



BRAND GUIDELINES

A new approach to cramp comfort

Possibilities are limitless

Monthliease was born out of a simple thought in the day and age of technology there should be a better way to manage pain than the traditionally available methods.

This Brand Playbook is your guide to tell that story, How Mothliease acted on its thought and harnessed technology for its solution. It's a mindmap to create further and interpret your brilliant ideas while interlinking them to the brand's essence.

This book will guide you to kindle the right emotions whether you are creating visuals or writing something.

Let's get started and happy creating!

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Time to get acquainted with
monthliease



TIME TO GET ACQUAINTED

The Ethos

MONTHLIEASE was born out of an important question- Can we declare our era as most innovative in history and yet not come up with a way to make periods pain-free? The answer was NO. So, we donned our thinking caps until we figured out how to and developed Monthliease - It harnesses the power of TENS technology through a mobile app to reduces period pains effectively and immediately, just with the touch of a button. As a company, our ultimate aim is to enable one-half of society to evade monthly cramps and not be brought down by mere physiology in living each day to the fullest.

The Name

Monthliease is made of two words, ' monthly' and 'ease,' as we aim to ease period pain that occurs monthly. The name also sounds active since our brand is all about bringing change and constantly moving in a positive direction; Monthliease was a befitting choice.

TIME TO GET ACQUAINTED

The Background

We couldn't fathom why there was no way to deal with cramps other than a bulky hot water bottle or medicines with side effects. So we decided to change that; we want to emancipate women from everything that hinders them from living their best life because they deserve it.

With tense technology, Monthliease easily, effectively, and immediately relieves period pain. In addition, the device we designed is portable, and you get to operate it with an app for ultimate under-friendliness.

Since we want to eradicate period pains from the face of the earth, we have kept this product as sustainable as possible; you can use it without any side effects, and it's affordable because we are all about making it accessible.

OUR LOGO



Time to be friends with
monthliease



USER PERSONA

- 16-year-old Shagun Gupta loves hanging out with her friend after school and her track team.
- A competitive teenager who loves participating in inter-school track competitions.
- These days most of her attention and time goes to school, coaching, and preparation for entrance exams. Her focus is to get good grades and enter a great college.
- Most of her information comes from Instagram, youtube, and friend circle
- Like-minded teenagers surround her who like her are active on social media and want to explore things

Focus on school and coaching

Shagun Gupta



USER PERSONA

Consumers like Shagun

Needs

To focus on school, studies, and preparation for entrance exams

Wants

To be able to focus on her studies without any distraction and perform well in her entrance exam

Demands

She can easily use to buy a product while getting on with her day to accomplish her study goals

USER PERSONA

- 24 year old Ashna Shroff loves fashion and styling herself, especially when she's going out with her friends.
- Outgoing, vocal about her opinions, and wants to live life to the fullest.
- Being woke is vital to keep her mind healthy, and attending pilates classes to keep her body fit.
- Celebs surround her life, lifestyle influencers, beauty, and skincare gurus who inspire her to be goodful, conscious, woke, and care about the environment.

She wants to live life to the fullest

Ashna Shroff



USER PERSONA

Consumers like Ashna

Needs

To get a lot done in a day and maintain her routine.

Wants

To not be hampered by anything, avoiding discomfort, and living every day to the fullest.

Demands

To buy a product that helps her deal with period cramps in an easy, efficient, and mess-free fashion.

USER PERSONA

- 28 years old Mridul Sharma is a Business Analyst at a multinational company, who lives in New Delhi.
- Enjoys data-driven decision-making and solving business challenges. Loves reading industry reports, attending business conferences, and networking.
- Was diagnosed with PCOS, which has made her PMS (premenstrual syndrome) and periods extra painful. As she often works extended hours analyzing reports and preparing presentations, she doesn't want to get distracted.
- Very active on social media platforms.

She wants to be productive

Mridula Sharma



USER PERSONA

Consumers like Mridula Sharma

Needs

To be able to sit and work for long hours without suffering from debilitating cramps.

Wants

To be able to focus on everyday tasks without getting slowed down.

Demands

Buying a product helps her get rid of cramps quickly, cost-effectively, and without any side effects.

USER PERSONA

- 34 years old Priya Chawla is a working women who's also a mother of a toddler. She lives in Bangalore with her husband and child.
- She loves interior decor, taking her child on playdates, and attending Zumba Classes with her friends.
- She is very busy, juggles home and office, finds time to squeeze in her morning Zumba, child's homework, school, and other activities.
- She is highly ambitious but knows how to strike a work-life balance.
- Very active on social media platforms and looks at Pinterest every day to come up with ways to engage in toddler.

She wants to juggle her tasks efficiently.

Mridula Sharma



USER PERSONA

Consumers like Priya Chawla

Needs

To be able to juggle all her tasks without stopping.

Wants

To have a hassle-free solution and doesn't put a brake on her life on wheels.

Demands

Buying a product helps with period pains as she can not have any downtime. A product that is also mom-friendly and helps with immediate relief.

“Truly elegant design incorporates top-notch functionality into a simple, uncluttered form.”

— David Lewis, Industrial Designer



BRAND IDENTITY FORMATION



Our logo is minimalistic yet effective. With the icon of the wave, it not only represents the use of TENS technology but immediately draws the eyes wherever it is used.



Letter M

Electrical
Impulse ease



Monthliease icon

LOGO DIMENSIONS



Print Minimum Size



Digital Minimum Size



LOGO WITH TAGLINE

LOGO TYPEFACE

Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The logo font has been tweaked with keeping comfortaa semibold as the base form



LOGO USAGE

Color Palette



Red orange coral

HEX CODE e65a4c
RGB 230 | 90 | 76
CMYK 5 | 79 | 72 | 0



Red orange coral base with white



Sunbright yellow
base with white

HEX CODE efb930
RGB 239 | 185 | 48
CMYK 6 | 27 | 94 | 0



Black base with
white

HEX CODE 000000
RGB 0 | 0 | 0
CMYK 0 | 0 | 0 | 100



Muted rose

HEX CODE ea8378
RGB 234 | 131 | 120
CMYK 4 | 60 | 46 | 0



Muted rose base with white



Pink kisses with
muted rose

HEX CODE ecb1ae
RGB 236 | 177 | 174
CMYK 5 | 35 | 23 | 0

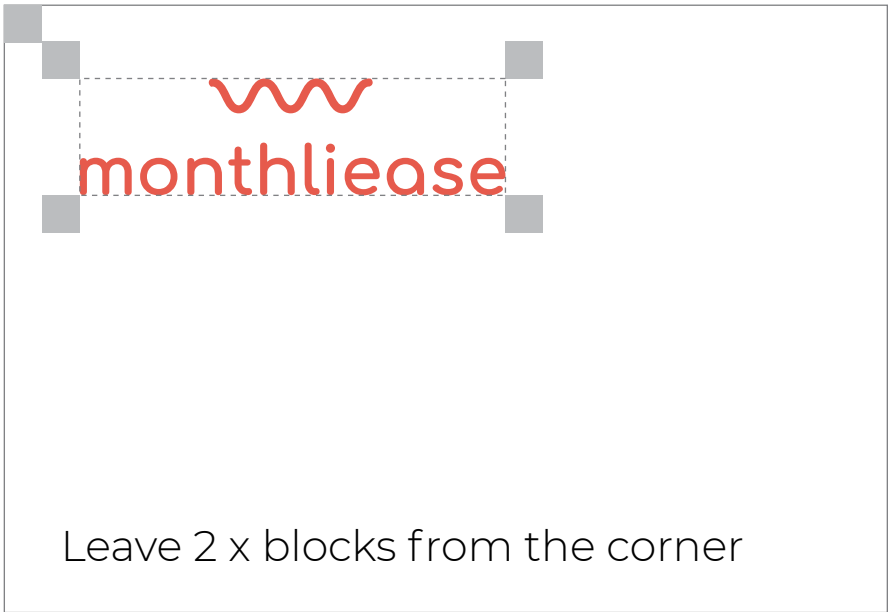


White base with Black

HEX CODE ffffff
RGB 255 | 255 | 255
CMYK 0 | 0 | 0

LOGO PLACEMENT

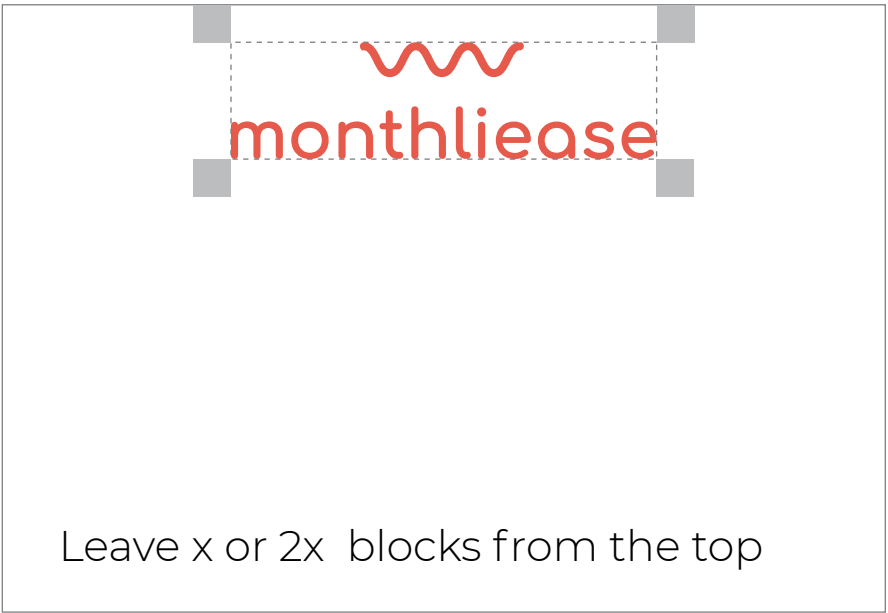
1. Left corner placement.



4. Right corner placement.

Leave 2x blocks from the corner

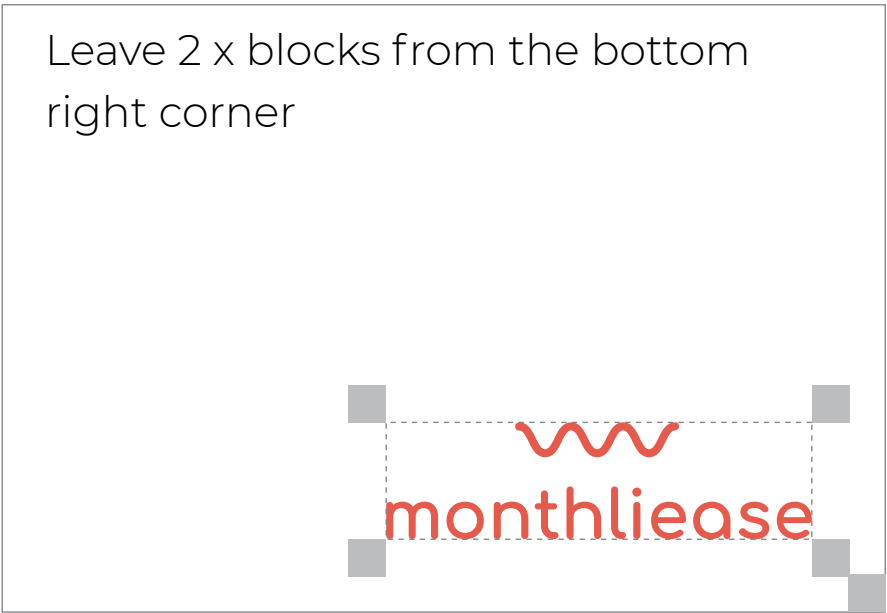
2. Centre placement.



5. Centre bottom placement.

Leave x or 2x blocks from the top

3. Bottom right placement.



Don't place logo on bottom left

LOGO USAGE DO'S AND DON'TS

Make sure the logo is legible. Don't stretch it, distort it or transform it. Think about contrast and backgrounds. Use approved colours and lockups. Hero colours and supporting colours should be used in correct contrast.



Don't stretch or distort the logo



No colour apart from brand colours



Use proper colour contrast



Don't use different colour for logotype and logomark



Don't use logo with busy background



Don't add any effects

Color Guide monthlease



HOW WILL WE LOOK

Monthliease is young, fresh, positive, and proactive. We are realistic, and we know change takes time, but we are always happy with the advent of positive change and thinking about a better tomorrow.

Accordingly, our colors are- fresh, positive, and exciting

Primary Palette

Sunbright yellow



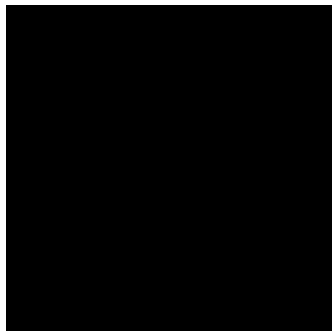
HEX CODE efb930
RGB 239 | 185 | 48
CMYK 6 | 27 | 94 | 0

Red orange coral



HEX CODE e65a4c
RGB 230 | 90 | 76
CMYK 5 | 79 | 72 | 0

Black



HEX CODE 000000
RGB 0 | 0 | 0
CMYK 0 | 0 | 0 | 100

White

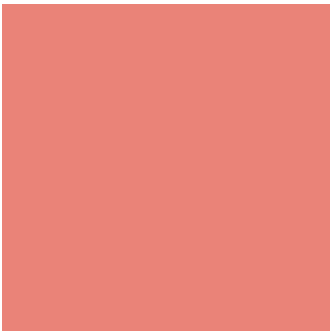


HEX CODE ffffff
RGB 255 | 255 | 255
CMYK 0 | 0 | 0

HOW WILL WE LOOK

Secondary Palette

Muted Rose



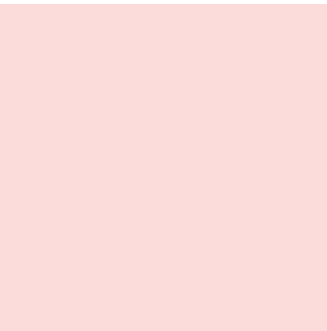
HEX CODE ea8378
RGB 234 | 131 | 120
CMYK 4 | 60 | 46 | 0

Pink Kisses



HEX CODE ecb1ae
RGB 236 | 177 | 174
CMYK 5 | 35 | 23 | 0

Girly pink



HEX CODE fcdbdb
RGB 252 | 219 | 219
CMYK 0 | 16 | 7 | 0

Happy Yellow



HEX CODE ffcd40
RGB 255 | 205 | 64
CMYK 0 | 19 | 85 | 0

Tertiary Palette

Light Gray



HEX CODE d1d3d4
RGB 209 | 211 | 212
CMYK 17 | 12 | 13 | 0

Easy Blue



HEX CODE 1f2e4a
RGB 31 | 46 | 74
CMYK 92 | 80 | 44 | 42

Cream Yellow



HEX CODE ffca6c
RGB 255 | 202 | 108
CMYK 0 | 22 | 66 | 0

To the point Typography

Ultimately, we address menstrual health. We must be heard loudly and clearly. Our typography plays a crucial player in that it straightforward and spreads our message with clarity.

The following pages provide an overview of the Typography with terms and conditions to use them.



TYPOGRAPHY

Primary Typeface

Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The primary font that defines us is comfortaa. A sleek, rounded geometric sans-serif type which is easily adaptable and visually-appealing for the print and digital medium. It can be used for all lead-in messages in any communication, for eg: headlines, Head-texts, Heading for presentations etc.

Comfortaa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Comfortaa medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Comfortaa semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY

Secondary Typeface

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Our Secondary Font is Montserrat. This font is also available in various versions. The font needs to be used for the main content such as body copy in an ad, E-mailer, even presentation content or heading in special cases.

Montserrat Light
Montserrat Medium
Montserrat Regular
Montserrat Semibold
Montserrat Bold
Montserrat Extra Bold

* Italic fonts could be used in special cases

USAGE PRINCIPLES: HIERARCHY

When it comes to typography, creating a clear hierarchy for displaying different types of text helps our communications feel clear and comprehensible. Our hierarchy includes three levels of type — each with its own font weights and sizes. This organizational system is captured in the chart on the right and can be used to guide any type-based decisions during the design process.

Level 1 type uses our primary font —Comfortaa — for large text, like headlines and display-size copy. In some cases, Comfortaa may also be used for other kinds of eye-catching content, such as pull quotes. However, it should never appear at the same level as body copy.

Level 2 type features our secondary typeface, Montserrat, and can be used for both headlines and subheads, as well as for body copy. Usually, Level 2 type is applied in light to bold weights.

Level 3 type is specifically designed for body copy. Here, our Montserrat secondary font is also used but in a light or regular weight. However, for call-outs or highlights within body copy, medium or light weights are preferred.

Level 1

Aa Aa

Comfortaa Semibold Montserrat bold
Display text, large headlines,
or large, highlighted text

Level 2

Aa Aa Aa

Montserrat Medium / Semibold
Headlines, subheads, highlighted
text or call-outs, large body copy

Level 3

Aa Aa

Montserrat Light / Medium
Small or large body copy

PRINT SPECS

PRINTING WITH MONTSERRAT

X

Solution to period cramps

Your monthly relieve partner

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur 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 suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

X

safe zone = X height of headline

leading = X height of subhead

leading = X height of subhead

leading = X height of body
(measured from descender)

Solution to period cramps

Your monthly relieve partner

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Lorem ipsum dolor sit amet, consectetur 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 suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

X Never use justified
X Never mix with other fonts

- ✓ Use Title Case
- ✓ Use Sentence Case
- ✓ Use Kern when needed
- ✓ Use tracking as directed
- ✓ Use all caps when needed

DIGITAL SPECS



- Safe zone = x height of headline
- Cap height of headline
- Leading = Half of Cap height of headline
- Leading = Cap height of subhead
- Leading = 150% of font size

Mothliease

The cramp relief product

Monthliease helps choosing to live your life to the fullest, not stopping for anything and accomplishing everything. It's you who's a go-getter and does not wish to mark days of your calendar. It's you who has her hands full and yet chooses to take one more. It's also you who's a simply dome with cramps and done with cramps.

- X Never use justified
- X Never mix with other fonts

- ✓ Use Title Case
- ✓ Use Sentence Case
- ✓ Use Kern when needed
- ✓ Use tracking when needed
- ✓ Use all caps when needed

WITH DIGITAL FONTS

Digital Default Fonts

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

All styles and weights can be used. These fonts are used when system fonts are only available.

Rundown of Patterns

Repeating patterns create a sophisticated and rich visual texture. Logo mark and flowy line could also be used as watermark for creating patterns

RUNDOWN OF PATTERNS



Flowly line usage example in the creative



Monthlease Icon application on coffee mug and splash screen

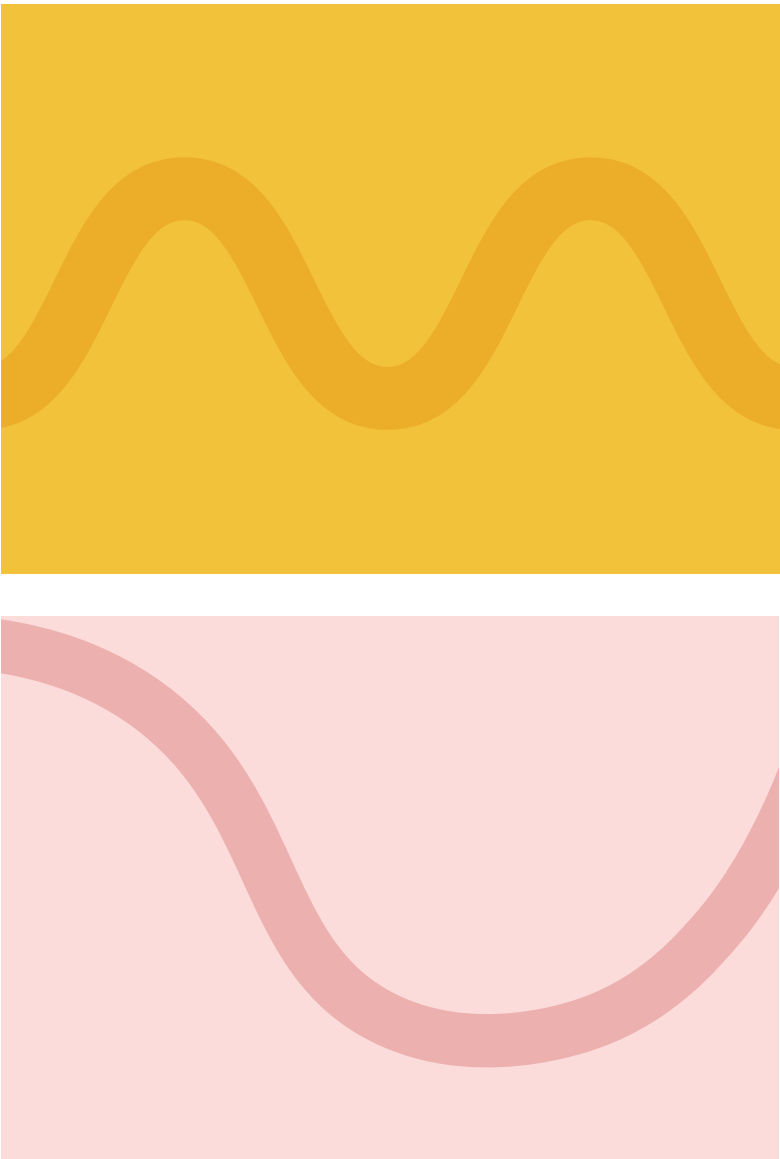
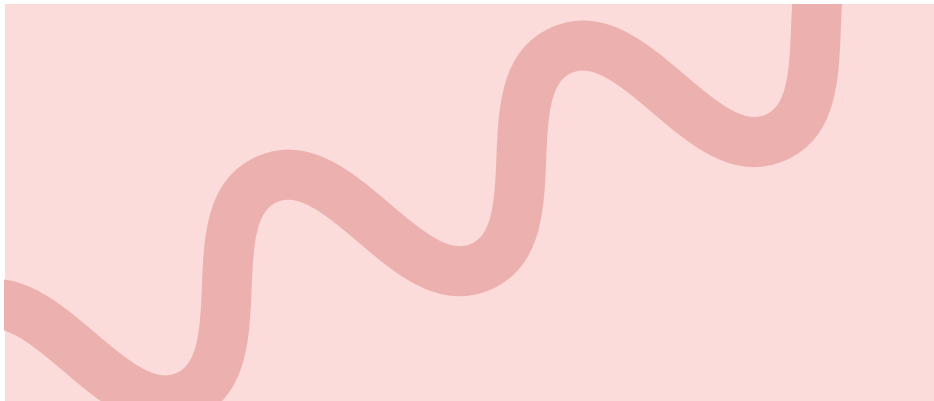


Flowly line usage example in merchandise and icon usage in flat bar

RUNDOWN OF PATTERNS

There is a liberty with creating patterns with icon of monthliease. It can blow up to various proportion and one can create eye catching patterns . Here are few examples which one can use for creating the patterns.

Flowly patterns can also used in special cases for creating interesting designs.



“A brand is a voice and a
product is a souvenir.”

- Lisa Gansky



HOW WE WILL SOUND

Voice

We sisters walk hand in hand with you when it comes to a menstrual cycle. We connect with our consumers as friends who experience the same old cramps. We are compassionate while educating them without patronizing them or looking like a savior.

We use dry-witted humor and conversational voice because that's how women talk about their periods.

We are not stoic; we are just subtle in communicating our technology, as clarity is important while sharing menstrual awareness. Remember, we are smart, not snobbish, and you can always approach us without hesitation. We want to include everyone, and that's how we like it.

Our tone of voice is smart yet simple, always genuine, and with a touch of deadpan humor while addressing discomfort.

HOW WE WILL SOUND

Tone

Our tone is **informal but genuine** as we keep menstrual awareness at our core.

We are **relevant yet confident** and **friendly without trying too hard**.

We also use our **sense of humor** when appropriate for destigmatizing taboos.

Writing style :

Is in active voice: as bringing change should be

In simple English: we want to include, not exclude

Positive: we want to start a ripple effect of positive change, so let's sound like that only

Witty

I'm a woman; I have nothing to prove
but a lot to do

Stop suggesting me to lie down,
Sometimes it's not an option

Genuine

Safe, Mess-free & effective
Just the kind of comfort you were looking for

The most sustainable solution for you and the environment

HOW WE WILL SOUND

Dry-humour for communication

Solutions for period pains:

Mainstream: exercises that turn you into a pretzel

Spiritual: Fight every pang of pain for womanhood

Off beat: Put overheating mac charger on your belly

One that actually works: Monthliease

Gentle reminder

We are fun and friendly, but menstrual health is a pertinent social issue so being sensitive is paramount.

When dealing with social media, make sure you double-check everything on the fact and sensitivity scale.

So, spread the message, be friendly and approachable, and even funny because everything is about moderation.

HOW WE WILL SOUND

Don't

Everyone should follow these tips for menstrual hygiene.

Do's

Here are a few helpful tips for menstrual hygiene

Don't

You must change your pad every 3-4 hours.

Do's

Change your pads at regular intervals

Debunking myths:

Do skip out on workout during periods
Monthliease will get rid of cramps for you
So get going, girl

Period Blood is Unclean Blood: No, it's same as bleeding from other body parts, not unclean.

PMS is a Made-up Thing: Premenstrual syndrome is very real.

The hormonal changes that occur can make you moody, emotional, cause acne, bloating, diarrhea, and headaches.

CONTACT INFORMATION

How to reach out

Phone Number

Email Address

Website