTS

DEVICES / URL

The URL device is an element which can be used in print materials in order to provide a consistent visual link to the ARDERE® website.

A R D E R E . C O M

Filename

urL_CMYK.eps

urL_RGB.eps

urL_Spot.eps



DEVICES / SIGNATURES

In order to convey a connection between Lauren and Nicole and their audience, a scripted version of their signatures is used.

Used as a sign-off for blog entries and messages, the signatures are available in dual and singular varieties.

A large, elegant cursive signature in black ink that reads "Nicole & Lauren X". The letters are fluid and connected, with a prominent flourish on the 'X' at the end.

Filename

N_and_L_Sig_CMYK.eps
N_and_L_Sig_RGB.eps
N_and_L_Sig_Spot.eps

A cursive signature in black ink that reads "Lauren X". The signature is fluid and elegant, with a flourish on the 'X'.

Filename

L_Sig_CMYK.eps
L_Sig_RGB.eps
L_Sig_Spot.eps

A cursive signature in black ink that reads "Nicole X". The signature is fluid and elegant, with a flourish on the 'X'.

Filename

N_Sig_CMYK.eps
N_Sig_RGB.eps
N_Sig_Spot.eps



DEVICES / SIGNATURES

EXAMPLES OF USE



coupled with poor diet and lifestyle choices can have an enormous impact on our state of wellbeing.

There is no one avenue to achieving optimum wellbeing. Your health is a synergy of many factors, those being influenced by diet, movement, mindset, your environment, and how you rest.

Evoke. Evolve. Glow. These are the cornerstones of ARDERE, three distinct pillars around which our company is founded upon.

Evoke – We want to inspire you to become the very best version of yourself. Simply put – we believe that taking care of yourself is the key to a healthier and happier you that will leave you looking and feeling amazing.

Evolve – We provide expert guidance on making changes to your **diet** and lifestyle. Our wellness advice, healthy recipes and aromatherapy products aim to improve your health, fitness and energy levels or alternatively reduce your weight and alleviate stress.

Glow – This is our promise. At its core, ARDERE (pronounced 'Ar-deh-ray'), means 'to glow'. We aim to uncover this quality as we evoke the glow in you and show you a healthy lifestyle that's sustainable. Start your wellness journey right here!

Join us on the path to leading an incredible life.

Nicole & Lauren X



Embark on your very own journey of self-discovery as your body calls out for the scent it most desires.

Carefully selected by ARDERE's very own naturopath, our candles are expertly blended to enhance your wellbeing.

"We hope you love these fragrances as much as we do. They will transport you to far-flung destinations, promote wellbeing and allow you to truly escape."

Nicole & Lauren X



TYPOGRAPHY / MAIN

Times New Roman is used for main headings and is always rendered in capital letters and the 'Regular' weight. When used as main headings tracking should be 200 (thousands of an em) or equivalent. Times can also be used for introductory paragraphs where it is rendered in italics (tracking at default value).

TIMES NEW ROMAN

REGULAR

Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"£\$%^&*()_+

Complimentary typefaces

The ARDERE® typography is structured around two main contrasting, but complimentary, faces; Times New Roman and Museo Sans. Whilst each typeface has a variety of weights, only those used within ARDERE® visual materials are highlighted here.



TYPOGRAPHY / MAIN

EXAMPLES OF USE – TIMES NEW ROMAN

DISCOVER

Who we are and what we *offer*



WELLBEING

At ARDERE®, we offer you the latest ac

BLOG

See our wellbeing finds



TYPOGRAPHY / MAIN

Museo Sans compliments Times New Roman and is mainly used for supporting headings, body text and authorship sign-off for blog entries on the website.

MUSEO SANS

300

300 italic

700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!"£\$%^&*()_+

Leading

In body copy, consideration to generous leading whilst maintaining legibility is key to ARDERE's documentation and online presence. The body copy of this document is 8.5pt size with 13pt leading—therefore adopt a similar ratio when working.



TYPOGRAPHY / MAIN

EXAMPLES OF USE – MUSEO SANS

Supporting heading, signoff and body copy



**ADOPTING A GLUTEN FREE
DIET**

By Ardere

We know from personal experience
how much of a headache it can be
when following a gluten-free diet.

Body copy

Embark on your very own journey of
your body calls out for the scent it most desires.

Carefully selected by ARDERE's very own
naturopath, our candles are expertly blended
to enhance your wellbeing.

Each candle harnesses its own therapeutic
purpose. Whether you are drawn to our
energising scents or our more relaxing blends,
this collection will allow you to use your
intuition.

Our scented candles are
escape to far flung destinations,
those nostalgic places
past, our collective
soul/body.

Your journey

Supporting headings and signoff



REETHI
WHITE GERANIUM
& SANDLEWOOD
Relaxing

BE FIRST TO REVIEW

£49.00

ADD TO BASKET

[More Details](#)



TYPOGRAPHY / SUPPORT

Qwigley is contemporary 'brush script' which is used on selective words for emphasis in order to highlight relevance or importance. The use of Qwigley helps to add a friendly and approachable personality to the ARDERE® brand.

Qwigley

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! " £ \$ % ^ & * () _ +



TYPOGRAPHY / SUPPORT

EXAMPLES OF USE – QWIGLEY

RECIPES

Latest GF & DF *creations* from the ARDERE kitchen



Chicken Mango Feast

[View recipe](#)



Turkey Schnitzel

[View recipe](#)

COLLECTION

Our range of *natural wax* aromatherapy candles...



ELEMENTS

PHOTOGRAPHY

All ARDERE® images should be aspirational and feature in luxury locations and settings that are in-keeping with the brand. We have provided a style guide reference for tones and settings with a brief for product, food and lifestyle shots.



ELEMENTS

PHOTOGRAPHY / TONES & LIGHTING

Lighting

Natural lighting is key to the look and feel of ARDERE images. Shots are generally taken in the morning or late afternoon in order to achieve a softer warmer lighting and reduce risk of harsh shadows.

Key words for tones

Airy, bright, white, uplifting, warm, clean, vibrant, not overly saturated, healthy tanned skin (if people are included in shots), ethereal, pastel colours

Style

We use a mix of white contemporary shots and ones that have a vintage style (this can be described as hazy with a light grain).

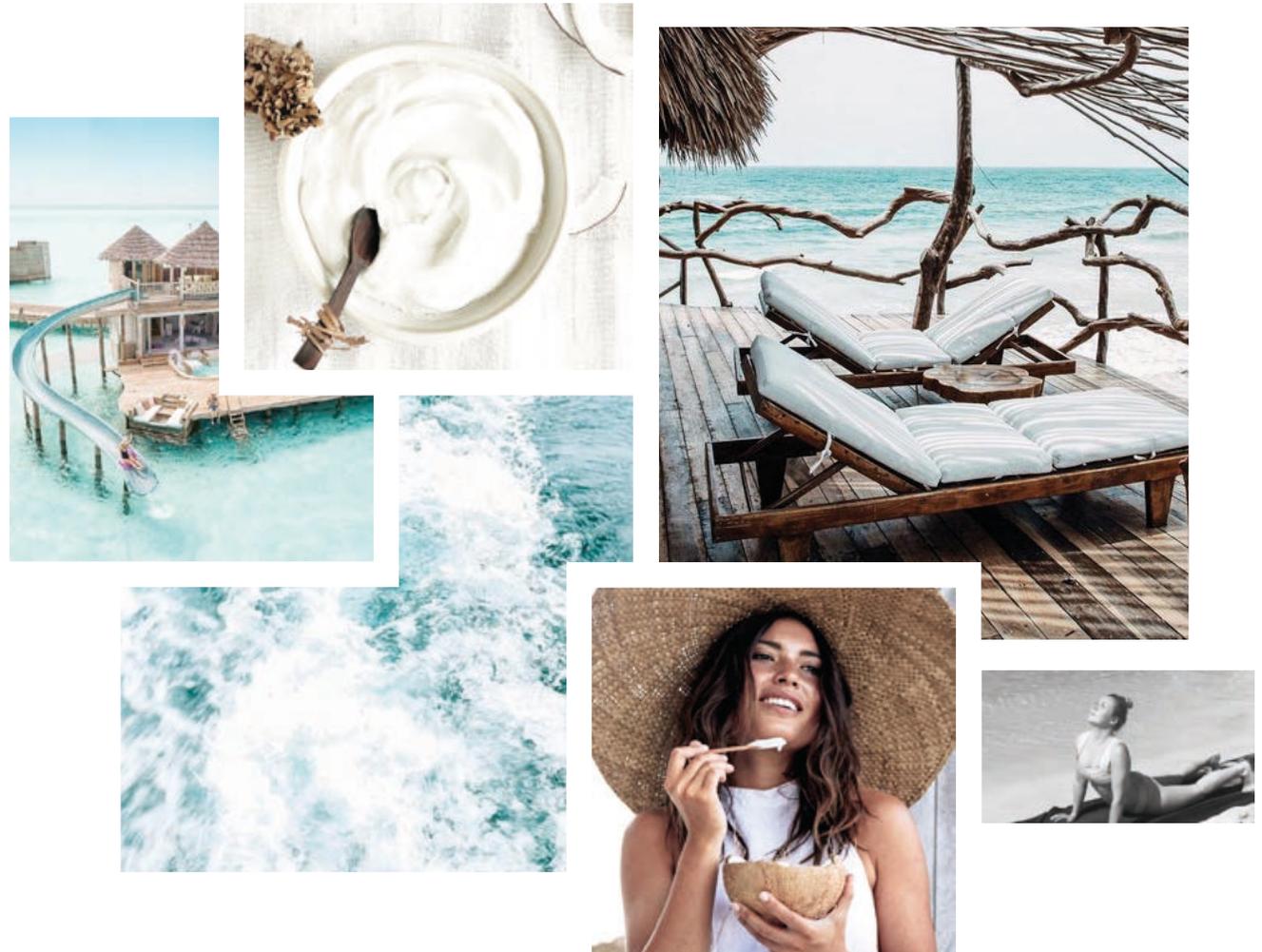
Whites should be bright in scenery shots, however do not be afraid to use contrast.



PHOTOGRAPHY / TONES & LIGHTING

Black and White

On occasion we allow for the use of black and white and greyscale shots on social media and marketing materials. When used, there should be a consistency within the document in terms of image tones e.g. if a document uses black and white imagery then avoid the use of saturated, vibrant shots. Instead, if wanting to use coloured images alongside B&W, they should be complemented with light shades such as white and pastel tones.



Presets

ARDERE® uses a range of presets for its images. Sometimes these are a starting point for the photo and we alter and adjust accordingly (e.g. increasing exposure and whites), depending on the image.

Please contact us to request these presets.



ELEMENTS

PHOTOGRAPHY / LIFESTYLE

Lifestyle photography can be anything from a beautiful interior to a shot of someone doing yoga on a beach to someone relaxing in a spa or cooking in a kitchen. Our lifestyle shots often involve people, mostly females.

For shoot locations and backdrops, along with look and feel please see settings pages.



Context

Lifestyle imagery should always depict the location of origin and nature as a theme (e.g. a Moroccan setting should include Moroccan textiles themes and furnishings etc). Instead, ARDERE® enhances the brightness and colours that would be in-keeping with the tone and style of the brand. Food should look vibrant and appetising without looking overly saturated and unnatural.

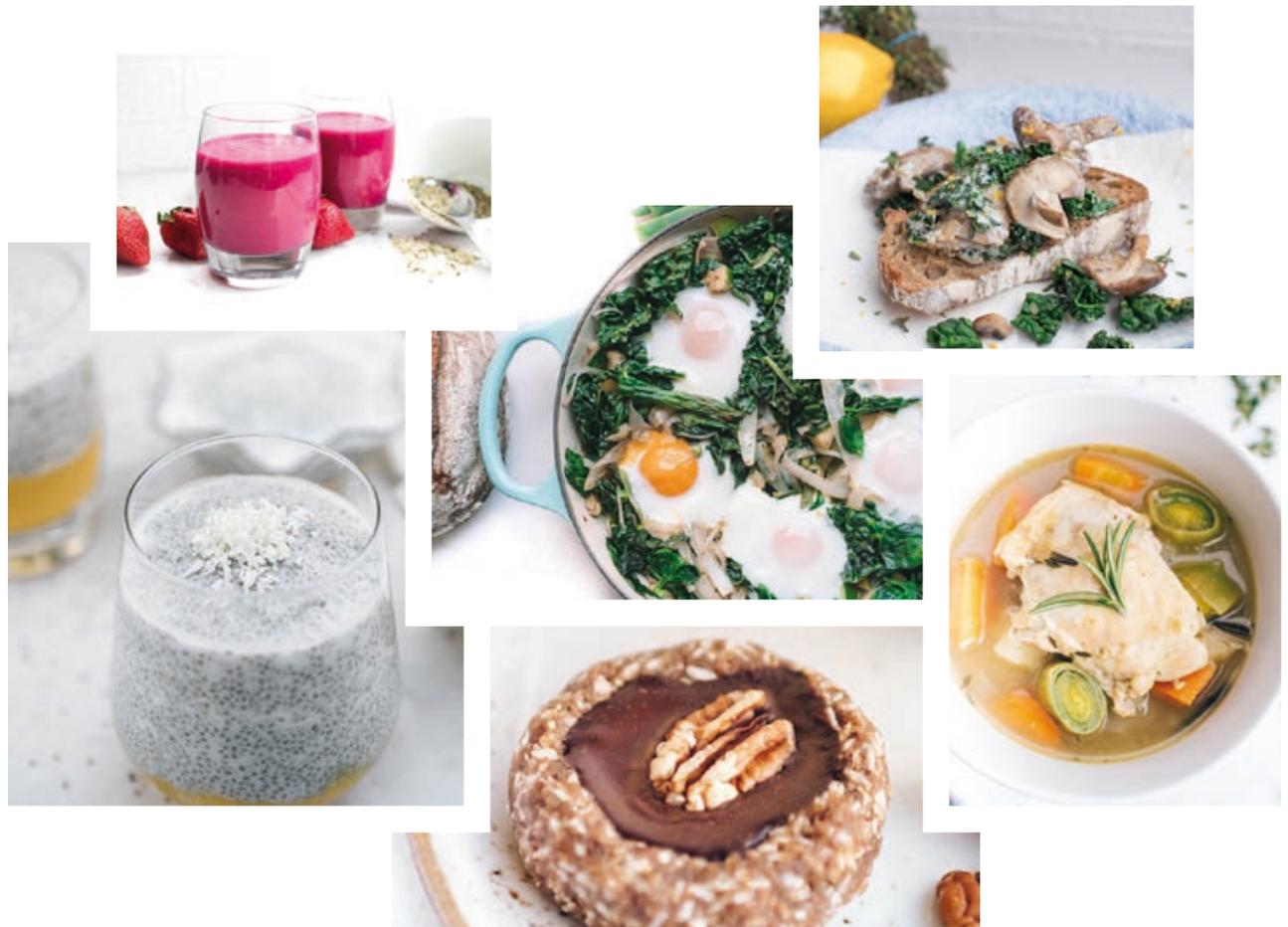


PHOTOGRAPHY / FOOD

Staging & Angles

Food shots should not look too cluttered, but a scene should be created in the background. High angle shots, with a scene around the dish/food, either as a table setting or ingredients from the dish, are preferred. Close-up images and side angle shots are also suggested together with a preference for the 'bokeh' effect.

Food shots may also involve hands to create a personal and more interactive feel e.g. someone holding a bowl of food or picking up a cookie.



Presets

Presets for food photography are not always appropriate and generally not used.

Instead, ARDERE® enhances the brightness and colours that would be in-keeping with the tone and style of the brand. Food should look vibrant and appetising without looking overly saturated and unnatural.



PHOTOGRAPHY / PRODUCTS

Staging & Angles

Our product portfolio should include:

- In-situ shots (settings and locations for product photographs should comply with pages x - x).
- Photos that convey a sense of the product's therapeutic purpose. For example, our lavender & carrot seed candle at a bedside table, in-keeping with its therapeutic purpose for sleep.
- Photos that convey a sense of nature and/or the ingredients used within the product. For example, positioning the product alongside aspects of nature (e.g. with lavender stems for our lavender and carrot seed candle or fresh mint tea for our wild mint candle).
- Largely comprise of shots that use 'bokeh'. This is an important photography tool for our product shots.
- A range of photography angles.



ELEMENTS

PHOTOGRAPHY / LOCATIONS

Lifestyle, food and product shots shall feature within the following types of locations on pages 39-42.

Home

Themes include exotic beach houses, modern-day city apartments or townhouses, to rustic country homes.

Consider that each setting includes some element of nature; whether this is through textures, materials, plants or sunlight.

Materials often used are wood, stone, marble, brick, cotton and silk.



ELEMENTS

PHOTOGRAPHY / LOCATIONS

Kitchen

Kitchen imagery should be luxurious and rustic. Backdrops should be clean, bright and airy with white marble table tops, beach wood or stone.

Props and table settings to coincide such as cutlery, tablecloths and utensils.



ELEMENTS

PHOTOGRAPHY / LOCATIONS

Resorts, Retreats & the Outdoors

ARDERE's shoot locations can vary from project to project. Our primary location is somewhere exotic, such as a tropical beach setting, water villa, a yoga pavilion or poolside.

Whether shots are taken outdoors or in luxe public spaces (e.g. hotel lobbies, lounges, bars and gyms), all imagery should encompass core elements of nature (e.g. water, food, plants, earth).

Other outdoor locations vary from somewhere rural (e.g. the British countryside), to somewhere urban (e.g. the streets of Notting Hill).



ELEMENTS

PHOTOGRAPHY / LOCATIONS

Spa

Imagery to show relaxing and indulgent spas that offer comfort and an escape with a holistic focus. First and foremost the theme includes exotic island spas. However we do allow for different themes such as eastern-inspired furnishings, to rustic countryside, cosmopolitan city spa furnishings (e.g. white marble).



VOICE

tone of voice

A tone of voice is an expression of a brand's values.

It's often the way we say something that breeds a certain feeling. People can be very sensitive to language, forming impressions of people as soon as they begin to hear or read their words.

All our communications should be consistent in terms of style, standard and tone. Whether we are talking about candles, a recipe or thought leadership blog, our language will help to convey our proposition, values and our persona, affirming what makes us different from the competition.

ARDERE communicates in three ways:

- The way we look
- The way we behave
- The way we sound

Consistency is everything. The more consistent we are, the more likely it is that people will understand what makes us special. The way we express ourselves has to be joined up and consistent so that people admire, respect and, crucially, trust us and choose to engage with us and our brand.



Our Persona

- *Trustworthy*: we are your confidante. You respect our integrity, our guidance and advice.
- *Relatable*: we speak directly to you, and we speak from experience. Wellbeing can be a fluffy subject, but we are living proof of the benefits.
- *Articulate*: we understand the importance of delivering our message in a simple manner.
- *Responsible*: we have made efforts to produce the most natural and holistic products.
- *Friendly*: there is a personal manner – you'd want to use our products because the motivation for creating them has come from a genuine, authentic, human place.
- *Calm*: the world is hectic enough – we create a vibe that is quiet, relaxed, spiritual, and welcoming.



tone of voice / styleguide

We talk directly to you

We engage with you directly. Not in the third person. We are your confidante and we are transparent enough to give you insight into our reason for being. We say 'you will' not 'people will' and help people connect with our words and be active participants.

We always give examples

Because wellbeing can be tarnished with the 'pseudo-science' tag, we pride ourselves on our background of personal experience and professional advice. We have vast experience in natural health and always draw on scientific resources to substantiate any claims.

We engage through story-telling

Our gift is our experience and our journey (literally and figuratively). We also know the power of the spoken word and the ability to think creatively. We will bring experiences to life and breathe life into our products and our guidance. Showing is more powerful than telling.

Remove any kind of doubt

Avoid words like 'could', 'should', 'would', 'might', 'committed to' and 'aim to'. Even if you're describing something positive, these words introduce a sense of doubt or possibility rather than certainty. However, when it comes to discussing health claims and wellness advice, it is important to suggest linkages between scientific papers and health rather than making solid claims e.g. 'eating more broccoli has been linked with reduced cancer rates' rather than 'eating more broccoli will reduce cancer rates'. Use best judgment on a case-by-case basis.

Make the most of momentum

We focus on what our audience can do or learn, and use verbs to give our communication momentum. 'Understand' is more powerful than 'gain knowledge', for example. Active verbs are better than passive verbs, e.g. running, supporting, helping vs run, support, help...

We don't navel gaze

We don't just talk about how great we are and what we can give to our clientele. We include our clientele in the conversation too – so let's emphasise 'we' and 'you' – not just 'we, we, we'.

Relatable and fun

ARDERE® not only use formal language when talking about health and wellness, we also converse in layman's terms to engage with our audience—demystifying scientific jargon so ARDERE's advice is accessible to all. Within social media and blog content we channel founders Nicole and Lauren's personalities through the use of fun and relevant anecdotes. We also like to resonate with our audience so they relate to us and vice versa; by creating warm and approachable persona we can achieve this.

Flawless copy

Copy needs to be flawless; grammatically accurate, spelled correctly with appropriate punctuation.

TO SUMMARISE

ARDERE's character/persona is friendly, warm and trustworthy whilst the tone of voice is personal and honest.

Our language is simple, fun and easy to understand whilst the purpose is to engage, inform, educate, inspire, entertain and, ultimately, promote our products.



SOCIAL MEDIA

Instagram Quote Posts and Styling:

On Instagram we often post quotes or inspiring messages to our audience. For these posts we use the following templates, which involves a cream backdrop against our Museo Sans font and logo watermark. If emphasis or further expression is needed in certain cases, we use Qwigley font for some words to create this quality.

Typeface

Museo Sans 300

Size

40px

Colour

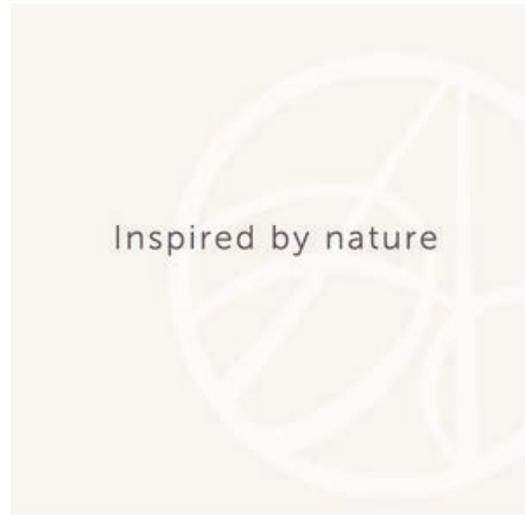
ARDERE® Dark Grey

Background Colour

ARDERE® Cream

Watermark

Use watermark graphic eps file referenced on page 15.



When using the Qwigley font for key words, ensure the font size is relative to the type size of Museo Sans





SUPPORTING

The items described here put in context the elements within the ARDERE® identity. Frequently, they are the first thing a customer or partner organisation sees and therefore need to convey the personality and positioning ARDERE® seeks to impart.

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SUPPORTING MATERIALS

STATIONERY

Business Card

Front

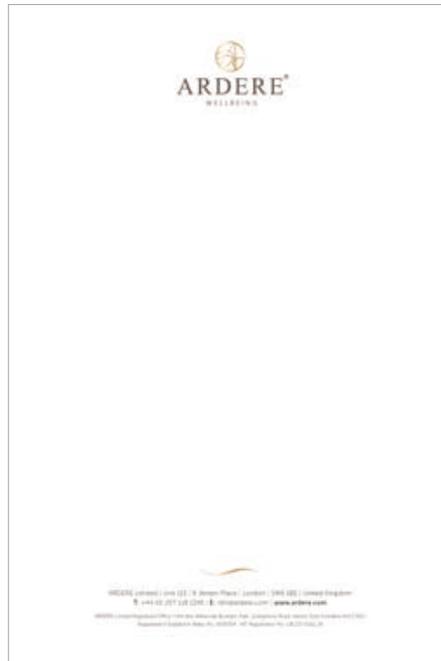


Reverse

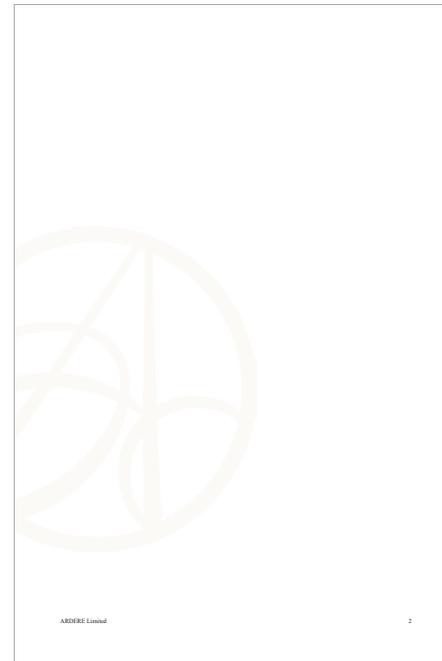


Letterhead

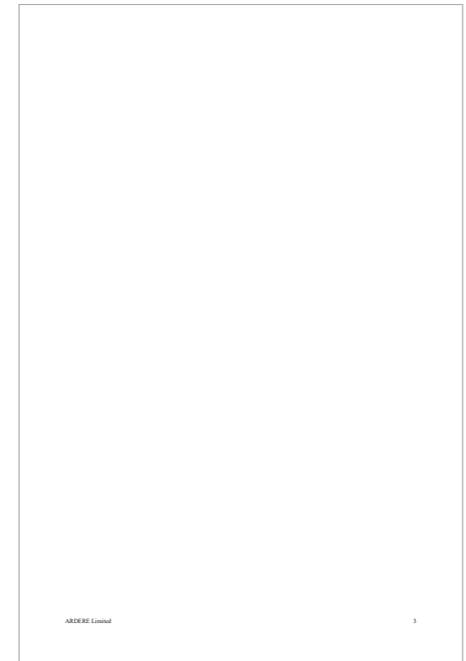
Page 1



Page 2



Page 3



POWERPOINT

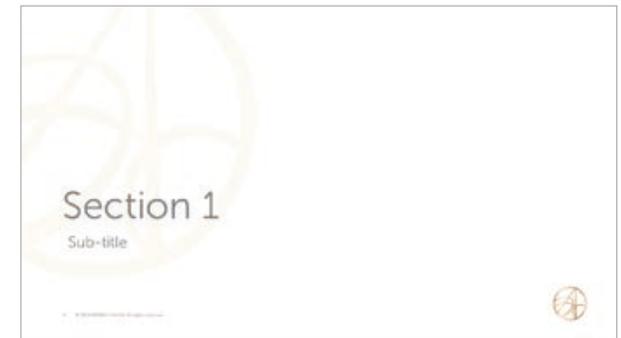
Title Slide



Contents Slide



Divider Slide



Content Slide with Background



Picture Slide



SUPPORTING MATERIALS

INTERNAL DOCUMENTS





PROMOTIONAL

The items described here are used to market and promote the ARDERE® brand in a consistent way and helps reinforce face of the organisation and raise awareness.

GIFT BAGS

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PROMOTIONAL

GIFT BAGS

Our gift bags use the Gold Foil logo together with the url device. Rope handles are preferred due to their durability and aesthetic.





CONTACT

For more information on using the ARDERE® brand guidelines, its products or services please contact us.

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