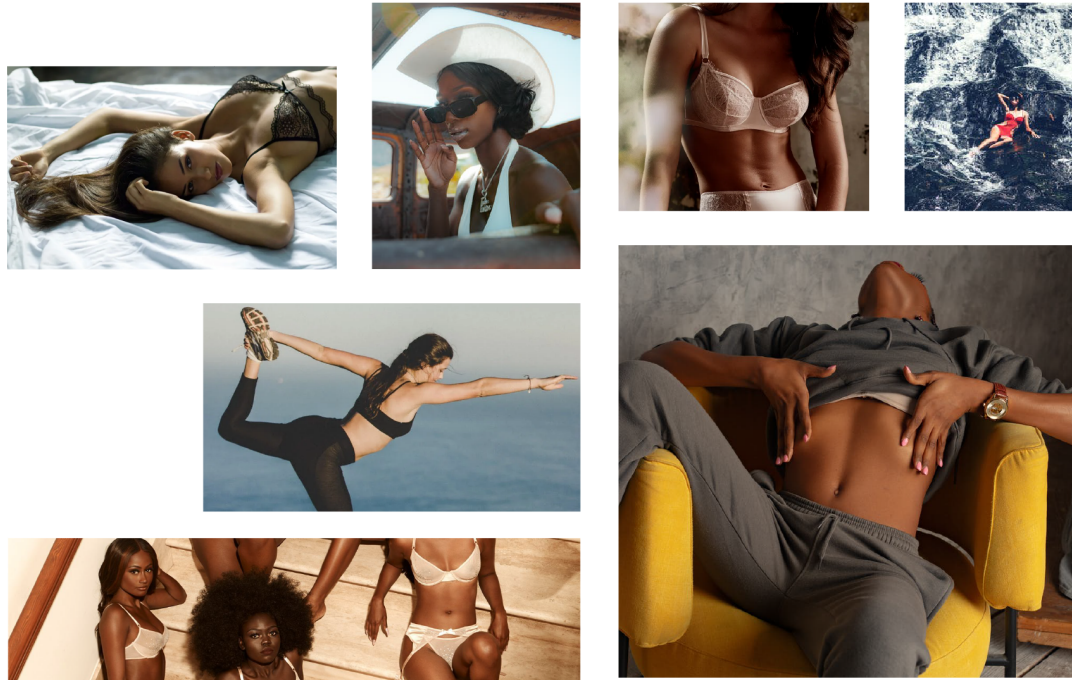
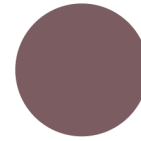
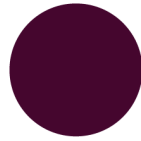
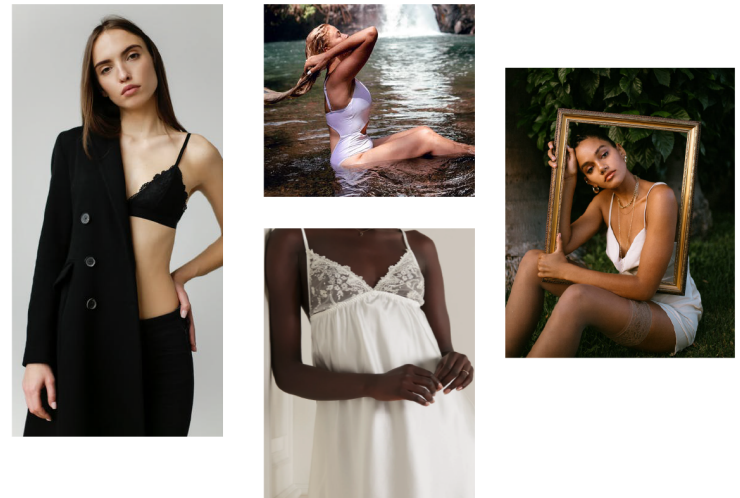


SEAMILESS *by Bare*

SEAMLESS *by Bare*



**CONFIDENT
BOLD
MODERN
ENGAGED**



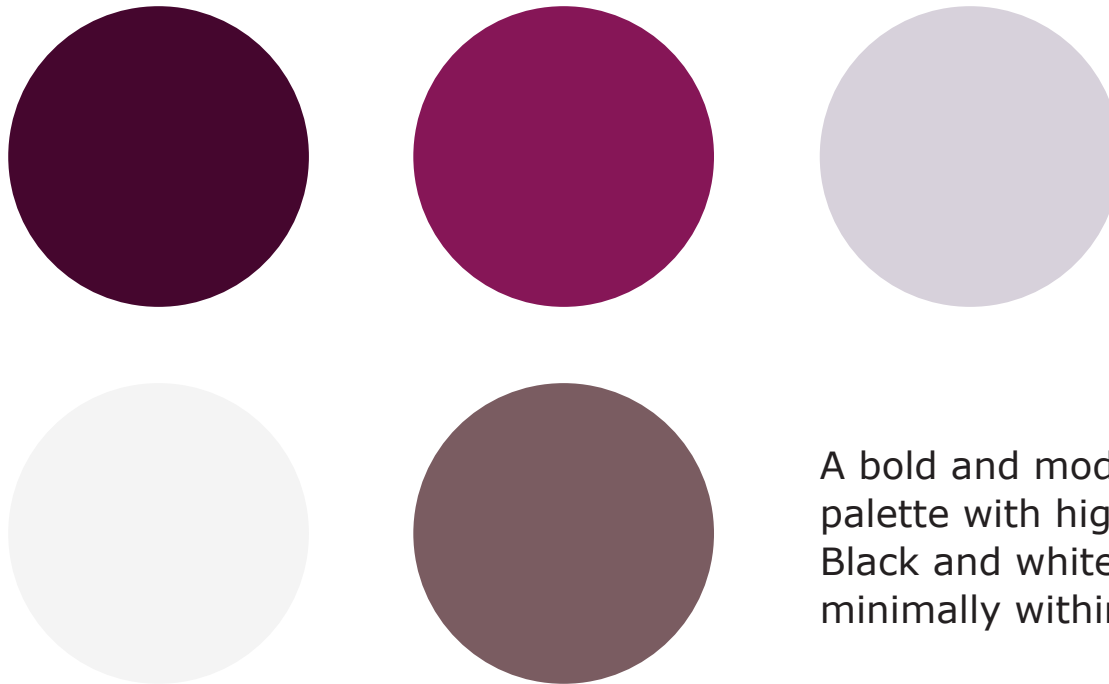
DIDOT - Headers/Subheaders

MoonTime - Accents

Verdana - Body



COLOUR PALETTE



A bold and modern colour palette with high contrast. Black and white is to be used minimally within this palette.

TYPOGRAPHY

Didot

Used for headers and accents throughout emails.

MoonTime

Used for occasional headers and all subheaders. This typeface should only be used in regular caps.

Verdana

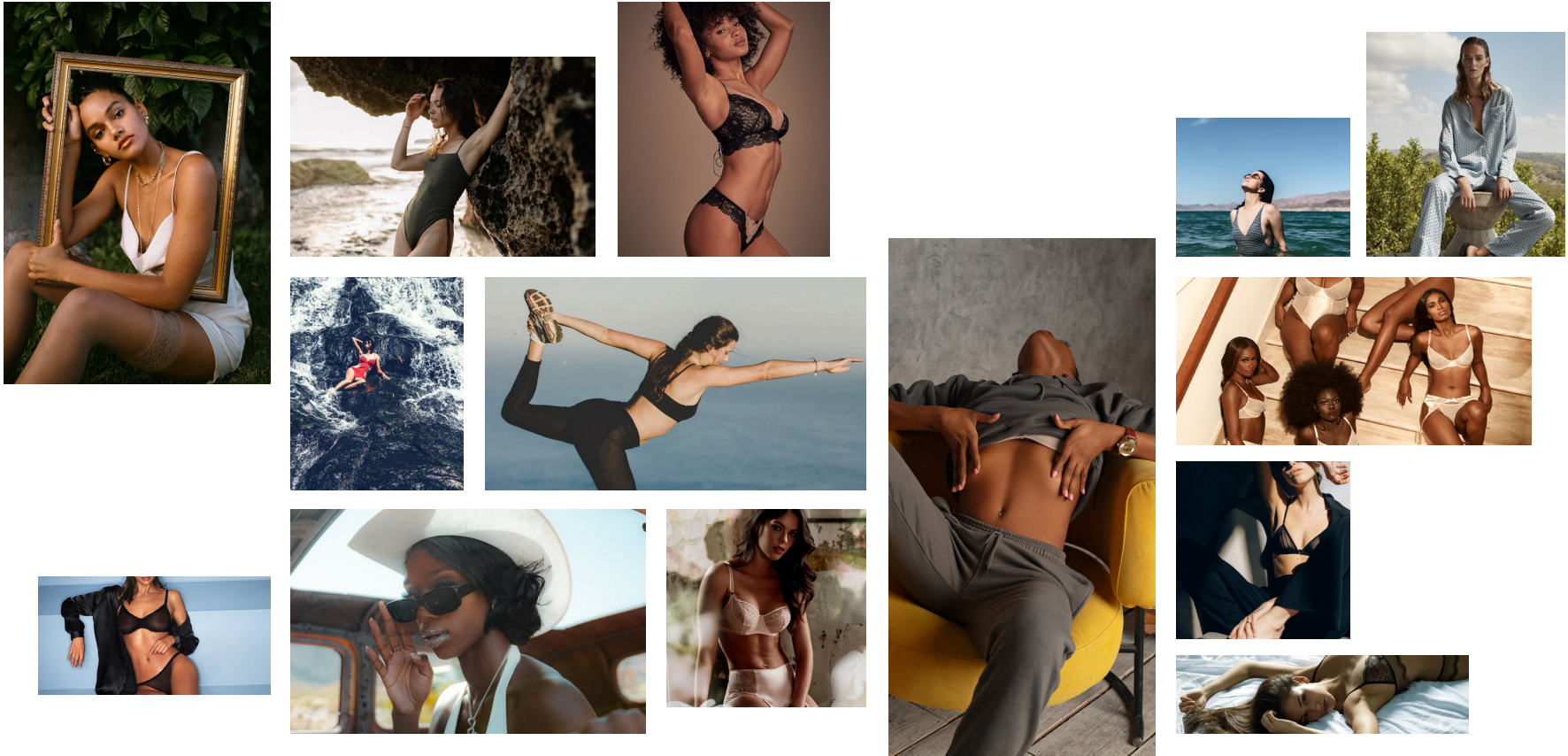
Used for all body copy, within charts, on labels, etc. This typeface can be used in regular, italic, semibold, and bold.

The font style and hierarchy lends itself to a more sophisticated and modern look.

TONE OF VOICE

Seamless loyalty members are positively powerful women who make their voices heard. The Seamless Loyalty Program projects a strong and engaging tone that helps customers make decisions and feel confident in their choices.

PHOTOGRAPHIC STYLE



The photographic style for the Seamless Loyalty Program is contrasting, bold, modern, inclusive, and slightly daring. It focuses on highlighting a woman's strength and confidence while sporting Bare Necessities attire.

GRAPHICAL ELEMENTS



The graphical elements are bold, cohesive, and easily identifiable.

LOGO OPTIONS

SEAMLESS *by Bare*

SEAMLESS
BARE NECESSITIES

SEAMLESS
BY BARE NECESSITIES

SEAMLESS
BARE NECESSITIES

Every email pertaining to the Seamless Loyalty Program will have the Seamless logo at the top and added throughout the email when necessary.