



**OVERTONE**<sup>®</sup>

Brand Standards



We believe everyone has  
the right to express  
themselves.



And we exist to give  
EVERYONE the power to  
express their individuality  
and personality through  
hair color.



With our line of healthy, easy, at-home color care products, designed for every kind of person and every kind of hair.



*“The product we wanted didn't exist, so we made it.”*

Maegan Scarlett and Liora Dudar were in their 20s when they decided they'd had enough of the fading and constant damage that came with having vibrant hair color.

Together, they created a product they had always wanted: a hair-healthy, semi-permanent alternative to dye that could both achieve and maintain head-turning hair colors—without damage and cold showers.

As it happened, Maegan and Liora weren't alone in their desire for a better hair color option. After launching the brand in 2014, demand skyrocketed and oVertone quickly became known as an industry disruptor in the hair color world.

Now, thanks to two hair color enthusiasts, everyone everywhere can skip the box dye and pricey salon touch-ups. Now we can condition our way to a vibrant, healthy hue!

## OUR VISION

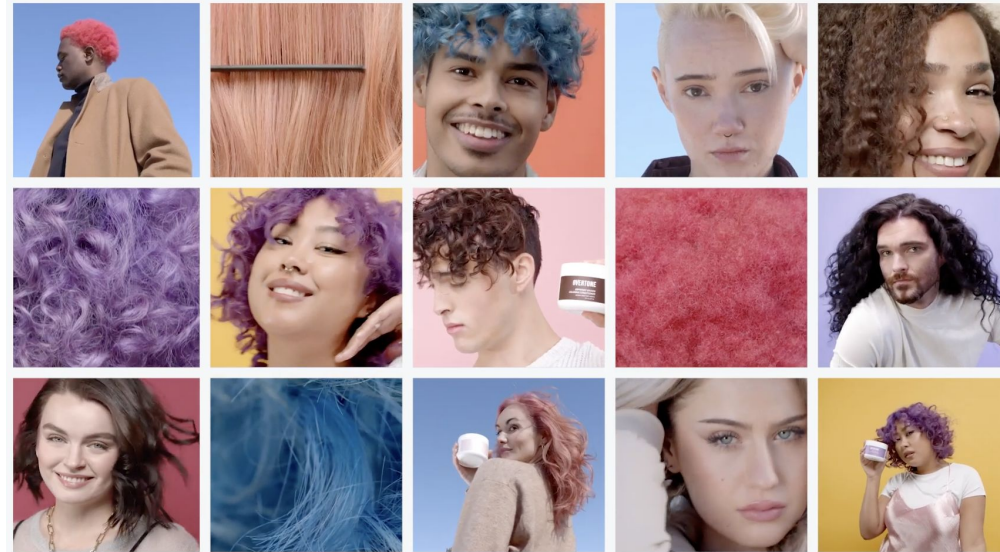
To set the standard for a modern hair color company rooted in the principles of radical inclusion and intersectional feminism.

## OUR MISSION

Be the absolute market leader in at-home hair and color care.

## OUR PROMISE

To create and provide simple, high-quality products that empower *all* people to explore, discover and express themselves through hair color.



# Our values

## Intersectional Feminism

We advocate for human rights and equality, with an understanding of how people's identities — including but not limited to race, class, ethnicity, religion and sexual orientation — impact every aspect of their experience within our culture, including opportunity, acceptance and lifestyle.

## Intentional Introspection

We look inward with purpose. We're dedicated to the examination of our own conscious thoughts and feelings, with a deliberate focus on being present and honest in our reflections to understand and correct our biases.

## Honesty & Clarity

We always operate in a straightforward manner, with integrity and truthfulness. We strive for mutual understanding and authenticity in all communications while maintaining empathy.

## Tough Love

We value radical candor (aka feedback without the ego) and use it as a tool to support growth, foster mutual trust and improve outcomes across all departments and teams.

## Good Hustle

We genuinely enjoy getting things done. For real! Good hustle encourages healthy habits and proactive problem-solving. It means asking for help when you need it, setting realistic expectations and rejecting unhealthy work habits.

## Dedication to Quality

Our dedication to quality is applied through continuous improvement and our constant search for incremental progress. For us, quality is a process, not an end-game. We're not obsessed with perfection but we are committed to improving ourselves, our process and our products all the time.

### Radically inclusive

Always striving to reexamine the perceptions of “why” something is normal, we constantly educate ourselves and are committed to pushing the boundaries of communication to be inclusive of and accessible to anyone and everyone.

### Simple

Our products and communication style emphasise our commitment to an accessible, low-risk, and uncomplicated experience from start to finish.

### Expressive

Our goal is to inspire all types of people to express themselves through a diverse range of product solutions.

### Independent

We are true to our beliefs and always questioning traditional expectations, the status quo, so that we can continue to advocate for true inclusion.

### Compassionate leadership

Talking to us is like getting really good hair care advice from a trusted friend—casual, informed, trustworthy and fun.

Across every stage of client action and in service of each element of our brand, our message and products have a responsibility to consistently deliver an experience that provides our clients with rich and compelling reasons to believe in our brand and trust in our products.



# **oVertone is...**

**Accessible**

**Innovative**

**Approachable**

**Irreverent**

**Uplifting**

**Introspective**

**Inclusive**

**Honest**

**Candid**

**Purposeful**

# oVertone is not...

Polarizing

Pretentious

Exclusive

Judgy

Unattainable

Close-minded

Preachy

Static

Chaotic

Aggressive

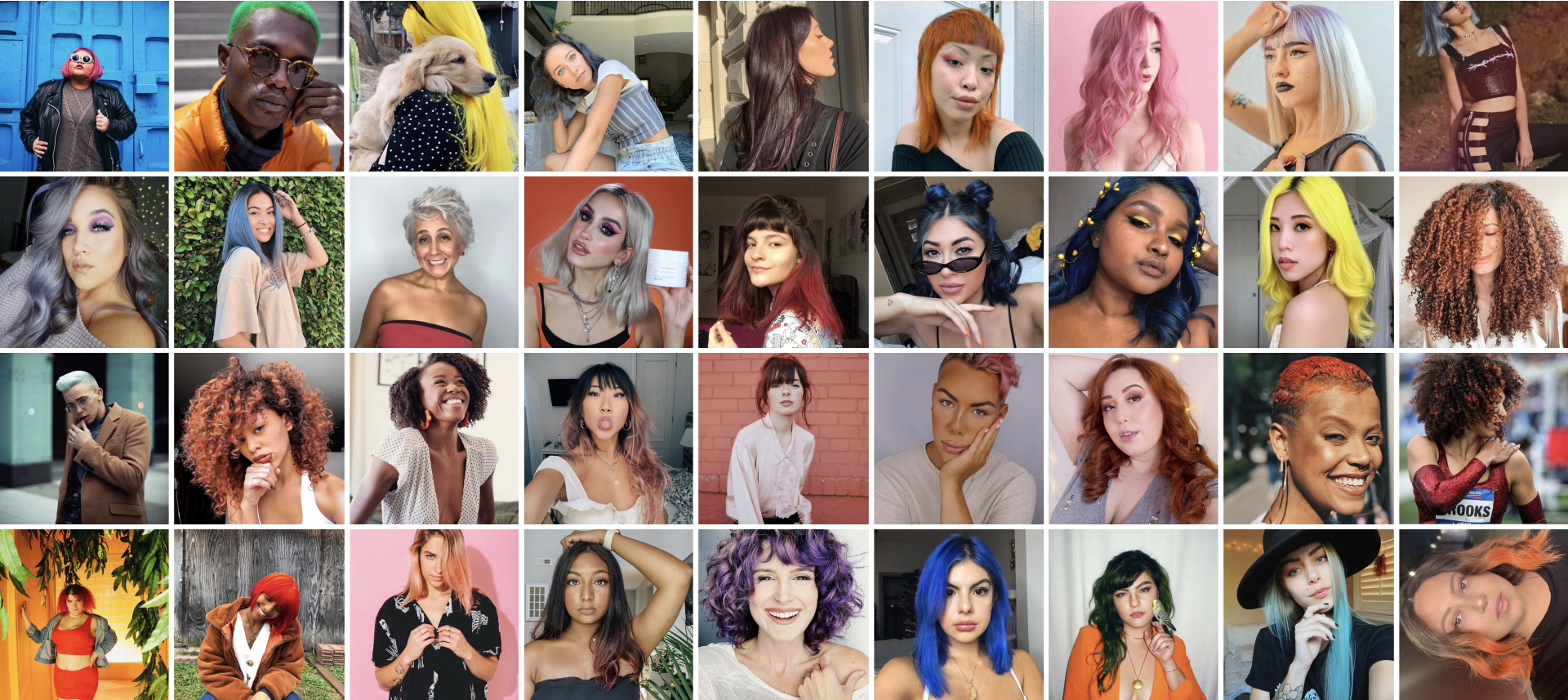
Audience

Client service

Brand ambassadors

Corporate Social Responsibility

# Community





# Who we're talking to

We support anyone and everyone on their personal hair care journey. Our clients range from color novices to seasoned pros. They are looking for an easy, affordable and healthy way to get the color they want at home without the damage of a box dye or the price tag of a salon.



# What they care about

Our clients are conscious consumers who are tired of bullshit. They're over companies that make products for their community without participating in and supporting their community. They care about values and support brands with a conscience.

Healthy hair without harsh dyes and chemicals?

*Yes, please!* Seeing real color results on real people, without retouching? *Uh, yeah!* Getting legit advice from experts, community members and pros? You got it.

# Audience communication

## TALK LIKE THIS

Tell stories, not statements. Saying things like “we were the first” is less powerful than the personal story of oVertone’s founders and inception.

Approach every conversation from a perspective of intersectional feminism. All of our clients have distinct identities. Honor and respect how society has influenced their opportunities, perspectives, dreams, and concerns.

Honesty is more important than sales. We don’t want to set false expectations or say our product will create results unless we are certain.

Word of mouth is our best form of advertising, so always communicate from the mindset that a positive experience is the priority.

## WORDS TO USE

Simple

Accessible

Appreciate

Real

Believe

Safe

Fun

Color conditioner

Want

# Audience communication

## DON'T DO THIS

Don't lean too heavily on language that's trendy in culture or the hair care industry. We're less "you go girl" and more timeless and genderless.

Always listen to clients and check for clarity regarding their preferred identification. Never assume gender, lifestyle preferences, desired outcomes, or religious observances.

Never talk down to our clients. Always have an open-minded and empathetic mindset. Be casual and approachable, but don't engage in drama, gossip, or negativity.

Avoid using esoteric, industry-specific, insider jargon. For example, most clients don't know about "toners", "direct-dye pigments", and "color depositing processing". Use terminology that is easy to understand and be ready with a simple explanation if needed.

Encourage clients to choose or find colors they "want", instead of forcing products on them that they "need." We're not a brand anyone needs. but we're here to be wanted. we're never gonna tell you that you're not fine without us, but we can help you enter our world if you're curious.

## WORDS TO AVOID

Gender-based phrases and pronouns

Religious holidays

Mermaid or Unicorn

Dye

Wellness

Process

Business terms

Self care

Need

Natural

Brand name  
Visual identity

# Trademarks



# What does oVertone mean?

In music, an overtone is achieved when the unique harmonies in a composition seem to produce a different, more vibrant sound.

**oVertone is kinda like that.**

Our hair care products operate on that same philosophy. We amplify the positive qualities that are already in your hair, and produce a totally curated effect that's distinctly your own.

# Why is the V capitalized?

The visual design element that makes the oVertone brand mark unique was born out of necessity. There's no secret story or hidden concept. We're just being real!

Over time, the oVertone chevron has taken on a deeper meaning that symbolizes our dedication to building inclusive connections through innovative hair care solutions.



Always write our full company name as one word.

oVertone is always displayed with a lowercase “o” and a capital “V”, with the remaining letters in lowercase.

The full-color version of our logotype can only be used on a completely black or white background. In all other instances, the logo must be shown in all-black or all-white.

The word "OVERTONE" in a bold, sans-serif font. The letter "O" is filled with a vertical rainbow gradient from purple at the top to red at the bottom. The rest of the letters are solid black. A registered trademark symbol (®) is located at the top right of the word.

The full-color version of our symbol can only be used on a completely black or white background. In all other instances, the symbol must be shown in all-black or all-white.



The word "OVERTONE" in a bold, sans-serif font. The letter "O" is white with a rainbow gradient fill. The remaining letters "VERTONE" are solid black. A registered trademark symbol (®) is located at the top right of the word.

FULL COLOR BLACK LOGOTYPE

The word "OVERTONE" in a bold, black, sans-serif font. A registered trademark symbol (®) is located at the top right of the word.

BLACK LOGOTYPE

The word "OVERTONE" in a bold, white, sans-serif font. The letter "O" is white with a rainbow gradient fill. The remaining letters "VERTONE" are solid white. A registered trademark symbol (®) is located at the top right of the word.

FULL COLOR WHITE LOGOTYPE

The word "OVERTONE" in a bold, white, sans-serif font. A registered trademark symbol (®) is located at the top right of the word.

WHITE LOGOTYPE



FULL COLOR SYMBOL



BLACK SYMBOL



FULL COLOR SYMBOL



WHITE SYMBOL

We prefer to use our full-color symbol when it's shown on a flat white or black background.

Use the symbol in solid black or white when necessary, or whenever the symbol appears above a color, image, or texture.

### LOGOTYPE CONSTRUCTION

The oVertone logotype is hand-drawn and custom kerned. The spacing between letters and proportions of those letters is intentional and is not to change.



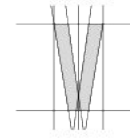
### LOGOTYPE CLEAR SPACE

The oVertone logotype has a minimum clear space of one "V." This means that the closest another element can come to the logotype is no more than one "V" in any direction, based on the scale of the logotype.



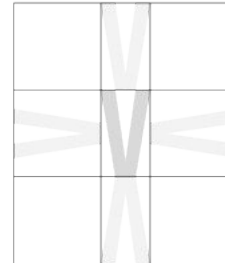
## SYMBOL CONSTRUCTION

The oVertone symbol is our iconic identifier. It can be seen as simply a chevron or letter V. Viewed conceptually, it represents two paths coming together. It evokes the idea and feeling of intersectionality.



## SYMBOL CLEAR SPACE

For maximum visibility and impact, keep a minimum space around the symbol equal to the size that the symbol appears in the composition.





**LOGOTYPE MINIMUM SIZE**

The minimum size for the oVertone logotype is determined by width. Do not show the logotype at a size smaller than what is indicated here.



Minimum digital size = 50px  
Minimum print size = 0.5"

**SYMBOL MINIMUM SIZE**

The minimum size for the oVertone symbol is determined by width. Do not show the logotype at a size smaller than what is indicated here.



Minimum digital size = 24px  
Minimum print size = 0.375"

Because it is special, our logo and symbol should always be shown with the utmost consistency and integrity. They should never be changed, combined, or otherwise manipulated.

~~OVERTONE™~~

~~OVER  
TONE~~

~~OVERTONE®~~

~~OVERTONE~~



~~OVERTONE~~

## LOGO MISUSE

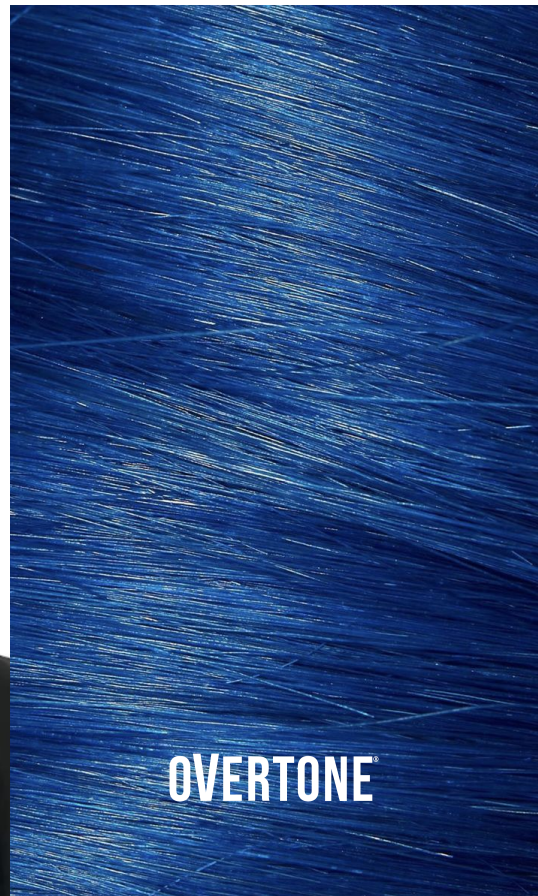
1. Never change the orientation of the logos.
2. Never fill the logos with imagery.
3. Never distort or extrude the logos.
4. Do not crop the logos.
5. Do not show the logos at low quality.
6. Never use the logos as body copy.
7. Never change the typeface of the logo.
8. Never alter kerning on the logo.
9. Do not position the logos on top of a background with insufficient contrast.



OVERTONE<sup>®</sup>

When shown on top of video, photography, motion graphics, textures, or other imagery, our logo is displayed in either all black or all white in order to provide sufficient contrast.

When the logo appears on a flat black or white background, the full-color version is used.



Voice and tone

Editorial principles

Style guide

Messaging

# Language

# Who we are

**Open. Engaging. Innovative.**

We welcome everyone to enjoy the benefits of healthy hair and healthy color.

**Timeless. Dedicated. Invested.**

We know who we are and will not compromise our values.

**Knowledgeable. Irreverent. Clear.**

We are leaders of inclusive hair care, but we don't take ourselves too seriously. We're conversational and witty without being vulgar.

**Understanding. Compassionate. Considerate.**

We accept everyone as they are. We're humans helping other humans maintain their hair care goals.

## Personality

Brand personality, like human personality, is distinctive and consistent. Displaying our brand personality in our writing helps build meaningful, long-term relationships with our clients by allowing our brand to exhibit human characteristics that people can relate to and value.

# How we sound

**Encouraging. Empowering. Laid back.**

We have a strong perspective grounded in equality and inspiration, but we're never aggressive or too intense.

**Confident. Informed. Smart.**

We're thoughtful and approachable leaders who have done our homework and are here to help others and are open to learning more.

**Supportive. Warm. Genuine.**

We're understanding and compassionate without becoming overbearing or inauthentic.

## Tone

Our brand's voice is an extension of its personality. It's a posture, an attitude, a point-of-view, a spirit. It's the unique personality that comes through in the way we interact with the world. A consistent voice helps to establish and maintain strong relationships.

# How we speak

## **Approachable. Inclusive. Expressive.**

We're friendly, honest, and informal. We may even toss in some "colorful" language if it fits.

## **Simple. Succinct. Exact.**

We help educate around how to get results in an accessible and simple way. We're concise by default—the product is simple and we don't want to overwhelm—but we're always ready to get into the nitty gritty.

## **Educated. Direct. Honest.**

A ton of research and quality control goes into everything we do that we feel comfortable being super-transparent about how our products work (or don't work).

## Voice

Our brand's voice is a pathway into our values and essence. A consistent tone impacts the way experiences are built. Our language and tone construct the persona of our brand and express our brand's core identity.

Our editorial principles are the criteria we use to review writing and ensure its matches our ideal brand tone of voice.

Show over tell

Respect your audience

Stay positive

Say a lot with a little

Focus on the client

Take action

Be inclusive

Be honest



## Use the following language when crafting high level messaging about the oVertone product range.

oVertone offers hair-healthy color and care products to make every day your best hair day ever.

All oVertone products are vegan, certified cruelty-free, paraben-free, and contain no bleach, lifting agents, harsh chemicals, or ammonia.

oVertone products provide a low-maintenance, one-step solution for keeping hair of every shade looking and feeling its best, whether previously colored, chemically-treated or completely natural.

oVertone makes cruelty-free coloring and daily conditioners to help you achieve and maintain healthy color for healthy hair.

## Health and conditioning

Where healthy hair and real color meet.

Wash in color. Wash away damage.

The conditioner that doesn't compromise on color.

Healthy color shouldn't come at a cost.

## Ease of use

A new shade is only one shower away.

Home is where the color is.

Color that conditions? Bye, dye.

Uncomplicate your color.

Take color into your own hands.

Color under one condition.

## Personal expression

Your hair should feel like you.

Authentic color.

Genuine color.

Bolder than before.

## VOICE AND TONE

# Quick Reference Guide

**YES** \_\_\_\_\_

“Coloring Conditioner”

Client

Provocative

Irreverent

Approachable

Confident

Informed

Inclusive

Easy

Cool

Casual

**NO** \_\_\_\_\_

“Hair Dye”

Customer

Aggressive

Lowbrow

Elite

Arrogant

Preachy

Assumptive

Complicated

Scared

Bullshit

Typography

Color

Imagery

Iconography

Design elements

# Design

## HEADLINES AND TITLES

# Degular

**Degular is our more impactful typeface and should be used for headlines and accent words.**

Design: All versions of the Degular family can be used above 12 pt font

.co: All headlines and titles above 20px

## TEXT AND BODY COPY

# GRAVITY

**Gravity is our most versatile typeface, frequently used for body copy**

Print: All body copy and anything under 12pt

.co: All body copy and anything under 20px

The Degular family is large, so we have put some rules in place to keep it in check. Degular Display should be used for headlines and accent words (40px+) Semibold, Semibold Italic, Bold and Bold Italic are all appropriate. Degular Regular should be used for titles (40-20px) and only be used in Regular and Italic.

**DEGULAR APPROVED WEIGHTS**

**Degular Display Semibold**  
***Degular Display Semibold Italic***  
**Degular Display Bold**  
***Degular Display Bold Italic***  
Degular Regular  
*Degular Italic*

Gravity should be used for all body copy, CTAs, Sizes, Reviews, Product Cards (20px or below). Book, Regular, Bold and Italic are all appropriate.

**GRAVITY APPROVED WEIGHTS**

Gravity Book  
*Gravity Book Italic*  
Gravity Regular  
*Gravity Italic*  
**Gravity Bold**  
***Gravity Bold Italic***

Not everyone on the oVertone team will have access to Degular and Gravity for daily projects like presentations. When creating presentations where everyone will need access to the fonts, we have selected fallback fonts to be used in place of our preferred typography. These fonts should only be used when our preferred fonts are not an option.

#### GOOGLE FONTS BACKUP

Roboto is our body copy font for Google documents when Gravity is not available.

Our color palette is primarily black and white. This avoids cultural and social associations with specific colors and allow the client to make their own choices while inspiring precision. It also helps to avoid highlighting a particular product colors, and makes our brand more distinctive.

Combined with our irreverent and informed tone of voice, the result is a bold point of view with a distinctly high contrast look and feel.



# Color palette

When used successfully, color applications will consist of mostly neutrals and white compositions, with color incorporated through photography and design.

Our expanded palette is derived from the color tones indicated on our products and is to be used sparingly.

[Review our product colors here.](#)

**BLACK**  
R=0 G=0 B=0  
HEX # 000000  
PANTONE BLACK  
C=0 M=0 Y=0 K=100

**WHITE**  
R=255 G=255 B=255  
HEX # FFFFFFFF  
  
C=0 M=0 Y=0 K=0

**LIGHT GRAY**  
R=243 G=243 B=243  
HEX # F3F3F3  
PANTONE COOL GRAY 1  
C=3 M=2 Y=2 K=0

**MEDIUM LIGHT GRAY**  
R=217 G=217 B=217  
HEX # D9D9D9  
PANTONE COOL GRAY 5  
C=14 M=10 Y=11 K=0

**MEDIUM DARK GRAY**  
R=183 G=183 B=183  
HEX # B7B7B7  
PANTONE COOL GRAY 7  
C=29 M=23 Y=23 K=0

**DARK GRAY**  
R=102 G=102 B=102  
HEX # 666666  
PANTONE COOL GRAY 11  
C=60 M=51 Y=51 K=20

**YELLOW**  
R=255 G=255 B=94  
HEX # FFE15E  
PANTONE 106  
C=0 M=9 Y=86 K=0

**ORANGE**  
R=255 G=117 B=72  
HEX # FF7548  
PANTONE 1645  
C=0 M=73 Y=80 K=0

**DEEP BROWN**  
R=101 G=79 B=76  
HEX # 654F4C  
PANTONE 7616  
C=50 M=64 Y=59 K=33

**RED**  
R=231 G=68 B=54  
HEX # E74436  
PANTONE 1788  
C=0 M=94 Y=92 K=0

**PINK**  
R=248 G=112 B=137  
HEX # F87089  
PANTONE 1777  
C=0 M=77 Y=25 K=0

**PURPLE**  
R=170 G=96 B=191  
HEX # AA60BF  
PANTONE 2582  
C=38 M=75 Y=0 K=0

**CLAY**  
R=171 G=110 B=103  
HEX # AB6E67  
PANTONE 7522  
C=25 M=65 Y=56 K=6

**BRIGHT BROWN**  
R=190 G=124 B=84  
HEX # BE7C54  
PANTONE 7591  
C=18 M=59 Y=78 K=3

**GREEN**  
R=112 G=201 B=115  
HEX # 70C973  
PANTONE 7479  
C=00 M=00 Y=00 K=00

**SAND**  
R=234 G=196 B=190  
HEX # EAC4B3  
PANTONE 489  
C=3 M=27 Y=18 K=0

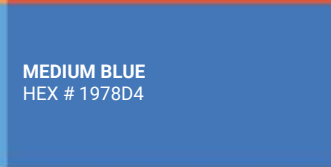
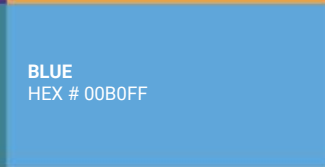
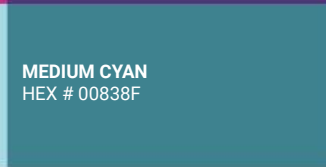
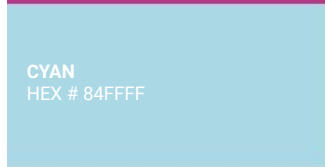
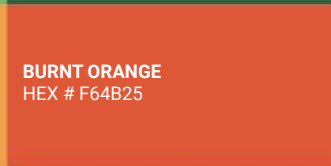
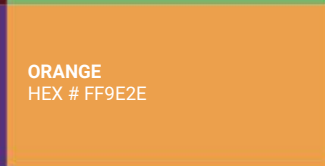
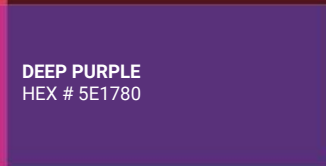
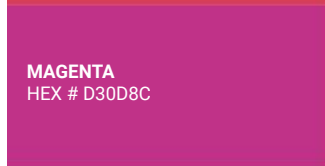
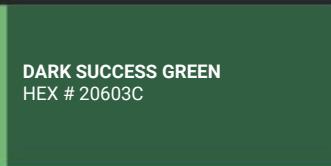
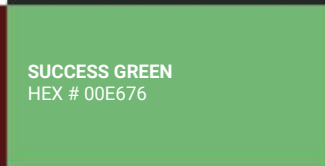
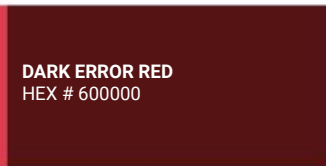
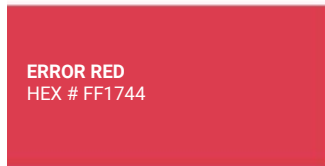
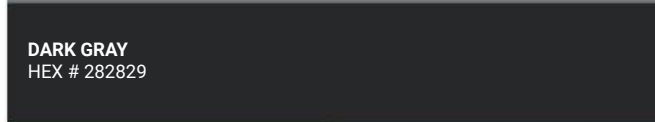
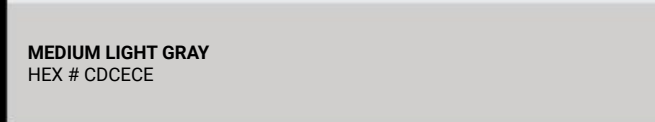
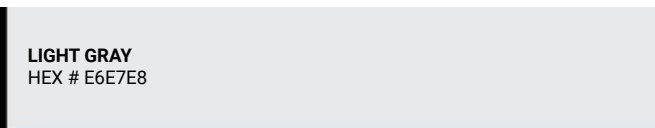
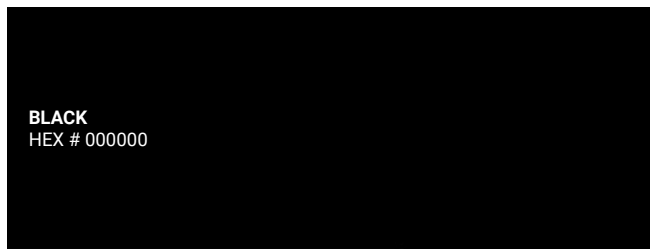
**TEAL**  
R=86 G=178 B=203  
HEX # 56B2CB  
PANTONE 631  
C=00 M=00 Y=00 K=00

**LIGHT BLUE**  
R=136 G=173 B=226  
HEX # 88ADE2  
PANTONE 7451  
C=47 M=22 Y=0 K=0

# Accessible color palette

For websites and interface designs, we use this AA-compliant palette. It is also recommended that other digital executions, like interactive PDFs and infographics, meet the AA standard.

Guidance on executing color within the Web Content Accessibility Guidelines can be found on the [W3C website](#).



Gradients derived from our symbol bring a colorful and dynamic expression of action, vibrancy, and forward thinking to our visual brand expressions.

# Iconography

Icons should be used sparingly. Keep consistency in their placement (i.e. the avocado is only for ingredients) If you need to create a new icon, please keep rounded edges and pt. Size consistent with other assets.

Line weight: 2 pt

Edges: Rounded



# Design Elements



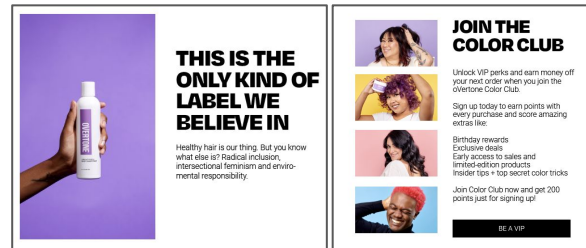
## Header Images/GIFs

Let the photography/gifs do the heavy lifting with simple headlines that are integrated in the design



## Icons

Icons should be used sparingly. Keep consistency in their placement (i.e. the avocado is only for ingredients) If you need to create a new icon, please keep rounded edges and pt. Size consistent with other assets.



## Brand Assets

Simplicity

No Retouching Policy  
Best Practices  
User Generated Content

# Imagery

# No Retouching Policy

oVertone uses our platform as a way to fight for global inclusivity in the beauty industry. All brand imagery is meant to naturally convey as clearly as possible what is in the jar and what our clients can expect on their hair.

Avoiding retouching means that we have to take extra steps to ensure that the hair color shown in our communications is captured as accurately as possible. The following guidelines will help ensure that all of our imagery is high-quality, consistent, and aesthetically pleasing without using retouching or other post-production effects. We don't attribute value to conventional beauty standards, we attribute value to assisting people in their self expression journey.



All brand imagery should reflect and highlight the oVertone brand pillars through subject and art direction.

Candid and realistic, our images never feel retouched or feel like stock photography.

Our images should honor imperfection and individuality, and question choices made in the name of “normalcy” or conventional beauty standards.

When validating imagery, ask yourself—

Does this honor the values of the oVertone ethos? Does it evoke the essence and spirit of our brand?

**RADICALLY INCLUSIVE**

**INDEPENDENT**

**SIMPLE**

**ENTHUSIASTIC**

**EXPRESSIVE**



# Imagery guidelines

**YES** \_\_\_\_\_

Unretouched  
Realism  
Spontaneous  
Thoughtful lighting  
Artistic  
Clear  
Honest

**NO** \_\_\_\_\_

Perfection  
Staged  
Conventional  
Inconsistent lighting  
Cluttered  
Distortion  
Fake

## Incorrect photography

1. Black and white photography.
2. Backgrounds that are too complex when paired with overlaid copy or graphic accents.
3. Avoid images that depict only one type of appearance, including body type, skin color, physical ability, and hair style.
4. Actively question and pursue answers around cultural appropriation or stereotypes by engaging with the community you're representing.



## Diversity and inclusion

Represent a diverse range of human beings, with respect to identity, perceived genders, background, physical ability, ethnicity, skin tone, hair style, etc.

Don't force diversity into an image where it feels unnatural or like tokenism.

We understand that representation is a crucial element of path to purchase and social acceptance, and strive to make sure that as many types of people as possible see themselves represented in our brand.



# Casting

Healthy hair is the most important element to consider when casting models.

It's important to feature a wide array of people including age, race, gender, physical ability, orientation, and body type. Models can be a mix of professional models and amateur models.

We align ourselves with expressive and outgoing personalities.

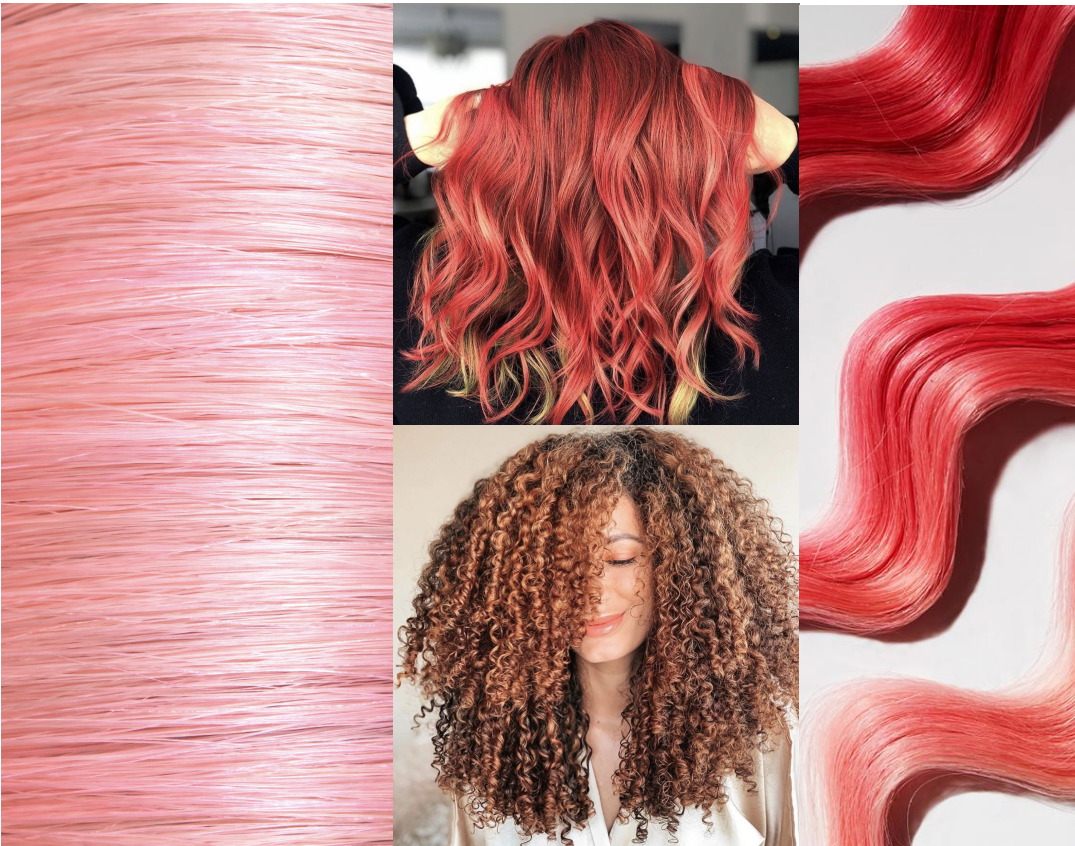


## People

We like to maintain the integrity of the people we show in our images. All people should be represented with authenticity and honesty.

During casting, models should be asked about their personal expression and showcase their individual style so that we can continue to drive authentic representation of them honestly as people. Use the environment, lighting, positioning, camera focus, and artistic cropping to capture people with beauty.

Do not digitally manipulate or change our model's hair or bodies. Do not retouch skin, swap body parts, or liquefy figures.



## Hair

Use complementary or contrasting background colors to give hair the best visual presentation. Use lighting to highlight healthy hair without creating harsh shadows or areas with insufficient contrast. Ensure that color is not blown out and looks true to life.

Be mindful of how colors in and around an environment can cast color on hair.

Arrange hair artistically and create an interesting composition. Hair strands (“bacon”) do not have to look “perfect” and can have some flyaways or strands.



## Packaging: Lifestyle

Make sure images are clean, but dimensional. We want elevated scenes that bring

Because the authenticity of our images is paramount, always ensure that product packaging and labels are free of scuffs and marks, and reflect the final consumer product.

Never shoot from an angle that distorts the label or reduces legibility.



## Packaging: Studio

When shooting in a studio, ensure that our products feel grounded and have a sense of place. Avoid creating images where the product feels overly stylized or use of excessive props.

Include plenty of negative space within a composition to allow for the addition of design elements.

We can chase trends in photography, but it should not lead the charge in our overall style.



## Product: Studio

When shooting in a studio, ensure that lighting is even and focused on our product.

Create interesting compositions using our products as flat, layered, or arranged elements.

Incorporate texture and reflections into images that focus on product.

Take care to craft a visually appealing finish (“swirl” or “dab”) to our product when shown in a container with no lid or on a surface.



# Environments

When selecting an environment for an image, pay attention to overall lighting, background elements, and accessories or props.

Look for exterior environments that showcase the versatility of our product and speak to the lifestyle interests of our clients. oVertone is about living your goddamn life, so show it lived.

Use interior environments that are simple, clean, and well lit. Show bathrooms and bedrooms that are elegant or simple without becoming opulent or over-the-top.



# Backgrounds



For studio shots, use flat color backgrounds. Bathroom backgrounds are acceptable for product application images.

Ensure that the background color and lighting are in harmony with the foreground subjects.



## Props

The most common props we use are hands interacting with our products and shelves that our products are placed on. Ensure diversity in age, texture, size, gender, and overall representation when selecting hand models.

Always curate the items on a shelf and the hands that interact with our products. When incorporating products from other companies, select brands that are recognized as using the best and most inclusive business practices. Tattoos are okay, but limit the amount of jewelry models wear so it's not distracting.

Other props are okay as long as they are background elements and do not distract from the focus on an image. Do not overuse props, create unnatural arrangements with props. Do not create scenes where props are the focus on the shot.



## Textures

Choose specific camera angles based on the type of product to best communicate their size, shape and finish with clarity and artistry.

Use unique angles as needed to build visual interest across photographic compositions. Avoid angles that distort the subject matter or confuse the viewer.

Strong shadows are acceptable as long as they are aesthetically pleasing and accent the artistic composition of the image.

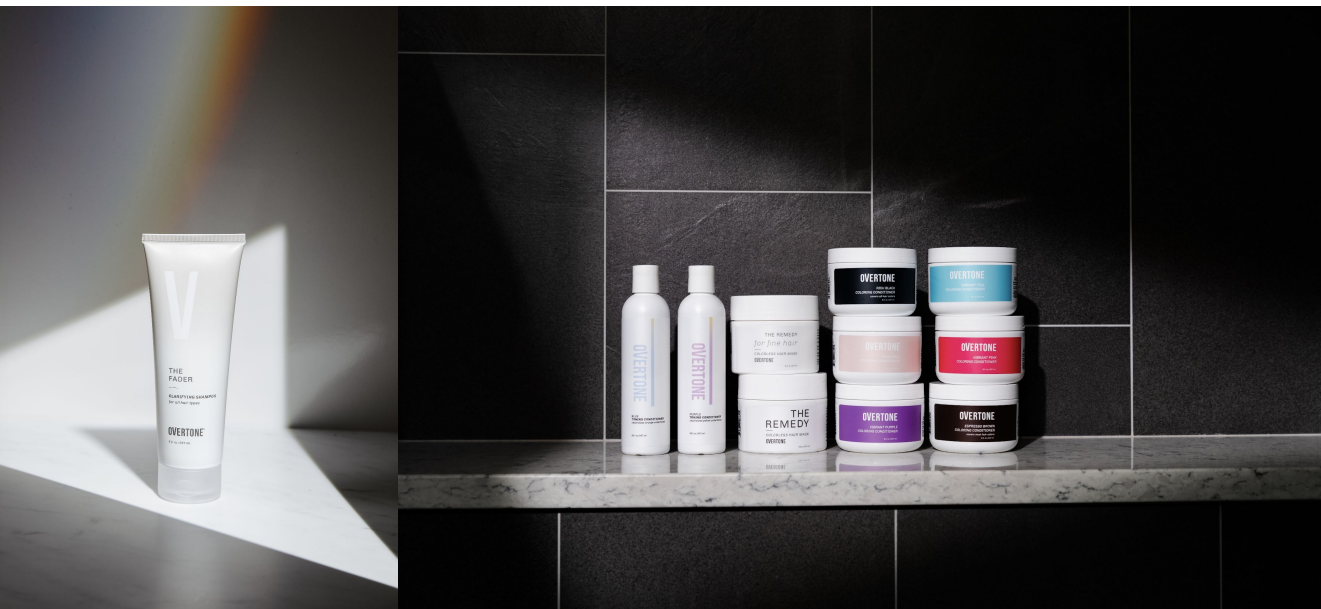
# Lighting

Create lighting setups that are as true to tone as possible.

We are intentional with lighting and strive for balanced, natural light in every setting.

Avoid blown-out highlights or unattractive shadows on photographic subjects.

Always check to ensure that the lighting on hair shows the true tone of the color and will not require extensive post-production.





## Color balance

All photos must be properly white balanced to reflect actual hair and skin tones. Final hair color must be color-corrected to be true to tone.

Avoid incorrect white balance keys that result in a pink- or green-tinted background.

Always check color across a variety of screens; i.e.: desktop and laptop computers, tablets, smartphones.



## Before & After

Application videos and before/after pictures are always shot against a standard white backdrop or realistic bathroom environment.

Ensure both before and after scenes have good lighting and are equally appealing in terms of the environment and model representation.

Some of our more subtle products, like our For Brown Hair line, show up better in natural lighting outside.

User generated content (UGC) should adhere to the same conceptual standards as imagery that we create ourselves.

Our standards concerning the amount of post-production and attention to technical image quality are more relaxed in order to maintain a true-to-life feeling inherent in client-supplied photography.

All UGC and all third-party imagery associated with oVertone must follow our No Retouching Policy.





YES

# User Generated Content

When we select UGC, we look for the presence of specific artistic elements:

1. Engaging poses
2. Interesting camera angles
3. Unique backgrounds

Overall, our UGC shows a diversity of body types, hair styles, identities, appearances, and ethnicities.

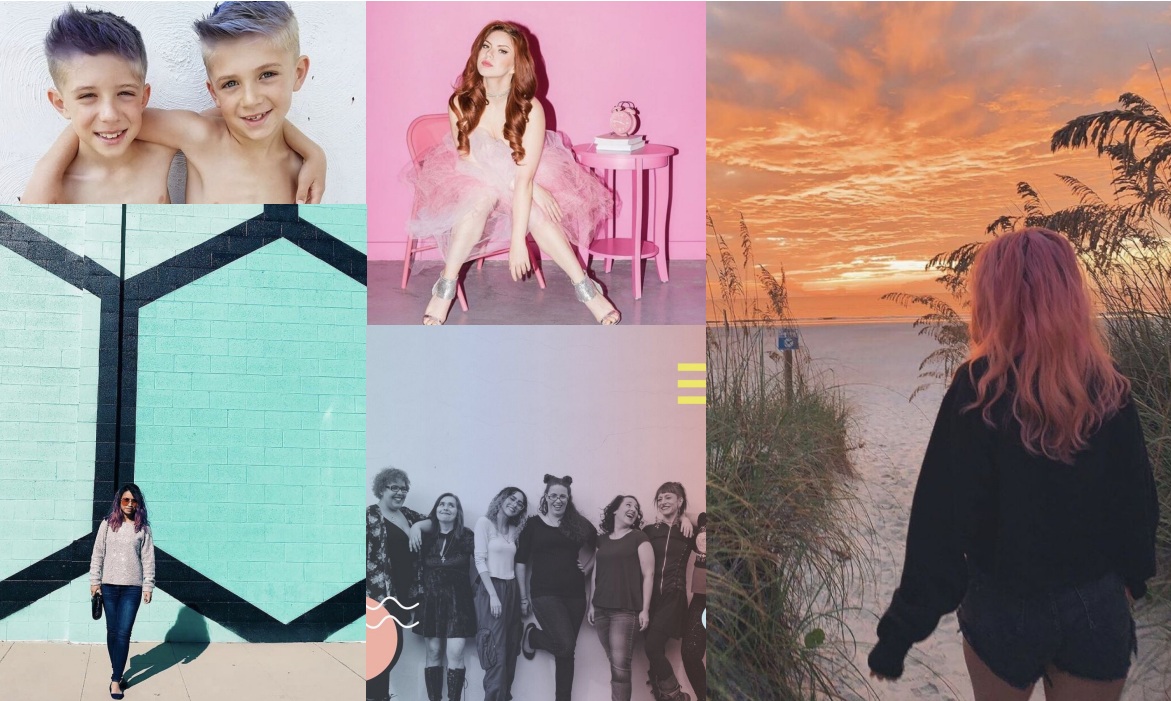


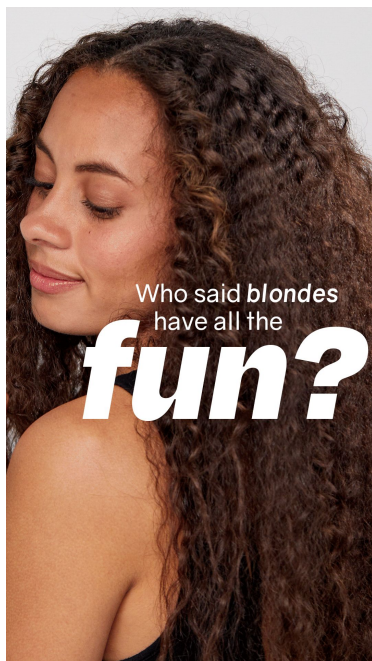
NO

# User Generated Content

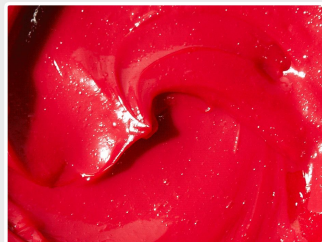
We avoid the following types of content when selecting UGC:





1. Humans under 18 years
2. Retouched images
3. Focus on anything other than hair
4. Image collages or composites
5. Images with religious symbolism
6. Copycat poses or trending topics





Our **For Brown Hair**  
line is specially  
designed to add  
multidimensional color  
to darker strands!



-  Packed with pigment
-  7 rich shades
-  No pre lightening
-  Subtle in the shade,  
✨ in the sun

## Video Type Treatment

We show the oVertone logo within the first 5 seconds of a video and last 5.

Utilize Degular and Gravity in any weight, reversed and italicized to bring more emphasis to the copy.

Portfolio Segmentation

Design System

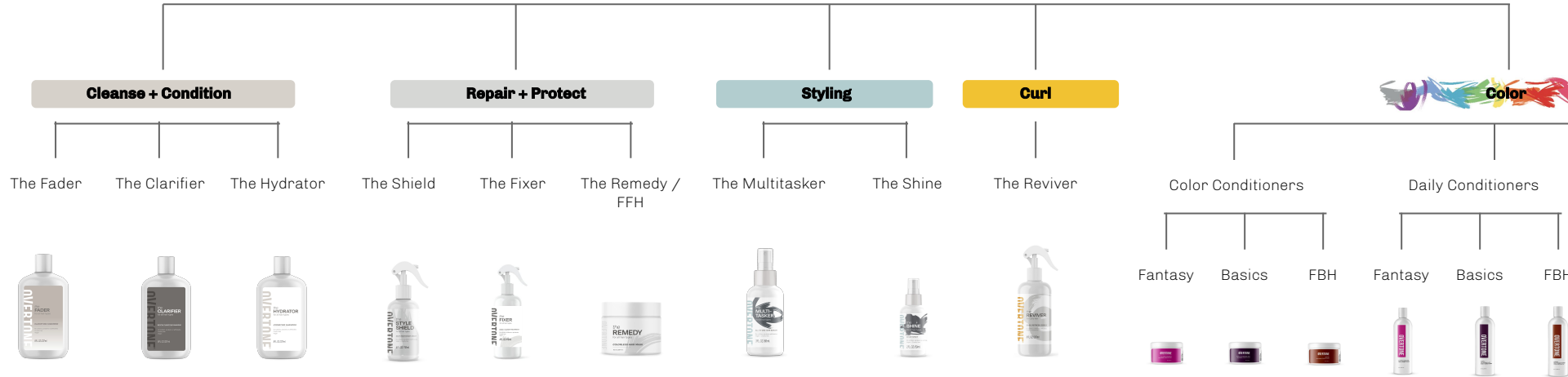
Collections + Products

Secondary Packaging

File Naming Conventions

# Packaging

# Portfolio Segmentation



Spot Gloss Varnish over selected spot color for collection

Strokes should be Cool Pantone Grey 11c unless design system calls for something else

Degular Display Light Italic  
Pantone 2333C

Degular Variable Display Semibold  
Pantone 2333C

Gravity Book  
Pantone 2333C

Degular Variable Regular  
100% black

Degular Variable Bold Italic  
100% black

Gravity Book & Bold  
100% black

Back on the **mend.**

Formulated with **aloe, safflower seed and meadowfoam oil.**  
**The Fixer** repairs damaged cuticles, mends split ends, and brings even the most damaged hair back to life again.

**THIS IS THE ONLY KIND OF LABEL WE BELIEVE IN**

Healthy hair is our thing. But you know what else is? Radical inclusion, intersectional feminism and environmental responsibility.

Learn more about our core values and how we're working to redefine beauty at [oVertone.co](http://oVertone.co)

**Directions for use:**

Apply to dry, unwashed hair. Saturate strands, from ends to roots. Let sit for 10-30 minutes. Wash hair thoroughly, rinse and follow with your favorite oVertone conditioner.

**TIP:** For extra healing, leave **The Fixer** on overnight.

**INGREDIENTS:** CAPRYLIC/CAPRIC TRIGLYCERIDE, LIMNANTHES ALBA (MEADOWFOAM) SEED OIL, PPG-3/SO/STEARYL METHYL ETHER, PENTACLETHRA MACROLOGA SEED OIL, HYDROGENATED CASTOR OIL/SEBACIC ACID COPOLYMER, ALCE BARBADENSIS LEAF EXTRACT, ROSMARINUS OFFICINALIS (ROSEMARY) LEAF EXTRACT, HELIANTHUS ANNUUS (SUNFLOWER) SEED OIL, CARTHAMUS TINCTORIUS (SAFFLOWER) SEED OIL, PHENOXYETHANOL, CHLORPHENESIN

MADE AND DISTRIBUTED IN THE USA BY oVERTONE HAIRCARE INC. DENVER, CO. 80202

WARNING: FOR EXTERNAL USE ONLY. DO NOT USE ON EYES, EYEBROWS, OR EYELASHES. THIS PRODUCT IS ONLY FOR THE TOP OF YOUR HEAD.

UPC cannot be smaller than 1" in width

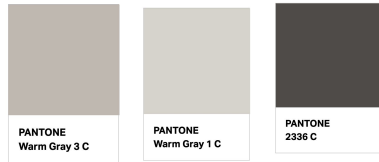
Label callout should stay consistent in layout, will vary based on the stroke color on PDP

Distribution, warning and life span can all be picked up.

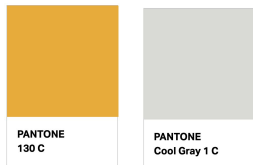
**Colors Used:**

- Pantone BLACK
- Pantone WHITE
- Pantone 2333 C
- Pantone Cool Grey 11c

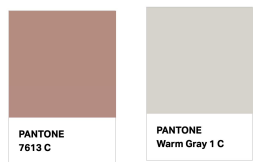
CLEANSE + CONDITION



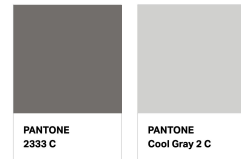
CURLY



SCALP CARE

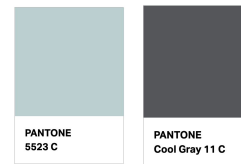


REPAIR + PROTECT



Swatch at 60% opacity

STYLING





## Cleanse + Condition Collection

The Fader

The Clarifier

The Hydrator





## Repair + Protect Collection

The Style Shield

The Fixer

The Remedy + For Fine Hair



## Styling Collection

The Multitasker

The Shine



# Curl Collection

## The Reviver



# Color Collection

Coloring Conditioner



# Color Collection

Daily Conditioner



## Color Collection

### Toning Conditioner



## Secondary Packaging Coloring Conditioners

# File Naming Conventions

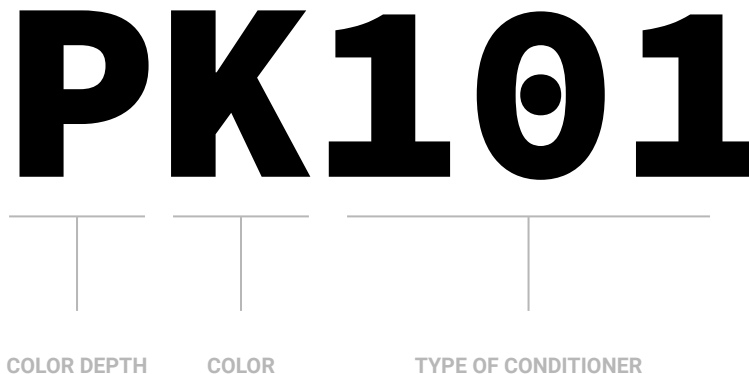
SKUs are identification codes for products in our inventory. Each oVertone product has a SKU that is determined by its color, shade, and type of conditioner. SKUs are for internal use only.

Every SKU begins with a letter representing the product's **depth of color**: (P) Pastel, (V) Vibrant, (E) Extreme, (N) Neon.

The next letter indicates the **color**: (R) Red, (O) Orange, (K) Pink, (P) Purple, (S) Silver, (B) Blue, (T) Teal, (G) Green, (Y) Yellow, (RG) Rose Gold, (RGB) Rose Gold for Brown Hair, (GING) Ginger.

The numbers or letters that follow indicate the **type of color conditioner**: (100) Daily, (101) Deep Treatment, (102) Complete System, (SS) Daily Conditioner Sample Size, (SDT) Sample Deep Treatment.

[Click here](#) for a list of all products and their SKU name.





# Questions about our brand standards?

**Trademarks:** Jane Jun 925-899-4536 SHE/HER

**Language:** Jessica Colón 720-288-2922 SHE/HER

**Design:** Shanna Polesovsky 970-580-5303 SHE/HER

**Website:** Ty Smith 720-315-3571 HE/HIM

Please [click here](#) to download all assets found in this document. All fonts will need to be purchased by individual companies.