

Kindness · Softness · Revival

KINDRED

Branding Guidelines



KINDRED

/'kɪndrəd/

Adjective: Related, linked, allied,
or similar in nature/character.

Noun: One's family,
relatives, kin, or tribe.



WHAT DO WE DO?

Kindred exposes the hidden realities of animal testing in the beauty industry.

This awareness campaign informs audiences surrounding these industry practices and evolves into a transparent brand system, demonstrating how clear packaging and ethical sourcing can encourage conscious consumerism.

The brand functions as a cruelty-free, vegan, and eco-friendly identity, as well as an educational system designed to promote transparency and accountability within the beauty world.





OUR BRAND VALUES

*Purely plant-based.
Never tested on animals.*

NATURAL: Only organic ingredients.
Ethically sourced ingredients originating
out of The Netherlands and Ghana.

ETHICAL: 100% vegan and cruelty-free.
Every single one of our ingredients
is certified vegan and cruelty-free.

ESSENTIAL: Every product has a purpose.
Our range of three essential products are carefully designed
to make your every day routine easier.

THE COST OF BEAUTY

18.9 MILLION animals were used in experiments across the European Union in 2022.

9.6 MILLION lives were bred and killed without ever being used.

49% of experiments involve moderate to severe suffering. 33% of research is elective.

We choose 100% cruelty-free.

Source: Cruelty Free Europe (2022)





OUR LOGO

The Kindred logo has been strategically designed with the target audience in mind. The landmark includes a playful arch that hugs the letter K to convey kinship.

LOCK-UP 1:

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KINDRED

The distances between the component parts have been carefully considered and should not be altered.

LOCK-UP 1:

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KINDRED

OUR SECONDARY LOGOS

Lock-up 2 & 3 can also be used when required: the choice of which version to use can be dictated by the space available and the design of the layout.

LOCK-UP 2:



KINDRED

LOCK-UP 3:



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K

Lock-up 4, 5 & 6 are specifically used for the packaging of the products and aren't meant to be used otherwise.

LOCK-UP 4:

KINDRED *Kindness*

LOCK-UP 5:

KINDRED *Softness*

LOCK-UP 6:

KINDRED *Revival*

TYPEFACES

The typeface Chelsea Market has been chosen for its playfulness and organic vibe. The logo and titles have been edited to be slightly rounder to create a softer appearance.

Paired with Montserrat as our secondary font for legibility and approachability. Using a clear sans-serif font ensures that there is maximum clarity to encourage conscious consumerism.

Chelsea Market (Original)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Chelsea Market (Edited)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Montserrat Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Montserrat SemiBold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Montserrat Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Montserrat Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

TYPEFACE HIERARCHY

Chelsea Market must only be used for the logo and short headlines. For secondary titles and body text please use the Montserrat typeface.

An increased tracking of +100 for 11pt body text maintains maximum clarity. A generous leading of +20 is applied to ensure a clean and open feel.

Headline: Chelsea Market

MADE IN CANTERBURY

Secondary title: Montserrat Italic

Our red is earth, never from a lab

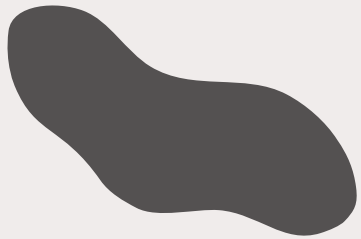
Body text: Montserrat Regular

Cocoa Butter, Shea Butter, Coconut Oil,
Jojoba Oil, Vitamin E

COLOUR PALETTE

Our colour palette is inspired by our naturally derived ingredients that come from earth, never from a lab.

Graphite and Mineral are used for all type to ensure legibility. Clay is for keywords, while Sand can be used as the primary background & organic shape colour.



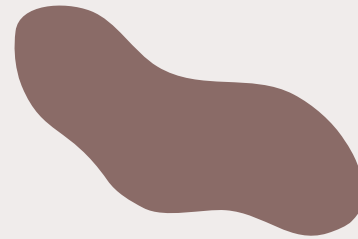
GRAPHITE

#545151



MINERAL

#6B6867



CLAY

#8A6B67



SAND

#E8E2D8

OUR PACKAGING

Our packaging evokes transparency & softness, with its textured coating and organically shaped window that reveals its natural ingredients inside.



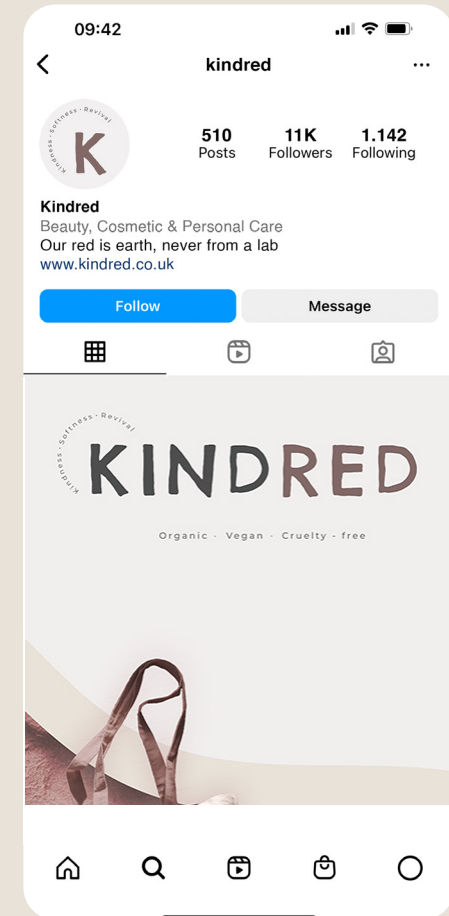
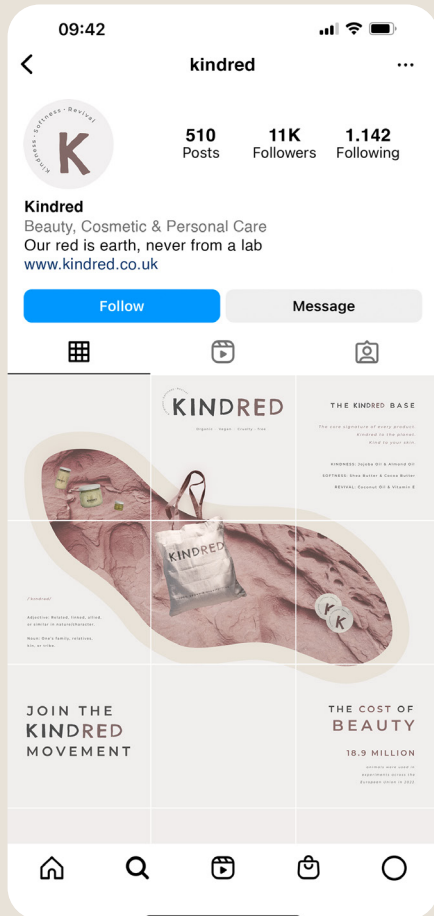
OUR MERCHANDISE

Join the Kindred movement by buying one of our tote bags and stickers to raise awareness, and promote conscious & cruelty-free consumerism.



OUR SOCIAL MEDIA

Follow our journey on Instagram, where we post our updated campaigns and new releases on a regular basis.



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