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01

# INTRO TO OUR BRAND



**BE**

**BOLD**

**BE**

**BEARDED**





OUR PURPOSE

---

**WE INSPIRE  
CONFIDENCE FOR A  
LIFE WELL LIVED**





## BRAND GUARDRAILS

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# WE ARE

### **STRAIGHTFORWARD, TO THE POINT**

We Speak Simply And Directly, Without Beating Around The Bush.

### **REAL TALK**

We Use Colloquialisms As If Talking To Peers, Keeping It Conversational And Casual.

### **EASY GOING & APPROACHABLE**

We're Inviting And Accepting, Maintaining A Welcoming Community And Encouraging Openness.

### **GENUINELY COMMITTED**

We Are Passionate About What We Do, And We Aren't Afraid To Show It... We Speak With Confident Enthusiasm.

### **CHOICE-FULLY CLEVER BANTER**

We May Keep It Simple, But We Don't Take Ourselves Too Seriously. We Love A Subtle Play On Words And A Bit Of Light Humor.



# OUR TONE OF VOICE

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Our tone of voice reflects our core values of bold simplicity and effortless confidence.

In each verbal expression, there is an element of the personal - an approachable informality that speaks to a desire for clarity amidst the chaos of the category.

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## 01

### **BOLD IMPACT**

- WHY DO WITH SIX STEPS WHAT YOU COULD DO WITH ONE?
- TAME THE BEARD, CUT THE BULL
- SAVE IT, DON'T SHAVE IT

---

## 02

### **RELATABLE REAL TALK**

- THE GROOMING ROUTINE TO PUT ALL OTHERS TO BED... SO YOU CAN ACTUALLY GET TO BED
- IT DOESN'T TAKE WIZARDRY TO LOOK THIS WELL-GROOMED
- SOMETHING YOU'LL ACTUALLY WANT TO ADD TO YOUR TO-DO LIST

---

## 03

### **PASSION & COMMITMENT**

- WE'VE GOT YOUR BACK. AND YOUR FRONT, FOR THAT MATTER
- TOOLS YOU NEED TO BREAK FREE FROM THE REGIME
- GROOMING ESSENTIALS THAT GET AS MUCH SHIT DONE AS YOU DO
- NOT AFRAID TO GET UP CLOSE & PERSONAL





**BRAND  
PERSONAS**



---

**OUR YOUNGER CONSUMERS  
(MALE & FEMALE) SPEND A  
PREMIUM & TRUST BEARD  
CLUB FIRST**

---

**83%**

OF OUR CONSUMERS MAKE THEIR FIRST  
BEARD-RELATED PURCHASE WITH US

---

**62%**

OF OUR CONSUMERS ARE  
18-34 (**31%** AGE 35-54)

---

**84%**

OF FEMALES BUY GROOMING PRODUCTS  
FOR THEIR SPOUSE/SIGNIFICANT OTHER

---

**\$70+**

AVERAGE BASKET SIZE ON FIRST ORDER



# BEARD MARKET SEGMENTATION

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**ASPIRATIONAL GROWERS**

Correct hair growth to feel good & attractive, trying to grow a beard, struggle with patchiness and slow growth



**MILLENNIAL CAREERISTS**

Just tell them what to do & buy, prefer a good value, driven by functional benefits



**LOW MAINTENANCE**

Just let their beard grow, have sensitive skin, struggle with itchiness/irritation, acne/pimples



**IT'S JUST A BEARD**

Want beard to feel fresh & soft with minimal effort, like their appearance with a beard, no skin concerns



**MODERN WELLNESS SEEKERS**

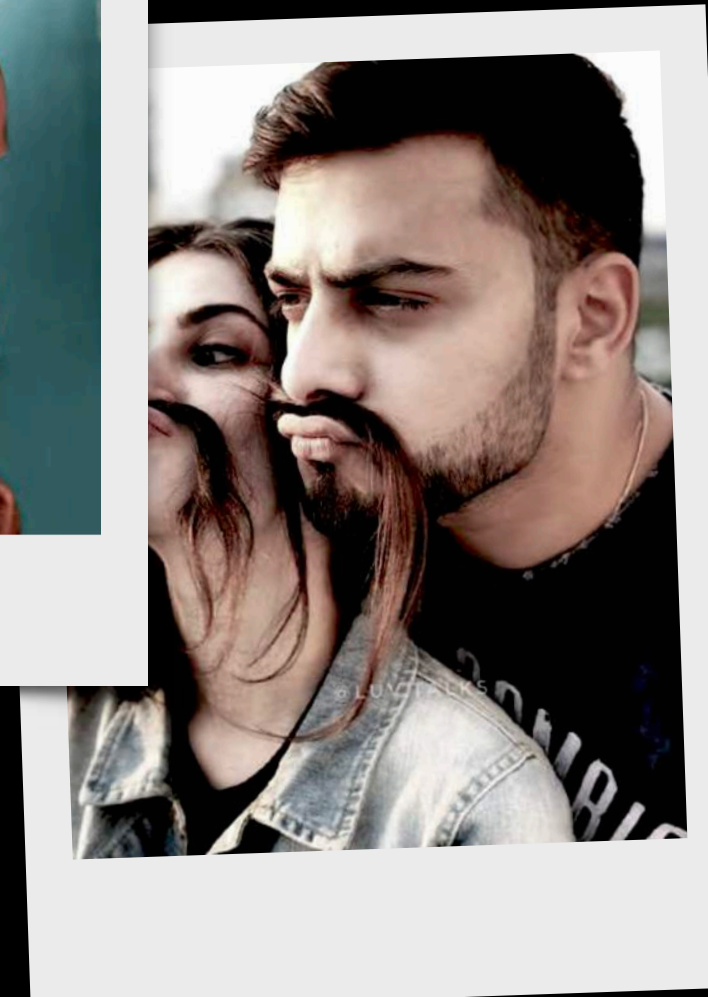
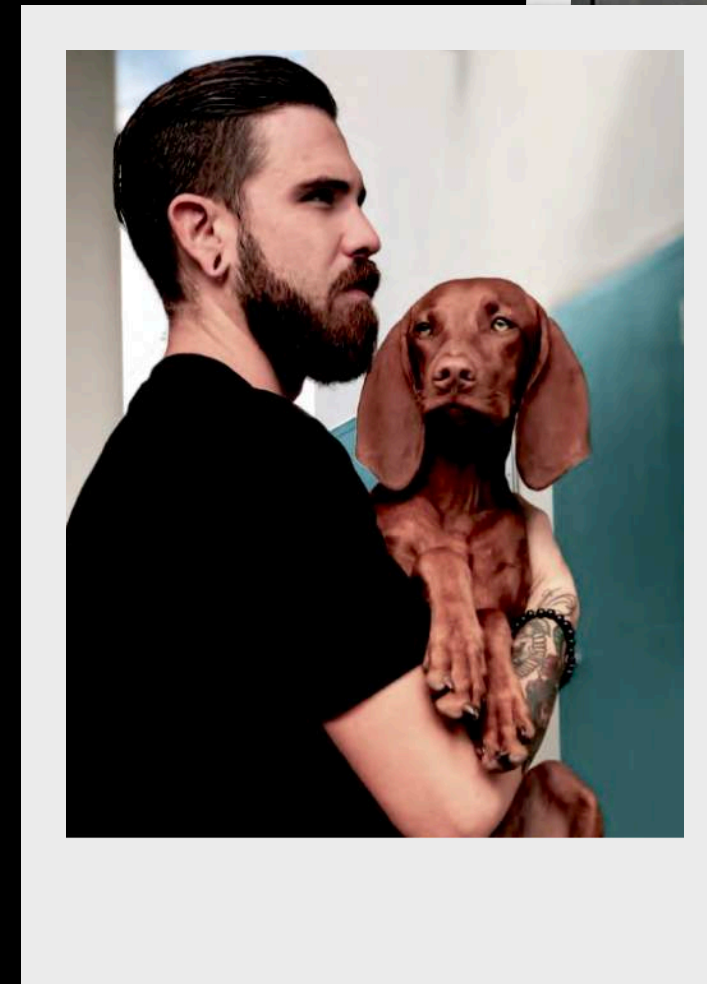
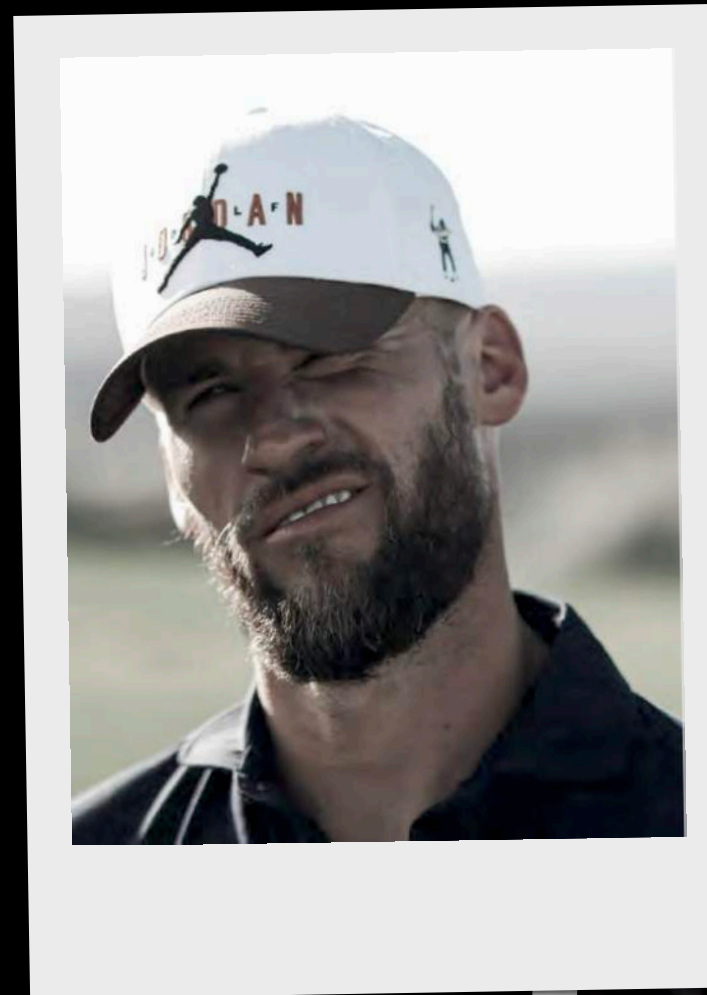
Want natural/organic ingredients, lead a healthy lifestyle, have an emotional connection to having a beard



# MARC

## THE MODERN WELLNESS SEEKER

- He is a millennial caucasian (hispanic & asian)
- Athleisure, outdoorsy vibe, yet not afraid to go formal
- Married college grad with a higher income urban/city living in the south & northeast
- He prefers a short beard, sometimes runs a goatee/ mustache curbing his dandruff & dry, irritated skin is a must
- Beard trimmer is his go-to, brush & safety razor also in his bag durability is key, along with a little to no-mess clean cut
- He freshens up with oil, wash, 2-1, cream, & also dabbles a bit with growth, color, spray, & conditioner
- Healthy ingredients & a soft/clean feel matter most, inspired positivity & confidence make him tick
- Family time, golf, music, & staying active are how he stays sane he is a bit of a gamer, likes the nfl, nba, mlb, & is open-minded, optimistic, & appreciates a good sense of humor



67%

USE A BEARD  
TRIMMER

93%

OF USERS USE AT  
LEAST 3X MONTH

\$121

SPENT PER YEAR ON  
MEN'S GROOMING  
TOOLS

\$200

SPENT ON GROOMING  
PRODUCTS IN PAST 6  
MONTHS



# CARL

## THE MILLENNIAL CAREERIST

- He is a millennial caucasian (African-American) stylish designer, mixed with some trendy hipster
- Married college grad with a higher income urban/city living primarily in the south
- He prefers a short beard & occasionally grows it long wants to fix his thinning hair, dandruff, & dry, irritated skin
- Shavers & trimmers are his tools, he's also hooked on disposables he's a brand guy that values his time & quality goods
- He cleans up nice up with oil, wash, 2-1, cream, & also interested in growth, balm, color, & conditioner
- Wants to strengthen his hair while feeling clean & acne free
- His beard brings confidence to his hard working, innovative vibe
- Family, success, & physical health bring him happiness, & he's an easy-going, major sports watching dude, who likes to cook & entertain with those he loves



**48%**

USE A BEARD  
TRIMMER

**99%**

OF USERS USE AT  
LEAST 3X MONTH

**\$179**

SPENT PER YEAR ON  
MEN'S GROOMING  
TOOLS

**\$230**

SPENT ON GROOMING  
PRODUCTS IN PAST 6  
MONTHS



# STEVEN

## THE ASPIRATIONAL BEARD STRIVER

- He is a millennial caucasian (gen z hispanic) casually business casual, with a side of athleisure
- Not married, college guy with a lower to middle income burbs life in the south, with some westcoast love
- A short beard guy who's not afraid to go long or run a goatee/ mustache looking to fill in his patchiness & thicken/strengthen his hair
- Shavers & trimmers adorn the counter, alongside his old clippers
- Values self care & quality, his beard helps him feel attractive and confident
- He keeps it classy with wash, oil, 2-1, & cream occasionally buys and uses growth, balm, spray, & color
- Wants to speed up growth and combat the uber itchy irritation
- He's positive, yet emotional, which flows well with his young/hip tone
- Community driven with a passion for his career, entertaining & playing cards at home, & follows nascar, wrestling, & MLS soccer he's influenced by celebs & has an eye for fashion/style



58%

USE A BEARD  
TRIMMER

90%

OF USERS USE AT  
LEAST 3X MONTH

\$75

SPENT PER YEAR ON  
MEN'S GROOMING  
TOOLS

\$118

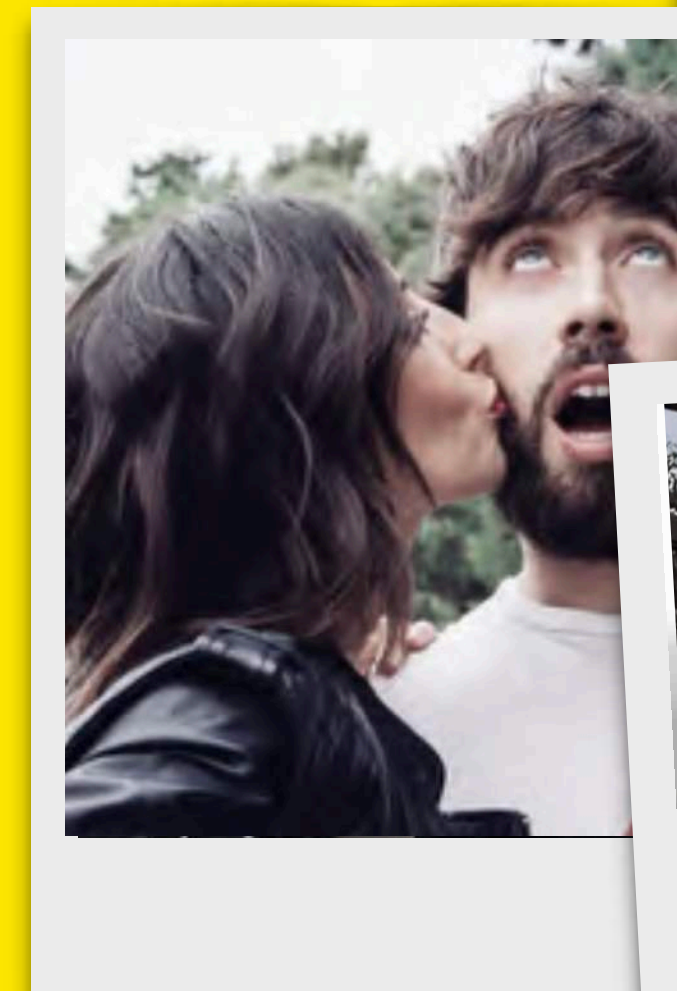
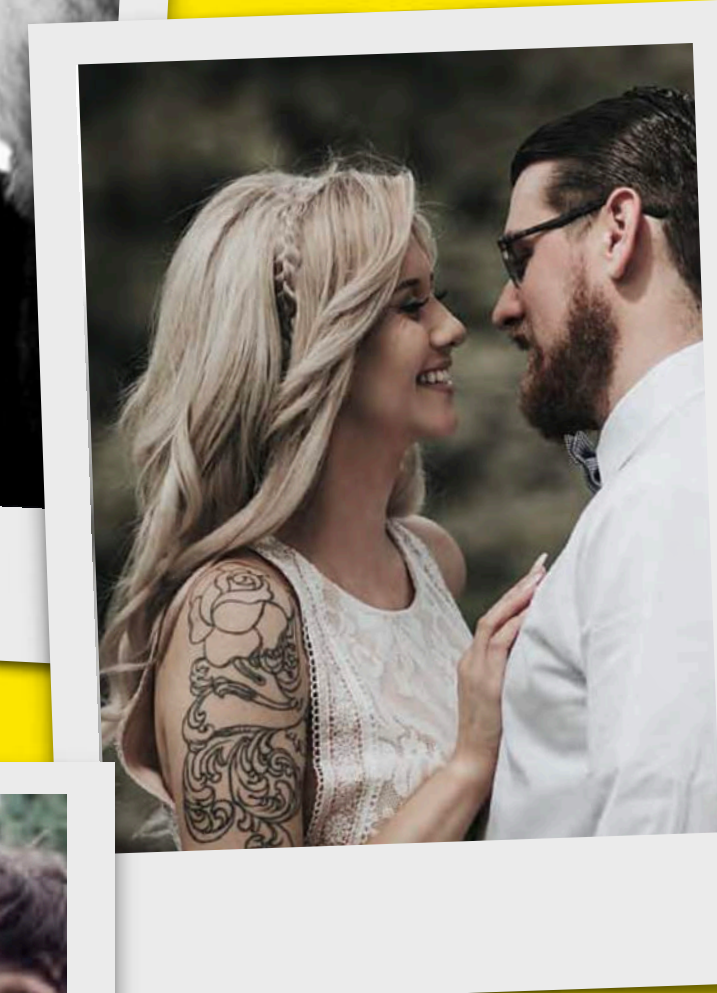
SPENT ON GROOMING  
PRODUCTS IN PAST 6  
MONTHS



# GWEN

## THE FEMALE GIFT GIVER

- Gwen is a millennial caucasian (hispanic)
- She is inspiringlly confident, yet sensitive & considerate
- Married or living together, college educated, & a lower to middle income southern suburbia, with a dash of small town charm
- She prefers a short beard guy, yet has her long, grower phases clinically proven, hypoallergenic, healthy products speak her language
- Waterproof, tug-free shavers & trimmers with strong blades are key looking for fresh & clean products that combat odor, acne, & the itch
- Her man normally uses wash, oil, 2-1, cream, conditioner, & balm to help keep the irritation from dry & ingrown hair at bay
- Gwen is a fan of short form content, & can be found scrolling thru instagram & tiktok, while pinning her favorite looks on pinterest
- She likes stories & a magazine subscription or three to go along with
- Her favorite flicks featuring jlo, channing, or sandra, & she loves to jam to music from jason aldean & luke bryan



# 62%

HAVE PURCHASED A  
BEARD TRIMMER AS A  
GIFT

# 89%

SHOP FOR A MALE  
WHO IS AN ACTIVE  
GROOMER

# \$89

SPENT PER YEAR ON  
MEN'S GROOMING  
TOOLS

# \$127

SPENT ON GROOMING  
PRODUCTS IN PAST 6  
MONTHS



# BRAND IDENTITY



# PRIMARY LOGO

## MONOGRAM

Our monogram is a crafted combination of the ‘b’ and ‘c’ of our brand name.

It stands as a bold and confident shorthand for the brand, subtly mirroring the natural curl of hair and the smoothing effects of our oils and creams.

A striking emblem of pride in simplicity.

## WORDMARK

Complementing the commanding presence of our monogram, our wordmark carries similar impact.

Nuanced details in the cuts of the letterforms speak to the precision and efficacy of our Grooming portfolio.





# LOGO LOCKUPS

## PRIMARY

The primary logo should be used across all applications and prioritized over the other lockups.

## HORIZONTAL

The horizontal logo lockup should only be used if space doesn't allow for the primary logo lock up.

## MONOGRAM

The monogram is used as a bold identifier for the brand. The name "Beard Club" or the Primary Logo should be used close by for brand recognition.





# LOGO ON COLOR

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## YELLOW LOGO OVER BLACK

This is the primary color combination for the brand.  
Use yellow logo on black wherever possible.

## BLACK LOGO OVER YELLOW

This is the secondary color combination for the brand.  
Use if black background is not available or has been used.

## YELLOW LOGO OVER PATTERN

The Yellow Logo may but used over approved patterns in certain cases. Mainly packaging and marketing.

## BLACK LOGO OVER LIGHT COLORS

When a lighter color is used as a background, always use the black logo for legibility.





# EXPRESSIVE MONOGRAM

Created to feature the versatility of our brand and its ability to fit into any lifestyle, these expressive monograms are intended for limited edition drops and digital applications.

The depicted monograms are just examples. Our range of evocative expressions will be ever evolving and expanding.

## COLOR

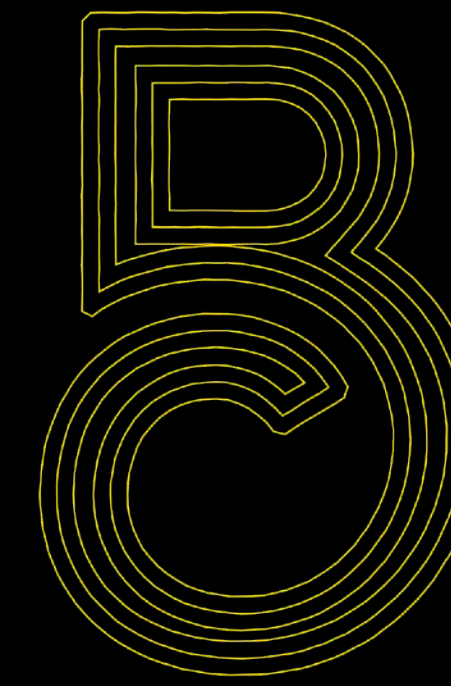
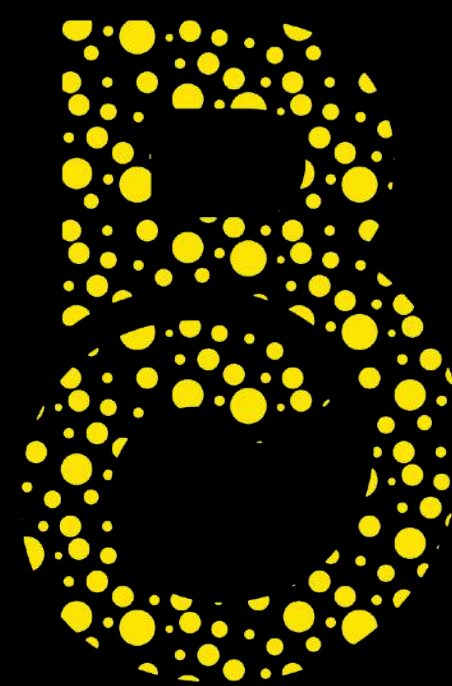
Expressive Monograms are available in colors:  
Yellow and Neutral 1.

## USAGE

Expressive Monograms are to be used sparingly, mainly as background accents in packaging and as an animation in social marketing.

Use the Yellow expressive monogram as a primary, and Neutral 1 as a background accent.

Do not replace with any expressive monograms with the Primary Logo.





BLACK

HEX #000000  
RGB 0, 0, 0  
CMYK 75, 68, 67, 90  
PANTONE BLACK C

COLOR VALUES ARE BASED  
OFF OF THE “PANTONE COLOR  
BRIDGE COATED” BOOK

YELLOW

HEX #FCE500  
RGB 252, 229, 0  
CMYK 0, 0, 100, 0  
PANTONE 102 C

NEUTRAL 1

HEX #6F635F  
RGB 111, 99, 95  
CMYK 46, 47, 50, 30  
PANTONE WARM GRAY 11 C

NEUTRAL 1

HEX #8D8280  
RGB 141, 130, 128  
CMYK 38, 37, 39, 15  
PANTONE WARM GRAY 8 C

NEUTRAL 2

HEX #CCC4B5  
RGB 204, 196, 181  
CMYK 15, 16, 27, 0  
PANTONE 4246 C

OFF WHITE

HEX #EDEBEB  
RGB 237, 235, 235  
CMYK 6, 5, 5, 0  
PANTONE WARM GRAY C - 50% TINT

WHITE

HEX #FFFFFF  
RGB 255, 255, 255  
CMYK 0, 0, 0, 0  
PANTONE WHITE

COLLAGE  
PATTERN

GROOM  
PATTERN



# TYPOGRAPHIC SYSTEM



Quasimoda font family is a sans serif family that combines clean geometric form and classical type proportions for a modern, bold aesthetic.

Lighter weights have a fresh, modern feel, middle weights provide excellent readability and bolder weights lend assertive confidence.

## HEADERS

Quasimoda Black, All Caps  
Kerning: Optical  
Tracking: 0

## SUB HEADERS

Quasimoda Extra Bold, All Caps  
Kerning: Optical  
Tracking: +150

## BODY

Quasimoda Extra Bold, All Caps  
Kerning: Optical  
Tracking: 0

## QUASIMODA FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890  
!@#\$%^&\*()

ABC

HEADERS : QUASIMODA BLACK / ALL CAPS / KERNING: OPTICAL / TRACKING: 0

---

**WE'VE GOT GROOMING  
COVERED (TRUST US).**

SUB HEADERS : QUASIMODA EXTRA BOLD / ALL CAPS / KERNING: OPTICAL / TRACKING +150

---

**BEARD GROWTH OIL? YES, PLEASE.  
THE ALL NEW PT45 BEARD & HAIR TRIMMER.**

BODY COPY: QUASIMODA LIGHT / SENTENCE CASE / KERNING: OPTICAL / TRACKING: 0

---

With carefully designed tools, the highest quality ingredients and products that you can trust, we're getting grooming done right.  
So whatever your length, whatever your style — let's get grooming.



**BEARDS &** \_\_\_\_\_

**BASEBALL. BIKES. BOXING. BIRDIES.**

**BASKETBALL. BROS. BREW. BEER.**

**BLUE COLLAR. BOARDS. BOATS.**

**BEACH. BUILDERS. BODY ART. BBQ.**

**BARBERS. BYTES. BABES. BABIES.**



**BEARDS & BRIMS**

**BEARDS  
&  
BRIMS**

**BEARDS  
& BRIMS**

# BEARDS & \_\_\_\_\_

## LOCKUP

“Beards & \_\_\_\_ ” is designed to foster a sense of camaraderie and authenticity among the target audience. The campaign uniquely combines two elements - beards (a symbol of individuality and masculinity), and something else starting with B, which would encapsulates a lifestyle that is both rugged and refined, inspiring a deep sense of community among individuals who appreciate quality, authenticity, and craft.

### BEARDS + \_\_\_\_\_

Quasimoda Extra Bold, All Caps  
Kerning: Optical  
Tracking: 80

### & AMPERSAND

Bookmania Light Italic  
Larger font size to align optically  
Center optically

BEARDS  
&  
BARBERS

BEARDS & BREW

BEARDS  
& BOXING



# **BRAND APPLICATION**



**BASICS**



**BRYAN WELFEL**  
**CEO**

551.427.4252  
BRYAN@BEARDCLUB.COM

BEARDCLUB.COM







CRAFT WITH  
CONFIDENCE

BRYAN WELFEL  
CEO

551.427.4252  
BRYAN@BEARDCLUB.COM

BEARDCLUB.COM



BEARD  
CLUB



17 WESTWOOD AVE  
WESTWOOD, NJ 07675

BEARDCLUB.COM





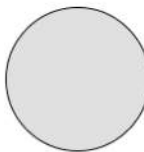




# Beard Club

Don't Grow It Alone

Personal Care Product Manufacturing · Westwood, NJ · 2,320 followers · 32 employees



Richard & 3 other connections work here

✓ Following

Learn more 

More





**SWAG**













*Beard &  
Social Club*

LOS ANGELES, CA  
EAST DIVISION  
#0091







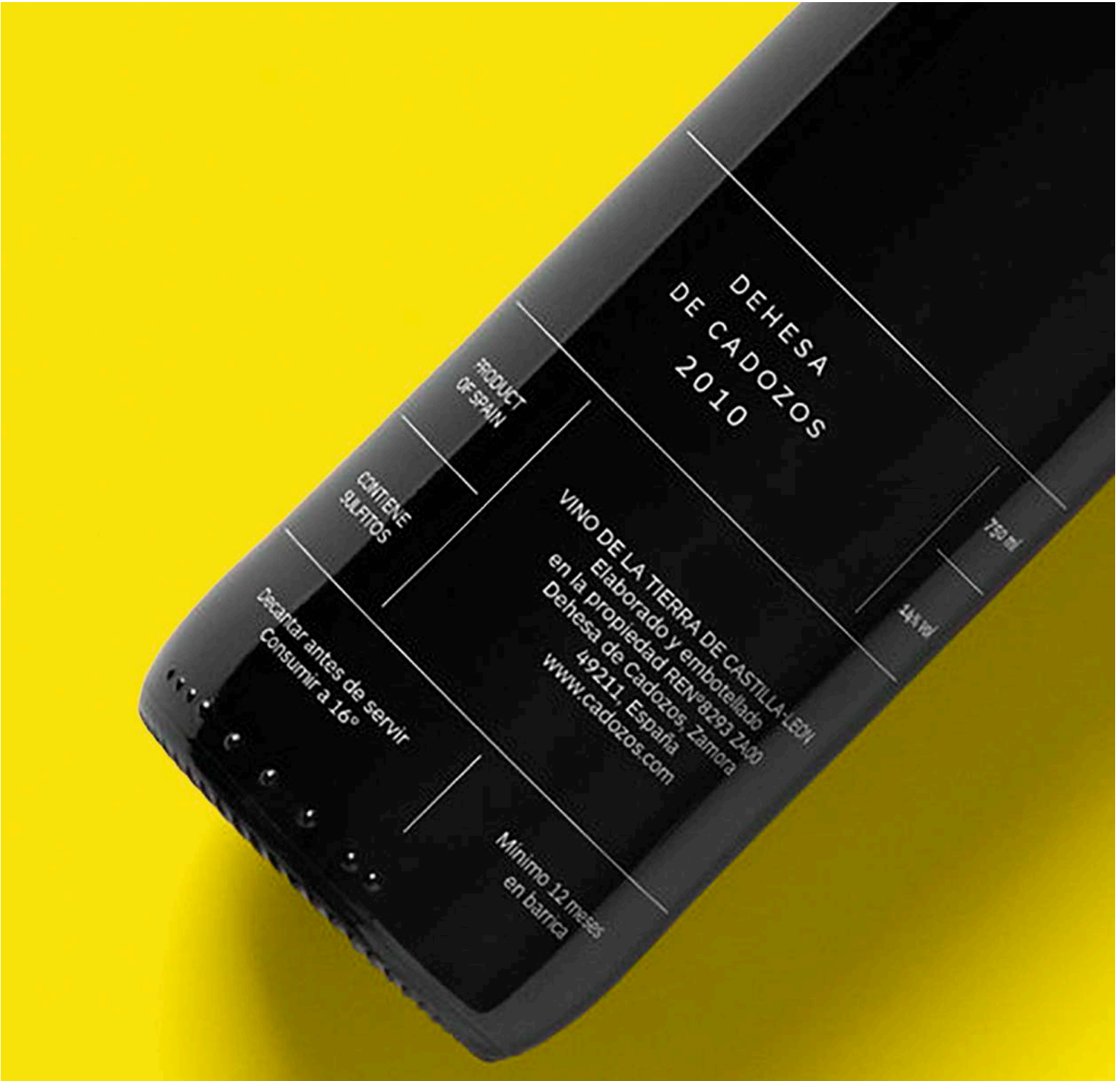


**PHOTOGRAPHY**



PRODUCT PHOTOGRAPHY

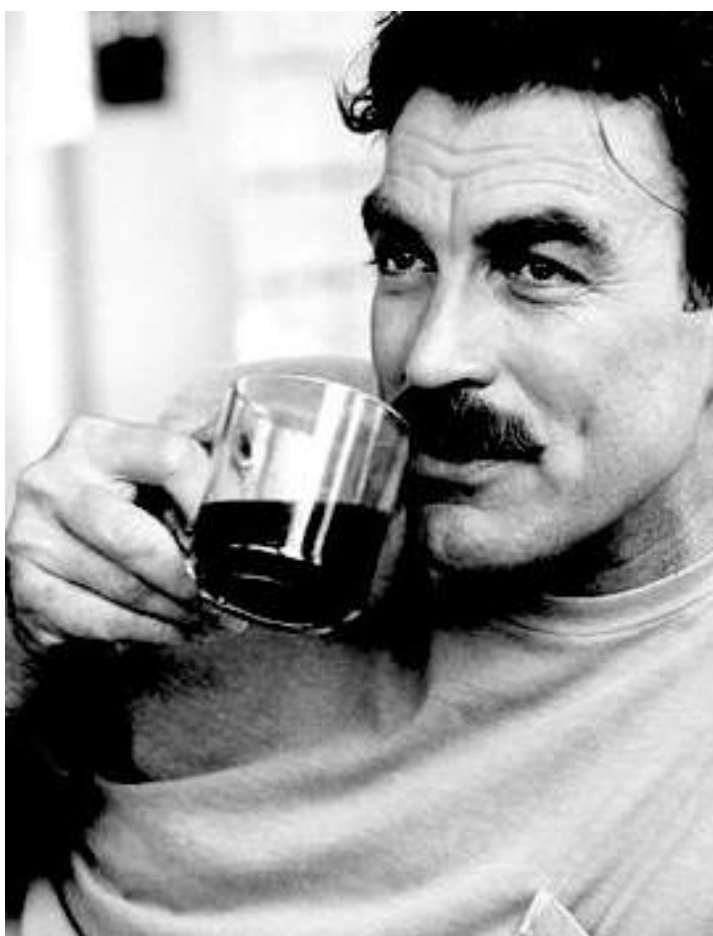
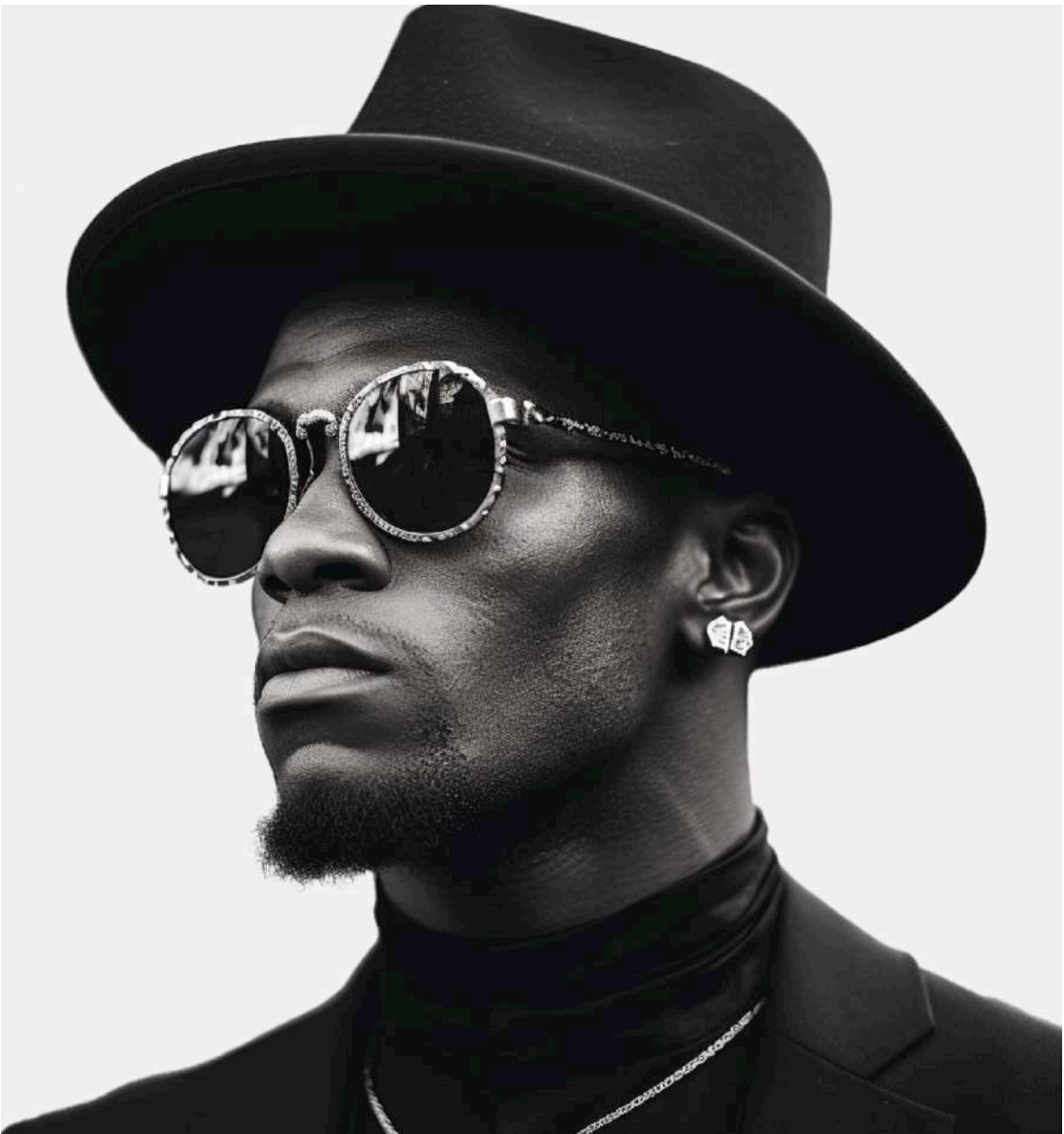
HIGH CONTRAST | MINIMAL | BRAND COLOR BACKGROUNDS





PORTRAIT PHOTOGRAPHY

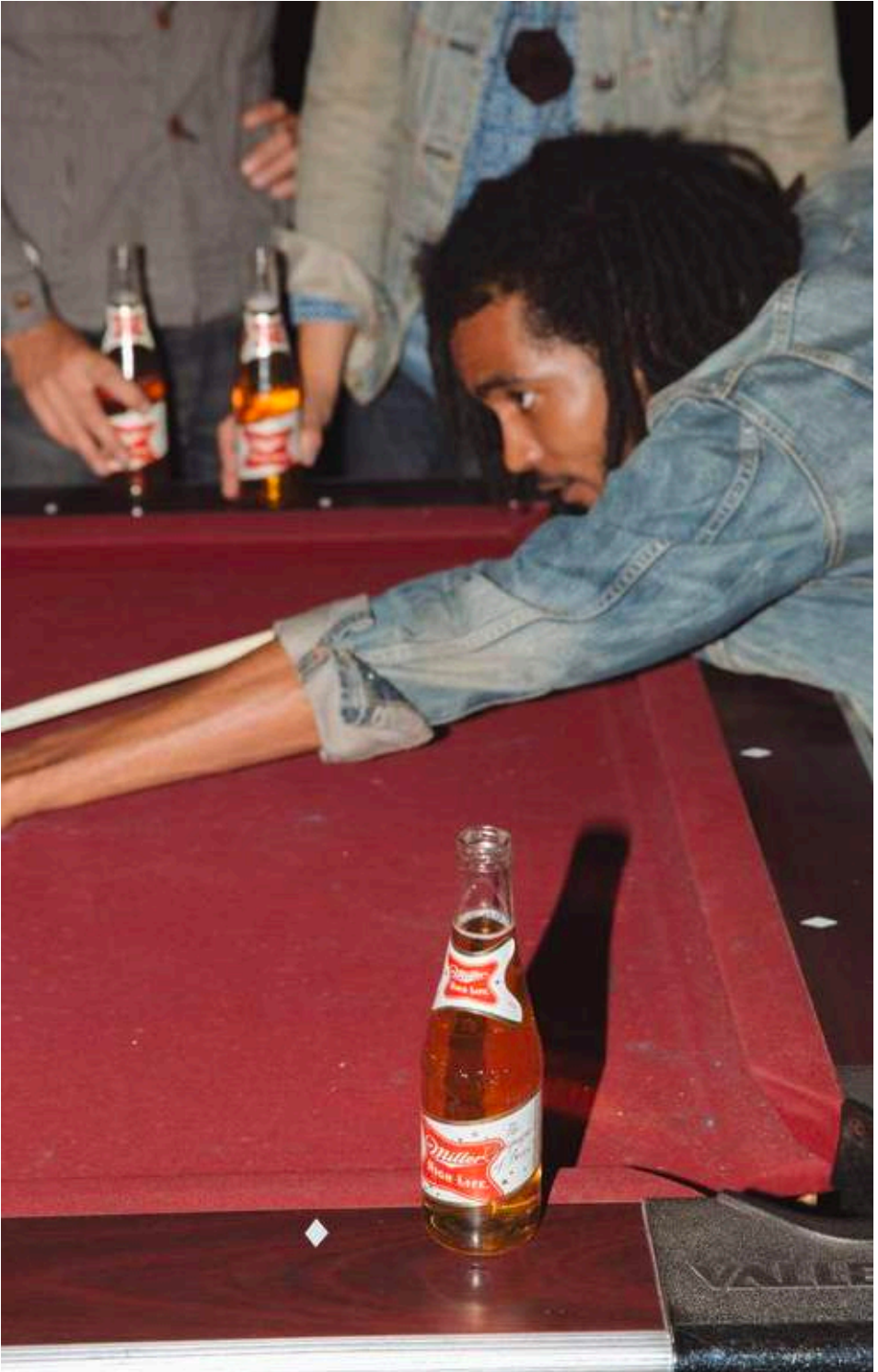
HIGH CONTRAST BLACK & WHITE | MINIMAL | BRAND COLORS BACKGROUNDS





LIFESTYLE PHOTOGRAPHY

HIGH CONTRAST | WARM VINTAGE NOSTALGIC | FASHION + STYLE | AUTHENTIC MOMENTS





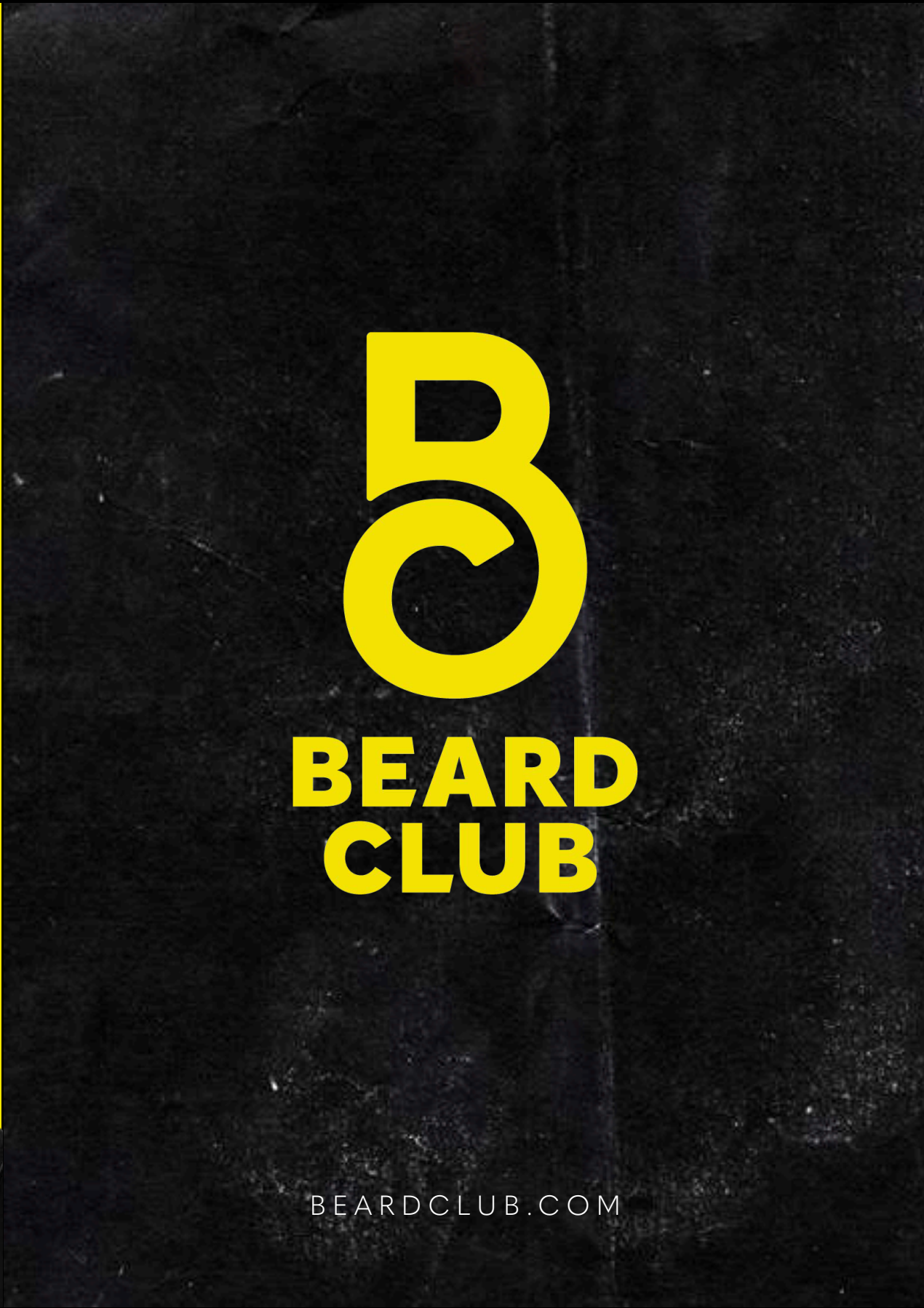






# LAYOUT EXAMPLES











**CRAFT  
WITH  
CONFIDENCE**



BEARDCLUB.COM





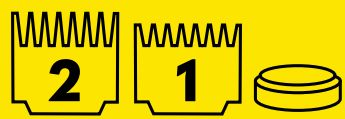


CAMILLO

07/20/23

STYLE

# HANDLEBAR FULL-BEARD



**BEARD**  
#2 FADE TO #1  
BEARD BALM



**MUSTACHE**  
SCISSOR TRIM  
WAX HOLD



**HAIR**  
POMADE  
TEXTURE SEA SPRAY





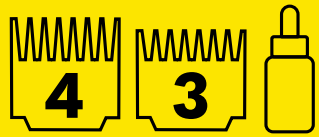


JASON WILKS  
SAN DIEGO, CALIFORNIA

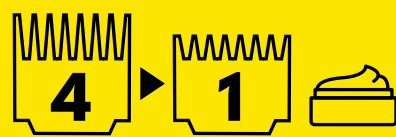
07/20/23

BEARD

# CLASSIC FULL



**BEARD**  
#4 FADE TO #3  
BEARD OIL



**HAIR**  
#4 BLEND TO #3  
POMADE





GROOM



BODY & GROIN  
TRIMMER

TRIM



PRECISION BEARD  
TRIMMER



# PACKAGING OVERVIEW



# TRIMMER BOX DESIGN

The trimmer boxes are structured so that they are easily identified as Beard Club, while having flexibility for product distinction. The large logo B is the prominent graphic that should be larger and more noticeable than any other graphic on the box.

## PRECISION BEARD TRIMMER

The Precision Beard Trimmer product info bar color is yellow. This is the original trimmer and so it get the primary color.

FRONT



BACK





# TRIMMER BOX DESIGN

The trimmer boxes are structured so that they are easily identified as Beard Club, while having flexibility for product distinction. The large logo B is the prominent graphic that should be larger and more noticeable than any other graphic on the box.

## BODY & GROIN TRIMMER

The Body & Groin Trimmer product info bar color is Neutral 2. The color is to differentiate between the precision beard trimmer’s yellow.

FRONT



BACK





# TRIMMER BOX DESIGN LAYOUT

## BEARD CLUB LOGO

Yellow, top left

## LARGE B LOGO

Yellow, cropped on top, set behind trimmer

## TRIMMER IMAGE

Large, heroic angle

## WARRANTY BADGE

Neutral 2, bottom right above product color bar

## PRODUCT COLOR BAR

Yellow for Precision Beard Trimmer  
Neutral 2 for Body Trimmer

## PRODUCT & FEATURE HEADERS

Quasimoda Black, All Caps  
Size: 16pt / Leading: 14pt  
Kerning: Optical / Tracking: 0

## FEATURE SUB HEADERS

Quasimoda Regular, All Caps  
Size: 7pt / Leading: 8pt  
Kerning: Optical / Tracking: 0





# CONSUMABLES DESIGN

The design layout on the consumables is set up differently than the trimmer boxes. Here, we add some personality and play with pattern within the B logo, which is set in the background.

## CONSUMABLES

All consumables use a similar color base and information hierarchy. The black background and pop of the yellow logo will become a signature look for the Beard Club.





# CONSUMABLES DESIGN LAYOUT

## BEARD CLUB LOGO

Yellow, top center

## LARGE B LOGO

Neutral 1, cropped and filled with pattern

## PRODUCT DESCRIPTION

**Category:** Quasimoda Bold, All Caps, White  
Size: 6pt  
Kerning: Optical / Tracking: +300

**Name:** Quasimoda Black, All Caps, Yellow  
Size: 10pt  
Kerning: Optical / Tracking: 0

**Scent:** Quasimoda Bold, All Caps, White  
Size: 6pt  
Kerning: Optical / Tracking: 10

**Description:** Quasimoda Medium, Sentence, White  
Size: 7pt  
Kerning: Optical / Tracking: 0

## WEIGHT

Founder Grotesk Mono Light, Sentence, Neutral 2  
Size: 7pt  
Kerning: Optical / Tracking: 0





A large, dark gray, stylized number '5' is positioned on the left side of the image, partially overlapping the text. It has a thick, rounded stroke.

**THANK  
YOU**