

Seamless

Bare Necessities

# Seamless

Bare Necessities



*MoonTime*

Accents/  
Headers

**Didot**

Headers/  
Subheaders

Open Sans

Body Copy



Feminine ◦ Natural ◦ Confident

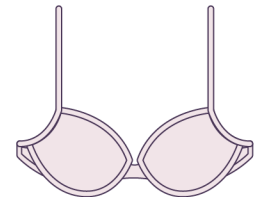
 *Amy Major*

Tier      Lace

Points    324

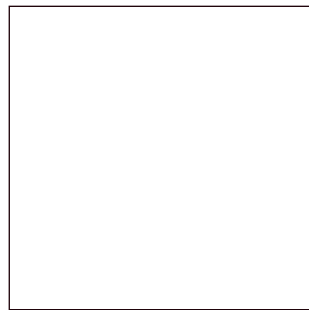
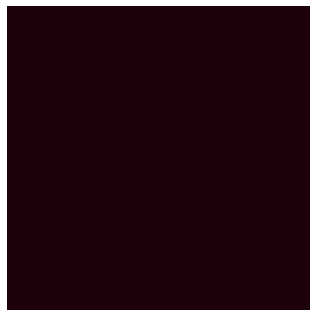
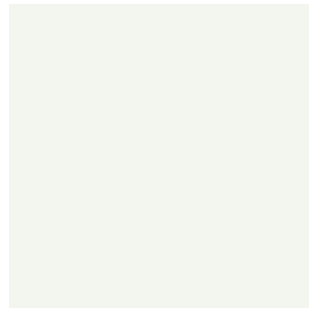
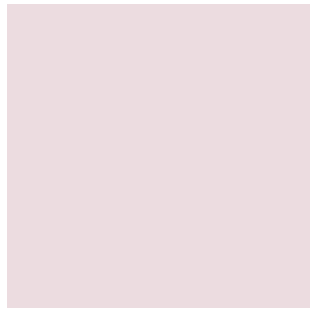
Level Up   Spend \$150 more

Benefits    Free shipping on orders \$50+



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# Colour Palette



A soft and feminine colour palette that also incorporates black and white typography, and graphical elements.

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# Typography

*MoonTime*

Used for headers and accents throughout emails.

**Didot**

Used for occasional headers, and all subheaders. This typeface can be used in both all caps and regular caps.

Open Sans

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 playful and feminine look.

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## *Tone of Voice*

Seamless loyalty members are confident women that embrace their uniqueness. They are natural and encouraged to be just as they are. The Seamless Loyalty Program projects a feminine and upbeat voice that adds hints of playfulness and enthusiasm because shopping for intimate wear should always be exciting and uplifting.

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# Photographic Style



The photographic style for the Seamless Loyalty Program is natural toned, minimal, feminine, fashion-forward, and inclusive. It focuses on highlighting a woman's beautiful features while sporting Bare Necessities attire, all while having a bit of fun.

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# Graphical Elements



The graphical elements are playful and personalised and immediately become a key branding component to the Seamless Loyalty Program.

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# Logo Options

Seamless

Bare Necessities

Seamless

SEAMLESS

*By Bare Necessities*

SEAMLESS *By Bare*

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