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01

INTRO TO OUR BRAND



BE

BOLD

BE

BEARDED

OUR PURPOSE

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

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

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.

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



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

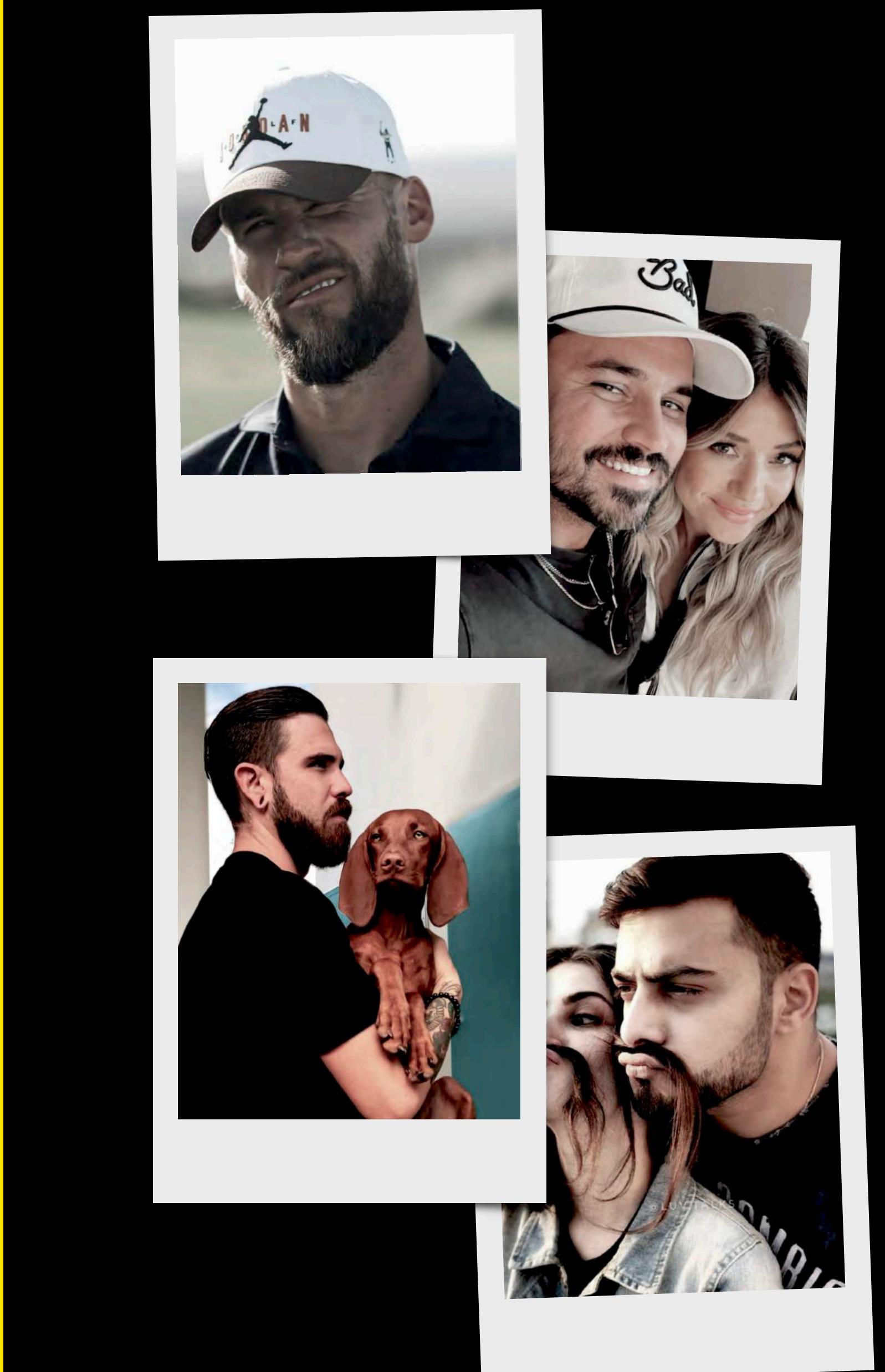
Want natural/organic ingredients, lead a healthy lifestyle, have an emotional connection to having a beard

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

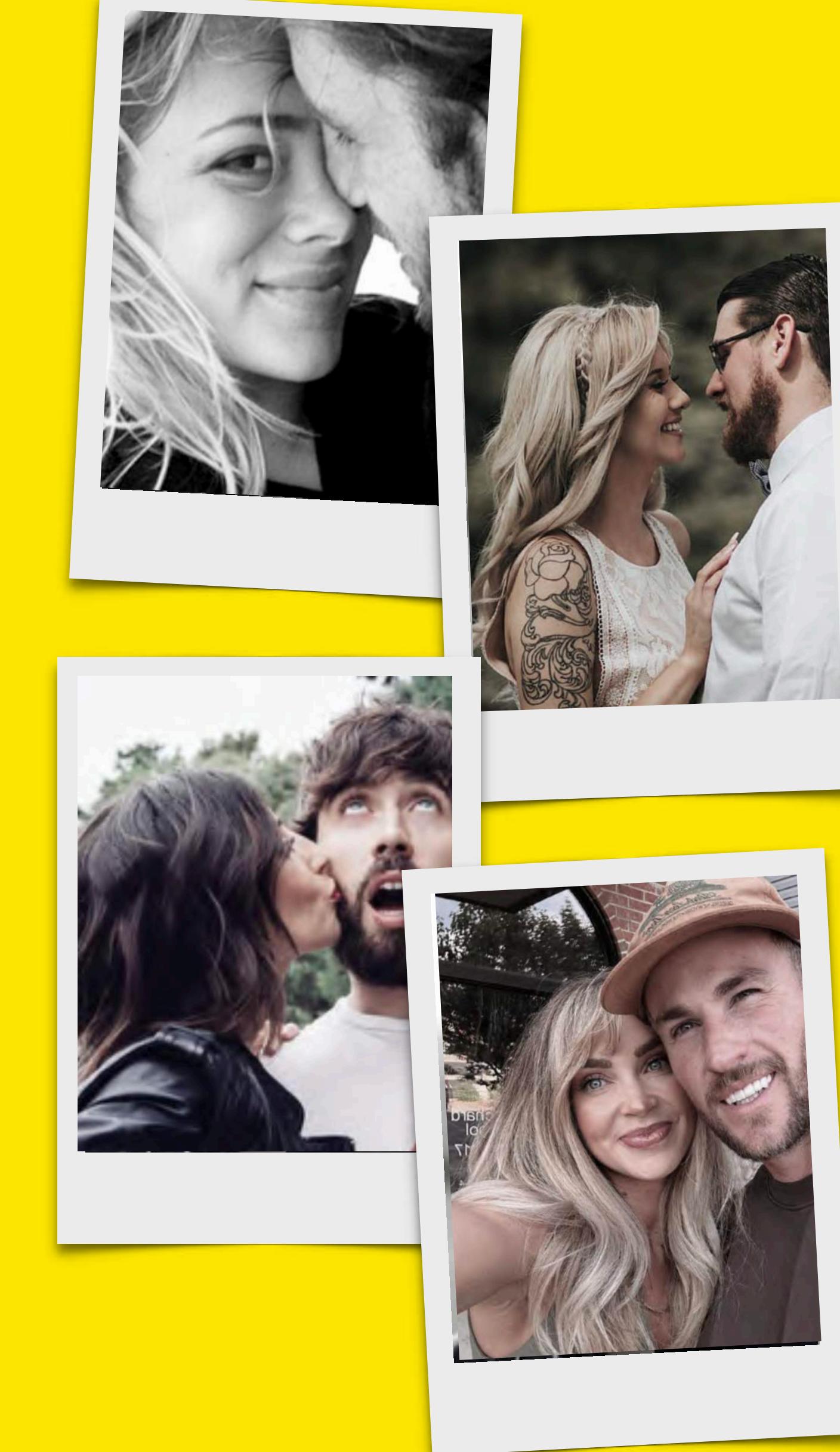
\$118
SPENT ON GROOMING PRODUCTS IN PAST 6 MONTHS

GWEN

THE FEMALE GIFT GIVER

- Gwen is a millennial caucasian (hispanic)
- She is inspiring, 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

02

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

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



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 & _____

"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

03

BRAND APPLICATION

A large, stylized graphic element on the left side of the image. It features a thick, black, horizontal bar at the top. Below this is a yellow circle with a black outline. A black crescent shape is cut out of the upper right portion of the circle. The bottom half of the circle is yellow.

BASICS



BRYAN WELFEL
CEO

551.427.4252
BRYAN@BEARDCLUB.COM

BEARDCLUB.COM

BC
BEARD
CLUB

BEARDCLUB.COM



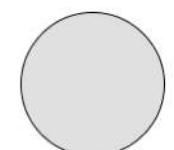




Beard Club

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







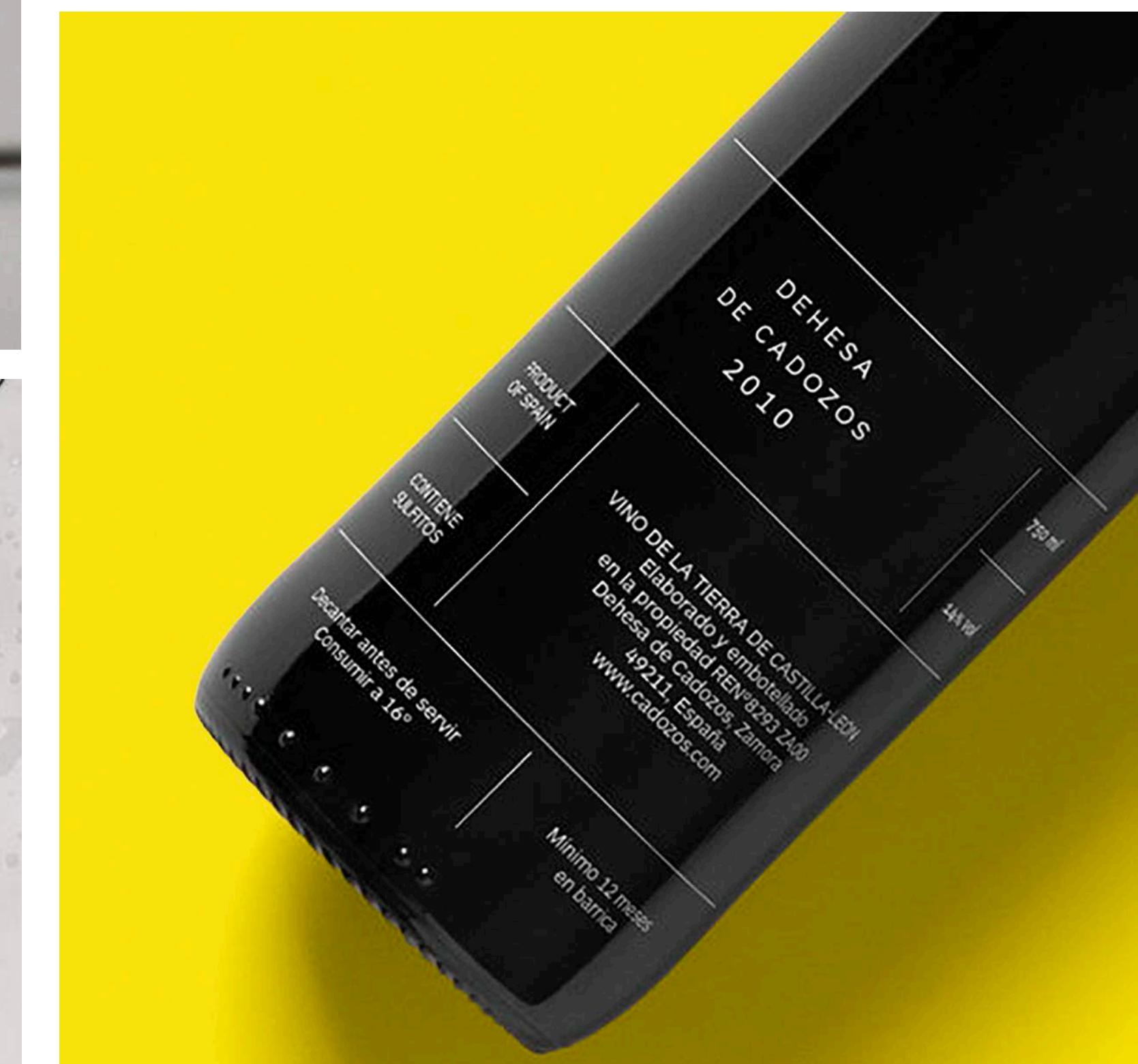
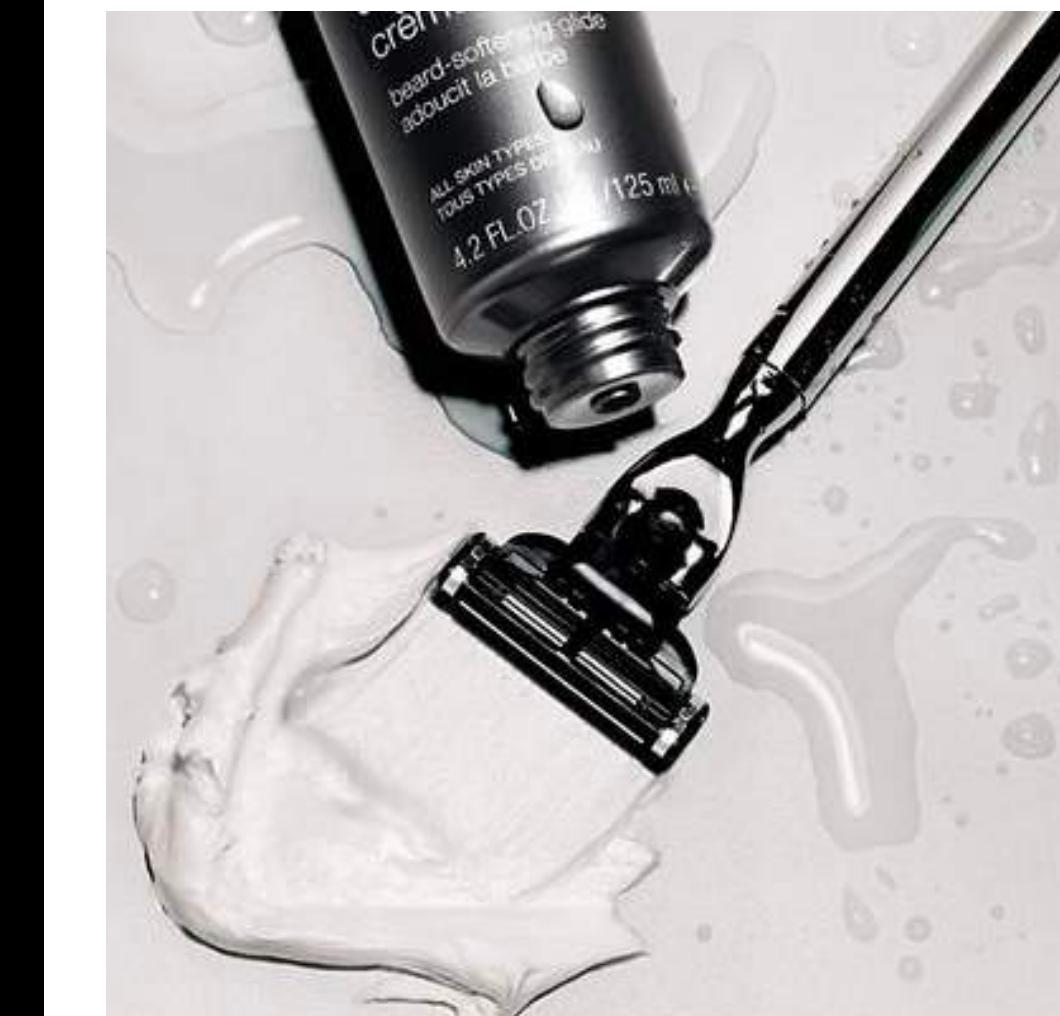




PHOTOGRAPHY

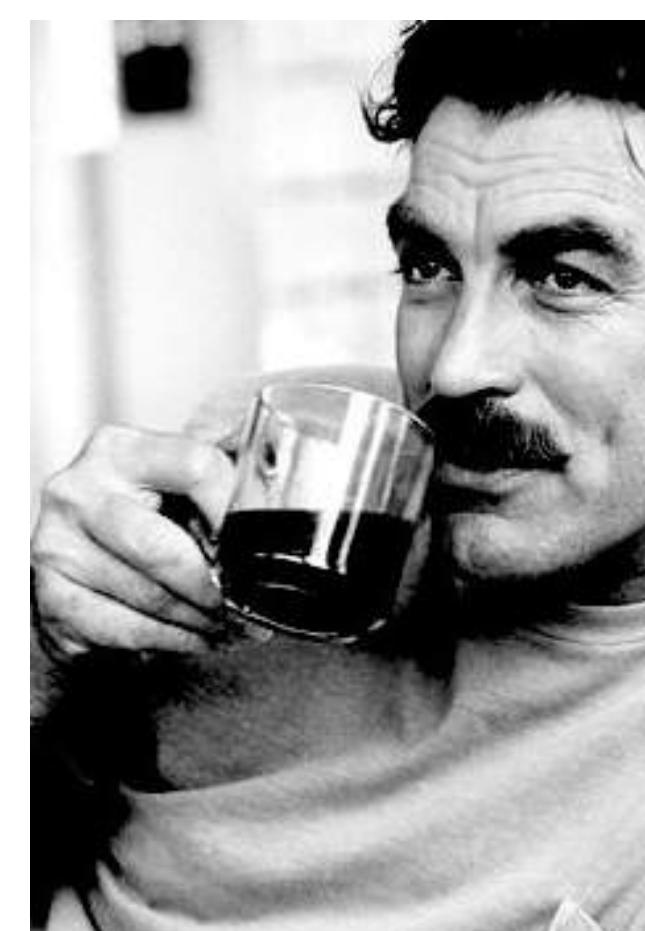
PRODUCT PHOTOGRAPHY

HIGH CONTRAST | MINIMAL | BRAND COLOR BACKGROUNDS



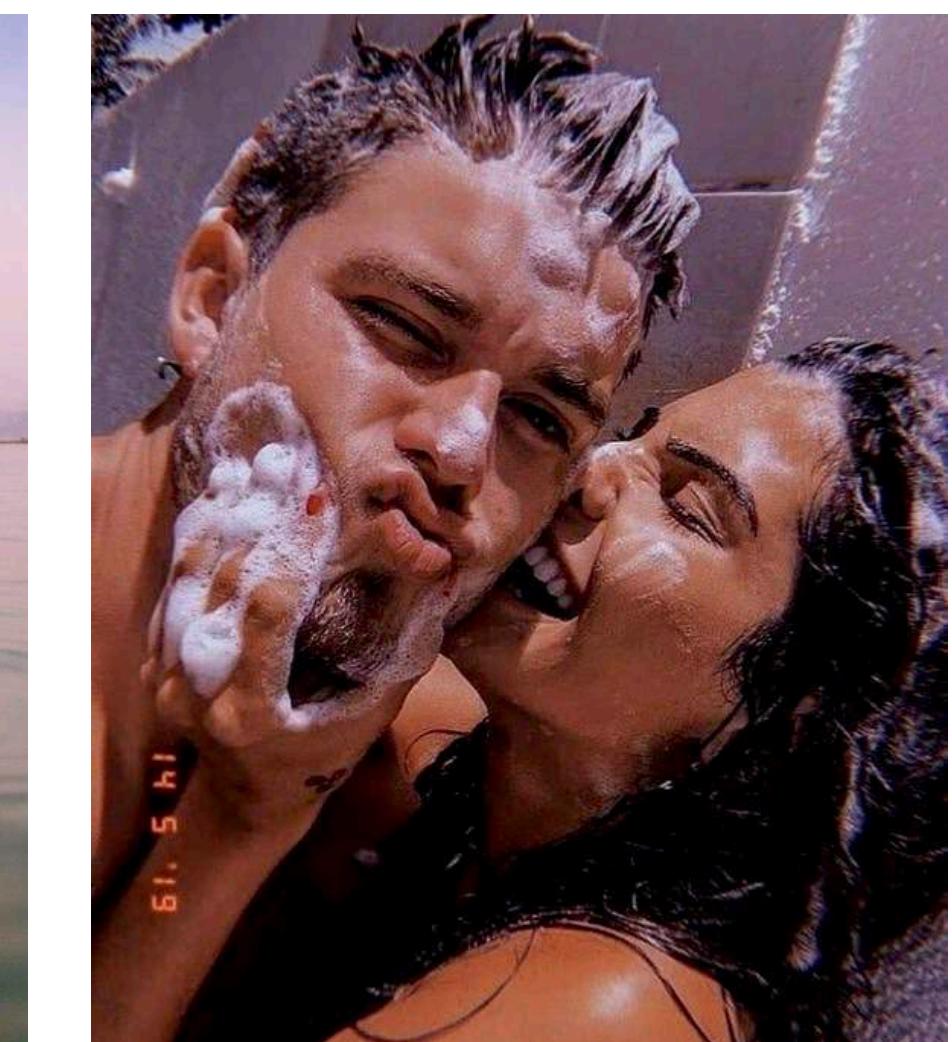
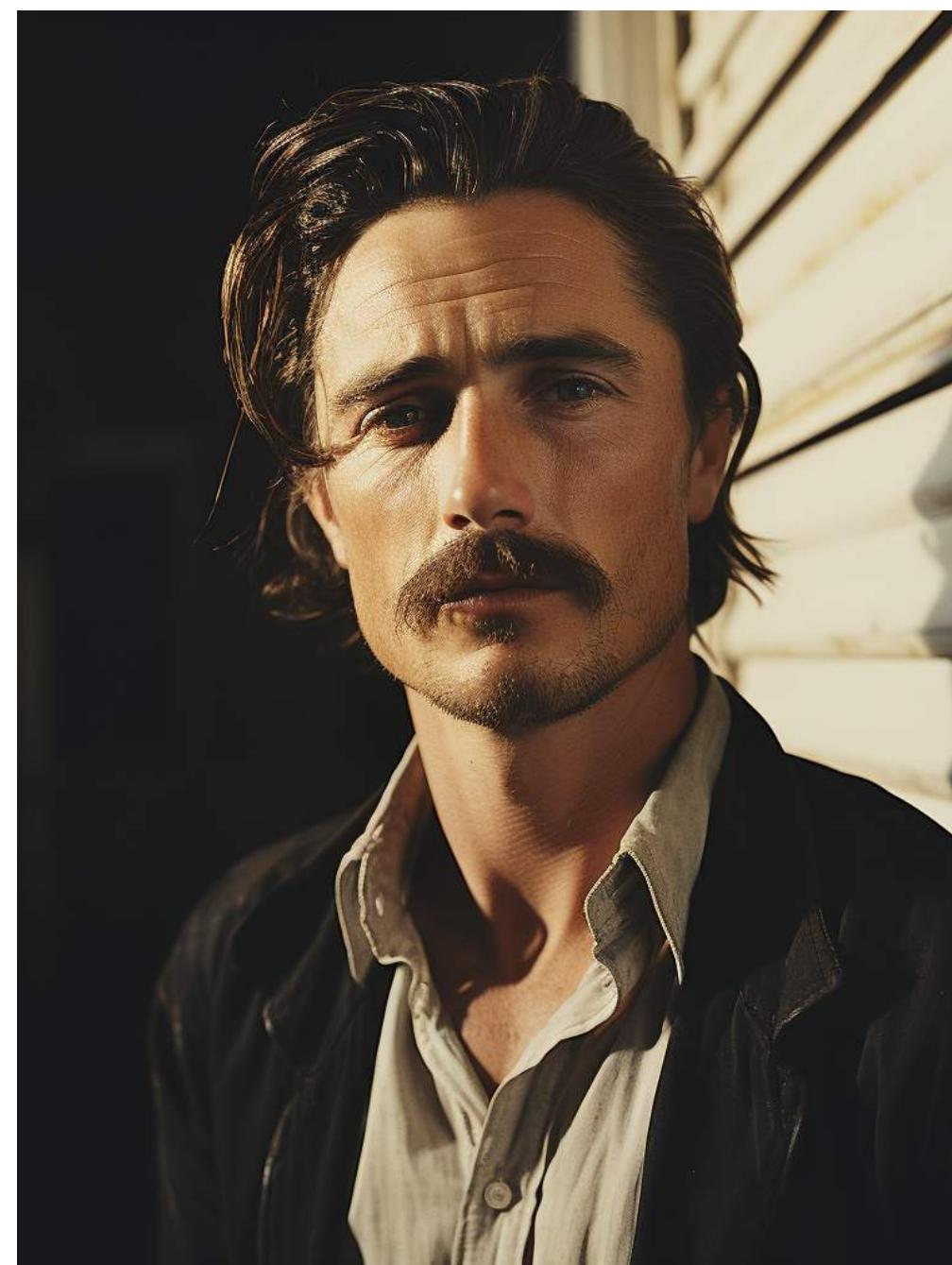
PORTRAIT PHOTOGRAPHY

HIGH CONTRAST BLACK & WHITE | MINIMAL | BRAND COLORS BACKGROUNDS



LIFESTYLE PHOTOGRAPHY

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



LIFESTYLE PHOTOGRAPHY

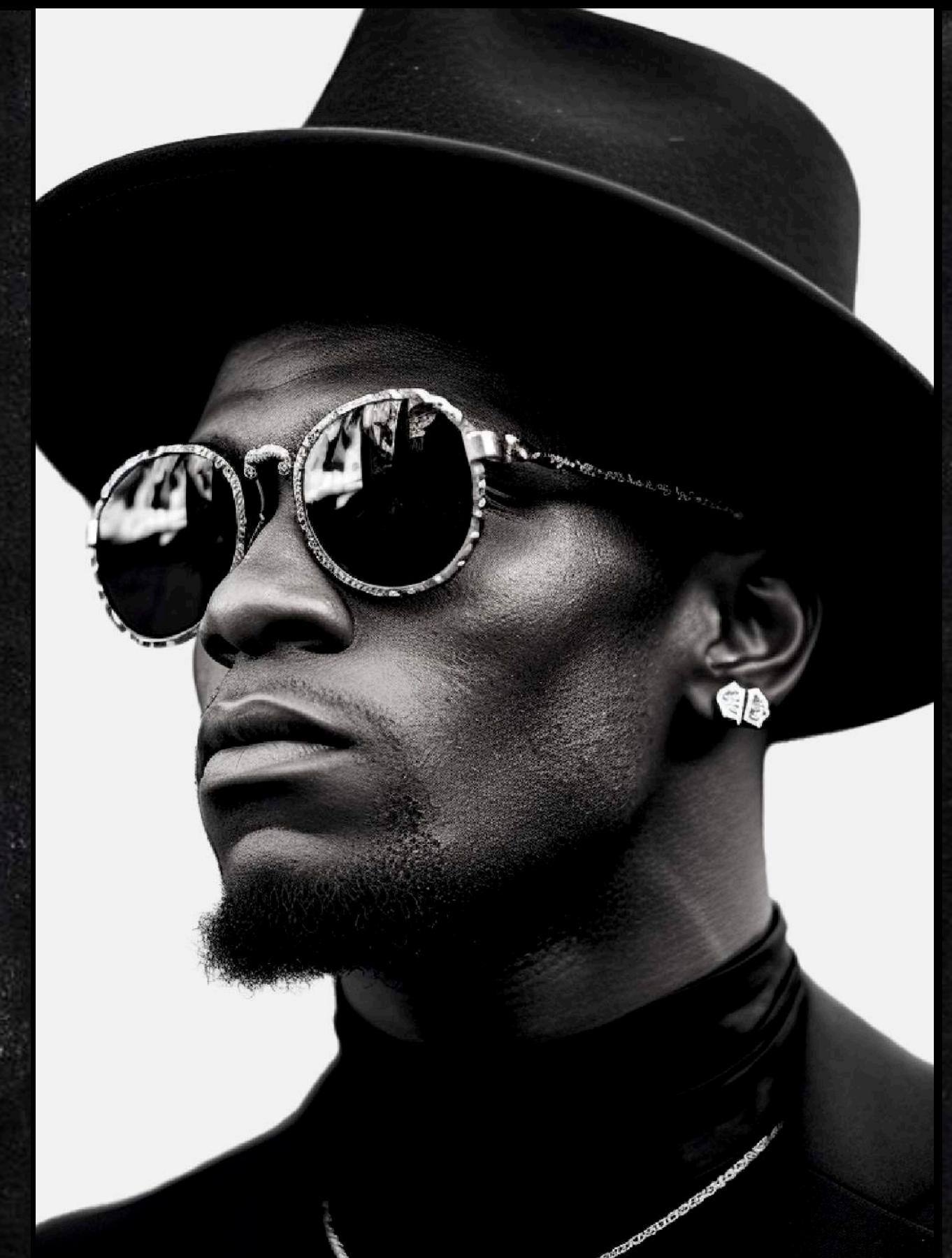
HIGH CONTRAST | WARM VINTAGE NOSTALGIC | FASHION + STYLE | AUTHENTIC MOMENTS



A large, abstract graphic on the left side of the image consists of a black circle with a thick yellow border. A yellow shape, resembling a stylized 'C' or a partial circle, is cut out of the upper right portion of the black circle. Above this graphic, a yellow L-shaped shape is positioned, with its vertical part extending upwards and its horizontal part curving to the right.

LAYOUT EXAMPLES

POSTER SERIES EXAMPLE | OOH, DIGITAL OR SOCIAL









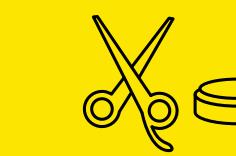
STYLE

HANDLEBAR FULL-BEARD



BEARD

#2 FADE TO #1
BEARD BALM



MUSTACHE

SCISSOR TRIM
WAX HOLD



HAIR

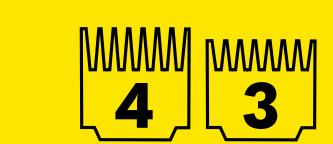
POMADE
TEXTURE SEA SPRAY

B
3

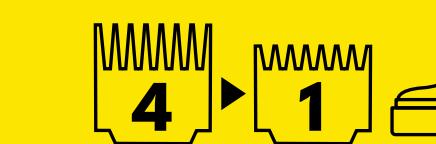


BEARD

CLASSIC FULL



BEARD
#4 FADE TO #3
BEARD OIL



HAIR
#4 BLEND TO #3
POMADE

B



04

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 then 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.



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





**THANK
YOU**