



Locsanity[®]



BRAND MANUAL

2023



Locsanity
kids
Shea Mango & Black Castor Oil
Conditioning Moisturizing Twisting Butter
FOR ALL LOOSE NATURAL HAIR TYPES
Plant-based and never tested on animals
8 fl oz / 236 mL

Locsanity
ROSEWATER PEPPERMINT
TIGHTENING ROLLING & TWISTING GEL WITH BLACK HAWAIIAN SEA SALT
FOR ALL DREADLOCKS AND LOOSE HAIR TYPES
Plant-based and never tested on animals
8 fl oz / 236 mL

Locsanity
GRAPEFRUIT COCONUT LIME
DEEP CONDITIONING 2-IN-1 SHAMPOO AND CONDITIONER
FOR DRY, DAMAGED, AND MATURE DREADLOCKS
Plant-based and never tested on animals
12 fl oz / 355 mL

Locsanity
DREADLOCK DEEP CLEAN DETOX AND REJUVENATE POWDER WITH HIMALAYAN SALT
Plant-based and never tested on animals
How you can enjoy a relaxing deep cleansing soak of your dreadlocks in the comfort of your own home. Clutch the sticky sugar scrub and dip the measuring and just get clean locks. This is a must have for all dreadlock and natural hair care routines. Baking Soda, Citric Acid, Apple Cider Vinegar, Himalayan Salt, Olive Coconut and Almond Oil, which are the closest to your natural hair, blended with our essential oils, make this the most divine spa experience for your dreads.
No Parabens, No ECAs, No Formaldehyde, No Petrolatum, No Mineral Oil, No Phthalates
Use one hair tablespoon depending upon the thickness and length of your hair. Dissolve powder in water. Fully saturate dreadlocks and allow to soak for 15-30 minutes. Wash with Locsanity Shampoo and Conditioner.
Sodium Bicarbonate, Citric Acid, Core Beach, Himalayan Salt, Coconut Oil, Almond Oil, Essential Oil Blend
Whip ready to pour for easy application
Handmade in sunny South Florida
8 oz (226g)
Locsanity is proud to be cruelty-free
Not available at
locsanity.com

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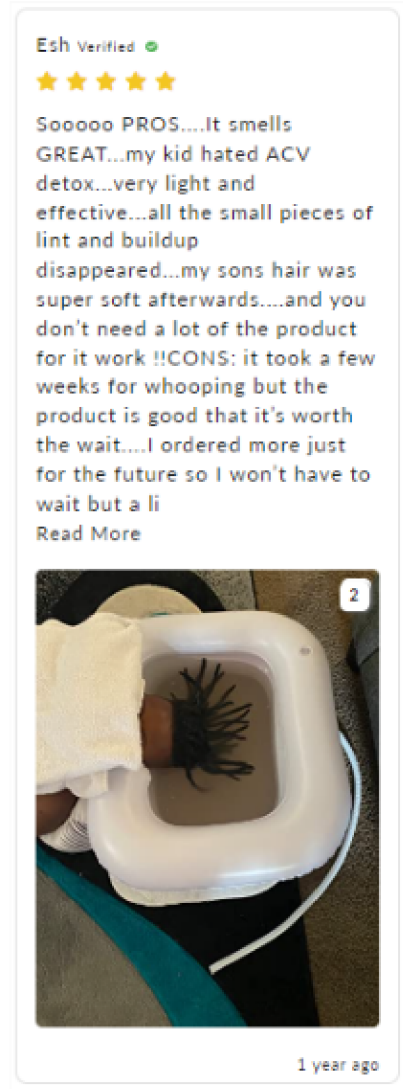
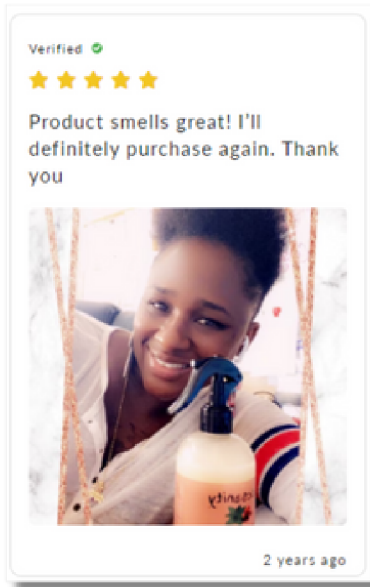
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ABOUT US



Founder, Charmaine James, established Locsanity in 2017 to create plant-based, safe, and effective loc care products to meet the needs of customers with locs and/or Afro kinky, coily hair. As a mother, wife, and former corporate executive unable to find products to meet her hair care needs, Charmaine went on a mission to simply create those products. Today, Locsanity is a thriving online loc and personal care mecca dedicated to serving its customers across the globe. Locsanity prides itself on being a part of the natural hair care industry and is dedicated to providing quality products made with ingredients you can trust.

OUR CUSTOMERS



Locsanity's loc care products are primarily designed for women with Afro kinky or coily textured hair, however, we have customers from all ethnicities and backgrounds who use and love our products. The **BOLD line** targets male customers with Afro kinky or coily hair who prefer products with a bolder scent profile. When selecting models or images to utilize for the brand, it is important to keep our target audience in mind.

OUR LOGOS



Locsanity®



Locsanity®



Locsanity®



Locsanity®



Locsanity®
BOLD



Locsanity®
BOLD

The Locsanity logo should only appear in either black or white and against a solid color or transparent background. All solid color backgrounds should be complementary to the logo text. Files are available for download from the Locsanity website under the [Media Kit](#) section. The Locsanity BOLD logo should only be used when discussing or featuring the BOLD line, which are products designed for a male audience.

OUR MASCOT IMAGES



Ali is the mascot or image that should be utilized whenever discussing or featuring the general Locsanity line of products. She represents the founder's two daughters, Alyssa and Alicia.

Al is the mascot or image that should be utilized whenever there is mention or discussion of the Locsanity BOLD line of products. Al represents the founder's son, George.



OUR VOICE

LOCSANITY BRAND VOICE CHART			
ATTRIBUTE	NOTE	✓ DO	✗ DON'T
RELATABLE	We write using words and terms our readers can understand so that everyone feels a part of our family.	<ul style="list-style-type: none"> Write plainly, avoid complex words 	<ul style="list-style-type: none"> be too formal be unprofessional
INFORMED	Our customers expect well-researched and expert advice. We should avoid misinformation at all costs.	<ul style="list-style-type: none"> Use verifiable data/research Check your work thoroughly avoid grammatical errors 	<ul style="list-style-type: none"> state opinions as facts don't use outside sources without proper reference or citation
PASSIONATE	We write on topics that excite us and that allow us to share our expertise with the world.	<ul style="list-style-type: none"> Be enthusiastic Use action verbs 	<ul style="list-style-type: none"> Sound uninspired
FUN	Humor is an important part of our personality. We want to bring smiles to our customers faces whenever they engage with our content.	<ul style="list-style-type: none"> Be entertaining and creative delight our customers 	<ul style="list-style-type: none"> Use humor that may be offensive to anyone
CARING	We are a brand that cares deeply about our customers and want all of our copy/content to reflect that.	<ul style="list-style-type: none"> Use empathy in your content Be helpful 	<ul style="list-style-type: none"> Be dismissive or rude in any interaction

*table content inspired by [Pepperland Marketing](#)

The table above should serve as a guide when creating copy for the Locsanity brand. We love to have fun and put smiles on the faces of our customers. Outside of making great products, we want customers and customers-to-be to admire our company culture.

TYPEFACE

HEADER 1

FONT: Intro

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123

HEADER 2

FONT: Hussar Bold CAPS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud
exercitation ullamco

Body Copy 1

FONT: Didact Gothic

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Ut enim ad minim veniam, quis nostrud
exercitation ullamco

Body Copy 1

FONT: Faustina Regular

BRAND COLORS

BRAND COLORS

PRIMARY



PANTONE 2276 C // HEX: #88B04B



PANTONE 7740 C // HEX: #3A913F



PANTONE 2266 C // HEX: #335525

SECONDARY



HEX: #EBDAC1

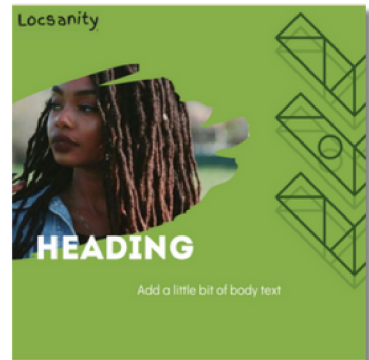


PANTONE 2441 C // HEX: #B6D5E



PANTONE Bright Red C // HEX: #F93822

SOCIAL MEDIA STYLE & STRATEGY



Each post should feature consistent branding and at least one of the brand colors to maintain uniformity across the page. Additionally, the fonts utilized within the post should be consistent with those recommended in the Locsanity brand manual. The logo should always be featured in the top lefthand corner of the post.

Adding geometric shapes or plant outlines/images as part of the overall design are permitted.

Along with featuring the products and brand colors, including pictures and highlighting hair types that will most benefit from Locsanity products will show potential customers that these products were made for them.

SOCIAL MEDIA STYLE & STRATEGY



Whenever creating a post for social media, you'll always want to utilize one or more of the primary brand colors, along with a border, framing lines, or filler background as shown above. This will help to solidify and endear the Locsanity brand identity in the minds of customers and soon-to-be customers.

SOCIAL MEDIA STYLE & STRATEGY

Instagram Highlight Graphics



Our Products. This highlight reel could be used to showcase each of the products that Locsanity offers, leaving the feed open for brand news and announcements. The listing on the website could also be directly linked to each product page on the highlight for ease of purchase.



About Us. This highlight reel would provide background information on the company, as well as the founder, putting a face to Locsanity and making it more personable and approachable for potential customers.



Our Ingredients. Locsanity prides itself on using natural ingredients; that is something that should be showcased on social media. Having a designated location to list ingredients along with their benefits can help to make the brand more appealing than the competition.



Locsanity in Action. This highlight can showcase models and/or customers utilizing Locsanity's products in a fun or educational way. This highlight also offers the opportunity to engage with customers and feature them in this section if they tag the page in a post.

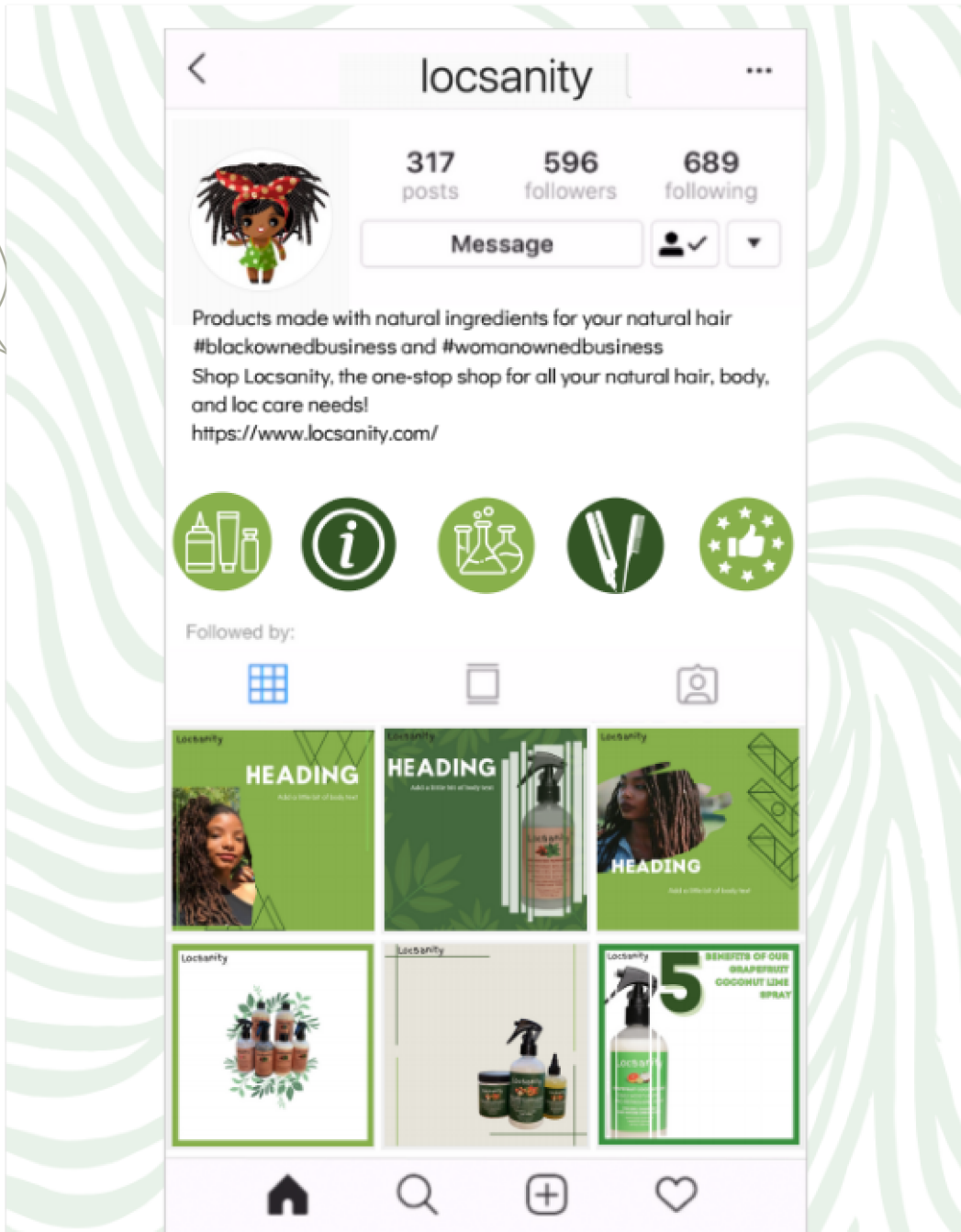


Customer Reviews. The most powerful form of marketing is word of mouth. People are more likely to believe their friends and acquaintances more than the brand itself. This section will provide a place to showcase positive customer feedback in order to convert new visitors into Locsanity customers.



Q&A/FAQ. This highlight reel allows customers to ask questions. It keeps the answers visible to others so that if someone has the same question they are able to have it answered without excessive effort. If someone is on the fence about a purchase, this may assist in clearing up any uncertainty pertaining to Locsanity products.

SOCIAL MEDIA STYLE & STRATEGY



RESOURCES



As part of this brand style guide, we're including this video from marketing expert, Sherman Stanberry, on the importance of branding and the various elements to consider as you work on the creation of content or assets for Locsanity. If the content/asset does not adhere to the requirements in the brand manual, it will likely not be approved. Please feel free share the manual with anyone working on the creation of content for the Locsanity brand so they can be clear about our expectations.



