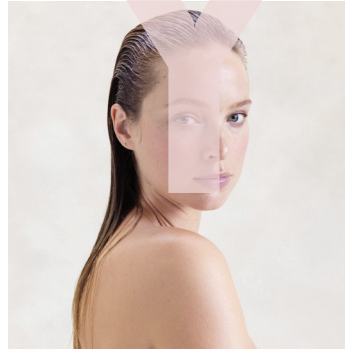


STYLE



H A T C H
MAMA



GUIDE

TABLE OF CONTENTS

The Brand

- 04 Overview
- 06 The Collection
- 08 Brand Snapshot

Color

- 11 Palette
- 12 General Usage
- 13 Carton Asset Details

Logo

- 15 Guidelines + Templates
- 16 Misuse
- 17 Use compared to brand name

Typography/Fonts

- 19 Approach
- 20 Fonts
- 22 Hierarchy
- 23 Application Examples
- 25 Iconography

Brand Elements

- 27 Visual Direction
- 28 Application Examples: Social Media, Website,
Emails, Press Release



Clean beauty solutions for women who
need stuff, by mamas who know stuff.

We've got your bump
(and the rest of your body, too).

HATCH MAMA is devoted to providing non-toxic, mama-safe, feel-good beauty designed to help mamas everywhere overcome the challenges unique to pregnancy. We're here to face the stretch marks, the thinning hair and the sleepless nights with you.





NON-TOXIC
PLANT-DERIVED
CRUELTY-FREE



THE COLLECTION

MEET THE SQUAD



PROTECT

NIPPLE + LIP Rescue Balm

Let's be honest. Breastfeeding is amazing + awesome but can be painful AF! This lanolin-free formula helps calm and soothe irritated nipples + relieve dry lips and other bits. Tropical butters and superfruits create a barrier against chapping and chaffing.

RADIATE

STRENGTH + SHINE Daily Fortifying Hair Oil

Make it shine with this multi-tasking hair oil that helps stimulate scalps + fortify hormonal strands to keep them healthy + hydrated. Its luxe blend of nutrient-rich oils, plant extracts & Vitamin E helps protect hair from falling out postpartum (spoiler alert) and it's so weightless, you can smooth it on daily.

PREPARE

BELLY MASK 4 pack Stretch Mark Minimizing Sheet Mask

Belly facials! Seriously. This all-natural hydrating sheet mask was made for pregnant bellies to help minimize stretch marks and help soften inflamed scar tissue postpartum.

NURTURE

BELLY OIL

Stretch Mark Reduction Therapy
Our nutrient-rich quick-dry oil helps relieve itching + reduce the appearance of stretch marks. Created with mamas-to-be in mind, it's a botanical blend formulated to support skin as it expands and provide deep hydration without a greasy feel. This is how you wear your vitamins.

BALANCE

DOWN GIRL

Soothing Leg + Foot Relief
Bring down that swell and invigorate tired limbs with this gel-based cooling cream. It's infused with a naturally derived ginger + peppermint blend for optimal relief that won't over-stimulate your senses.

ALIGN

POCKET SPA TRIO

Essential Oil Rollerballs
This set of three essential oil-based rollerballs will revive the mind, relieve the body + calm the spirit. Developed with mamas + mamas-to-be in mind, this skin-friendly wellness blend is alcohol-free, delicately scented for sensitive noses + safe to use during pregnancy. Roll on.



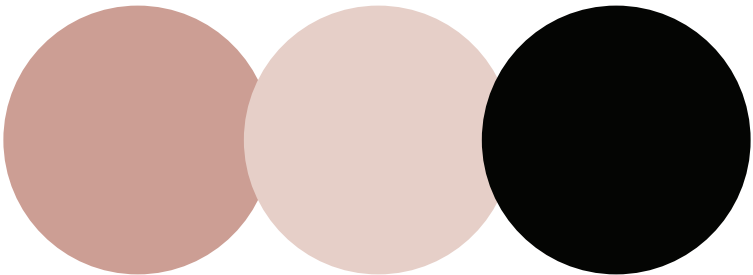
BRAND SNAPSHOT

PRIMARY LOGO



H A T C H
MAMA

COLOR PALETTE



PMS 2444C

PMS 14-1504 TPG

Offset Black

ICONS



NON TOXIC



HAND CRAFTED



MAMA SAFE

HATCH
MAMA



MAMA



COLOR PALETTE GENERAL USAGE

**PRIMARY COLOR FOR
SECONDARY PACKAGING:**

2444C.



RGB 220 165 156
HEX DCA59C
CMYK 1 36 31 1

BRAND COLOR 2:

The third brand color is 14-1504 TPG.



RGB 230 207 200
HEX E6CFC8
CMYK 0 10 13 10

TEXT COLOR

The main text color is black.



CARTON ASSET DETAILS

CARTONS

Dusty Pink (14-1316 TPG)
Exterior & Interior
Printed on Neenah Bright White
18pt eggshell



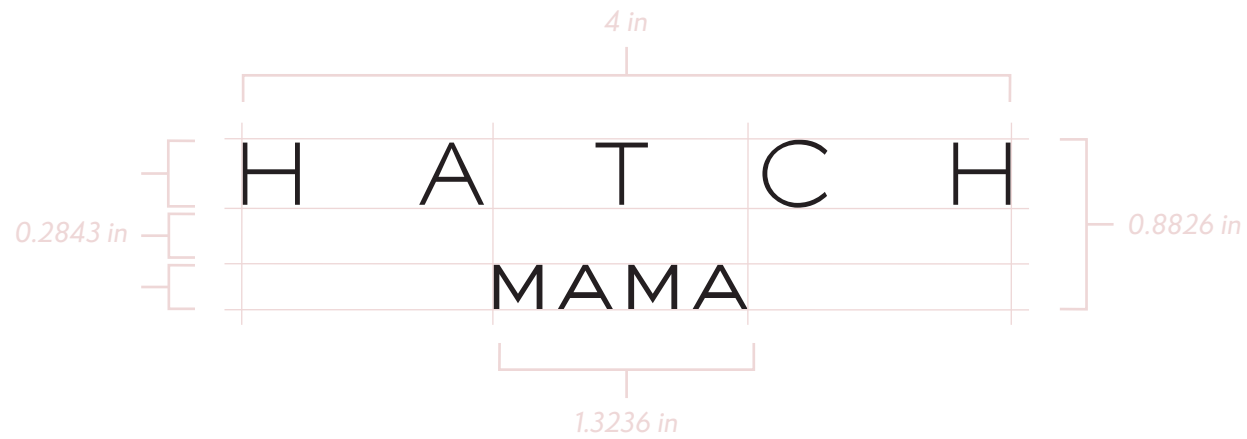
EMBOSSING

Round embossing, 16 depth
(Product name only, matte white stamp)
All other front copy knockout white

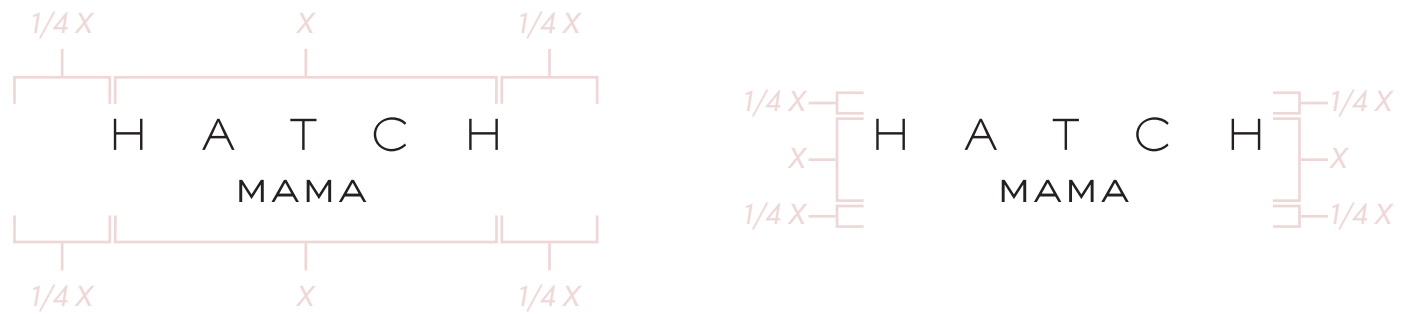


LOGO GUIDELINES + TEMPLATES

PRIMARY LOGO



SPATIAL STANDARDS



LOGO MISUSE

CORRECT



INCORRECT



Do not use unapproved colors for the logotype.



Do not use more than one color for the logotype.



Do not use colors too close in value. Make sure there is enough contrast for readability.



Do not use gradients, only flat colors.



Do not use unapproved colors behind the logotype.



Do not rotate the logo.



Do not warp or bend the logo.



Do not trap the logo. Leave ample negative space around it.

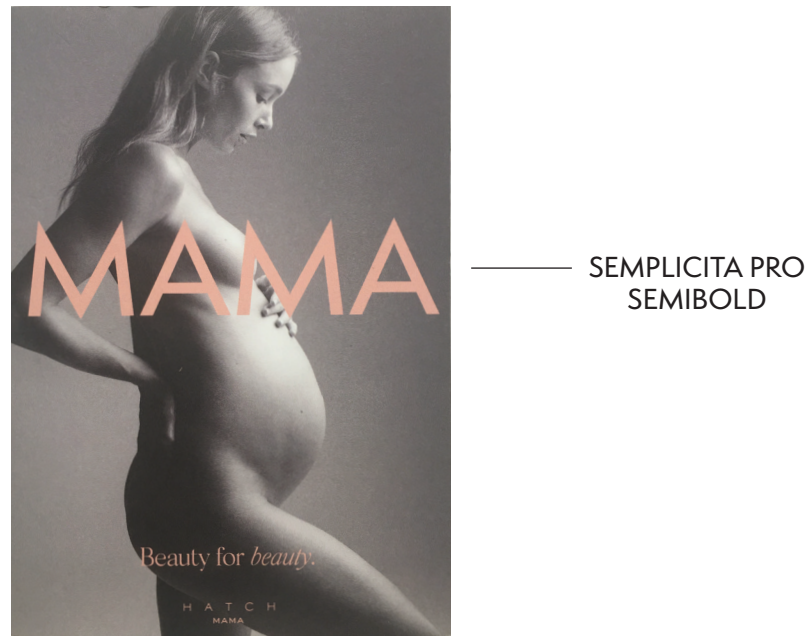


Do not stretch the logo. When resizing make sure to keep the proportions correct.



Do not outline the logo.

LOGO USE COMPARED TO BRAND NAME



HATCH MAMA

————— GOTHAM
MEDIUM

All the lotions +
potions you need

SHOP BEAUTY >

TYPOGRAPHIC APPROACH

The Canada Type Semplicita Pro family chosen for HATCH MAMA is both elegant and strong, projecting authority. While it is sans serif, the openness and rounded edges convey femininity even in all uppercase. The family is just as impactful in Light and Medium weight as in Bold.

Caslon Thin Italic is a serif typeface used secondarily on packaging to complement Semplicita Pro.

Uppercase and lowercase combinations of Silk Serif in Light and italics add a conversational and welcoming tone to social messaging and collateral.



FONTS

PRIMARY

CANADA TYPE /
SEMPlicita PRO
MEDIUM

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

CANADA TYPE /
SEMPlicita PRO
LIGHT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

FONTS SECONDARY

ITC AVANT GARDE GOTHIC

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

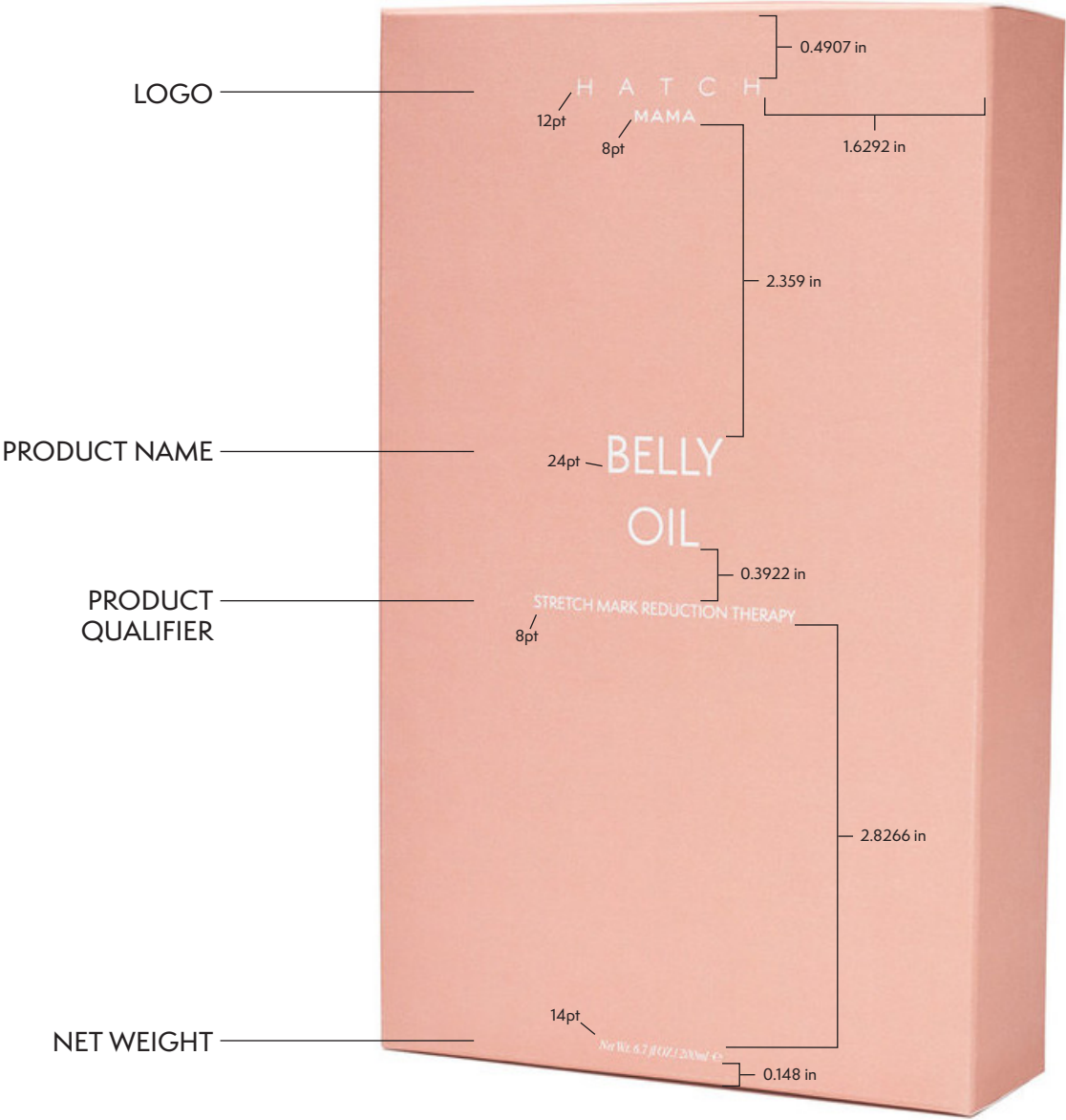
SILK SERIF LIGHT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SILK SERIF EXTRA LIGHT

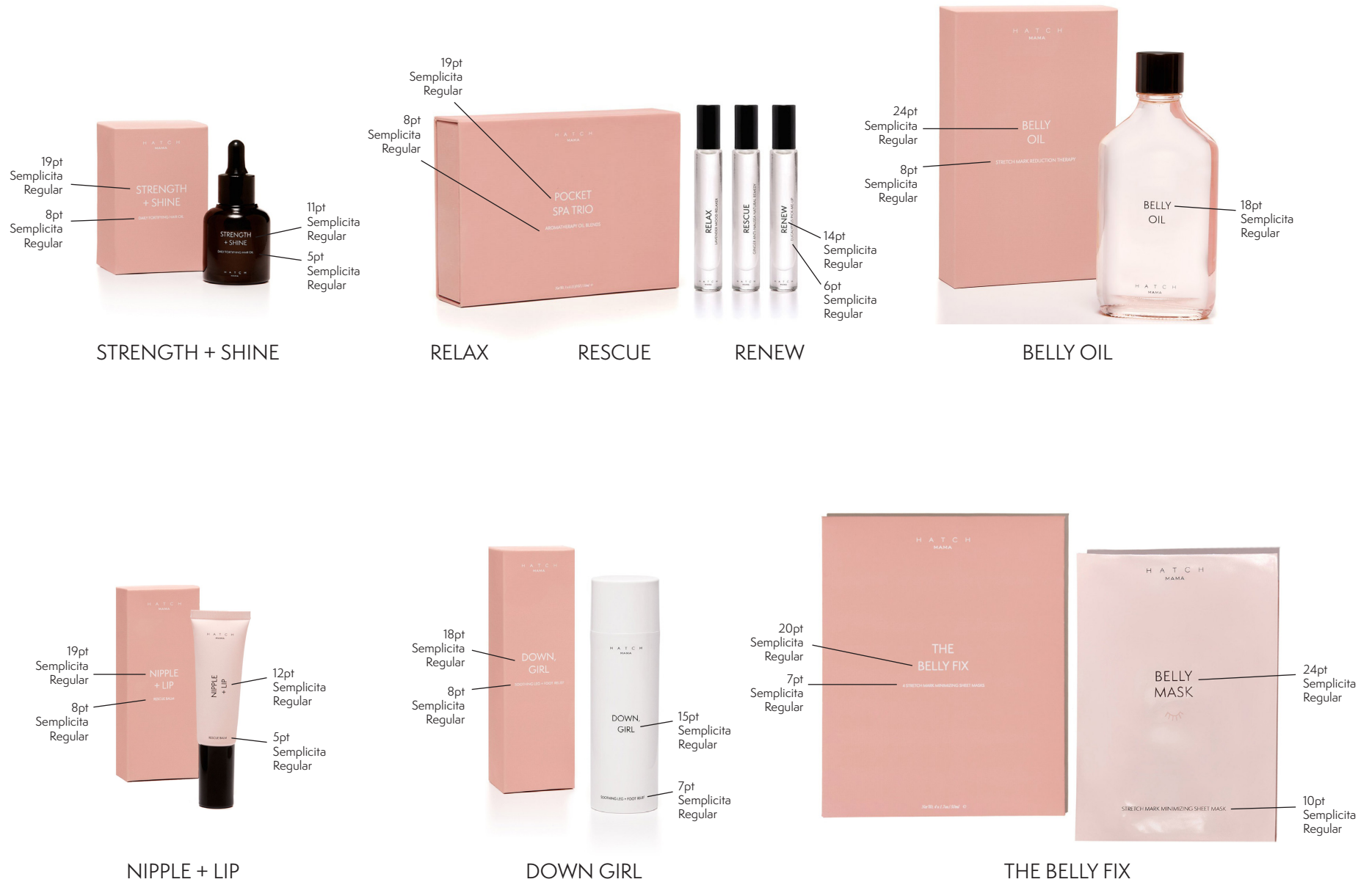
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

HIERARCHY



APPLICATION EXAMPLES

CARTONS + COMPONENTS



APPLICATION EXAMPLES

CARTON INTERIORS

STRENGTH + SHINE		RELAX	RESCUE	RENEW	POCKET SPA TRIO	
NURTURE (8pt Semplicita Regular)		CALM (8pt Semplicita Regular)	COMFORT (8pt Semplicita Regular)	RISE (8pt Semplicita Regular)	ALIGN (8pt Semplicita Regular)	
BELLY OIL		NIPPLE + LIP		DOWN GIRL		THE BELLY FIX
NURTURE (12pt Semplicita Regular)		PROTECT (8pt Semplicita Regular)		BALANCE (8pt Semplicita Regular)		PREPARE (19pt Semplicita Regular)

ICONOGRAPHY



NON TOXIC



HAND CRAFTED



MAMA SAFE

Icons used on boxes and components, locked up with words.
Printed in offset black. Always outlined, never filled in.

VISUAL DIRECTION

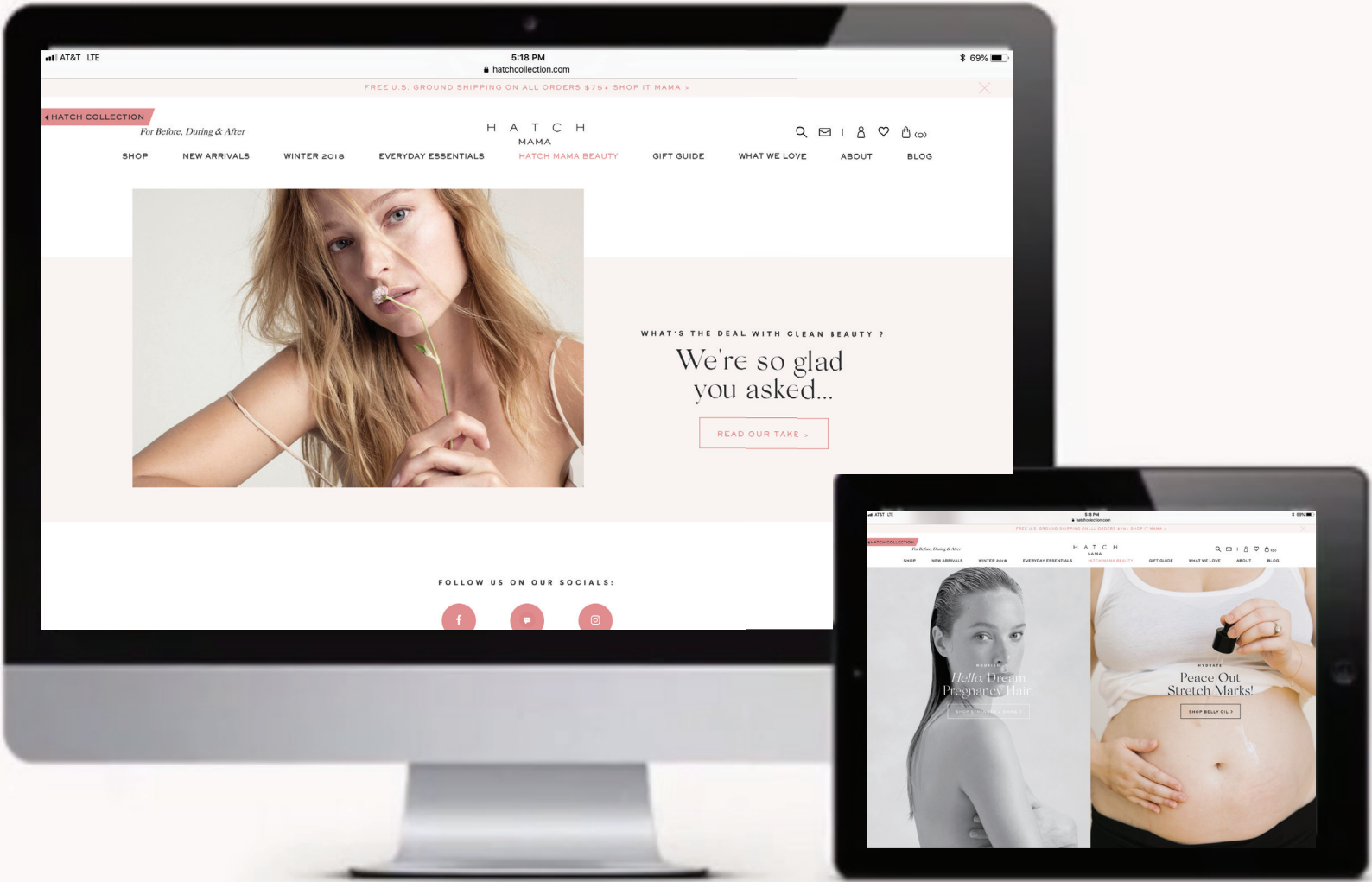
The visual language for HATCH MAMA is a balance of contrasts. Strength and softness. Movement and stillness. Playfulness and calm. Aspirational yet relatable. Empowering yet approachable.

HATCH MAMA is a textural composition of femininity that combines black and white photography with full color. Graphic overlays mix with color blocks and full bleed photos with bold typography. Softer lighting and backdrops of environmental still life's are in high contrast with crisply lit product shots on seamless white backgrounds. Strength and radiance is conveyed in minimally composed shots.

Typography is a layered approach of the softness of italics and Silk serif mixed with the strength and modernity of Semplicita sans serif.



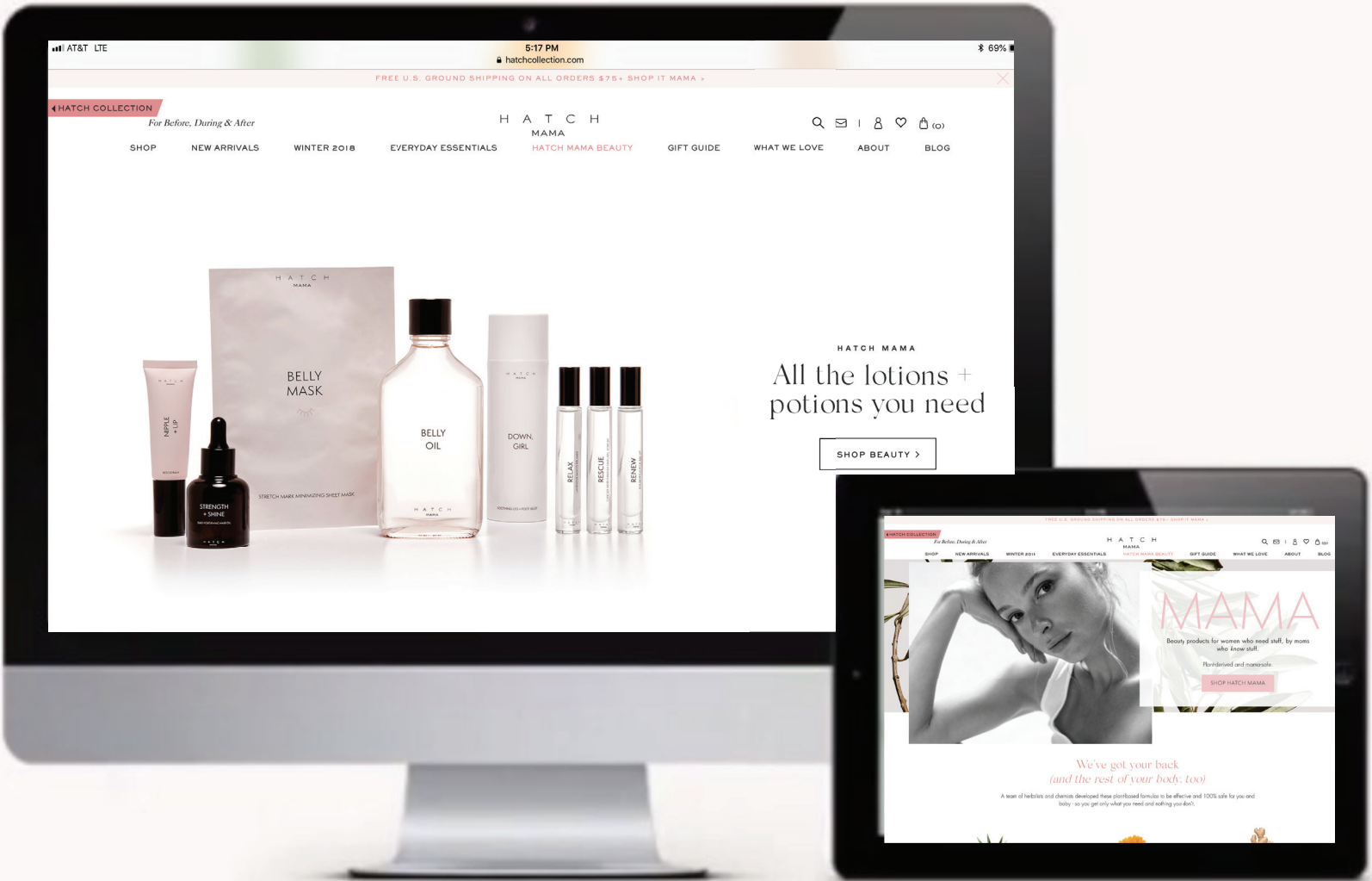
APPLICATION EXAMPLE
WEBSITE



APPLICATION EXAMPLE
WEBSITE



APPLICATION EXAMPLE
WEBSITE





31

APPLICATION EXAMPLE

EMAILS



What Words Define You, Mama?
September 10, 2018 at 11:05 AM

HATCH

NEW ARRIVALS HATCH MAMA DRESSES DENIM

RADIANT

We're all different, but we all appreciate clean, safe, restorative beauty.
We're all HATCH Mama.

8 non-toxic products designed to solve pregnancy's *biggest* issues

Nurture from the inside out

#HATCHtagged

Come join our crew. Show us how you wear HATCH and we'll share the love right back.

DO IT FOR THE CROWD →

Refer a Friend

Everything's better with a gal pal. Spread the word and she'll get 10% off of her first order. You'll get a \$25 gift code when she closes the deal.

PASS IT ON! →

HATCH Mama Beauty is Here
January 25, 2018 at 3:01 PM

HATCH

HATCH MAMA NEW ARRIVALS DRESSES DENIM

MEET THE SQUAD.
EXPLORE HATCH MAMA →

NURTURE
BELLY OIL
Reveal Mask Reduction Therapy
This best-selling product is a restorative for your skin. It's gentle, it's effective, and it's perfect for your skin. It's the only product that can help you achieve the appearance of smooth skin. You have your skin, you have your skin.

PREPARE
BELLY MASK - 4 pack
Reveal Mask
Minimizing Sheet Mask
This best-selling product is a restorative for your skin. It's gentle, it's effective, and it's perfect for your skin. It's the only product that can help you achieve the appearance of smooth skin. You have your skin, you have your skin.

PROTECT
SIMPLE - UP
Reveal Mask
This best-selling product is a restorative for your skin. It's gentle, it's effective, and it's perfect for your skin. It's the only product that can help you achieve the appearance of smooth skin. You have your skin, you have your skin.

BALANCE
DOWN CARE
Reveal Mask
This best-selling product is a restorative for your skin. It's gentle, it's effective, and it's perfect for your skin. It's the only product that can help you achieve the appearance of smooth skin. You have your skin, you have your skin.

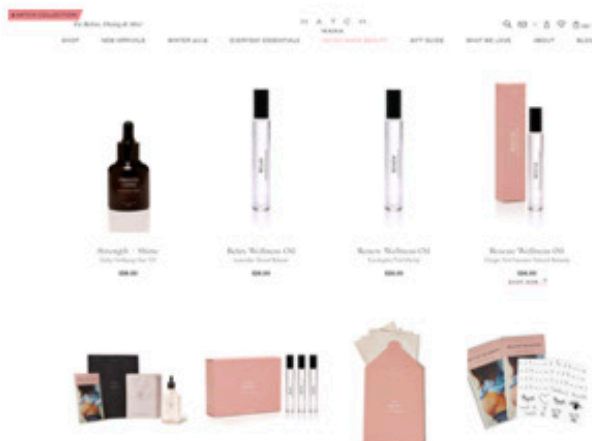
RADIATE
ETHANOL - SHINE
Daily Fortifying Hair Oil
This best-selling product is a restorative for your skin. It's gentle, it's effective, and it's perfect for your skin. It's the only product that can help you achieve the appearance of smooth skin. You have your skin, you have your skin.

ALIGN
POCKET SPA TRO
Essential Oil Rollerballs
This best-selling product is a restorative for your skin. It's gentle, it's effective, and it's perfect for your skin. It's the only product that can help you achieve the appearance of smooth skin. You have your skin, you have your skin.

HATCH MAMA

APPLICATION EXAMPLE PHOTOGRAPHY

PRODUCT SHOTS



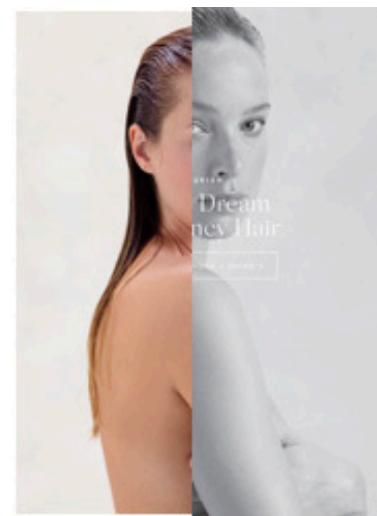
Shot on bright cool white background, no seam or sight lines. Utilize indirect light to create bottom shadows.

ENVIRONMENTAL STILL LIFE



Shot on cool white/grey backdrop with soft seam. Minimal compositions of ingredient-based botanicals alongside primary components.

MAMA SHOTS



Combination of black and white and full color. Often paired together to achieve texture.

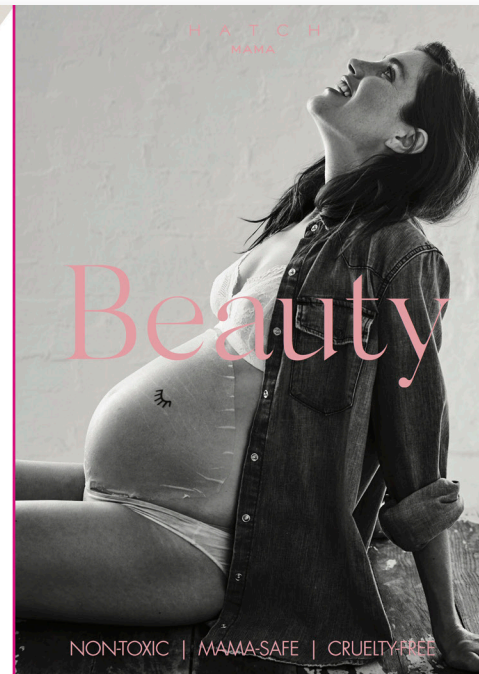
Clean Beauty Solutions

For women who *need* stuff,
by mamas who *know* stuff.

Gone are the days of cobbling together your friends' prego product tips. HATCH Mama is non-toxic, mama-safe, *feel-good* beauty designed to help mamas everywhere overcome the challenges unique to pregnancy. From stretch marks to thinning hair to sleepless nights, we're helping you tackle every pre + postnatal beauty issue *HEAD ON* so you can continue to feel like the best version of YOU. We've got your back — *and the rest of your body, too.*



NO PARABENS
NO FRAGRANCE
NO DYES
NO PHTHALATES
NO WORRIES



SAYONARA, SWELLING

DOWN, GIRL.
Soothing Leg + Foot Relief

Bring down that *swell* and invigorate tired limbs with this gel-based cooling cream. Infused with a naturally derived ginger + peppermint blend, it provides optimal relief without *over-stimulating* your senses.



SCALP STIMULATING

STRENGTH + SHINE
Daily Fortifying Hair Oil

A luxurious blend of nutrient-rich oils, plant extracts & Vitamin E, this *multi-tasking hair oil* helps stimulate scalps, fortify hormonal strands + fight postpartum hair loss.

HELLO, HYDRATION

BELLY MASK
Stretch Mark Minimizing Sheet Mask

Belly facials! *Seriously.* This all-natural hydrating sheet mask was made for pregnant bellies to help minimize stretch marks and help soften inflamed scar tissue postpartum.



PEACE OUT, STRETCH MARKS

BELLY OIL
Stretch Mark Reduction Therapy

This nutrient-rich *quick-dry oil* helps relieve itching + reduce the appearance of stretch marks. Created with mamas to be in mind, it supports skin as it expands + provides deep hydration without a greasy feel. *This* is how you wear your vitamins.

LIPS NOW (NIPPS LATER)

NIPPLE + LIP
Rescuer Balm

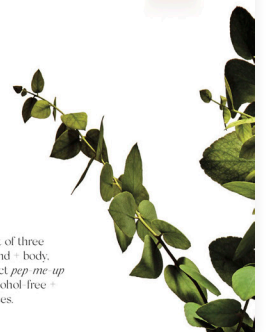
Breastfeeding can be *hades*. But it can also be a pain in the ass. This lanolin-free formula helps calm + soothe irritated nipples, dry lips and other bits. Tropical butters + superfruits create a barrier against chapping + chafing.



WELLNESS 911

POCKET SPA TRIO
Rescue, Relax, Renew
Essential Oil Rollerballs

Hello, portable *pampering*. This set of three essential oil blends relaxes the mind + body, relieves nausea + makes the perfect *pep me up* to get through the day. It's also alcohol-free + *delicately* scented for sensitive noses.



H A T C H
MAMA

Beauty

Clean beauty solutions for women who *need* stuff,
by mamas who *know* stuff

NON-TOXIC | PLANT-DERIVED | MAMA-SAFE | CRUELTY-FREE

Always free of parabens, phthalates, dyes, fragrance and worries.

Gone are the days of cobbling together your friends' preggo product tips. HATCH Mama is non-toxic, mama-safe, feel-good beauty designed to help mamas everywhere overcome the challenges unique to pregnancy. From stretch marks to thinning hair to sleepless nights, we're helping you tackle every pre + postnatal beauty issue HEAD ON so you can continue to feel like the best version of YOU. We've got your back - and the rest of your body, too.

OUR STORY:

Six years ago, Ariane Goldman created HATCH Collection to fill a void in the maternity clothing market; she launched an original line of chic and timeless clothing meant to be worn (and loved) at every stage of pregnancy. Speaking with her incredible customers over the years, she realized there was another gap in the market: safe maternity skin care that actually felt good to indulge in. In 2018, HATCH Mama was born: non-toxic, mama-safe, feel-good beauty designed to help mamas everywhere overcome the challenges unique to pregnancy - tackling every pre + postnatal beauty issue head on so they can continue to feel like the best version of themselves.

OUR PRODUCTS:

DOWN, GIRL

Soothing Leg + Foot Relief

Bring down that *swell* and invigorate tired limbs with this gel-based cooling cream. Infused with a naturally derived ginger + peppermint blend, it provides optimal relief without *over-stimulating* your senses.

STRENGTH+SHINE

Daily Fortifying Hair Oil

A luxurious blend of nutrient-rich oils, plant extracts + Vitamin E, this *multi-tasking* hair oil helps stimulate scalps, fortify hormonal strands + fight postpartum hair loss.

BELLY MASK

Stretch Mark Minimizing Sheet Mask

Belly facials?! *Seriously*. This all-natural hydrating sheet mask is the ultimate self-care mama moment. It's a targeted treatment for pregnant bellies that helps minimize stretch marks during pregnancy + soften scar tissue postpartum.

BELLY OIL

Stretch Mark Reduction Therapy

This nutrient-rich *quick-dry* oil helps relieve itching + reduce the appearance of stretch marks. Created with mamas-to-be in mind, it supports skin as it expands + provides deep hydration without a greasy feel. *This* is how you wear your vitamins.

NIPPLE+LIP

Rescue Balm

Let's be honest. Breastfeeding is amazing + awesome but can be painful AF! This lanolin-free formula helps calm and soothe irritated nipples + relieve dry lips and other bits. Tropical butters and superfruits create a barrier against chapping and chaffing.

RENEW WELLNESS OIL

Eucalyptus Pick-Me-Up

Your wake-up call. Has the word *exhausted* taken on new meaning? For the days when that half-cup of coffee won't do, this refreshing roll-on aromatherapy oil blend will say *HELLO MAMA!* Developed with mamas + mamas-to-be in mind, this skin-friendly wellness blend is alcohol-free, delicately scented for sensitive noses + safe to use during pregnancy. *Roll on.*

RESCUE WELLNESS OIL

Ginger Nausea Relief

Like *YOUR* mama told you, this too shall pass. Introducing our nausea relief aromatherapy oil blend, infused with ginger extracts so you can linger longer in bed...and not on your bathroom floor. Developed with mamas + mamas-to-be in mind, this skin-friendly wellness blend is alcohol-free, delicately scented for sensitive noses + safe to use during pregnancy. *Roll on.*

RELAX WELLNESS OIL

Lavender Mood Relaxer

For those "Holy Sh*t I'm having a baby" moments at 3am, this calming aromatherapy oil blend infused with lavender extracts will help you relax and remember that *it's going to be FINE*. Developed with mamas + mamas-to-be in mind, this skin-friendly wellness blend is alcohol-free, delicately scented for sensitive noses + safe to use during pregnancy. *Namaste.*

THE BELLY TATTOOS

Capture each stage of pregnancy and gender reveal for friends, family and your own memory book, with month by month temporary tattoos printed with vegetable-based ink. Photographable and flashable badges of honor!

THANK



YOU