

A CONSCIOUS COMMERCE BRAND – *FOR TRULY CLEAN, NON-TOXIC BEAUTY*

# Branding

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# Kit index



\* MORE THAN A STORE

The power of storytelling is an important part of Found's strategy – we believe an earnest narrative improves our products, will empower our customers, and expands our reach.

Found is the manifestation of a shared vision among three passionate advocates of clean beauty. Recognising a significant gap in the market for clean beauty options on the UK High Streets, we set out to provide a transformative experience.

Our mission is simple yet powerful: to offer exceptional clean skincare, haircare, and cosmetic products that are not only safe and effective but also completely free from harmful ingredients.

Truly, clean – beauty.

# Aesthetic







**\* FINDING THE BALANCE**

Found Clean Beauty embraces a modern, minimalist aesthetic to reflect its commitment to truly clean products. The brand's design philosophy revolves around simplicity, elegance, and a sense of purity. The aesthetic choices are deliberate and purposeful, aligning with the core values of the brand.

The minimalist aesthetic is employed to create a visually clean and uncluttered environment, mirroring the brand's dedication to clean beauty. Clean lines, open spaces, and a neutral colour palette are often utilised to convey a sense of calm and tranquility. This aesthetic choice not only enhances the shopping experience but also serves as a visual representation of the brand's commitment to providing products that are free from harmful ingredients.



# Colour Palette

<sup>A</sup> Fuchsia



<sup>B</sup> Eucalyptus



<sup>C</sup> Concrete



<sup>D</sup> White

\* GENERAL  
#FFFFFF

<sup>E</sup> Black

\* GENERAL  
#151515

<sup>C</sup> Concrete

\* BACKGROUND  
#F0EEED

<sup>BI</sup> Spearmint

\* ACCOMPANYING  
#51A97E

<sup>BII</sup> Pale Green

\* ACCOMPANYING  
#BFD9BD

<sup>B</sup> Eucalyptus

\* SECONDARY  
#1F9571

<sup>A</sup> Fuchsia

\* PRIMARY  
#F91A8F

# Logo

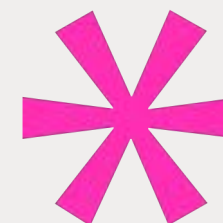
<sup>01</sup> Standalone

found\*

<sup>02</sup> With Tag

found\*  
*truly clean beauty*

<sup>03</sup> Favicon



\* THE ASTERISK

The asterisk in Found Clean Beauty's logo serves as a clever marketing tool, highlighting the brand's genuine commitment to clean products in contrast to other brands in the market. It functions as a visual footnote, symbolising that Found's products are truly clean and free from harmful ingredients.

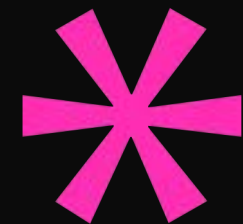
<sup>01</sup> Standalone



<sup>02</sup> With Tag



<sup>03</sup> Favicon





A close-up photograph of a woman with dark hair, smiling and laughing. She is applying a thick, white cream to her face and shoulder. Her right hand is visible, with fingers spread, applying the cream to her left shoulder. The background is a solid, warm brown color.

found\*





found\*

*no* carcinogens

parabens

toxins

heavy metals

silicates

...

\**truly clean beauty*



\* THE MARKETING

By utilising the asterisk as a distinctive feature it can be strategically utilised throughout the brand's marketing materials, reinforcing the message of authenticity and distinguishing Found Clean Beauty as a trustworthy choice for consumers seeking genuinely clean beauty options.





*truly — clean — beauty*

found\*





clean beauty\*

*\*without the disclaimers*



# Fonts

<sup>A</sup> Cabinet Grotesk

Medium

Heading

ABCabc

<sup>A</sup> Larkin Serif

Medium Italic

*This will be a Subheading*

*ABCabc*

<sup>E</sup> Cabinet Grotesk

Regular

This font will also be utilised as body text, also known as paragraph text.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz





# Imagery

<sup>01</sup> Editorial




<sup>02</sup> Minimal



<sup>03</sup> Organic







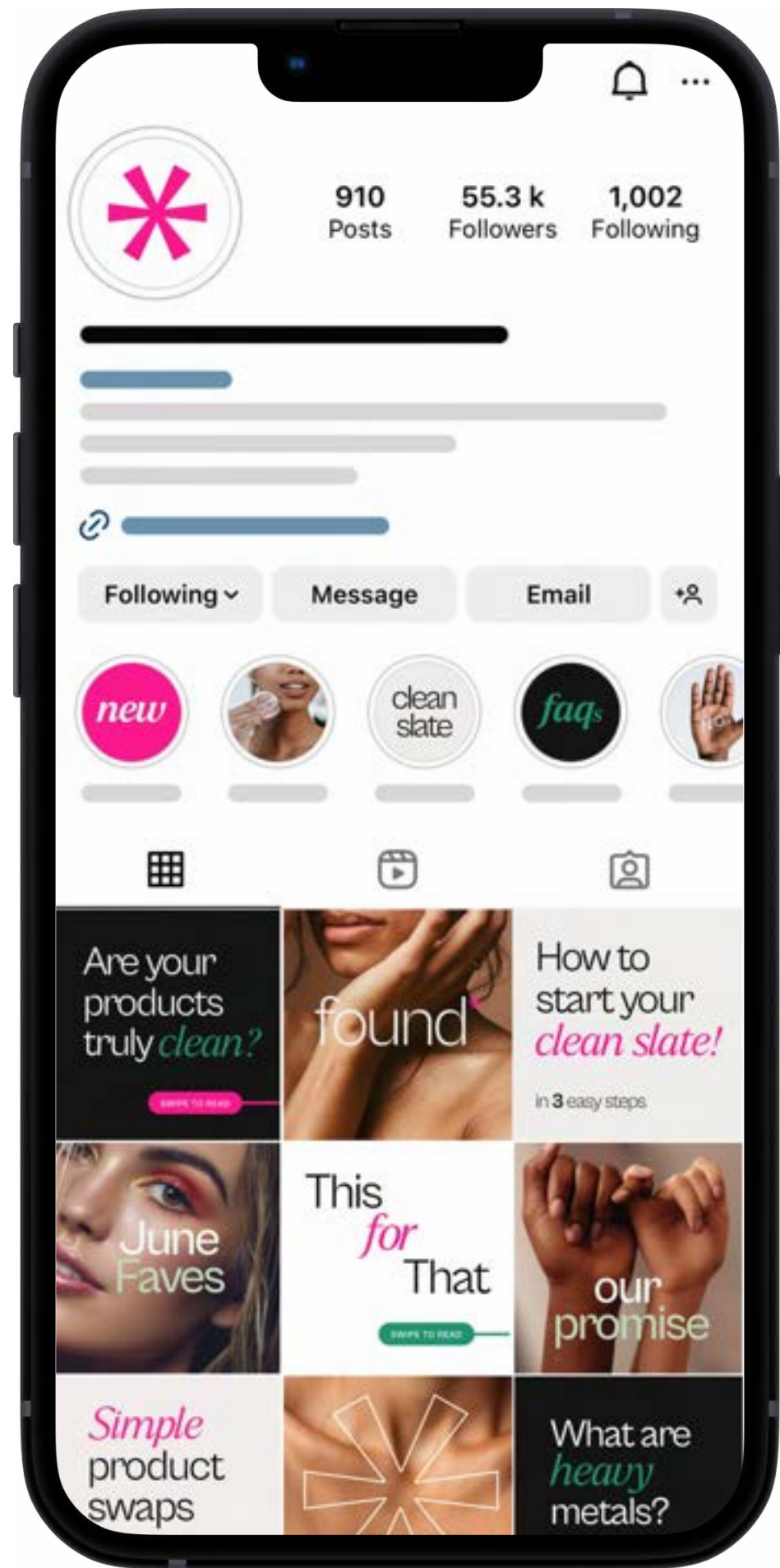
~~carcinogens~~  
~~parabens~~  
~~toxins~~  
~~heavy metals~~

\* *truly clean beauty*

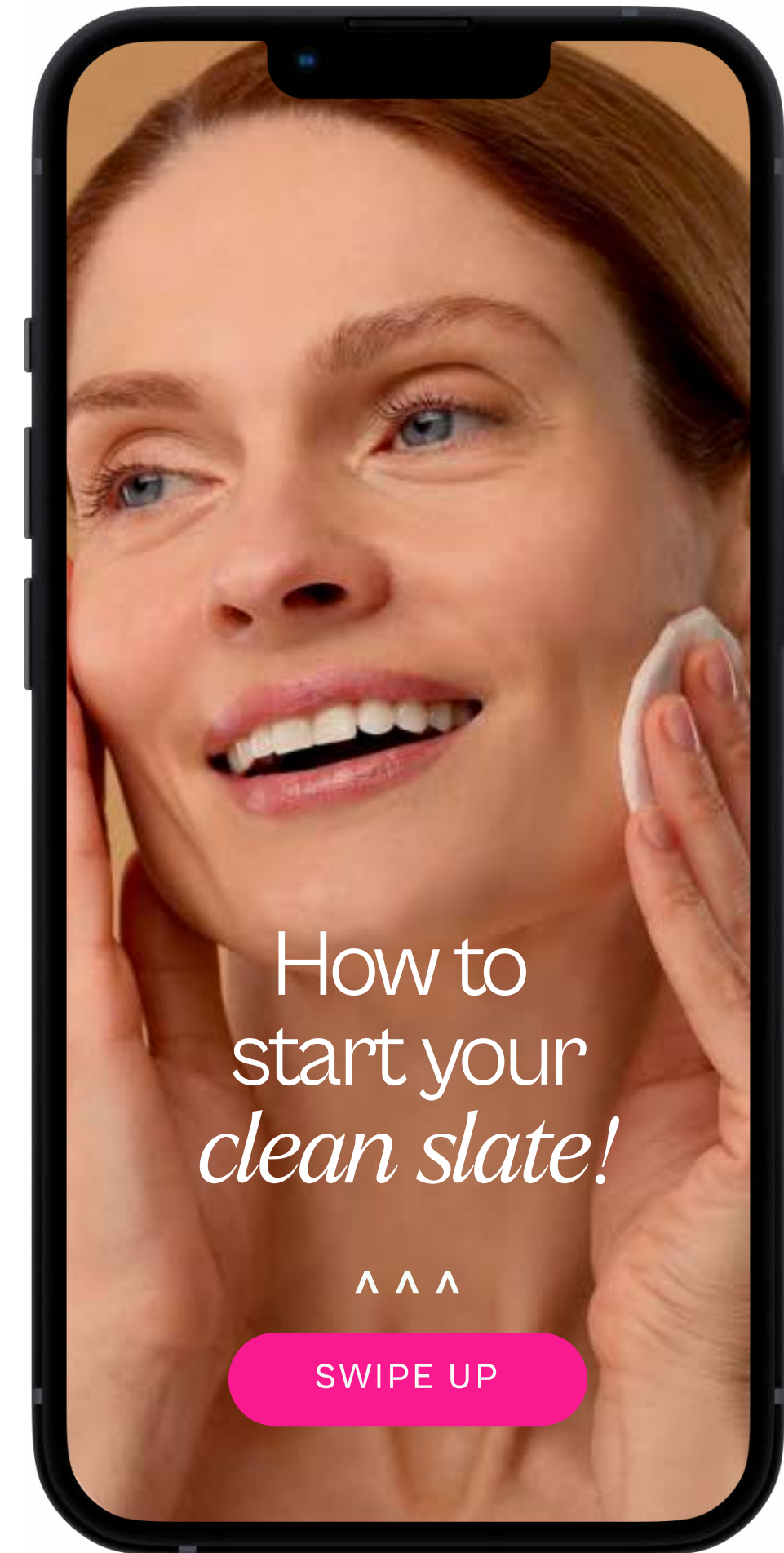
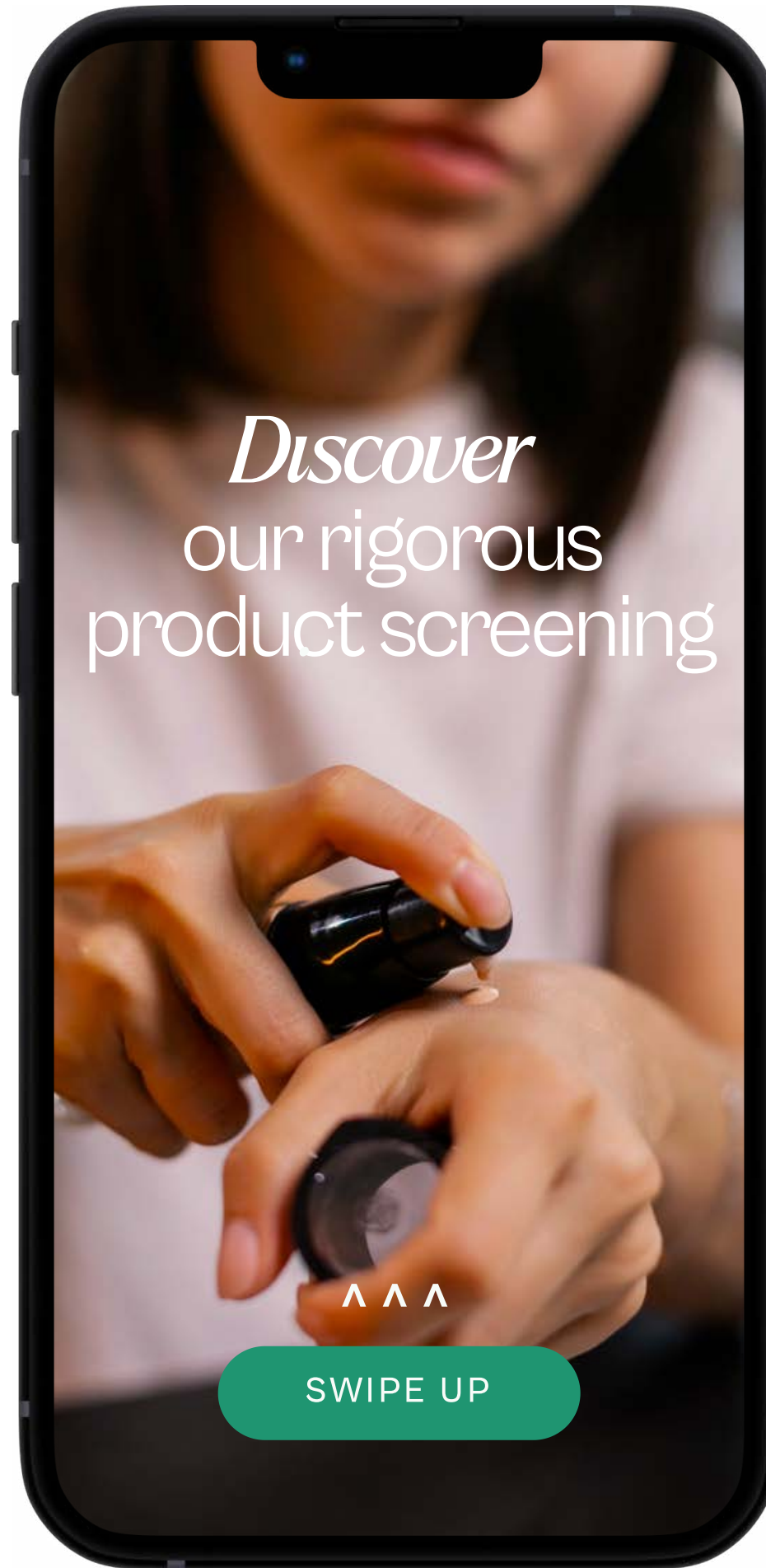
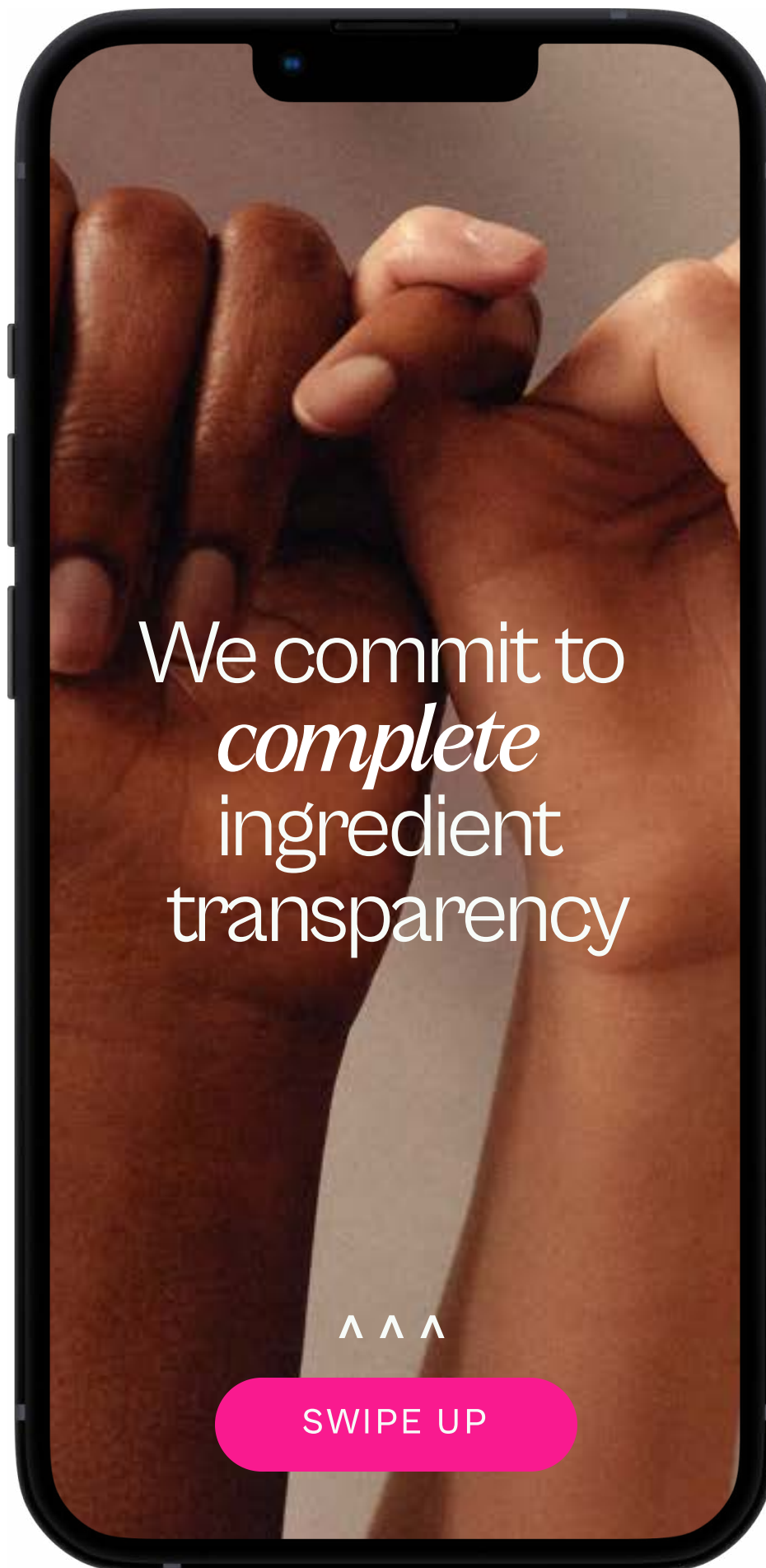




# Social Media









# Ethos

Our ethos at Found Clean Beauty is to revolutionise the beauty industry by providing a one-stop shop for clean skincare, haircare, and cosmetic products. With a dedicated team and extensive product knowledge, we offer a wide range of best-in-class, clean beauty options that are free from harmful ingredients. Our stores provide personalised consultations and tailored solutions, while our online presence extends our reach nationwide. By strategically positioning ourselves in key demographic areas, we aim to create tangible experiences that empower customers to make informed, conscious choices for their well-being. Join us in embracing a cleaner, healthier, and more beautiful approach to beauty.





We only have one body, and at Found, we believe that we should protect ourselves from harmful ingredients. To do this, we have taken the following steps towards creating an accountable clean beauty commerce brand.

- <sup>A</sup> We prioritise ingredient transparency
- <sup>B</sup> We're committed to rigorous product screening
- <sup>C</sup> Independent verification to validate our integrity
- <sup>D</sup> Regular, continuous education & research





Found Clean Beauty commits to complete ingredient transparency, providing detailed and easily accessible information about the ingredients used in all our products. We ensure that our customers have a clear understanding of what goes into each product, enabling them to make informed decisions about the cleanliness and safety of their beauty choices.



# Ingredient Transparency





We are committed to rigorous product screening processes to ensure that every item on our shelves meets our stringent clean beauty standards. We carefully assess each product for the presence of harmful ingredients such as parabens, sulfates, phthalates, artificial fragrances and more. Our commitment to cleanliness extends to all aspects of our products, from formulation to manufacturing and packaging.

# Rigorous Product Screening



# No-go Ingredients

<sup>A</sup> Acrylates	<sup>L</sup> Heavy metals	<sup>W</sup> SLES
<sup>B</sup> Benzophenone related	<sup>M</sup> MIT AND CMIT	<sup>X</sup> Talc
<sup>C</sup> Compounds	<sup>N</sup> Mica	<sup>Y</sup> Toluene
<sup>D</sup> BHA and BHT	<sup>O</sup> Parabens	<sup>Z</sup> Triclosan
<sup>E</sup> Coal tar derivatives	<sup>P</sup> PEG compounds	
<sup>F</sup> Carbon Black	<sup>Q</sup> Petrolatum	
<sup>G</sup> DEA, MEA, TEA & related ingredients	<sup>R</sup> Phenoxyethanol	
<sup>H</sup> DBP	<sup>S</sup> Phthalates	
<sup>I</sup> Formaldehyde	<sup>T</sup> Polyacrylamide	
<sup>J</sup> Homosalate	<sup>U</sup> PTFE	
<sup>K</sup> Hydroquinone	<sup>V</sup> Siloxanes	





# Culture

Found is built on four key beliefs. They are shared not only by our founders, but by our wider team, our customers, and even our distribution teams. They are not negotiable or optional, and form the basis of everything we do.

- 
- <sup>A</sup> Be transparent
  - <sup>B</sup> Be accountable
  - <sup>C</sup> Be brave
  - <sup>D</sup> Be inimitable
-



\* EMPOWERING CUSTOMERS

The tone of voice for should be informative, empowering, and trustworthy. We strive to educate our customers about clean beauty and the importance of ingredient transparency, empowering them to make informed choices.

We maintain a friendly and approachable tone, ensuring that our customers feel comfortable reaching out to us for guidance and advice.

Overall, our marketing tone should reflect our commitment to cleanliness, authenticity, and the promotion of a healthier and more conscious approach to beauty.

# Voice





# Founding team

\* COLLECTIVE EXPERIENCE

<sup>A</sup> Charlie McIntosh



<sup>B</sup> Zoe Bulgin



<sup>C</sup> Suzy Rycroft



Charlie McIntosh, a digital innovator with a design background, and Zoe Bulgin, an industry expert in interior design and makeup artist Suzy Rycroft have joined forces to make a remarkable impact in the clean beauty industry. With their collective experience in e-commerce, start-ups, retail design, and makeup artistry, they are poised to revolutionise the market by introducing safe, effective, and inclusive beauty products. Their shared passion for clean beauty, education, and transparency drives their mission to make it the norm rather than the exception in the UK. Together, they bring a wealth of expertise and a commitment to showcasing the power of clean beauty in enhancing well-being without compromising on quality.



# About our team



## Charlie McIntosh

As a digital innovator with a design background Charlie McIntosh has over 20 years of e-commerce and start-up experience, ranging from setting up 4 new start-ups and selling 2 to publicly traded companies. Deeply passionate about safe ingredients, she set up Found Clean Beauty around the vision of education, transparency and inclusiveness and intends to revolutionise the UK Clean Beauty market helping to make it the norm, not the exception.



## Zoe Bulgin

With over 20 year in the Interior Design sector, Zoe Bulgin is an industry expert in retail design and strategy working with a wide variety of companies such as The White Company, Jigsaw, and Westfield Group as well as leading Salons and Spas in the UK and Australia. An avid user and advocate of Clean Beauty herself, she is determined to bring safe and effective beauty products that enhance your well-being and don't compromising on your health, to the high street.



## Suzy Rycroft

Make-up Artist Suzy Rycroft has been working in the fashion and beauty industry for over 18 years. Having worked with Hollywood A listers such as Jude Law and Michelle Rodriguez, supermodels Cara Delevigne and Shania Shalk and headlined toured Europe with Icelandic musician and icon, Bjork. Her passion is to bring incredible, clean beauty products to a wider audience and showcase how clean no longer means compromise.





**\* UNTIL NEXT TIME**

Thank you for working with us on this journey – we hope you've found the preceding pages to be interesting and enlightening. We're an open book, so please get in touch if you have questions

As for what's next – we'll collect any revisions and further flesh out your branding in more detail.