

**WE ARE NOT  
A LAUNDRY BRAND.**



**WE ARE AN ACTIVEWEAR  
CARE SPECIALIST.**

# Primary Logo

This is the primary version of the logo, used in most situations. It reflects the brand's visual identity and builds recognition.

**RINSEWEAR**

# Fav icon

The brand favicon is a concise abbreviation **\*\*RW\*\***. It serves as a compact visual identifier.

The favicon is used:

- \* in the website interface (browser tabs, bookmarks),
- \* as a profile icon on digital platforms, including social media.



# Clear Space

The minimum area surrounding the logo that must remain free of other elements. This space helps maintain clarity and brand visibility.



# Logo Incorrect Usage

Examples of what not to do with the logo — such as stretching, rotating, changing colors, or placing it on complex backgrounds.

**RINSEWEAR**

**RINSEWEAR**

***RINSEWEAR***

**RINSEWEAR**

**RINSEWEAR**

**RINSEWEAR**

# Color Palette

The core brand colors that represent the identity and mood of the cafe. These should be used most frequently across all branded materials.

RGB 239 241 146

HEX EFF192

RGB 59 67 60

HEX 3B433C

RGB 47 47 47

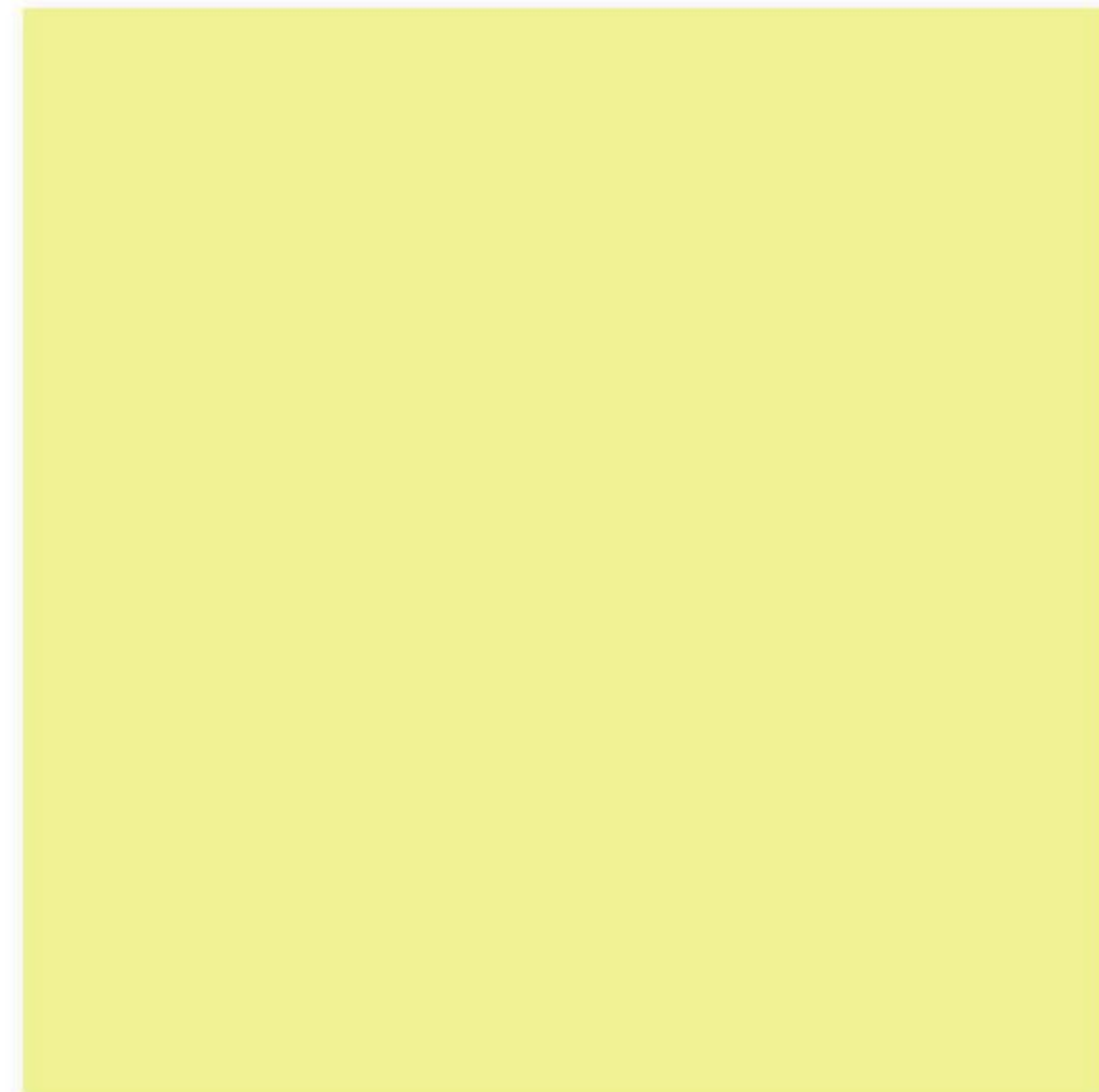
HEX 2F2F2F

# Recommended Combinations

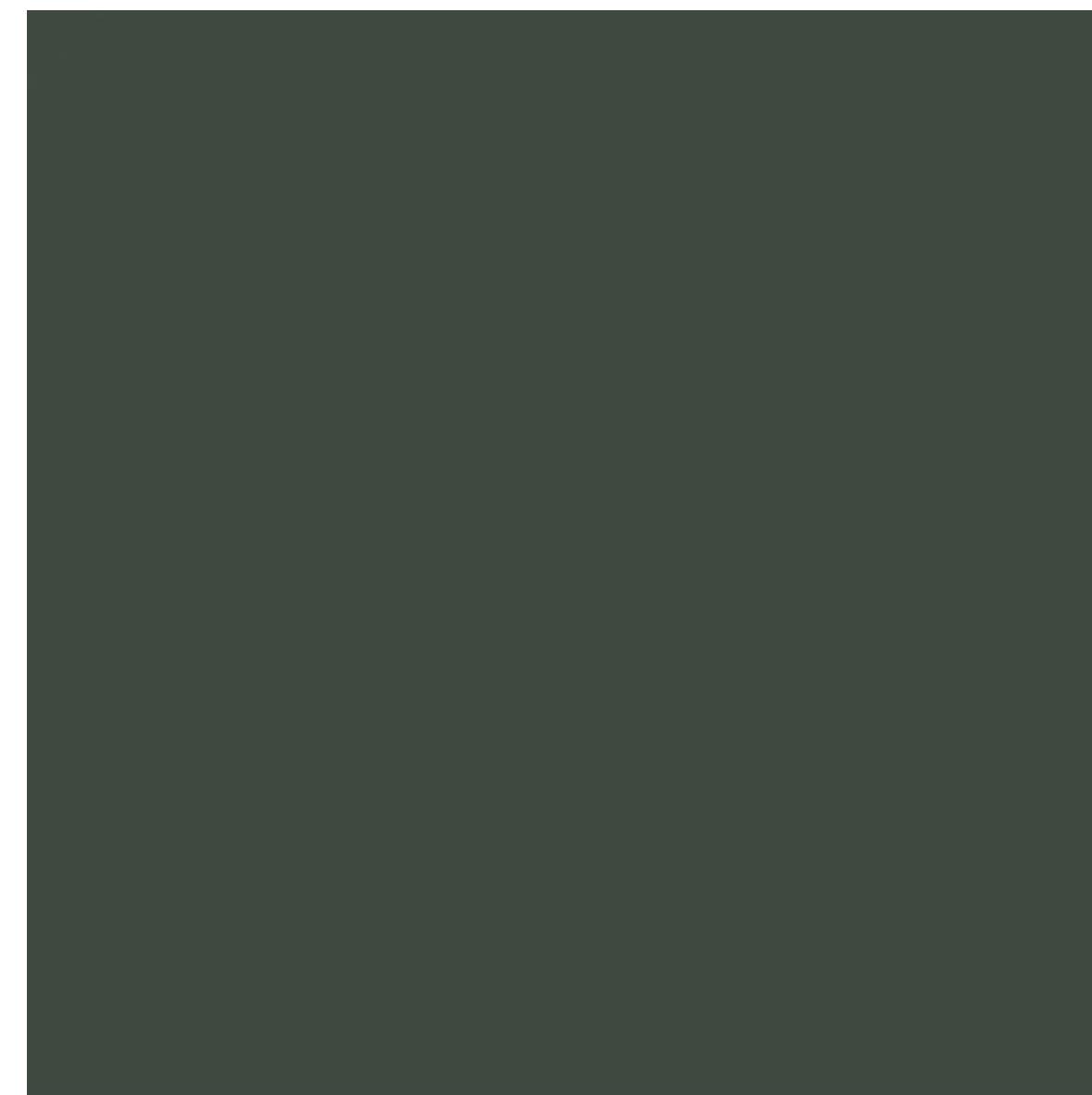
Examples of harmonious color pairings that align with the brand tone and create a balanced visual experience.



# Color Palette - PANTONE



**PANTONE®**  
930 C



**PANTONE®**  
19-5918 TPG  
**Mountain View**



**PANTONE®**  
P 179-16 C

# Color Palette

The foundation of the brand's visual identity is a lemon yellow color, serving as the key and most recognizable element of the system.

This color:  
 is used in packaging design (bottles, boxes),  
 is actively applied across digital environments  
 (social media, banners, stories, informational layouts),  
 acts as a unifying element across all brand touchpoints.  
 Lemon yellow creates a bright and memorable image,  
 enhances the brand's visual presence, and connects  
 all communications into one cohesive system.




WE ARE NOT  
A LAUNDRY BRAND.


**RINSEWEAR**


WE ARE AN ACTIVEWEAR  
CARE SPECIALIST.




THE RINSEWEAR  
METHOD

  
Rinse garment  
under water.

  
Apply 2-3 pumps  
across the fabric.

  
Lather  
and rinse.

  
Air dry.

# Unacceptable Combinations

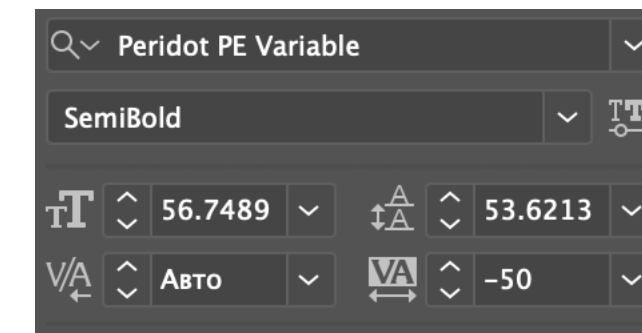
Pairings that reduce readability or clash visually. These combinations should be avoided to maintain a clear and professional look.



# Typography

The main typeface used across all brand materials. It reflects the personality of the cafe and ensures consistency in headings, body text, and interface elements.

## POPPINS font



POPINS MEDIUM (!!! use with letter spacing: -50!!!) – FOR MAIN MESSAGES  
WITH CAPS LOCK ONLY

ACTIVWEAR CLEANSER

QUICK-RINSE CLEANSER FOR SINK  
WASHING ON THE GO

Poppins LIGHT (!!! use with letter spacing: -25!!!) – for additional information and longread

The same quick-rinse formula, built for wherever you train. Removes sweat, eliminates odor, and refreshes activewear quickly – without damaging technical fabrics.

Organic Saponified Oils (Coconut, Olive, & Jojoba), Witch Hazel Water, Caprylyl/Capryl Glucoside, Zinc Ricinoleate, Vegetable Glycerin, Organic Guar Gum, Lavender Essential Oil, Citric Acid, Lemon Essential Oil, Orange Essential Oil, Rosemary Extract, Benzoic Acid, Organic Aloe Vera

# Typography

The typographic system is based on the Poppins typeface, chosen for its modern character, versatility, and high readability.

The font pair includes:

Poppins Medium — used for key messages and headlines,

Poppins Light — used for supporting information, descriptive text, and long-form content.

Usage principles:

Headlines in Poppins Medium are always set in uppercase,

Headline size is approximately 30% larger than accompanying text in Poppins Light,

When used together, they create a clear visual hierarchy and ensure comfortable readability.

The typography supports the brand's overall minimalist and contemporary aesthetic, balancing expressiveness with functionality.

## MACHINE-SAFE DETERGENT FOR ACTIVEWEAR

Sick of your activewear getting ruined in the wash? This quick-wash formula is designed for performance fabrics. It removes sweat and odor while protecting the stretch, shape, and moisture-wicking properties of your gear. Made to work in the rinse cycle of your washing machine – no long laundry cycles needed.

## HOW TO USE:

- Step 1:** Apply a coin-sized amount to wet gear
- Step 2:** Gently work in and rinse thoroughly
- Step 3:** Air dry

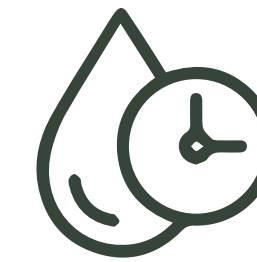
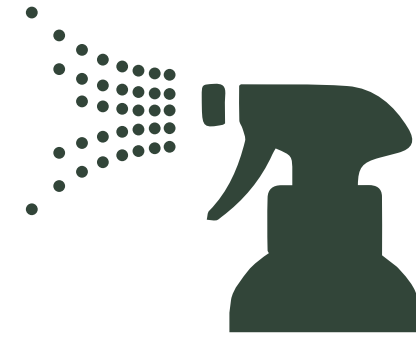
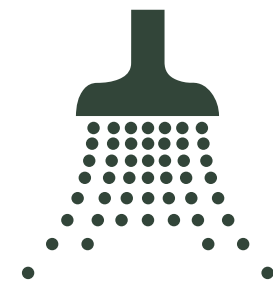
# Custom Icons

A set of custom-designed icons has been developed for the brand, reflecting the product's key features and benefits.

These icons are used for: visualizing key advantages, explaining how the product works, demonstrating the usage system (how-to, rinse method).

They can be applied: on packaging, in marketing materials, across digital communications (social media, stories, presentations).

Custom icons strengthen the brand's visual language and make communication more clear, intuitive, and engaging.



# Usage of Symbols

The symbol system is an additional graphic tool that supports the brand's visual identity.

Symbols are used:  
 on packaging (bottles, boxes),  
 in printed materials,  
 in digital environments (including stories and educational content).  
 They help to:  
 highlight key product benefits,  
 structure information,  
 clearly explain how to use the product.  
 The use of symbols should remain consistent and aligned with the overall visual system of the brand.

## HOW TO USE:

- Step 1:** Apply a coin-sized amount to wet gear  
**Step 2:** Gently work in and rinse thoroughly  
**Step 3:** Air dry



Removes  
sweat & odor

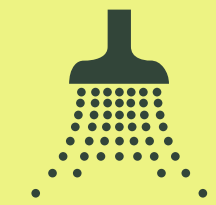


Perfect  
for sink washes



Skin-safe  
formula

## THE RINSEWEAR METHOD



Rinse garment  
under water.



Apply 2–3 pumps  
across the fabric.



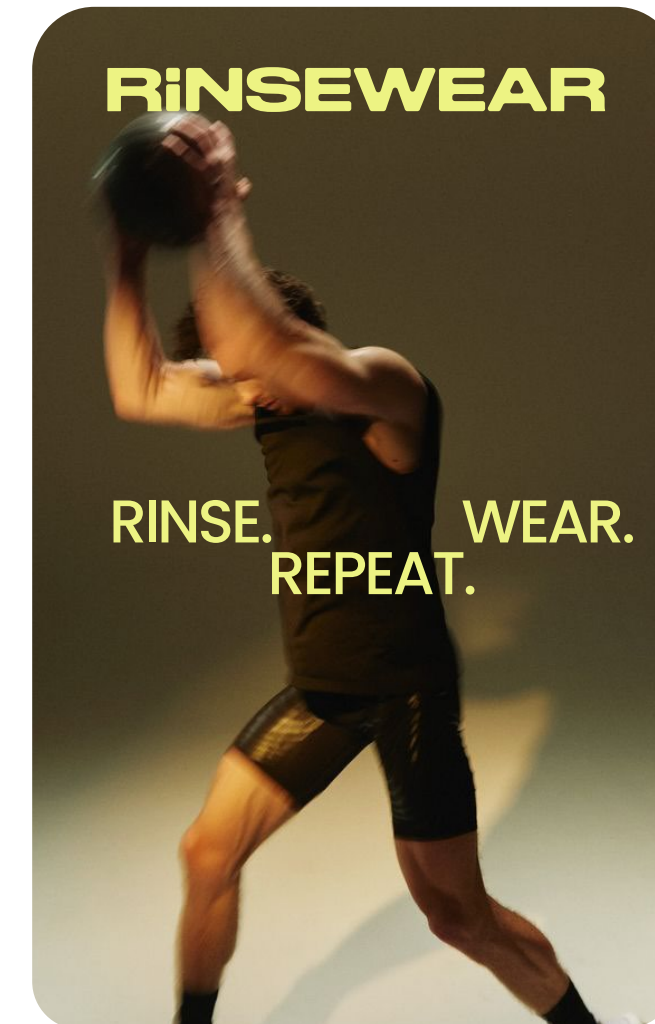
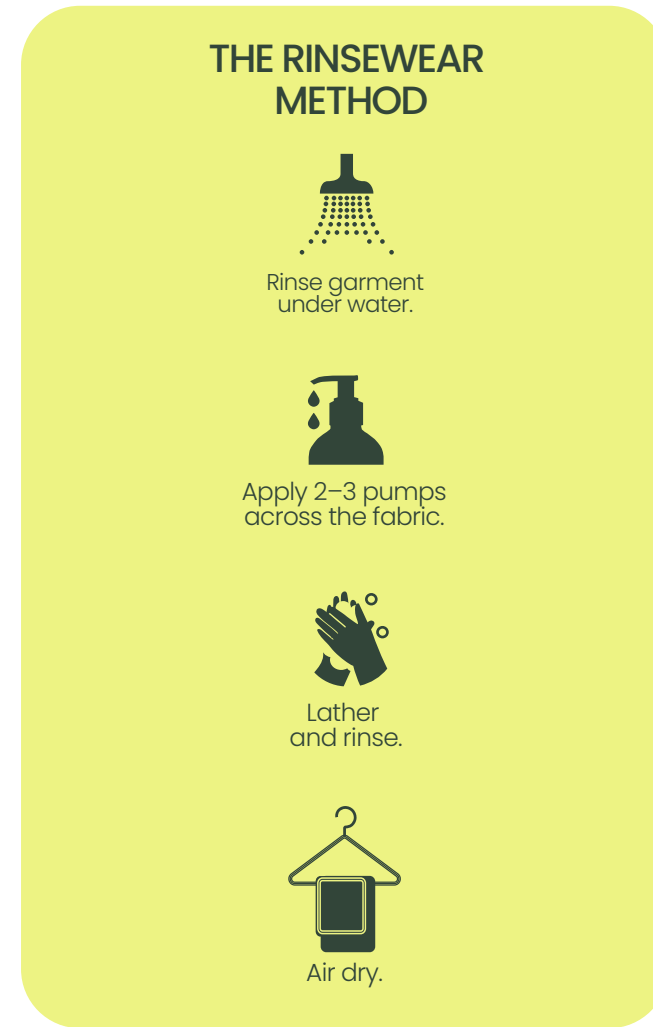
Lather  
and rinse.



Air dry.

# Brand Application - Online

Each Stories slide or web banner showcases the consistent application of brand elements: logos, signature colors, bold typography, photography, and icons. The combination of high-quality photography and minimalist, flat typography enhances both aesthetic appeal and visual interest. Text hierarchy is clear: large, bold headlines are paired with smaller supporting text. Strategic placement of the logo, along with high-quality 3D renders or product photography, reinforces brand recognition and affinity. This approach strengthens the brand's presence across all platforms - social media, online, or packaging — while simultaneously supporting marketing campaigns, storytelling, and overall brand awareness.



# Brand Application - Package

The packaging design is developed as a unified system, ensuring visual consistency across the entire product line.

Core principles:

a consistent style across all SKUs,  
strong shelf recognition,  
visual cohesion when products are displayed together.

This approach allows the brand to:  
create a sense of premium quality and thoughtful design,  
ensure an aesthetically pleasing presence in home environments (products function as part of an interior composition),  
strengthen visual impact in retail spaces.  
Packaging (including boxes and bottles) follows a minimalist, balanced, and informative aesthetic, where every element is part of a cohesive system.

This reduces visual noise and creates a clean, modern, and premium brand image.





**THE DESIGN PROJECT HAS BEEN COMPLETED by**

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**IF YOU HAVE ANY QUESTIONS  
OR IF YOU HAVE PROJECTS THAT REQUIRE BRAND IDENTITY  
DEVELOPMENT, PACKAGING DESIGN,  
OR OTHER MEDIA SOLUTIONS,  
FEEL FREE TO GET IN TOUCH WITH ME**

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