

Logo:

The logo design incorporates a flower because we want consumers to associate our brand with nature and beauty. The edges are soft to show that we are a source of comfort for our customers.



Pantone 376



Pantone 261



Pantone 258



Pantone 130



The use of colors such as green highlight that our company is organic and uses natural and healthy products. The different fonts allows us to chose between softer and harder fonts.

Coustard

Yellowtail

Josefin Slab

Company Letterhead and Overview



Essence is an aromatherapy company that specializes in creating essential oil products that improve both the physical and mental health of our consumers. Our products provide a holistic alternative to prescription and over the counter drugs and also work to improve the mood of our customers. Our scents can be used in the home or office, as we strive to destress the world one sniff at a time.



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2017-2018

Business Plan

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Additional Sales Materials:

These are examples of some of our product labels. They are meant to look clean cut to catch the eye of potential customers, as well as show the natural side of the company.

