CARILOHA

BRANDING GUIDE

2021

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WHO WE ARE

Cariloha is an omni-channel brand focused on soft and sustainable bedding, clothing and bath goods made from eco-friendly bamboo.

OUR MISSION

SOFT & SUSTAINABLE
PRODUCTS – IT'S WHO WE ARE & AT THE HEART OF WHAT WE DO

Making a positive difference for people and our planet has always been our way since we started.

Cariloha is more than a name or a brand – it's A COMFY WAY TO SAVE THE PLANET™, where we care about the earth today, so we have a better home for future generations tomorrow.

It's easy. We provide customers with soft, sustainable alternatives to harmful fabrics. Not hard – just soft on you and the planet.

CARILOHA BRAND

SOFT, SUSTAINABILITY & ISLAND LIFESTYLE

Cariloha is driven by a soft, sustainable, island-vibe lifestyle. Our eco-friendly product innovations look and feel soft, are made from a sustainable resource, and radiate the vibe of the islands, where our business was born. Our products and photography reflect that same softness, sustainability, and island lifestyle.

CARILOHA

SOFT

SUSTAINABILITY

ISLAND LIFESTYLE

SOFT

We believe you can live a comfier, healthier lifestyle by taking care of yourself and the planet through our luxuriously soft bedding, clothing and bath goods that are “Soft, Cool, Clean and Green.”

SOFT

Bamboo is twice as soft as cotton and feels soft and soothing to the touch. It’s one of the softest, comfiest fabrics on the planet.

COOL

Bamboo fabrics are 3 degrees cooler than non-bamboo fabrics and naturally moisture wicking. They’re breezy, lightweight and breathable. They feel and look cool.

CLEAN

Bamboo naturally repels odors, allergens, and toxins. It helps you feel clean and prevents skin irritations.

GREEN

Using bamboo gives you peace of mind knowing you’re making a positive difference on the planet. Bamboo is the most sustainable, renewable resource on the planet.

SUSTAINABILITY

A COMFY WAY TO SAVE THE PLANET™

Cariloha bamboo products are not only soft on your skin, but the environment, too. Everyone who sleeps in, bathes with or wears Cariloha's sustainable bamboo products is intrinsically giving back to an eco-friendlier world. Each time we shift from non-sustainable fabrics to sustainable bamboo material we help save our world. And, oh how it feels so good.

We help customers live and sleep comfortably and responsibly by using viscose from bamboo bed sheets, pillows, blankets, mattresses, and more. Because Bamboo lets you catch more zzzzzs while saving these...

TREES, SOIL, OCEAN, AIR AND SKIN

And, its product carbon footprint is smaller than most. For all that we can't reduce, we neutralize with carbon offsetting projects. Cariloha - *It's a Comfy Way to Save the Planet!*

SAVES OUR TREES

SAVES OUR SOIL

SAVES OUR OCEAN

SAVES OUR AIR

SAVES OUR SKIN

ISLAND LIFESTYLE

Cariloha's has its roots in the islands, and our passion for comfort and sustainability were born there – it's who we are and at the heart of what we do – helping you sleep, live and feel like you do on vacation.

Our connection to the islands and our eco-comfort commitment are expressed through our premium product offering that conveys resort beach living and vacation-inspired comfort.

THE CARILOHA PINEAPPLE

Our pineapple icon is the ultimate symbol of the islands – it represents Cariloha's culture and connection to where we got started – the Caribbean and Hawaii, and to our namesake – where the style of the **CARI**bbean meets the spirit of a**LOHA**.

VISUAL IDENTITY

LOGO

Our logos are the cornerstone of our visual identity. Our logo is the primary visual identifier of our brand. The union of its elements embodies our brand message and aesthetic. It is essential that these marks are executed consistently according to the following guidelines.

LOGO ANATOMY

The icon may be used independently of the wordmark, but the wordmark cannot be used independently of the icon.

CARILOHA LOGO

The horizontal logo is the primary representation of Cariloha. Please choose this mark in all situations where size, placement, and usage make it the best choice.

PINEAPPLE LOGO

There are limited situations where the wordmark is not the most logical choice. The vertical mark is provided for these situations.

ICON

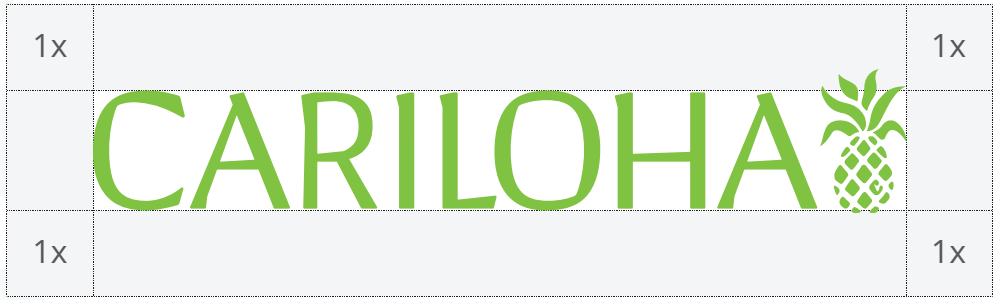
The icon should only be used when the Cariloha logo is already present. It takes a supporting role as a subtle, shorthand way of tying to the master brand. The icon by itself is for situations where you are confident your audience will know it represents Cariloha.

LOGO INTEGRITY

The integrity of Cariloha logos are maintained when proper sizing, spacing, and placement have been considered. Please use these instructions as a guide to protect the logos from distraction and interference from other elements.

CLEAR SPACE

Clear space is intended to protect the mark from distractions in various applications. Nothing should overlap it or interfere with its legibility.



Primary Logo – To determine clear space, the width of the pineapple icon has been defined as "X." Clear space should be at least 1x.

EXAMPLE

Secondary Logo – To determine clear space, the width of the pineapple icon has been defined as "X." Clear space should be at least .375x.

COLOR

It should be used only in one of our primary brand colors: green, gray, or white. (See page 11)

REQUIREMENTS

The Cariloha logo should appear on every piece of official Cariloha communication. On printed literature, it generally appears on the front cover, back cover or both. In videos, it generally appears at the end as a final sign off.

The ™ symbol should always accompany the mark, except in applications where it is a) too small to be legible or b) used in dimensional signage.

(See page 25 for a list of Cariloha's registered marks and trademarks)

LOGO ABUSE

To ensure consistent communication in all materials, please make sure not to alter the logo in any way that is not permitted by this guide. The logo should always be used in the correct ways specified in this guide and treated with respect. These guidelines apply to both the symbol and wordmark.

DO NOT distort, rotate, change the color, add gradients, outline, use the logo in a sentence, add an effect that compromises legibility or otherwise modify the logo in any way.

Ultimately, when in doubt, please obtain written consent from an authorized Cariloha official if there's any logo usage question.

*Cariloha marketing reserves the right to manipulate the logo for artwork purposes.

SIZING

Make sure the mark is applied at a confident size. This means the mark should never be overpowering (too large) or understated (too small) for each individual application.

MINIMAL LOGO SIZE

The minimum size of our logos varies depending on which version you are using.

The minimum size of our symbol is 1.25" or 90 px wide.

USAGE ON PHOTOGRAPHY

The logo should be carefully placed on photography. Always place the logo on clear and simple backgrounds with plenty of contrast for legibility. Avoid placing the logo on busy or complex backgrounds or images to keep it as legible as possible.

LINEAGE

The Cariloha logo transformed through the years as the business has grown and evolved. When Cariloha started in 2007, it looked differently and represented different things.

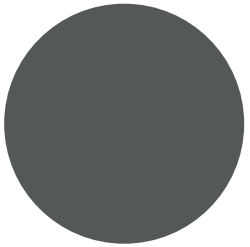
BRAND COLORS

Consistency in color usage is essential for reflecting the feel, focus and vibe of the Cariloha brand and helps maintain consistency across all mediums. These primary brand colors should be predominantly used in all brand collateral. Use of any other colors–such as special call-outs or links– should be refined, carefully considered, and extremely limited.

PRIMARY COLOR PALETTE

CARILOHA GREEN

PMS **368**
CMYK **54 0 100 0**
RGB **130 195 65**
HEX# **82C341**



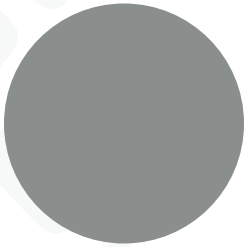
CARILOHA GRAY

PMS **425**
CMYK **63 51 45 33**
RGB **84 88 89**
HEX# **545859**

WHITE

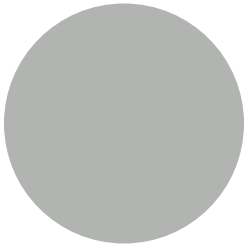
PMS **PAPER**
CMYK **0 0 0 0**
RGB **255 255 255**
HEX# **FFFFFF**

SECONDARY COLOR PALETTE



SLATE GRAY

PMS **423**
CMYK **44 33 29 9**
RGB **137 141 141**
HEX# **898D8D**



STONE GRAY

PMS **421**
CMYK **28 20 20 1**
RGB **178 180 178**
HEX# **B2B4B2**

COOL GRAY

PMS **Cool Gray 2**
CMYK **14 10 8 0**
RGB **208 208 206**
HEX# **D0D0CE**

LIGHT GRAY

PMS **179-2**
CMYK **0 0 0 11**
RGB **230 230 230**
HEX# **E6E6E6**

WEB GRAY

PMS **179-1**
CMYK **0 0 0 2**
RGB **242 242 243**
HEX# **F2F2F2**

COLOR HIERARCHY

The following ratios should be considered when working with the brand colors for better brand consistency. These ratios are meant as a general guideline and may be altered in instances where a different approach might offer increased legibility or functionality.

GREEN

Green is youthful and gives a sense of growth. It can represent new beginnings, renewal, nature and sustainability.

Should be used in moderation as an accent color. Not to be used over midtones. Needs to pop on the page with contrast.

WHITE

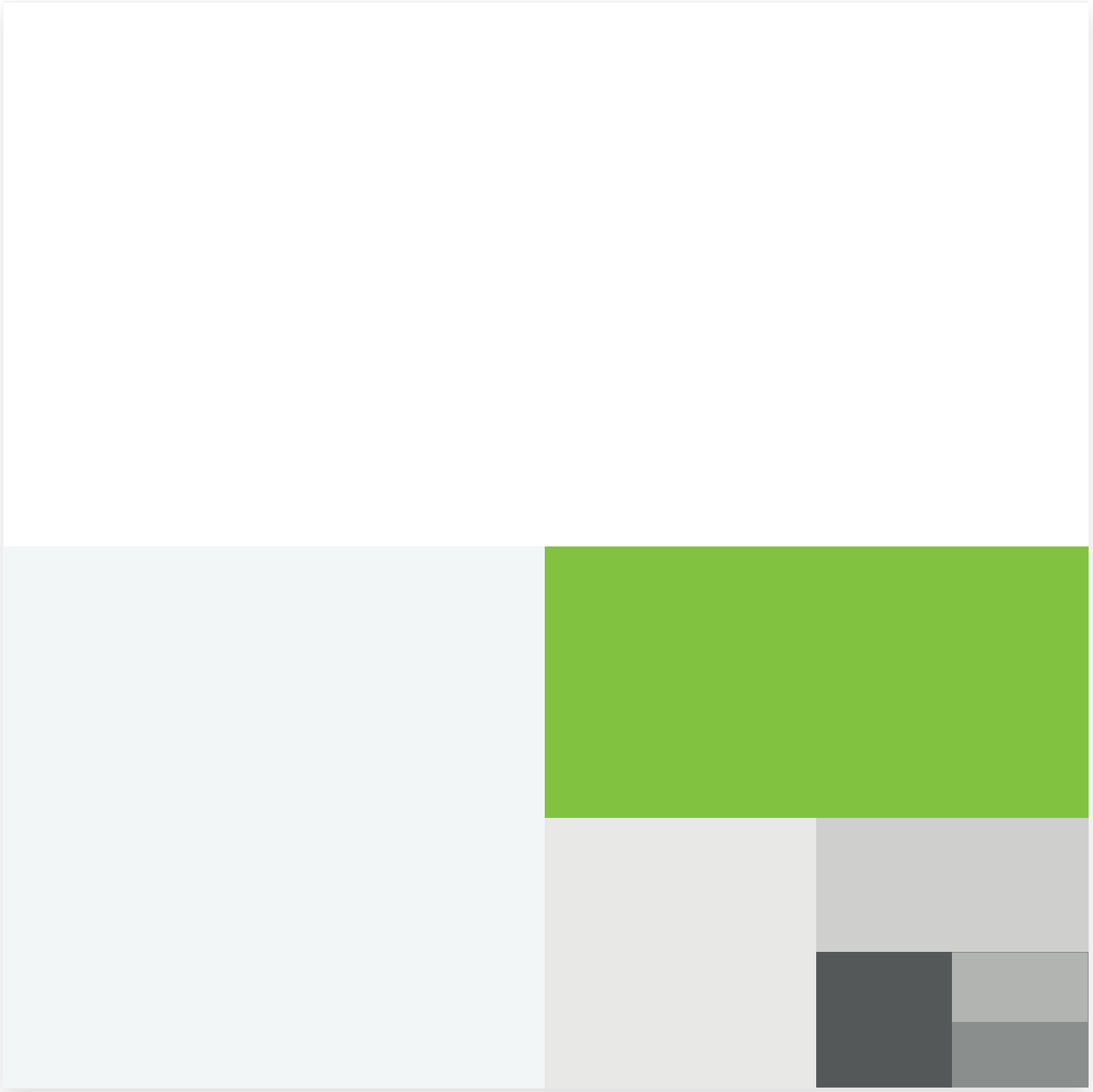
White is a neutral backdrop that lets other colors or photos have a larger voice. It can help convey cleanliness and simplicity. Contributes to the modern aesthetic and a soft look.

White should take up the majority of the design. Not only as a background but as a design element.

GRAY

Gray portrays a sophisticated yet down-to-earth emotion. Gray is generally conservative and formal, but it can reflect modern, progressive vibes.

It can be used as a background color to help showcase the true color of the product. Its (no apostrophe) contrast makes it great with typography. PMS 425 is as dark as we go. Never use Black.



BRAND FONTS

Our collection of brand-specific typefaces is intentionally selected to promote, reinforce, and support the Cariloha look and feel. Consistent application of these typefaces elevates, clarifies, and embodies the Cariloha brand.

PRIMARY FONT

ITC Blair

ITC Blair is our main display typeface and is used for headers, page titles, or any large copy, never for body copy. It should often be used in the lightest weight possible that is clearest for the application being used. Semibold or bold may be used when secondary or tertiary emphasis is required.

ABC 123 *ABC 123*
ABC 123 *ABC 123*
ABC 123 *ABC 123*
ABC 123 *ABC 123*
ABC 123 *ABC 123*
ABC 123 *ABC 123*

SECONDARY FONTS

Montserrat

Montserrat is the default font for substituting ITC Blair. Best used for subheads or small bodies of text, such as captions, diagrams, etc. It can also be used for headers at smaller sizes.

AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*

Open Sans

Open Sans is our standard typeface for body copy—specifically for large bodies of text and fine print text. For emphasis, italics may be used. Semibold or bold may be used when secondary or tertiary emphasis is required.

AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*
AaBbCc 123 *AaBbCc 123*

TEXT HEIRARCHY

In order to maintain the integrity of our type system, the following general guidelines should be observed when laying out text.

HEADLINES

Headlines should be set in ITC Blair in all caps with sufficient tracking (about 25-75) at sizes 16 pt and up. Keep the leading fairly tight. Using a different color from the rest of the text can better set the headline apart. Headers below the 16 pt size can be set in Montserrat.

SUBHEADS

Subheads may be set in Montserrat 16 pt and below in all caps with tracking between 0-35. The leading can be tightened up a bit but make sure ascenders and descenders don't overlap. If the subhead runs onto two lines, consider using sentence case with no tracking.

TEXT

Open Sans comprises the bulk of the body copy. Feel free to loosen the leading to better match the typographic "color" of the header and subheads.

SUBTEXT

Open Sans or Open Sans Condenced. Keep the leading tight and avoid heavy weights.

CARILOHA™ OFFERS SUSTAINABLE SLEEP PRODUCTS

TIA NUS IL MAGNIHIT AUTENIS

Itas ipist, se venis ut quis acia qui blab ipsandae. Iniasitate comnias nis et quati dem nimus. Ature et assitat experum quam laute nobit, illorias qui optat que ped quam, od que omnis modit, aut alia dolectibero officium endam quae sape verio oditiae rferspis et aut essitistrum everorepel imusciisquo tet escient perias sima nissuntin num quunt, ut volupta il initiatius eatios restrup tatumqu iandel ius ut quidell andaecatest, que min nobis dolorro ea conseque nonserae velignam aspere pro molupta versper rumquodi offictatem sed quia nobis el modi optat reptas dolest ellaci corerchicias eic tendit ut el ipsanto taspid unt anti berovid mo consed que verum eat.

Itas ipist, se venis ut quis acia qui blab ipsandae. Iniasitate comnias nis et quati dem nimus. Ature et assitat experum quam laute nobit, illorias qui optat que ped quam, od que omnis modit, aut alia dolectibero officium endam quae sape verio oditiae rferspis et aut essitistrum everorepel imusciisquo tet escient perias sima nissuntin num quunt, ut volupta il initiatius eatios restrup tatumqu iandel ius ut quidell andaecatest, que min nobis dolorro ea conseque nonserae velignam aspere pro molupta versper rumquodi offictatem sed quia nobis el modi optat reptas dolest ellaci corerchicias eic tendit ut el ipsanto taspid unt anti berovid mo consed que verum eat.

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PHOTOGRAPHY

IMAGERY OVERVIEW

Photography represents the brand with a distinct, consistent, and proprietary visual language, creating an emotional connection with both internal and external audiences.

A photo should do more than showcase a setting. It should tell a story, capturing a particular moment in time. Before you begin a Cariloha shoot, you must understand the Cariloha story you're telling. The narrative should relate to the Cariloha product and audience and not be overly staged.

BRAND PERSONALITY

Photos should reflects beachy island vibes (vacation, escape, relaxed), never straying from high-end, sustainable luxury. Focus on nature and earth-consciousness.

IMAGERY MOOD

Portray an aspirational, relaxed, soft, light-hearted, optimistic, care-free, calm, peaceful, warm, friendly, open, positive, engaging, comfortable, and happy emotions.

STORY

Soft, Cool, Clean, Green™
Eco-Comfort
Sustainability
Live, Feel and Sleep like You Do on Vacation.

IDENTITY COLORS

Identity colors should be present in our photography. Green, White, and Gray

IMAGE CREATION

IMAGE FORMAT AND USAGE

It is important to know how the photos will be used. How will people see them? In an advertisement? In a brochure? For a website? Will there be text used with the image and what will its placement be? The format (vertical, horizontal) of each shot must be planned with the final usage in mind.

When taking a photo capture, the whole frame should be uncropped. This allows for more formats and flexibility within a design.

PHOTOGRAPHY USE

We don't want our photos looking overly staged or appearing to be stock photography. They should be natural and spontaneous. Like you just happened upon this scene. This will resonate well with our customers and add to the believability.

LAYOUT AND DESIGN

When designing, choose/edit images that are tonally similar to the main photography in use. This helps maintain consistency across all the imagery. Use a subtle and tasteful color balance to create a consistent visual tone and style for each photo. Cool and neutral tones are important to create a sense of relaxation.

ACCURACY AND HONESTY

Images should be shot and edited in a way that shows the product in its best light. Make sure when doing so that the images stay accurate and honest to the products we sell. Otherwise, you risk a slew of returns and bad reviews.

NOT

Avoid over editing where the image looks fake or overly Photoshopped. Make all photo edits natural and unnoticeable.

Avoid stock images, extreme angles, featuring other brands, bright colors, staged scenarios, filters, black and white or monochromatic coloring.

PRODUCT PHOTOGRAPHY

Product photography is functional. Its purpose is to help customers understand our product, its features and its benefits.

Our product photos should promote consistency, minimize clutter and distraction, highlight smaller details, and emphasize real colors.

Our product photos are most often used for online store purposes. In our Cariloha showrooms, customers can touch, try on, pick up, and try out our products. Online, the photos need to do this for them.

SET UP

BACKGROUND – Always shoot against a white background. This ensures a crisp contrast between product and background. White showcases our products in their best light, further highlighting their true colors, shapes, and features. Using the same background throughout gives consistency to our products.

GIVE CONTEXT – Show the products in use. Showcase the functionality or utility of the product. Show off its features and its benefits.

SHOTS

ALTERNATIVE SHOTS – Take photos of the product from all angles and in different arrangements.

DETAILED SHOTS – Highlight the feature and benifits. Get close-up shots. Allow the customer to zoom in to get a closer look at the smallest details

USE

Primarily used for ecommerce and wholesale.

Images are to be cut out and placed on a grey background (Hex# F2F2F2) for cariloha.com and on white for wholesale accounts.

LIFESTYLE PHOTOGRAPHY

Lifestyle photography shows the product in its natural environment. It shows the context of use, displays benefits more clearly, and better shows the size or scale of the product.

These types of images bring elements of aspirational living to our bamboo product offering. They attract more attention, tell a story, and showcase our brand identity and personality.

SET UP

Refer to the Photography section on page 23 for direction on location, styling, lighting and models.

SHOTS

Get a variety of aspirational lifestyle shots. Take images of our product from all angles (tight, medium, wide). This allows the photo to be used in a variety of formats and gives us more options with design.

Use these shots to show the functionality or utility of a product. It should have a human touch and presence and feel like it's in use. Detailed-shot styling should add believability to the photo.

USE

Primarily used for social media and marketing.

PHOTO SHOOTS

LOCATION

Select from high-end residential interiors and settings found in top-tier resort destinations and tropical locations.

Go for the simple, neutral look in these resort, tropical locations, avoiding any gaudy, over-the-top opulent décor and spaces.

Should feel tropical, natural, and green, reflecting a Caribbean or Hawaiian vibe. Beaches, beach houses, vacation homes, and getaway retreats hit the mark and should feel high-end, luxury, and modern. Weather conditions should reflect the perfect day with clear, beautiful skies. Clouds are fine but avoid an extremely overcast sky.

STYLING

Combining Cariloha products with other products emphasizes a lifestyle. Doing so in a harmonious way will strengthen the brand narrative. Ensure that the styling props are appropriate for the intended brand story and audience. Accessories, materials, colors, and propping all set a mood, enhance the environment, and support the brand narrative.

Styling elements should reflect a lived-in feeling, an artful collage of objects and textures. These styling items should support the context of the narrative and represent the brand. They should blend well together without detracting from the focal point. Cariloha products should take center-stage. You don't want any ambiguity or uncertainty as to which items are for sale. Be careful not to 'over-prop' and showcase our products as much as possible.

Each specific stylized scene should be aspirational in character; i.e., "I want to live or visit there, or feel like that." It should not be repeated or feel redundant in a shoot.

Styling should appear clutter free, modern, tasteful, minimal, bright, clean, timeless, organic earth tones, including greenery (plants) that show pops of green, cozy, clean, and appear fresh.

LIGHTING

Available light should be used in combination with artificial light sources to provide the most flattering light for the product. The lighting should be directional and give the products dimension while maintaining a natural, soft light look.

Use natural light as much as possible with large windows or open-air patios, decks, verandas, and porticos. When using indoor lighting, ensure that it's not overly bright.

Avoid bright, sunny light that casts stark shadows. Avoid overcast, dark light or moody lighting.

MODELS

Models should appear natural, comfortable, casual, authentic, not too posed (looking forced or fake), relaxed, soft smiles, light-hearted, optimistic, care-free, calm, peaceful, warm, friendly, open, positive, and engaging.

Models should exude a natural look with minimal makeup. They should always look well dressed/groomed.

The diversity of our customers must be reflected in our models. Practice inclusivity representing various ethnicities. Targeted model age range is 25-40. Use a mixture of men and women. Children can also be used to show a young family.

CLOTHING

Non-Cariloha clothing should have no patterns, rips or tears, and no visable branding. It should feature solid colors, organic earth tones, timeless looks, and maintain a clean upscale presence. Avoid distracting accessories.

LEGAL

All project negotiation related to cost and photography use should be done prior to the shoot. Usage rights must also be negotiated as part of the contract with the photographer.

Everyone appearing (where they can be identified) in a photo must sign a Model Release Form.

INTELLECTUAL PROPERTY

INTELLECTUAL PROPERTY

Cariloha utilizes numerous registered trademarks and some unregistered trademarks (both U.S. and foreign) in marketing and selling its products.

TRADEMARKS

Cariloha®
Aloha Soft®
Bamboo Soft®
A Comfy Way to Save the Planet™
Advanced Side Wedge Support™
Air Pillow™
Bamboo Beat™
Bamboo Comfort™ Memory Foam
Bamboo Fit™
Bamboo Nation™
Bamboo Soft™
Bamboo Style™
Born in the Islands™
Cariloha Baby™
Cariloha Bamboo™
Cariloha Cares™
Classic™ Comfort Base
Classic™ Mattress
Classic™ Sheets
Comfort Crew™
Comfort with a Conscience™
Comfort Zone Memory Foam™
Comfy Soft™
Crazy Soft™
Enhanced Flex-Flow™ Base Foam
Feel How Soft™
Feel the Difference™
Flex Pillow™
Gel Pillow™
Indulge in Natural Luxury™
Irresistibly Soft™
Island Collection™
Island Inspired, Bamboo Infused™
Resort™ Comfort Base
Resort™ Mattress
Resort™ Sheets
Retreat Pillow™
Seriously Soft™
Signature Soft™
Sleep Better, Live Better, Feel Better™
Sleep Comfier, Cooler, Cleaner™
Sleep Like You Do on Vacation™
Sleep, Live, and Feel Every Day Like You Do on Vacation™
Soft Guaranteed™
Soft on the Skin, Soft on the Planet™
Soft Standard™
Soft, Cool, Clean, Green™
Soft, Simple, Sustainable™
Softest Bedding on the Planet™
Stay Cool, Wear Bamboo™
Sustainable Luxury™
Take Care with Cariloha™
Take Your Vacation Home With You™
The Cariloha Bedding Suite™
The Cariloha Mattress™
The Cariloha Way™
Transition Response™ Memory Foam
Vacation Vibes in your Daily Life™
Where the Style of the Caribbean Meets the Spirit of Aloha™