MAKANTA POWER

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USER JOURNEY

MARANTA POWER BRIEF

EXISTING BRAND

#000000   #EC2024   #577434   #4F4F4F

#5B0619 #EC2024 #B4D77B #78A33C #162D1C #F5E8D9 #F8DCB0 #F9F4D8 #DCD0B7

MARANTA POWER BRIEF

Maranta Power is a hair care company that prides themselves on creating clean, natural hair products for curly haired men and women. Maranta Power's mission is to empower all men and women to love their curls and appreciate the power within them.

Currently Maranta Power is working on expanding into the US and looking to market towards larger audiences. To do this, they are looking for a brand that will stand out amongst competitors and appeal to a wider audience. Maranta Power needs a unique, inclusive brand that will showcase the quality of their products.

EXISTING BRAND EXAMPLES

CREATIVE BRIEF

Our team's intent was to create a professional brand for Maranta Power that reflects the quality of the Maranta Power products. The colors and patterns express the empowerment that comes with using the products. The patterns subtly show off the curls and the additional imagery identifies these products as curly hair products.

We have explored and created rule sets for all aspects of the brand including, logo, typefaces, color usage, patterning, language, imagery, photography, and social media.

Team Members: Maryssa Almasy, Jemima Liteli, Brooklyn Longest, Megan Redfern, Riley Walman

MARANTA POWER

MARANTA POWER

MARANTA POWER

TYPE WITH NO MODIFICATIONS:

MARANTA
POWER

We felt that while the existing W does elevate the brand professionally, it being within the center of the word Power caused visual issues and was inconsistent with the rest of the type.
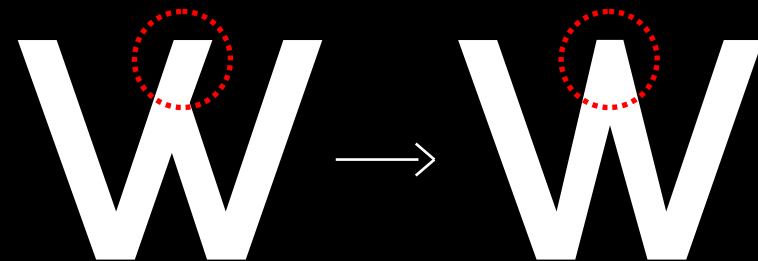
For the T in Dazzle Unicase, the spacing of other letters in comparison caused it to lose prominence. We lengthened the top stroke and adjusted spacing.
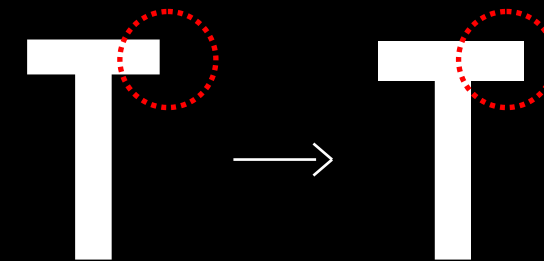
MARANTA
POWER

↓

MARANTA
POWER

Modifications also included modifying letter spacing for ease of reading.

MARANTA POWER

MARANTA POWER

MARANTA POWER

MARANTA POWER

LETTERMARK PROCESS
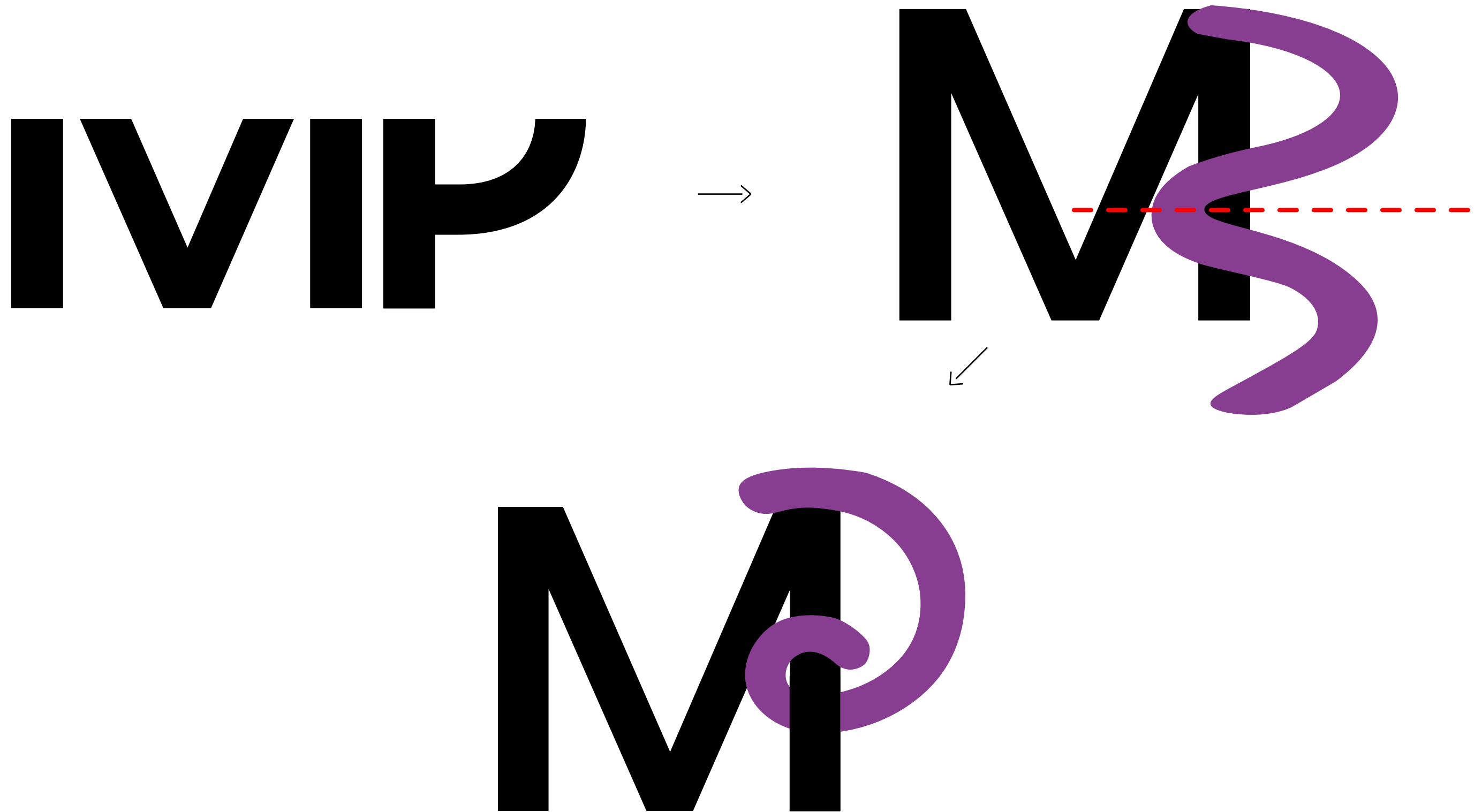
LOGO AS LETTERMARK

LANGUAGE

LANGUAGE

The words and phrases used by the Maranta Power Brand need to emphasize the movement of self-acceptance of natural curly hair. As a brand, we need to showcase the commitment to positive impact and education while also maintaining a sense of community and engagement.

Emphasis should be placed on accessibility and inclusion so that the product and brand of Maranta Power can be catered to the needs of a larger audience and client base.

LANGUAGE

TONE AND AUDIENCE

The words and tone established throughout the brand will help us showcase Maranta Power as a powerful and professional company, while still reacting it back to its Puerto Rican roots. The overall tone should convey Maranta Power's commitment to embracing one's own natural hair and beauty.

The primary, currently established audience for Maranta Power is Latina women living in Puerto Rico. The brand has been established, however, to promote inclusion so that any person with curly hair can feel welcome and included in Maranta Power's movement of self acceptance, regardless of their geographical location, race, sex, gender, or background.

Friendly

Welcoming

Inclusive

Bold

Funky

Community

Engaging

Strength

Unique

Encouraging

LANGUAGE

When presented to customers, no matter the platform, Maranta Power must be seen as approachable*,* professional*, and* consistent *with branding tone. It also must be* accessible *across platforms to cater to the needs of a diversity of consumers.*

Visual content used across platforms must maintain tonal direction and consistent with all branding rules and guidelines. They should also be dynamic and visually engaging.

LANGUAGE

PRODUCT PACKAGING

Products are designed to be visually striking so that it stands out from competitors and to convey professionalism and high-end quality. Language on products should be quick and easy to understand and also provide customers with relevant information regarding the benefits and uses of the product.

When presented to customers, no matter the platform, Maranta Power must be seen as approachable, professional, and consistent with branding tone. It also must be accessible across platforms to cater to the needs of a diversity of consumers.

USAGE

Twice or more a week:
1. Dampen hair, apply shampoo to scalp.
2. Massage scalp for 3 minutes.
3. Brush hair and rinse thoroughly.
4. Apply the Maranta Power Hair Mask.

Once a week:
1. Dampen hair.
2. Apply shampoo to scalp and hair.
3. Massage scalp for 2 minutes.
4. Detangle hair with fingers or comb.
5. Rinse hair.
6. Repeat steps 2-4.
7. Let shampoo sit for 3 minutes.
8. Rinse hair thoroughly.
9. Apply the Maranta Power Hair Mask.

A% of sales goes to nonprofits we support, that need our assistance and yours.
Ingredients: Aqua (Deionized Water), Aloe Barbadensis Leaf (Aloe Vera Gel) Juic
LAureth Sulfosuccinate, Sodium Cocoyl Isethionate, Cocamidropyl Betaine, Cetyl
Helianthus Annuus (Sunflower) Oil, Maranta Aurundinacea (Arrowoot) Extract, C
Sativa, (Hemp) Seed Oil, Butyrospermum Parkii (Shea) Butter, Serenoa Serrulata
Palmetto) Extract, dl-Panthenol, Prumus Amygdalus Dulcis (Almond) Oil, Citrus
(Grapefruit) Seed Oil, Linum Usitatissimum (Flax) Seed Oil, Rosa Canina (Rose) F
Amino Acids. Hydrolized Rise Protein, Manuka Honey, Glycol Stearate, Allantoin, S
Centella Asiatica (Gotu Kola) Extract, Humulus Lupulus (Hops) Extract, Hyssopus
(Hyssop) Extract, Hibiscus Sabdariffa Flower Extract, Trigonella Foenum-Graecur
(Fenugreek) Extract, Citrus Aurantium Dulcis (Orange) Oil, Citrus Aurantifolia (Li
Acid, Polysorbate-20, PEG-150 Disterate, Arnica Montana Extract, Emblica Phyl
Extract, Hydroxypropyltrimonium Chloride, Phenoxyethanol, Caprylyl Glycol.

UPC CODE

MESSAGE FROM LAURA

Laura Om is the creator of the brands Maranta Power, OM Cut and OM Studio.

From an early age she knew she would be a stylist, but above all she would go in search of a creative, healthy, and free style she could call her own. At the beginning of her career in California, she realized the passion she felt for cutting, styling and caring for all-natural curly hair.

Upon returning to her home country in Puerto Rico, she was named "La reina de los Rizos" or the Queen of Curls by various media outlets. As an entrepreneur, Laura mentors hair stylists on how to work with curly hair and cultivates in her clients the skills and importance of maintaining healthy and natural hair.

Maranta Power was created to empower and make women feel proud to wear their natural hair with no shame at all. The Maranta Power movement has already empowered thousands of women worldwide to dare to wear their hair.

Hair that is free is happy, authentic, and above all powerful.

Let's live proud of our Maranta Power!

LANGUAGE

WEBSITE

The website is designed with accessibility in mind to cater to a diversity of consumers. This includes the ability to switch between English and Spanish. While a platform to sell Maranta Power products, the website is specifically tailored to allow online engagement and develop a virtual community where members are encouraged to learn and grow with each other in order to continue their journey towards embracing their natural curly hair.

WHO WE ARE

Maranta Power is a line of curly hair care products made with natural ingredients and of the highest quality. Maranta Power enhances the natural beauty of curls and goes beyond the beauty that is seen with the naked eye. It is a movement that empowers women to wear their natural hair. Maranta Power promotes the inclusion and self-esteem of women and our commitment is to educate and guide them.

QUIÉNES SOMOS

Maranta Power es una línea de productos para el cuidado del cabello rizo hecho con ingredientes naturales y de la más alta calidad. Maranta Power realza la belleza natural del rizo y va más allá de la belleza que se ve a simple vista. Es un movimiento que empodera a las mujeres a llevar su cabello natural. Maranta Power promueve la inclusión y el amor propio de las mujeres y nuestro compromiso es educarlas y guiarlas.
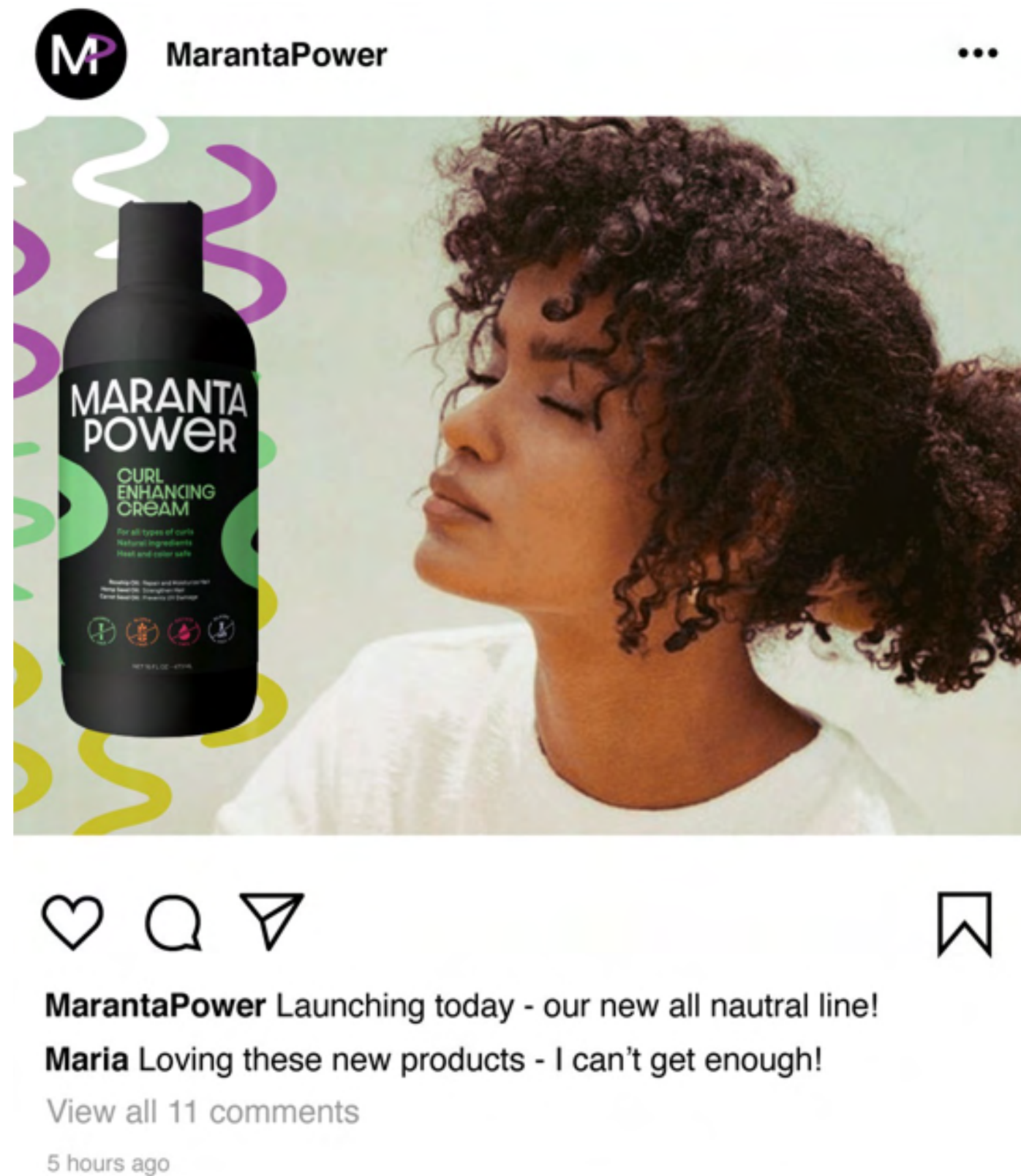
LANGUAGE

SOCIAL MEDIA

Social media can be used as a platform to reach new customers and also educate Maranta Power community members about how to properly care for their hair. Platforms include Instagram, Facebook, Tiktok, Pinterest, etc. with a particular emphasis on Instagram to promote visual assets of the brand (ex. products). Posts must be appropriate, accurate, engaging, and provide relevant information to the brand or its products.

Videos can be used for tutorials or as promotional material for they brand. Keep the subjects in focus and utilize closed captions in both Spanish and English to improve accessibility.

MarantaPower

MarantaPower Launching today - our new all nautral line!

Maria Loving these new products - I can't get enough!

View all 11 comments

5 hours ago

LANGUAGE

IMAGES

Images should showcase a diversity of women (with some men) in candid photos in which they are engaging in some activity. Photos should create a sense of community, friendship, and inclusion. The hair of the individuals should be in primary focus. If stock photos are used, they must match the aesthetic of custom photography.

Visual content used across platforms must maintain tonal direction and be consistent with all branding rules and guidelines. They should also be dynamic and visually engaging. All visual content and imagery should focus on the hair of the individual(s) while also showcasing fun, candid, powerful shots of self-acceptance.
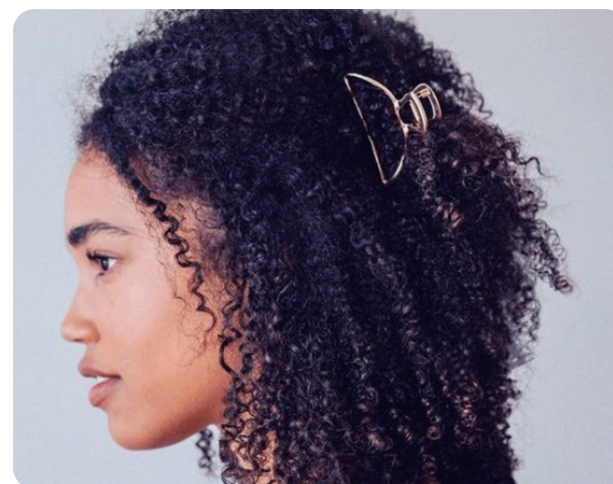
GRAPHIC
LANGUAGE

SHAPES AND PATTERNS

Ingredient icons should never change color. Icons should also only be used on package labels and on the website under product descriptions.

Curl shape is to be used in a pattern (noted on next page). The curl can face either direction as long as all curls are not facing the same direction. These curls can also be in any of the colors from the primary palette (exception for secondary curl pattern) as long as no curl next to each other is the same color. For the social media letter mark, the curl is trimmed and used as the 'P'. This is the only location this shape is used.

When curls are on a white background, black can be used as a color in the pattern. On a black background, white can be used in place of black.
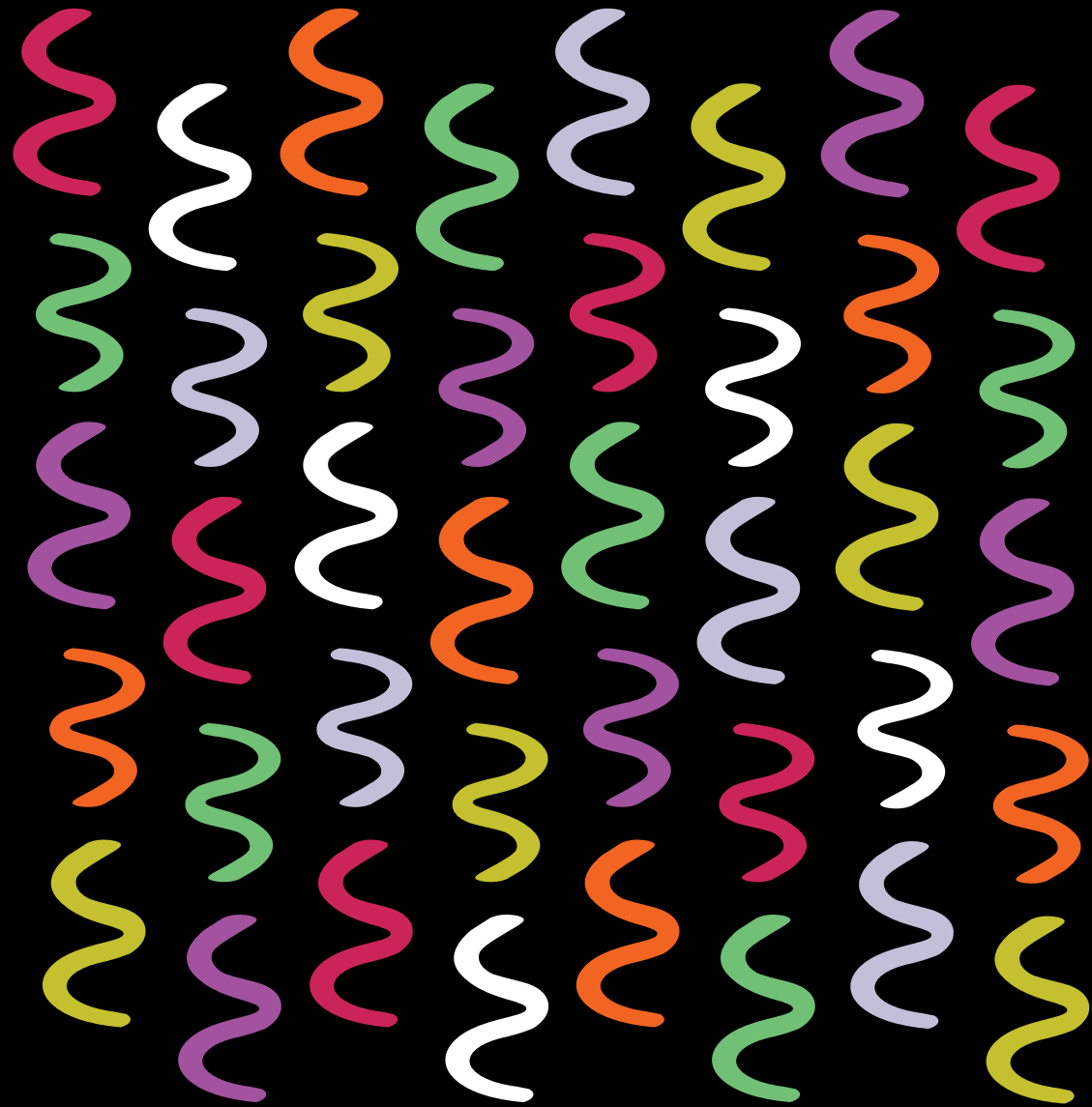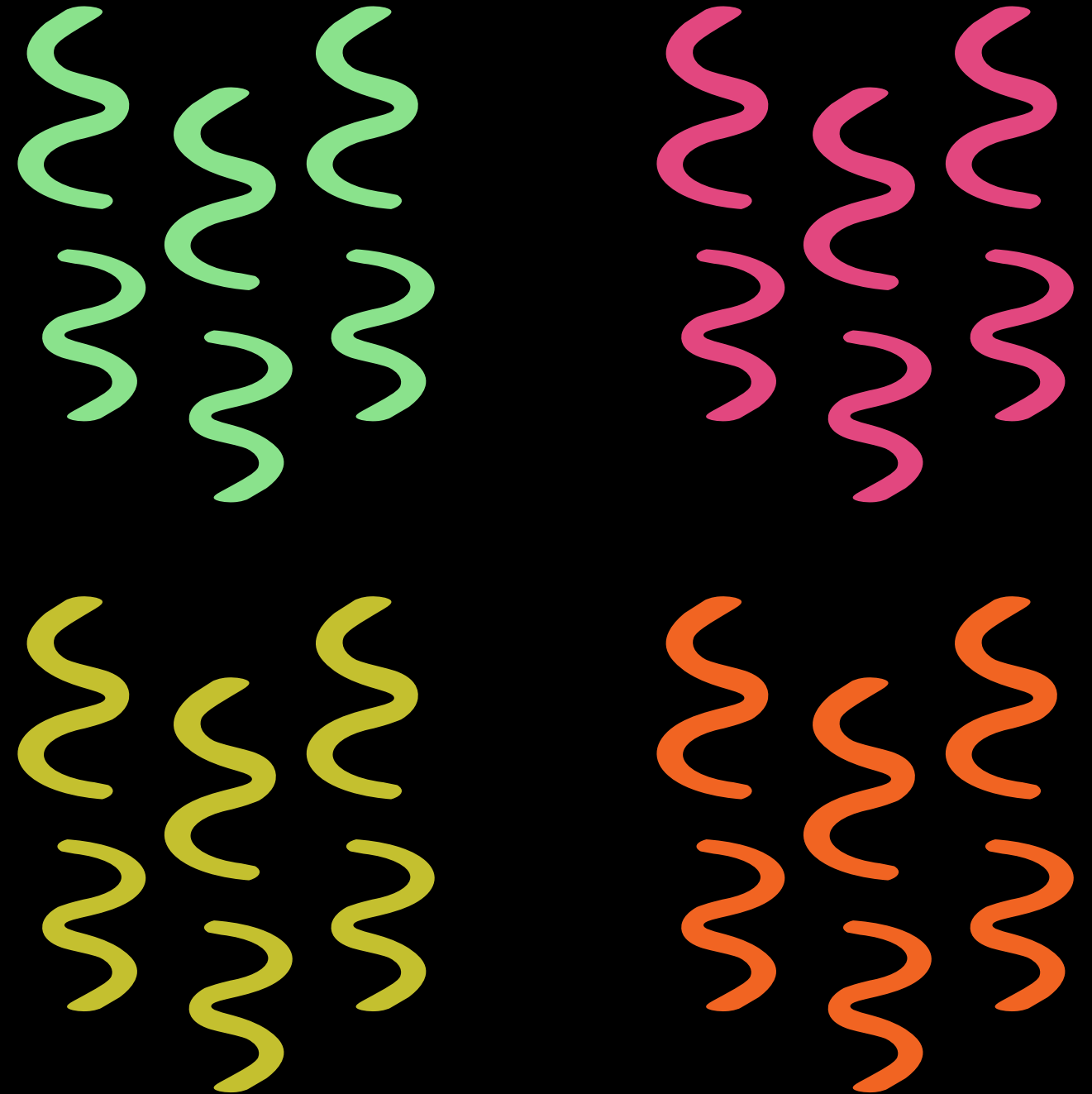
CURL SHAPE

INGREDIENT ICONS

PARABEN FREE

GLUTEN FREE

SULFATE FREE

SILICONE FREE
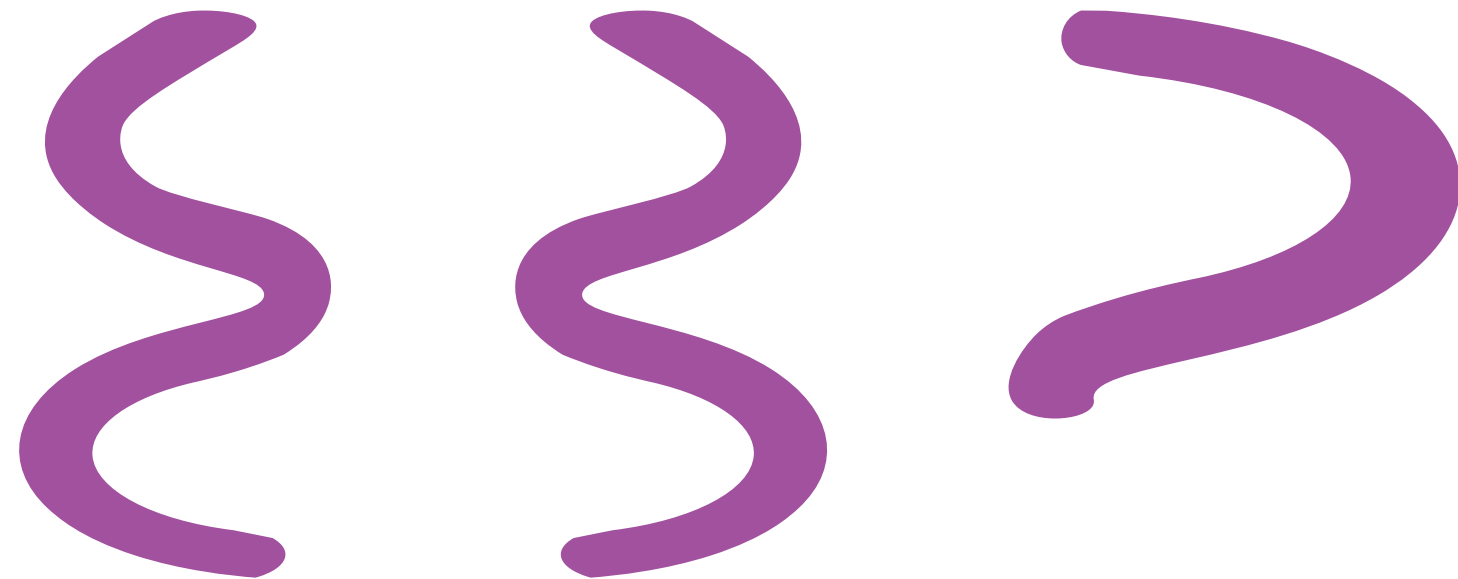
SHAPES AND PATTERNS

PRIMARY CURL PATTERN

SECONDARY CURL PATTERN

SHAPES AND PATTERNS

USAGE BREAKDOWN

The patterning is implemented through out all aspects of the brand. Web design, Packaging design, alternative logo designs.

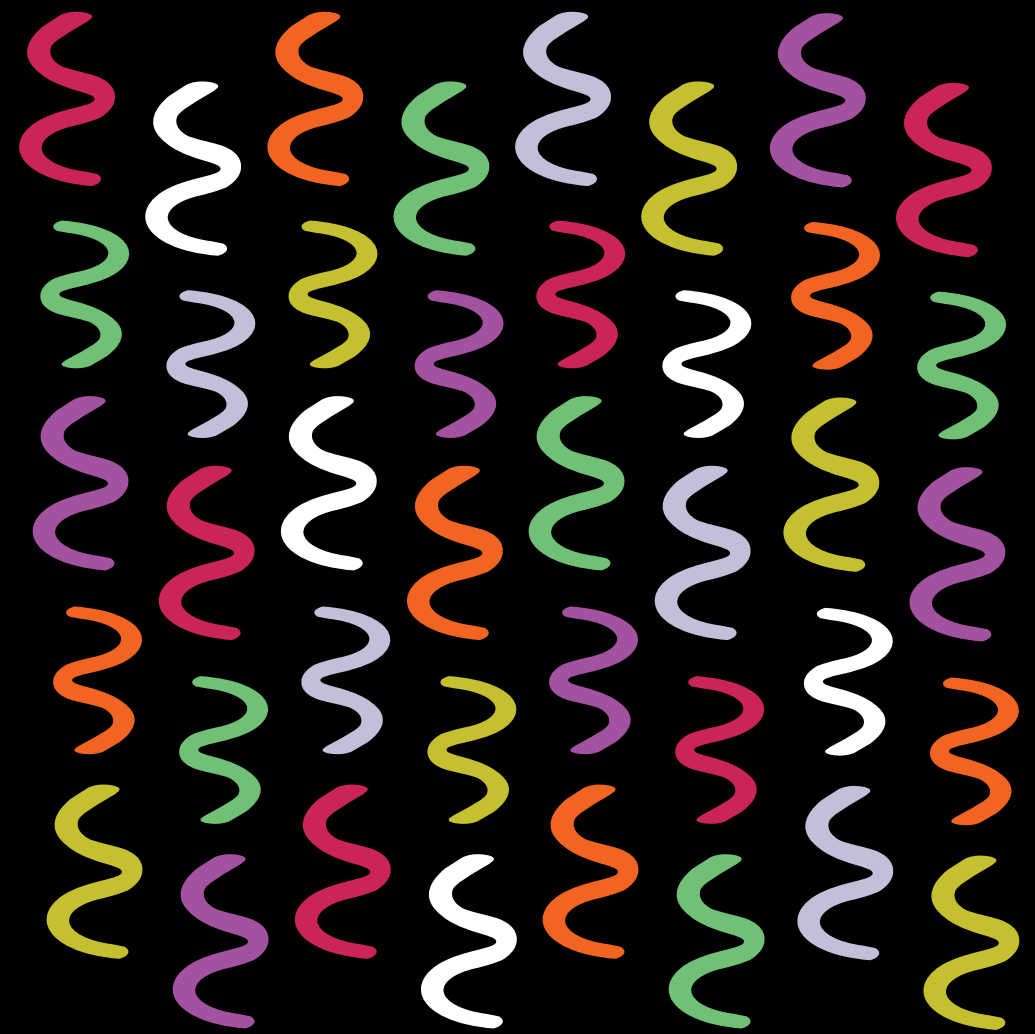*The patterning can be used in different size variations and different quantities.*
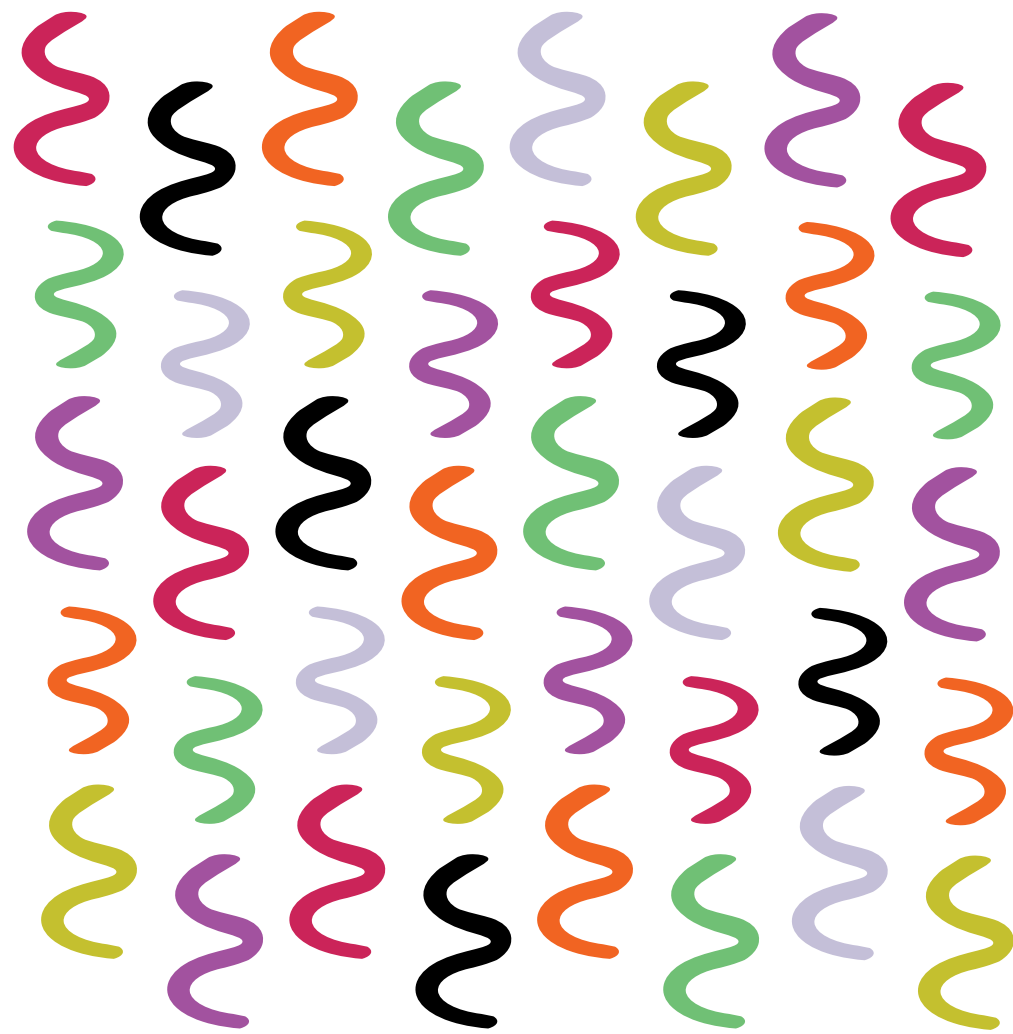
Shape that are most common in use with the patterning are:
-Circles
-Soft Rectangles
-Ovals

SHAPES AND PATTERNS

PATTERNS WITH DIFFERENT BACKGROUNDS

SHAPES AND PATTERNS

PATTERNS AT DIFFERENT SCALES

TYPOGRAPHY

DAZZLE UNICASE

AÁBCDEÉFGHIÍJKLMNÑ

OÓPQRSTUÚÜVWXYZ

0123456789¡!¿?&'"

.,;:@#$%^*)(-_}{=+][/\|<>

Menco

AÁBCDEÉFGHIÍJKLMNÑ

OÓPQRSTUÚÜVWXYZ

0123456789¡!¿?&'"

.,;:@#$%^*)(-_}{=+][/\|<>

SUBHEADERS, BODY COPY

TYPOGRAPHY

USAGE BREAKDOWN

We selected Dazzle Unicase Medium for the logo and header type to accurately reflect that Maranta Power has salon level products, while still having some unique qualities that embody what Maranta Power stands for.

Dazzle Unicase should only be used for the Logotype and Headers. On the packaging, Dazzle Unicase should only be seen in the logo and in the product title, for example, "Shampoo." For the website, Dazzle Unicase should only be seen as major headers. All other body type, subheaders, buttons, and descriptive type use should be in Menco.

DAZZLE UNICASE MEDIUM

AÁBCDEÉFGHIÍJKLMNÑOÓPQRSTUÚÜVWXYZ

0123456789 i!¿?&'".,;:@#$%^-*)(-_}{=+][/\|<>

DAZZLE UNICASE LIGHT

AÁBCDEÉFGHIÍJKLMNÑOÓPQRSTUÚÜVWXYZ

0123456789 i!¿?&'".,;:@#$%^-*)(-_}{=+][/\|<>

LOGO ON BLACK BACKGROUND (MEDIUM - WHITE)
LOGO ON WHITE BACKGROUND (MEDIUM - BLACK)
PRODUCT NAME (MEDIUM - WHITE)
WEBSITE HEADERS (LIGHT - BLACK - LARGER FONT SIZE THAN BODY OR SUBHEADERS)

TYPOGRAPHY

USAGE BREAKDOWN

Menco Bold will be used for subheadings, and on the front of packaging label. Menco Medium is used for descriptive or body copy text on the back of the packaging label and when there is a black background.

Menco Bold (in all caps) is also used for any buttons on the website, as well as for any major subheaders (regular capitalization). Menco Medium is used for the navigation menu bar. Finally, all body copy on the website will be in Menco Light unless on a black or color background, where Menco Medium will be used for legibility purposes.

Menco Bold
AÁBCDEÉFGHIÍJKLMNÑOÓPQRSTUÚÜVWXYZ
aábcdeéfghiíjklmnñoópqrstuúüvwxyz
0123456789 ¡!¿?&'".,;:@#$%^*)(-_}{=+][/\|<>

Menco Medium
AÁBCDEÉFGHIÍJKLMNÑOÓPQRSTUÚÜVWXYZ
aábcdeéfghiíjklmnñoópqrstuúüvwxyz
0123456789 ¡!¿?&'".,;:@#$%^*)(-_}{=+][/\|<>

Menco Light
AÁBCDEÉFGHIÍJKLMNÑOÓPQRSTUÚÜVWXYZ
aábcdeéfghiíjklmnñoópqrstuúüvwxyz
0123456789 ¡!¿?&'".,;:@#$%^*)(-_}{=+][/\|<>

WEBSITE SUBHEADERS (BOLD – ALL CAPS – BLACK)

Product Subheaders (Bold – Product Color)

Descriptive/body copy on packaging (medium – product color or white)

Body copy on black background (medium – white)

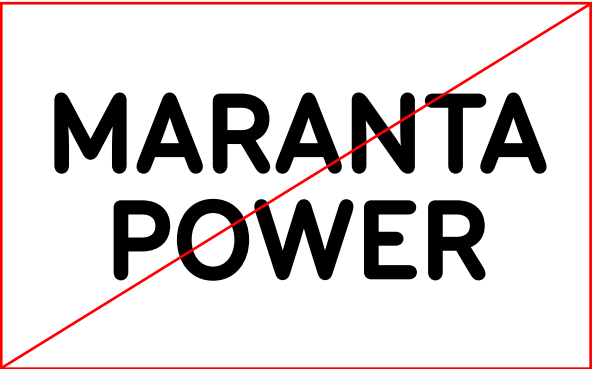Body copy on website or white background (light – black)
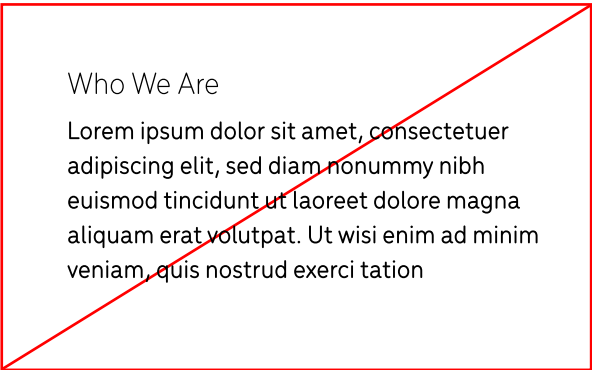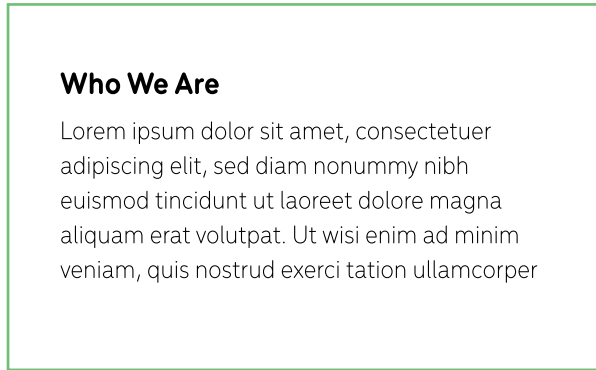
TYPOGRAPHY

USAGE EXAMPLES

PACKAGING

SHAMPOO
For all types of curls

Shampoo
FOR ALL TYPES OF CURLS

LOGOTYPE

MARANTA POWER

MARANTA POWER

WEBSITE

Who We Are

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper

Who We Are

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation
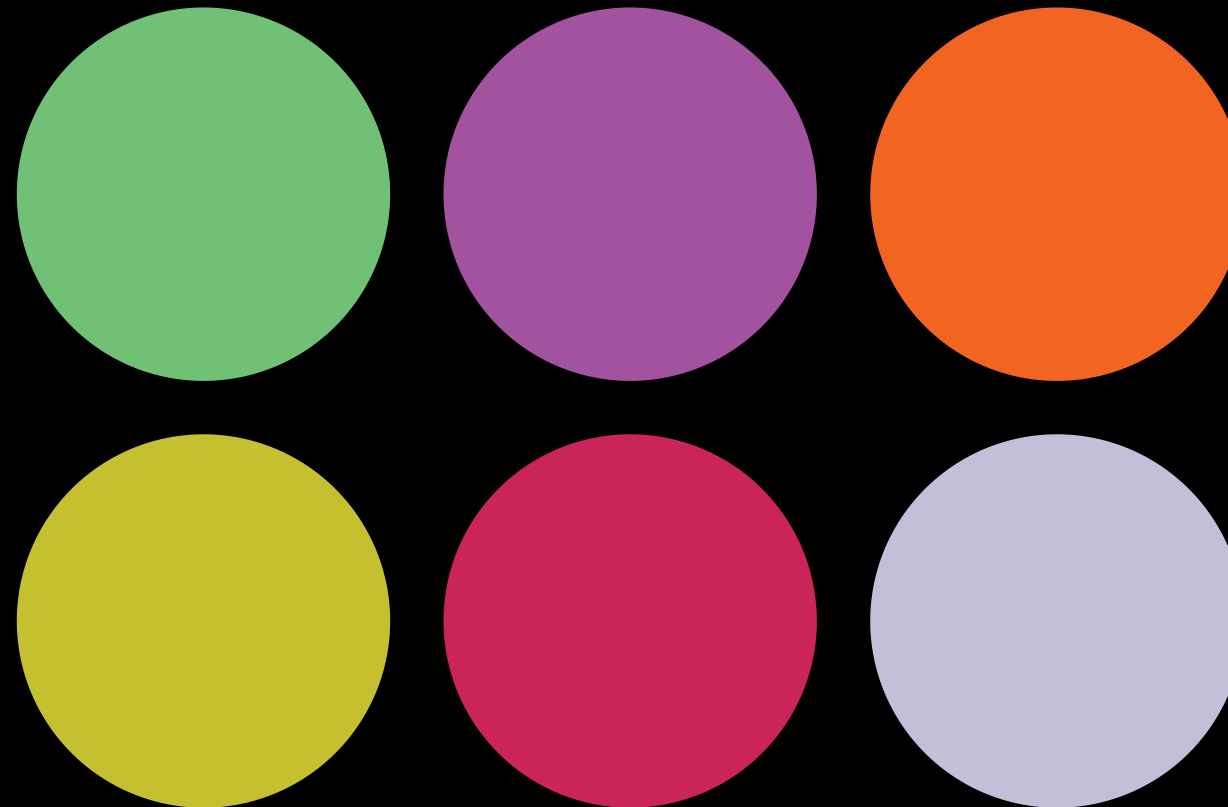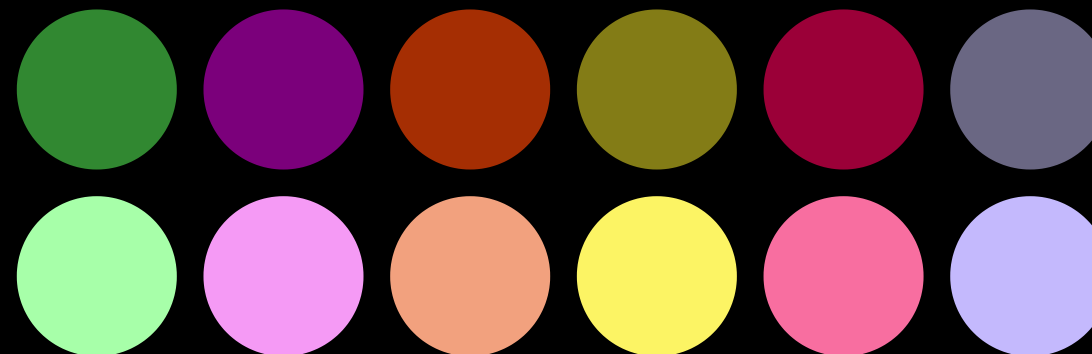
COLOR

COLOR PALETTE

The colors, green, orange, and pink, were chosen from the maranta plant. Purple, yellow, and lilac were brought in as complementary colors to make a more extended palate. We feel that these colors express the fun and inclusive side of the Maranta Power Brand. These colors are eye catching and different from other hair care color palettes already on the market.

The secondary palette offers darker and lighter shades of the primary colors. These colors remain eye catching and close to the primary brand, while broadening the variety of shades and tones available for the brand to use.
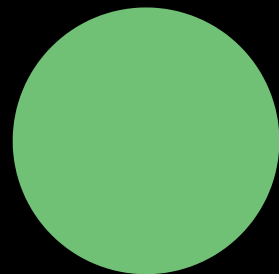
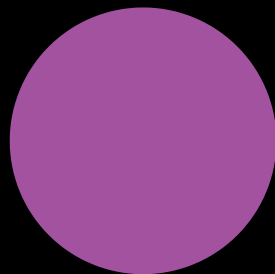## PRIMARY PALETTE

SECONDARY PALETTE
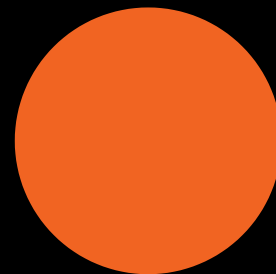
COLOR PALETTE

COLOR BREAKDOWNS

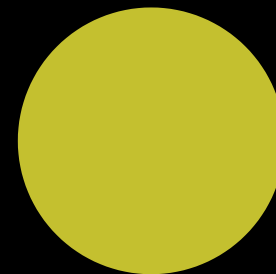**Green**
CMYK 59, 0, 75, 0
RGB 112, 192, 117
Hex #70C075

Purple
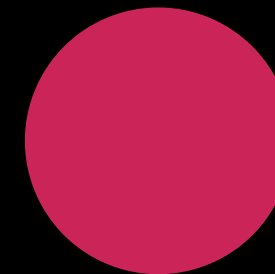CMYK 39, 82, 0, 0
RGB 162, 82, 159
Hex #A2529F

Orange
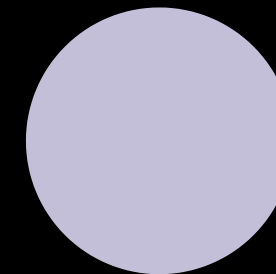CMYK 0, 75, 100, 0
RGB 241, 100, 34
Hex #F16422

Yellow
CMYK 28, 13, 100, 0
RGB 196,192, 47
Hex #C4C02F

Pink
CMYK 15, 100, 53, 1
RGB 203, 36, 89
Hex #CB2459

Lilac
CMYK 22, 22, 3, 0
RGB 196, 191, 216
Hex #C4BFD8
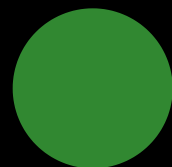
Dark Green
CMYK 34, 0, 34, 47
RGB 49, 136, 49
Hex #318831
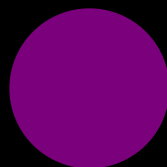
Dark Purple
CMYK 0, 48, 0, 52
RGB 123, 0, 123
Hex #7B007B
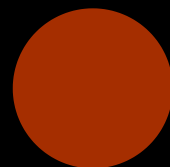
Dark Orange
CMYK 0, 47, 65, 35
RGB 165, 46, 0
Hex #A52E00
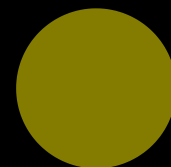
Dark Yellow
CMYK 0, 3, 51, 49
RGB 131, 124, 0
Hex #837C00
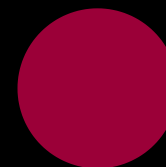
Dark Pink
CMYK 0, 61, 39, 39
RGB 155, 0, 56
Hex #9B0038
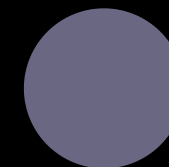
Dark Lilac
CMYK 10, 11, 0, 49
RGB 106, 103, 131
Hex #6A6783
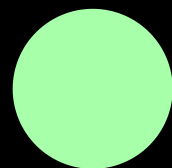
Light Green
CMYK 35, 0, 34, 0
RGB 167, 255, 169
Hex #A7FFA9
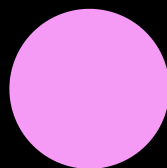
Light Purple
CMYK 0, 36, 0, 4
RGB 245, 154, 245
Hex #F59AF5
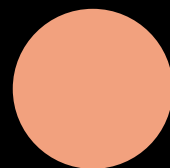
Light Orange
CMYK 0, 32, 45, 5
RGB 242, 161, 126
Hex #F2A17E
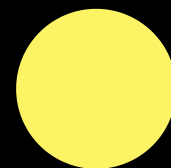
Light Yellow
CMYK 0, 3, 60, 1
RGB 252, 244, 100
Hex #FCF464
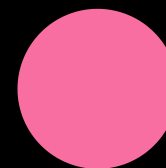
Light Pink
CMYK 0, 54, 35, 3
RGB 248, 110, 160
Hex #F86EA0
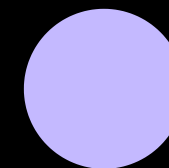
Light Lilac
CMYK 23, 27, 0, 0
RGB 196, 185, 255
Hex #C4B9FF

COLOR PALETTE

USAGE BREAKDOWN

Major backgrounds should always be black, using colors for accents and details. Colors are assigned to products and should always be used as the primary color for that product on all platforms including packaging, website, social media.

Shampoo: Pink
Leave-In: Yellow
Curl Enhancing Cream: Green
Mega Curly Cream: Purple
Hair Mask: Orange

On the Website, the background will be white with black text for readability. Color usage on the website should never be for text, only patterns. Pattern should be used with correct color order.

SHAMPOO

For all types of hair
Natural Ingredients
Heat and Color safe

SHAMPOO

For all types of hair
Natural Ingredients
Heat and Color Safe
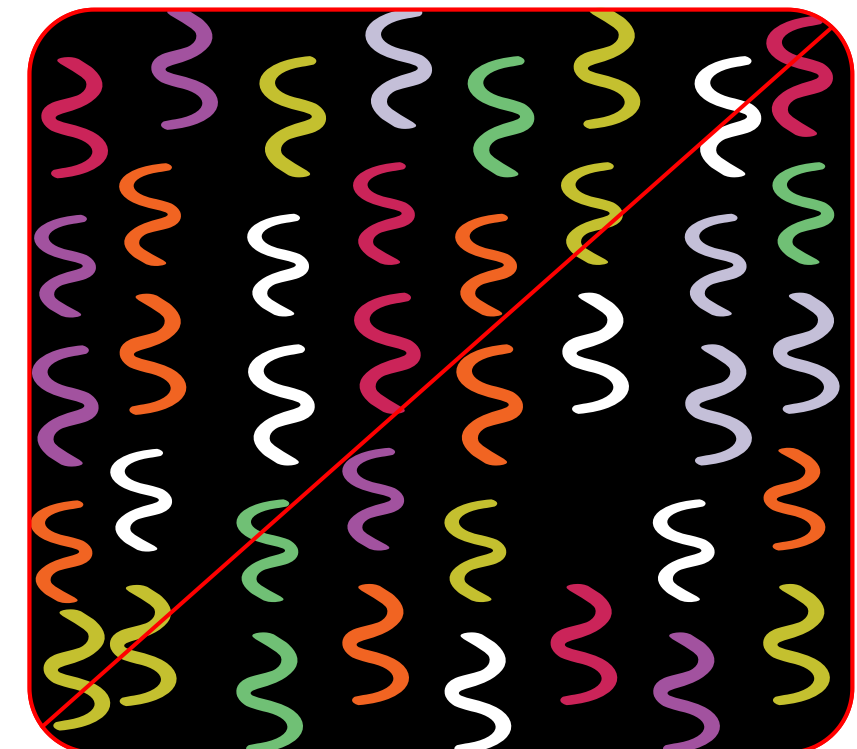
BRAND EXAMPLES

BRAND EXAMPLES

PRODUCT PACKAGING

We prioritized making the bottle look salon quality while still maintaining a vibrant, empowering aesthetic that embodies Maranta.

We kept the ingredients and their benefits at the center of the design, making it pop through white text without overshadowing the name of the product.

We wanted to maintain the spirit of Maranta Power and the message from Laura, so we kept that and separated it from the instructions.

We redesigned and wrote the directions on using the product to make them easier to follow at a glance.

USAGE

Twice or more a week:
1. Dampen hair, apply shampoo to scalp.
2. Massage scalp for 3 minutes.
3. Brush hair and rinse thoroughly.
4. Apply the Maranta Power Hair Mask.

Once a week:
1. Dampen hair.
2. Apply shampoo to scalp and hair.
3. Massage scalp for 2 minutes.
4. Detangle hair with fingers or comb.
5. Rinse hair.
6. Repeat steps 2-4.
7. Let shampoo sit for 3 minutes.
8. Rinse hair thoroughly.
9. Apply the Maranta Power Hair Mask.

A% of sales goes to nonprofits we support, that need our assistance and yours.

Ingredients: Aqua (Deionized Water), Aloe Barbadensis Leaf (Aloe Vera Gel) Juice, Disodium LAureth Sulfosuccinate, Sodium Cocoyl Isethionate, Cocamidropyl Betaine, Cetyl Alcohol, Helianthus Annuus (Sunflower) Oil, Maranta Aurundinacea (Arrowoot) Extract, Cannabis Sativa, (Hemp) Seed Oil, Butyrospermum Parkii (Shea) Butter, Serenoa Serrulata (Saw Palmetto) Extract, dl-Panthenol, Prumus Amygdalus Dulcis (Almond) Oil, Citrus Grandis (Grapefruit) Seed Oil, Linum Usitatissimum (Flax) Seed Oil, Rosa Canina (Rose) Hips Oil, Oat Amino Acids. Hydrolized Rise Protein, Manuka Honey, Glycol Stearate, Allantoin, Sodium PCA, Centella Asiatica (Gotu Kola) Extract, Humulus Lupulus (Hops) Extract, Hyssopus Officinatis (Hyssop) Extract, Hibiscus Sabdariffa Flower Extract, Trigonella Foenum-Graecum (Fenugreek) Extract, Citrus Aurantium Dulcis (Orange) Oil, Citrus Aurantifolia (Lime) Oil, Citric Acid, Polysorbate-20, PEG-150 Distearate, Arnica Montana Extract, Emblica Phyllanthus Extract, Hydroxypropyltrimonium Chloride, Phenoxyethanol, Caprylyl Glycol.

UPC CODE

MARANTA POWER

SHAMPOO

STEP 1

For all types of hair
Natural ingredients
Heat and color safe

Rosehip: Repair Hair
Aloe Vera: Cleanse and Moisturize
Hemp Seed Oil: Keeps Scalp Healthy & Conditions

PARABEN FREE   GLUTEN FREE   SULFATE FREE   SILICONE FREE

NET 16 FL OZ - 473 ML

MESSAGE FROM LAURA

Laura Om is the creator of the brands Maranta Power, OM Cut and OM Studio.

From an early age she knew she would be a stylist, but above all she would go in search of a creative, healthy, and free style she could call her own. At the beginning of her career in California, she realized the passion she felt for cutting, styling and caring for all-natural curly hair.

Upon returning to her home country in Puerto Rico, she was named "La reina de los Rizos" or the Queen of Curls by various media outlets. As an entrepreneur, Laura mentors hair stylists on how to work with curly hair and cultivates in her clients the skills and importance of maintaining healthy and natural hair.

Maranta Power was created to empower and make women feel proud to wear their natural hair with no shame at all. The Maranta Power movement has already empowered thousands of women worldwide to dare to wear their hair.

Hair that is free is happy, authentic, and above all powerful.

Let's live proud of our Maranta Power!

BRAND EXAMPLES

Light

Dazzle Unicase Medium 13.8 pt

Menco Bold 5 pt

Menco Medium 5 pt

Main

Main Color of Curl

Dark

Not shown here

Menco Medium 4.6 pt

Menco Bold 4.6 pt

Menco Medium 4.6 pt

The ingredients list never shifts vertically, but instead stretches to expand over the curls. It is always 1.6173 in tall.

Replace with barcode

USAGE

Twice or more a week:
1. Dampen hair, apply shampoo to scalp.
2. Massage scalp for 3 minutes.
3. Brush hair and rinse thoroughly.
4. Apply the Maranta Power Hair Mask.

Once a week:
1. Dampen hair.
2. Apply shampoo to scalp and hair.
3. Massage scalp for 2 minutes.
4. Detangle hair with fingers or comb.
5. Rinse hair.
6. Repeat steps 2–4.
7. Let shampoo sit for 3 minutes.
8. Rinse hair thoroughly.
9. Apply the Maranta Power Hair Mask.

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Ingredients: Aqua (Deionized Water), Aloe Barbadensis Leaf (Aloe Vera Gel) Juice, Disodium LAureth Sulfosuccinate, Sodium Cocoyl Isethionate, Cocamidropyl Betaine, Cetyl Alcohol, Helianthus Annuus (Sunflower) Oil, Maranta Aurundinacea (Arrowoot) Extract, Cannabis Sativa, (Hemp) Seed Oil, Butyrospermum Parkii (Shea) Butter, Serenoa Serrulata (Saw Palmetto) Extract, dl-Panthenol, Prumus Amygdalus Dulcis (Almond) Oil, Citrus Grandis (Grapefruit) Seed Oil, Linum Usitatissimum (Flax) Seed Oil, Rosa Canina (Rose) Hips Oil, Oat Amino Acids. Hydrolized Rise Protein, Manuka Honey, Glycol Stearate, Allantoin, Sodium PCA, Centella Asiatica (Gotu Kola) Extract, Humulus Lupulus (Hops) Extract, Hyssopus Officinatis (Hyssop) Extract, Hibiscus Sabdariffa Flower Extract, Trigonella Foenum-Graecum (Fenugreek) Extract, Citrus Aurantium Dulcis (Orange) Oil, Citrus Aurantifolia (Lime) Oil, Citric Acid, Polysorbate-20, PEG-150 Distearate, Arnica Montana Extract, Emblica Phyllanthus Extract, Hydroxypropyltrimonium Chloride, Phenoxyethanol, Caprylyl Glycol.

UPC CODE

BRAND EXAMPLES

TALL BOTTLE TYPE AND FORMAT

Logo 2.241 in x 0.8041 in

Main Color of Curl

Main

Dazzle Unicase Medium 13.8 pt

Light

Dazzle Unicase Medium 10.39 pt

When there is no Step, the name of the product is shifted downward and expanded if longer than one word.

Menco Bold 7.42 pt

Dark

Menco Bold 5.19 pt

Key ingredients are aligned right.

Menco Medium 5.19 pt

Effects are aligned left.

1.7408 in x 0.4268 in

Space between is approximately .03 in
When all four icons are used, the width stays the same but space between icon switches to .12 in

MARANTA
POWER

SHAMPOO
STEP 1

For all types of curls
Natural ingredients
Heat and color safe

Rosehip: Repair Hair
Aloe Vera: Cleanse and Moisturize
Hemp Seed Oil: Keeps Scalp Healthy & Conditions

PARABEN FREE   SULFATE FREE   SILICONE FREE

NET 16 FL OZ - 473 ML

Menco Light 5.34 pt

BRAND EXAMPLES

Dazzle Unicase Medium 13.8 pt

Menco Medium 4.6 pt

Light

Main Color of Curl

Main

Signature Image

MESSAGE FROM LAURA

Laura Om is the creator of the brands Maranta Power, OM Cut and OM Studio.

From an early age she knew she would be a stylist, but above all she would go in search of a creative, healthy, and free style she could call her own. At the beginning of her career in California, she realized the passion she felt for cutting, styling and caring for all-natural curly hair.

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Let's live proud of our Maranta Power!

BRAND EXAMPLES

PRODUCT PACKAGING

BRAND EXAMPLES

WEBSITE

Lettermark top left corner

Include patterning on pages
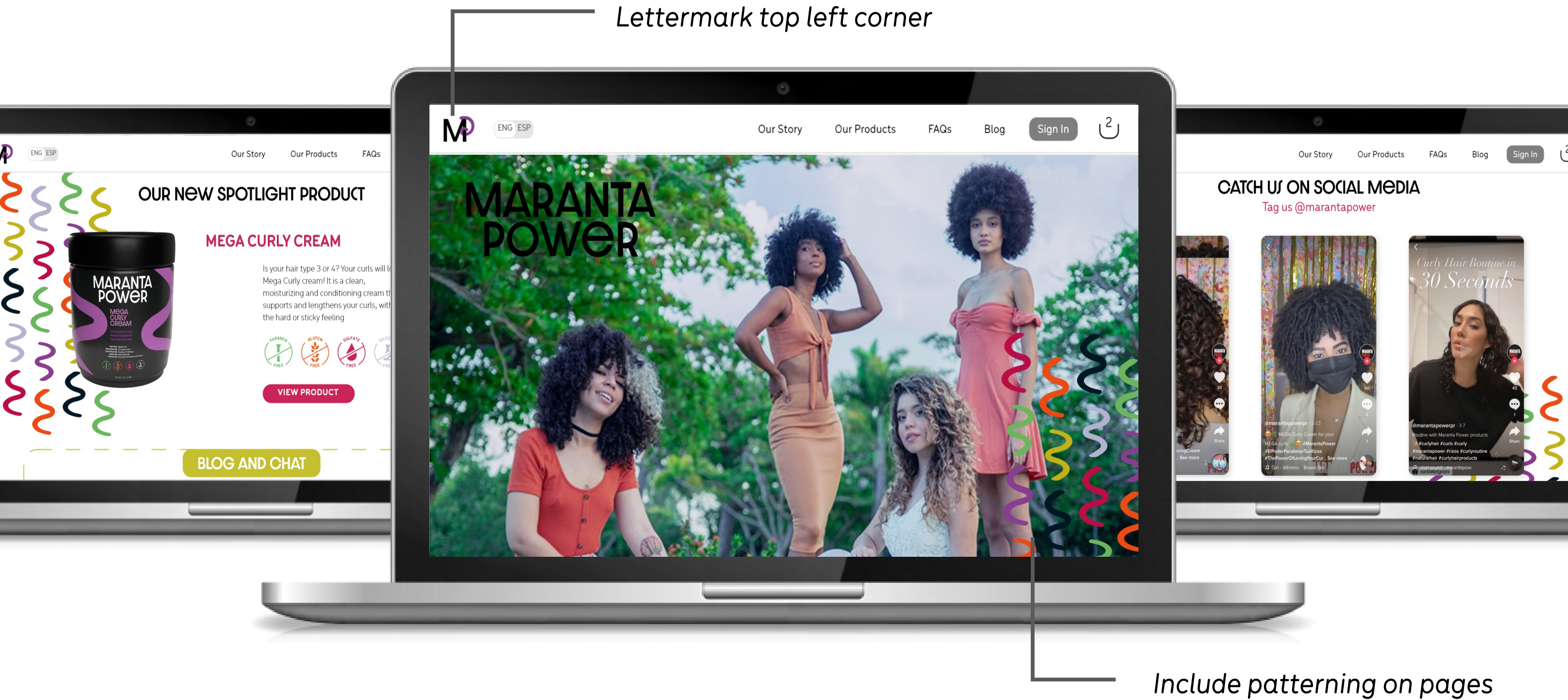
BRAND EXAMPLES

WEBSITE

Dark Pink as a accent color

MEGA CURLY CREAM

$35.00

6 oz   12 oz

ADD TO CART

Description   Use   Ingredients

Is your hair type 3 or 4? Your curls will LOVE the Mega Curly Cream!Use with love, for extra volume, and to refresh your curls. Fall in love with long lasting, soft and protected curls.
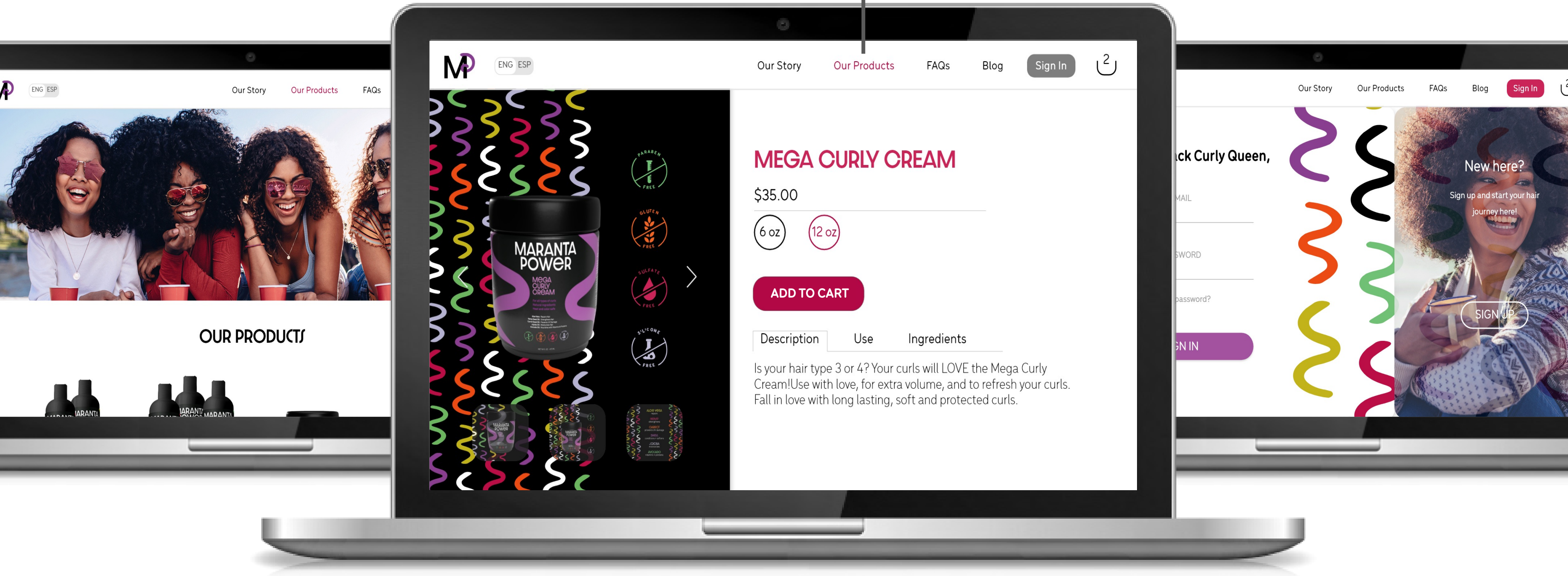
BRAND EXAMPLES

WEBSITE

Dazzle Unicase as a header
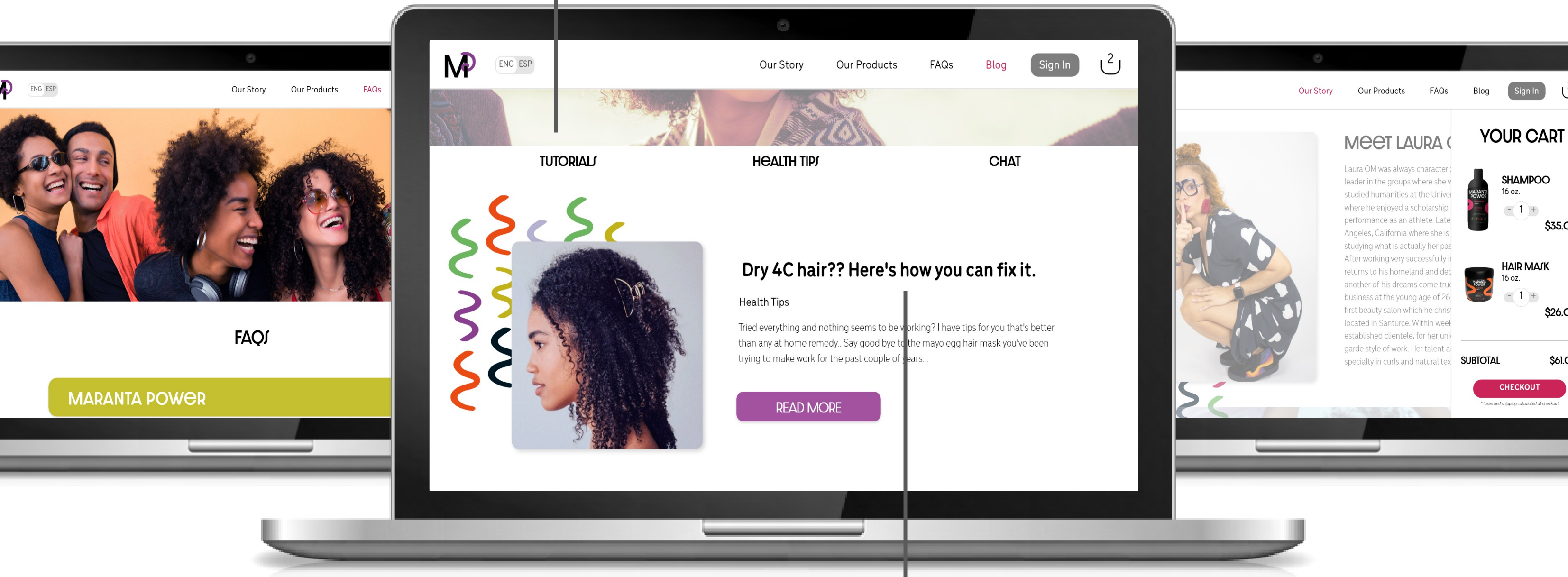
Menco as Subheads

BRAND EXAMPLES

WEBSITE ON MOBILE
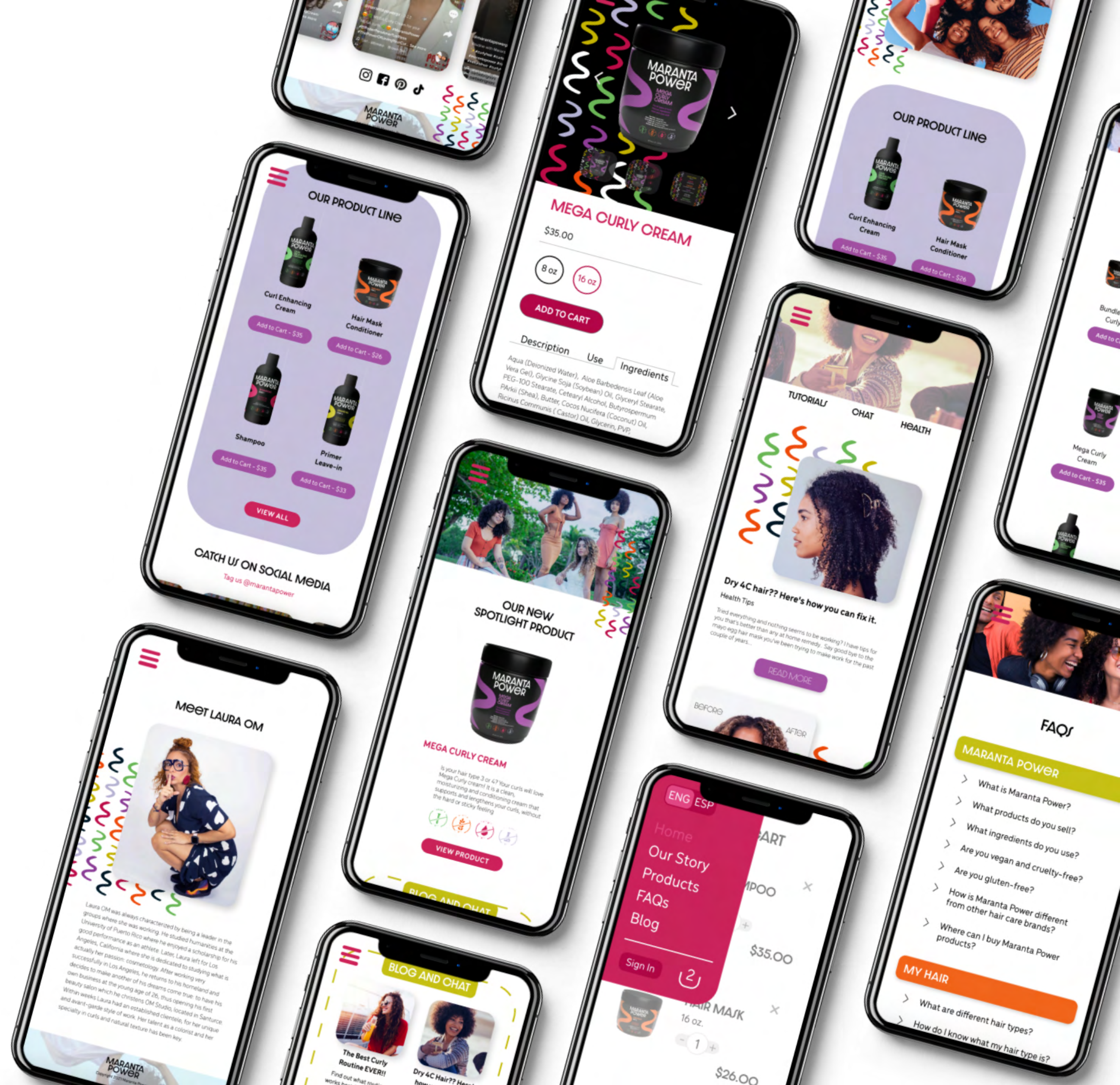
BRAND EXAMPLES

INSTAGRAM

Social media posts showcase women who are proud of their maranta and encourage other women to embrace their curls. Using a layering system, we can provide fun and interesting content for our followers to engage with.

Images are edited with a soft color filter of a mix of the shades yellow and purple or purple and pink.

Patterns may be placed over images in a vertical orientation and in a variation of sizes to add visual interest. Products may also be layered on top of images to highlight new products.
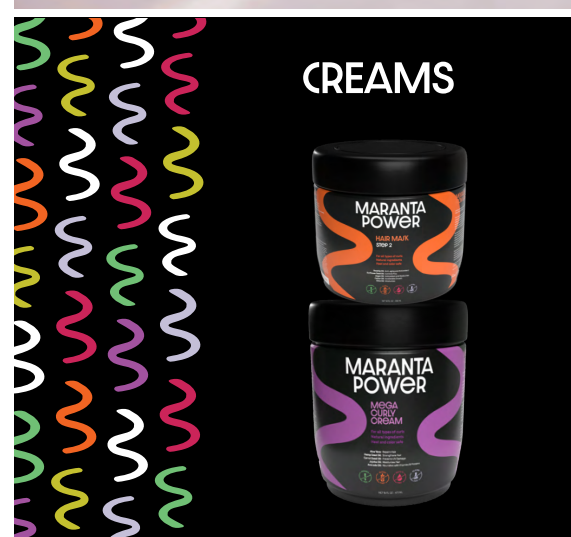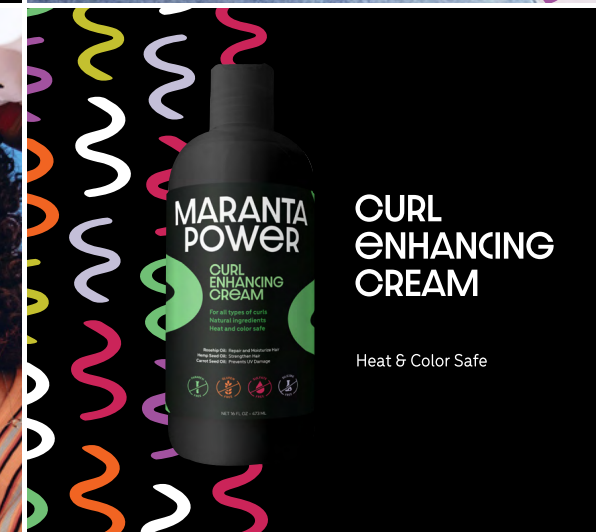
BRAND EXAMPLES

INSTAGRAM
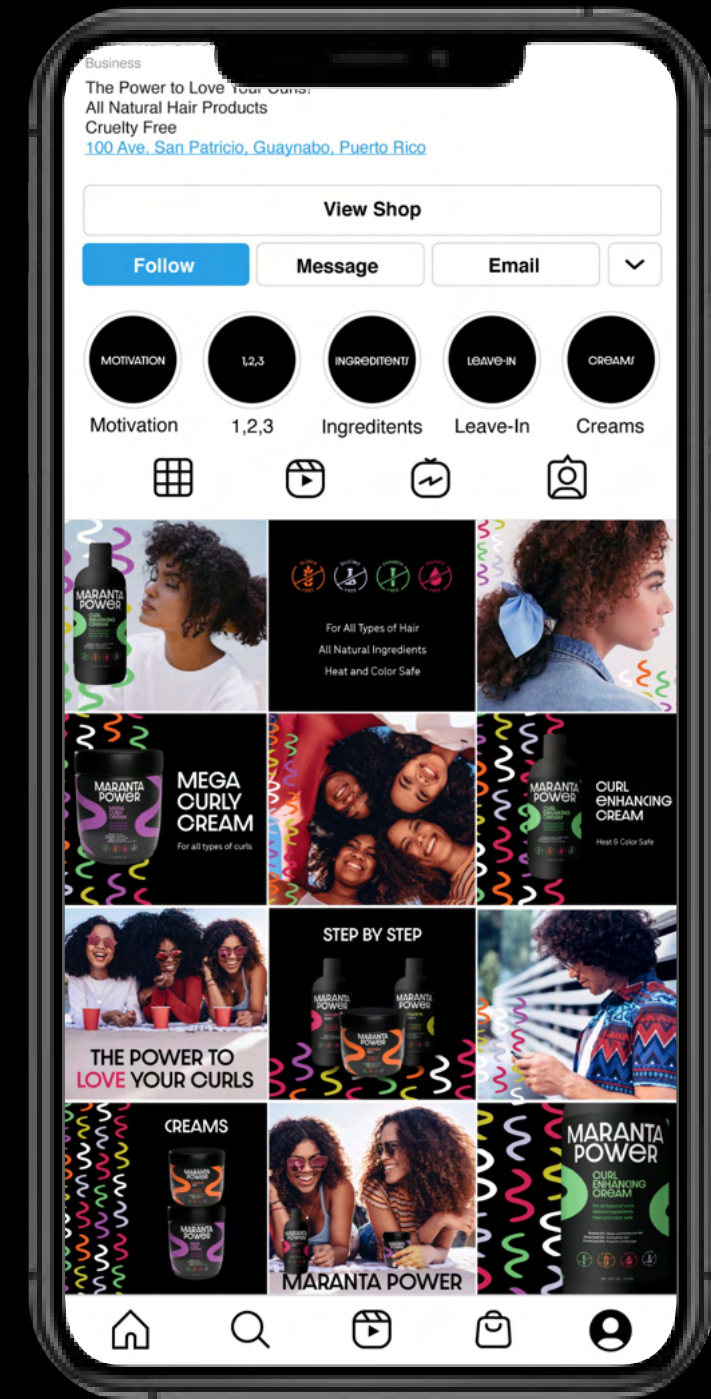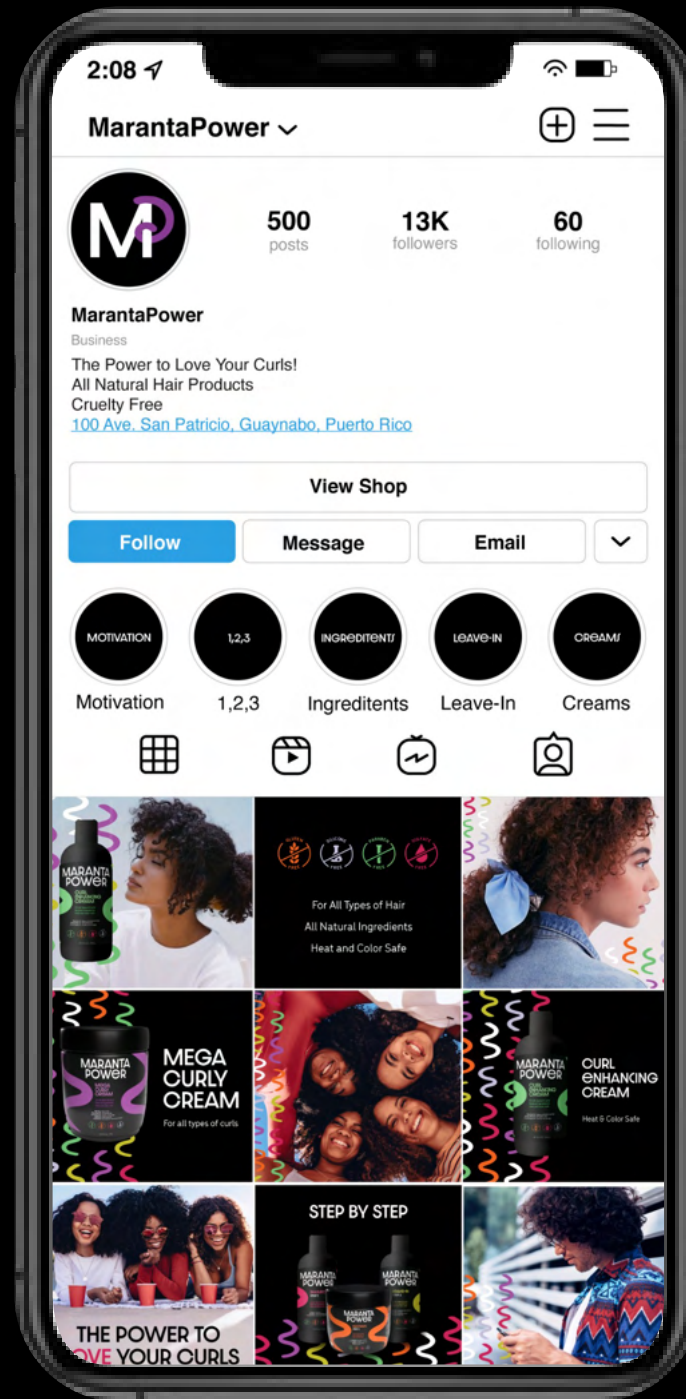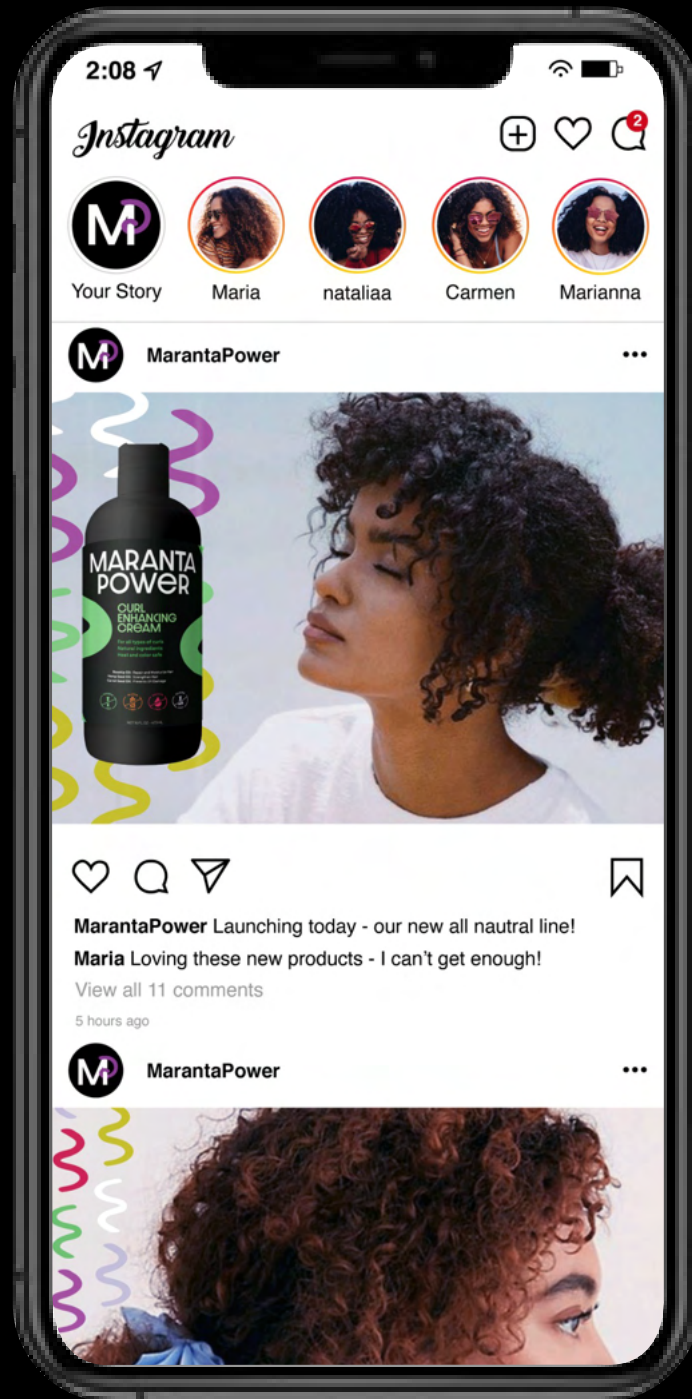
BRAND EXAMPLES

USAGE BREAKDOWN

Do
Place the pattern vertically, to the side of the subject in the image.

Dont
Place the pattern horizontally, or cover the subject or subjects hair in the image.

Use black as the main background for social media posts that include new products or text. Patterns and products may be layered on black backgrounds or images. Text may be layered on solid colored backgrounds, however text should not be placed on top of images to prevent illegibility.
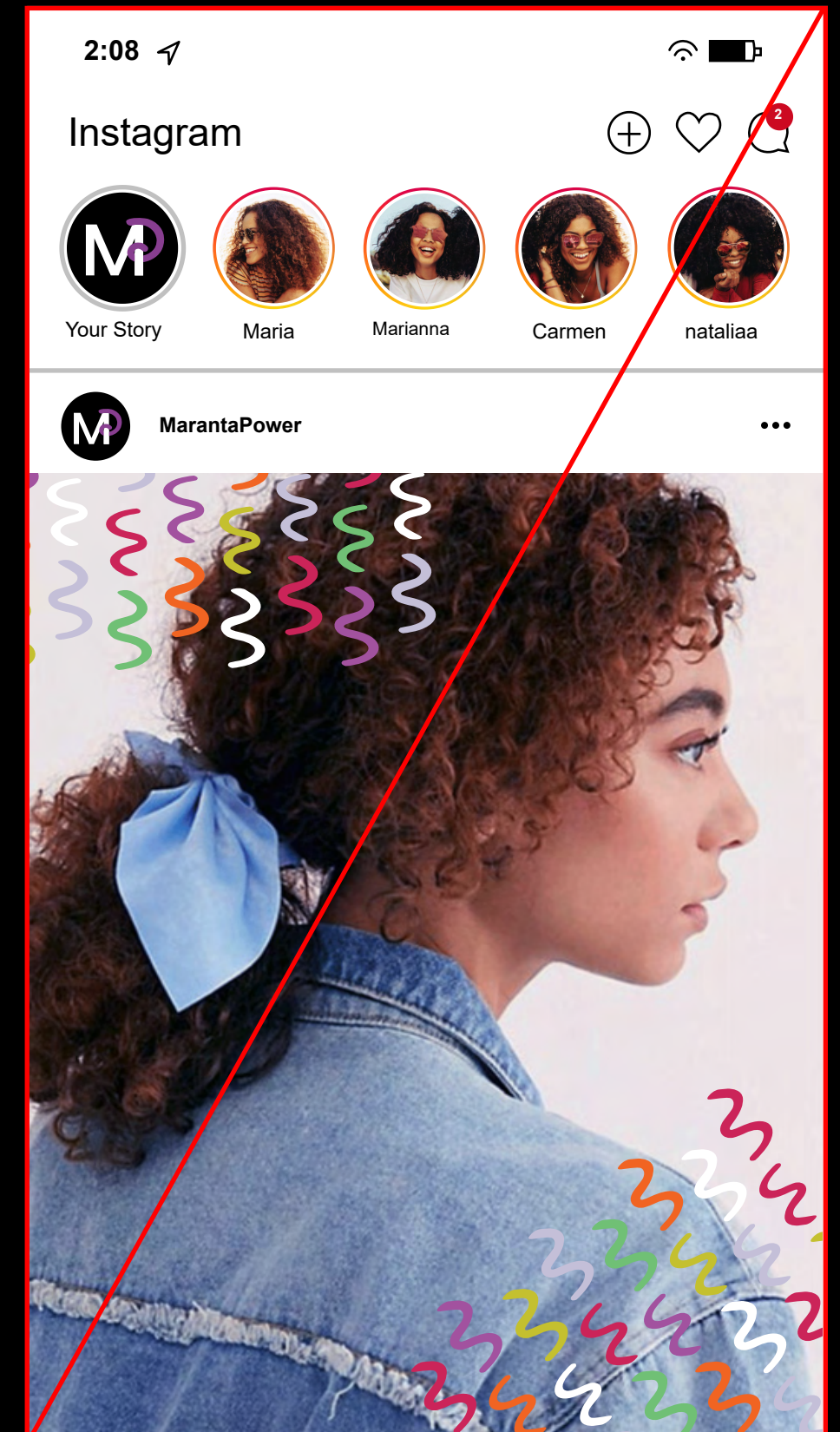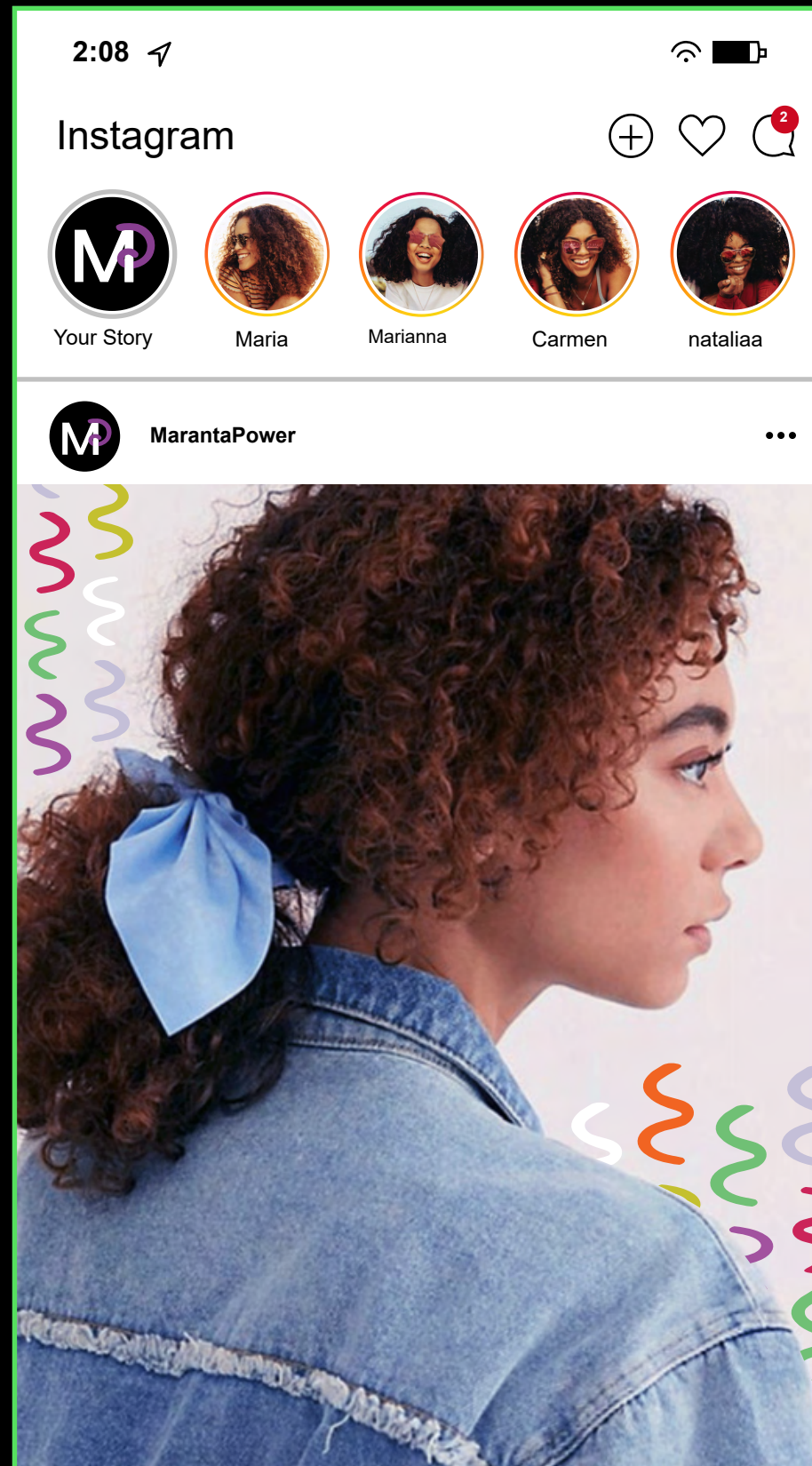
BRAND EXAMPLES

IMAGE TREATMENT

Without Color Balance filter
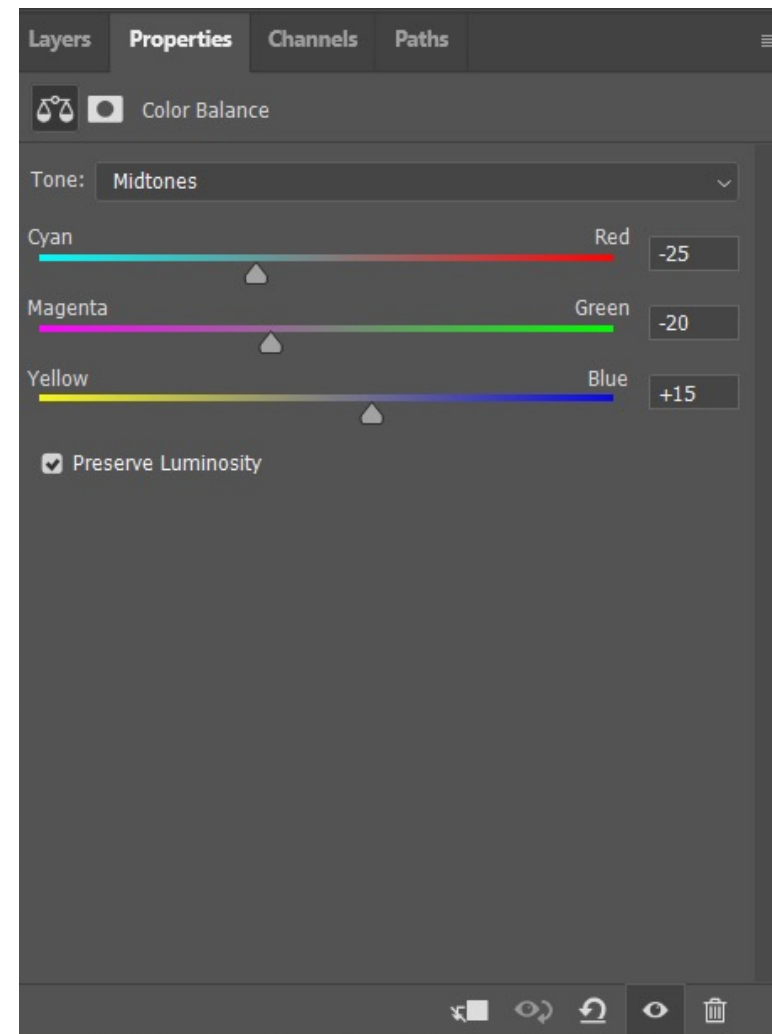
VS.

With Color Balance Filter

BRAND EXAMPLES
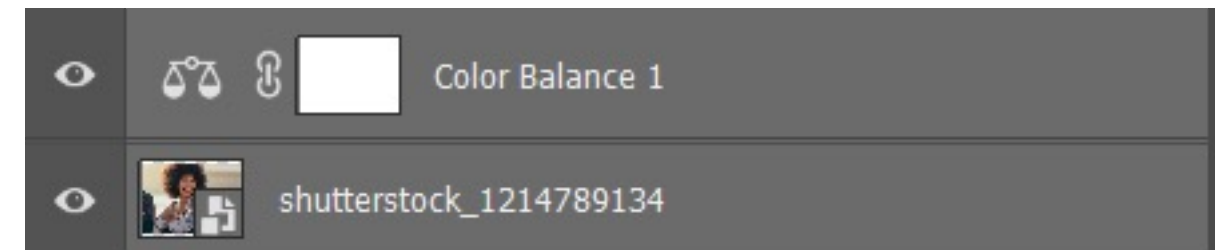
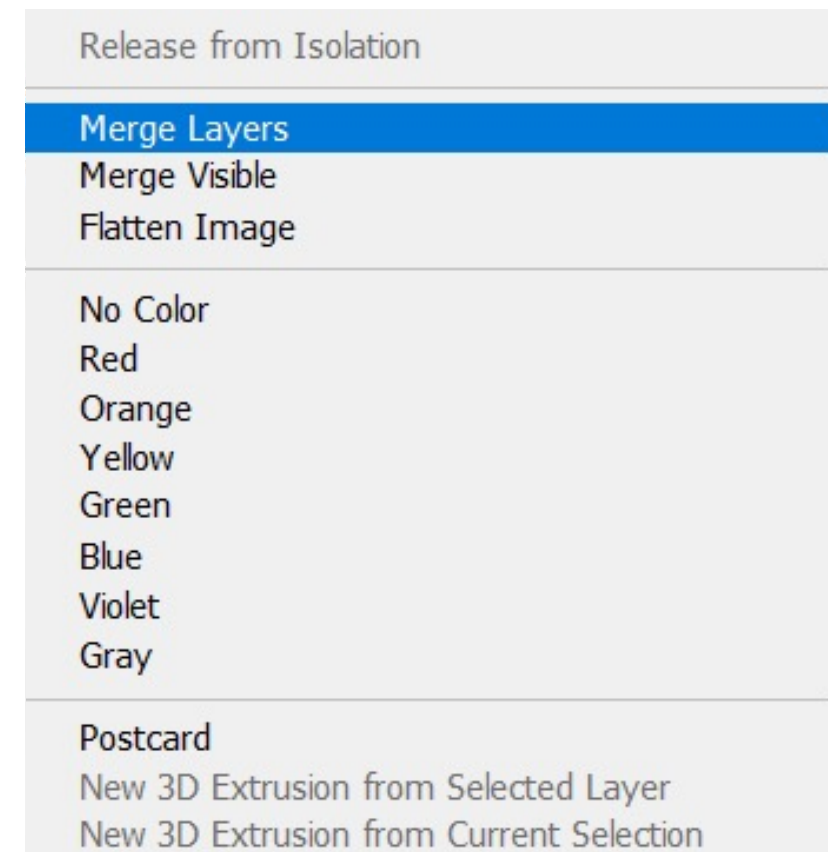## IMAGE TREATMENT PHOTOSHOP TUTORIAL

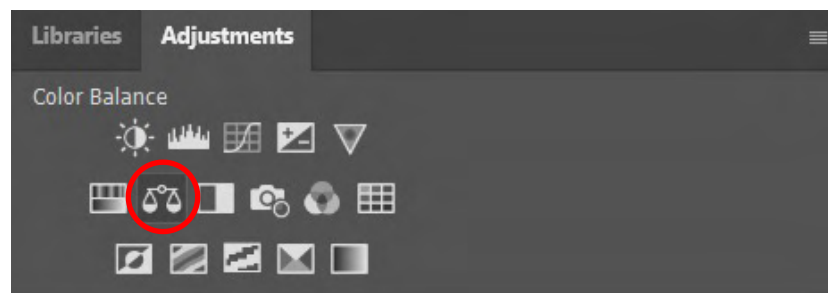Input Images>>Select one

Adjustment>>Color Balance
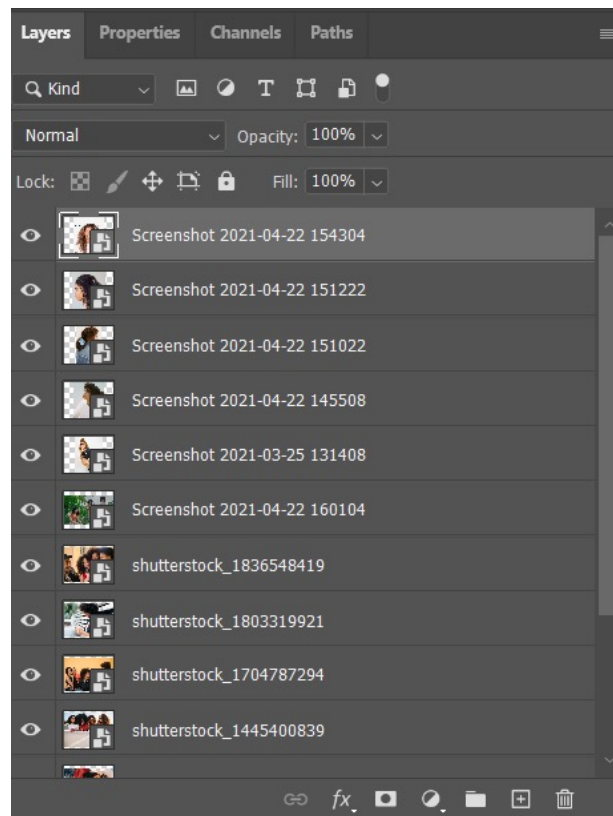
Midtones>>-25>>-20>>+15

Selected filter and image>>Right click

Merge Layers>>Export as PNG

¡GRACIAS!