



# CONSCIOUS BOX

2015 BRAND REHAUL

## VISION

To inspire conscious living with the creation of health and harmony between economy, humanity and our planet.

## MISSION

We bring you a market-place of earth-friendly products that delight and inspire you from brands who are committed to a healthy world.

# CONSCIOUS BOX™ 2015

JANUARY



RENEW

FEBRUARY



LOVE

MARCH



SPRUCE UP

APRIL



CLEANSE

MAY



BLOOM

JUNE



ENERGIZE

JULY



SUMMER DAYS

AUGUST



EXPLORE

SEPTEMBER



MIX IT UP

OCTOBER



CREATIVE VIBES

NOVEMBER



PAY IT FORWARD

DECEMBER

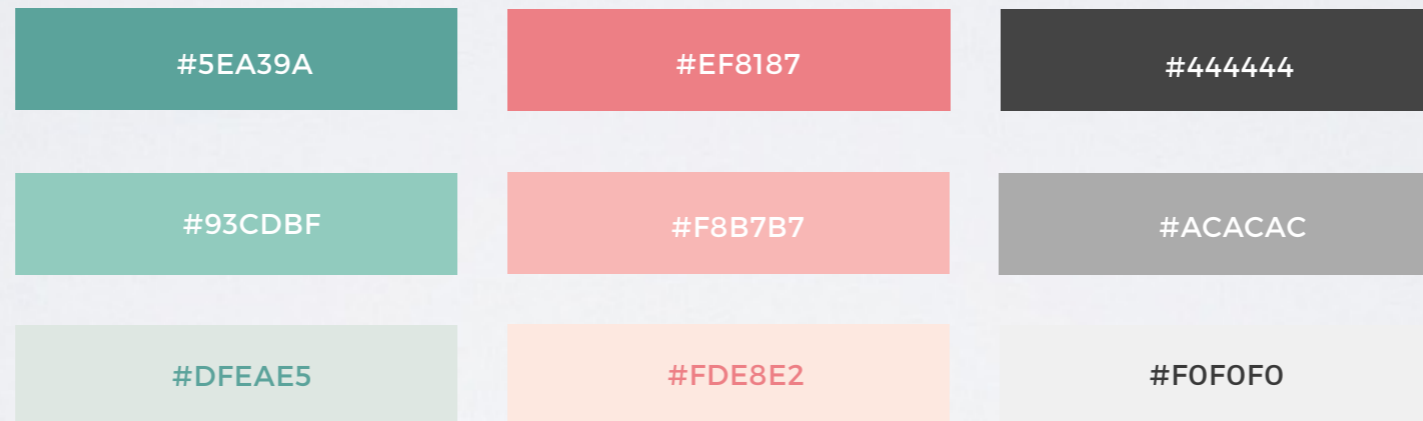


HOMESTEAD

# BRAND GUIDE



## CONSCIOUS BOX



**ESTILO PRO BOLD**

**ESTILO PRO MEDIUM**

**ESTILO PRO BOOK**

**ESTILO PRO LIGHT**

**ESTILO PRO HAIRLINE**

**MONTSERATT BLACK**

**MONTSERATT BOLD**

**MONTSERATT REGULAR**

**MONTSERATT LIGHT**

**MONTSERATT HAIRLINE**

# PRODUCT PHOTO GUIDE



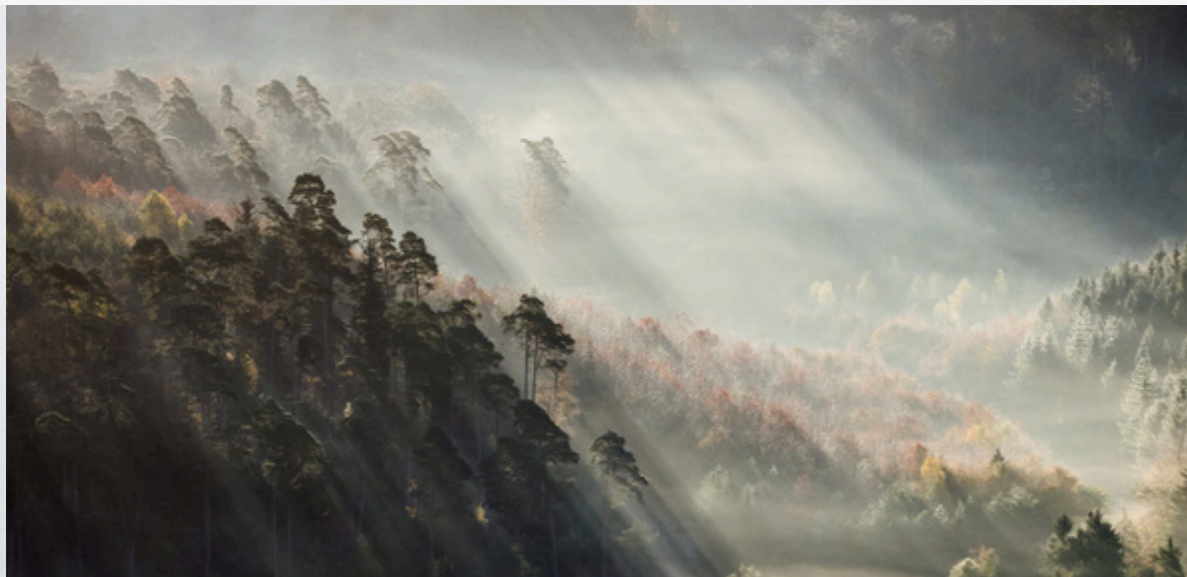
CHOOSE HEALTHLY. CHOOSE NATURAL. CHOOSE PURE.



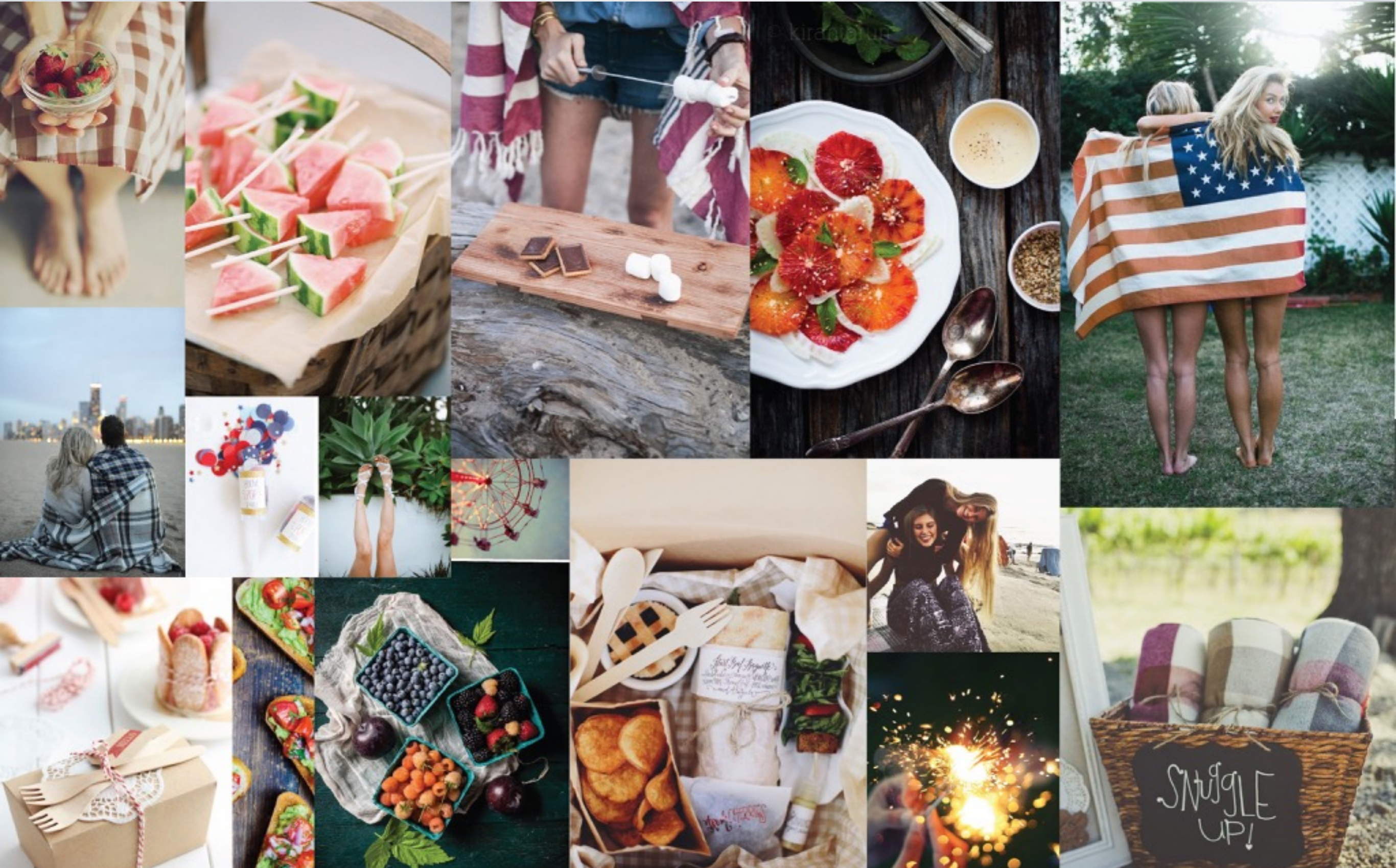
# LIFESTYLE PHOTO GUIDE



CHOOSE SUSTAINABLE. CHOOSE ETHICAL. CHOOSE CONSCIOUS BOX.



# JULY - PICNIC INSPIRATION BOARD



# JULY - PICNIC

## PHOTOSHOOT





# JULY - PICNIC

## PRINT COLLATERAL



### *Tutti Fruity Pops:*

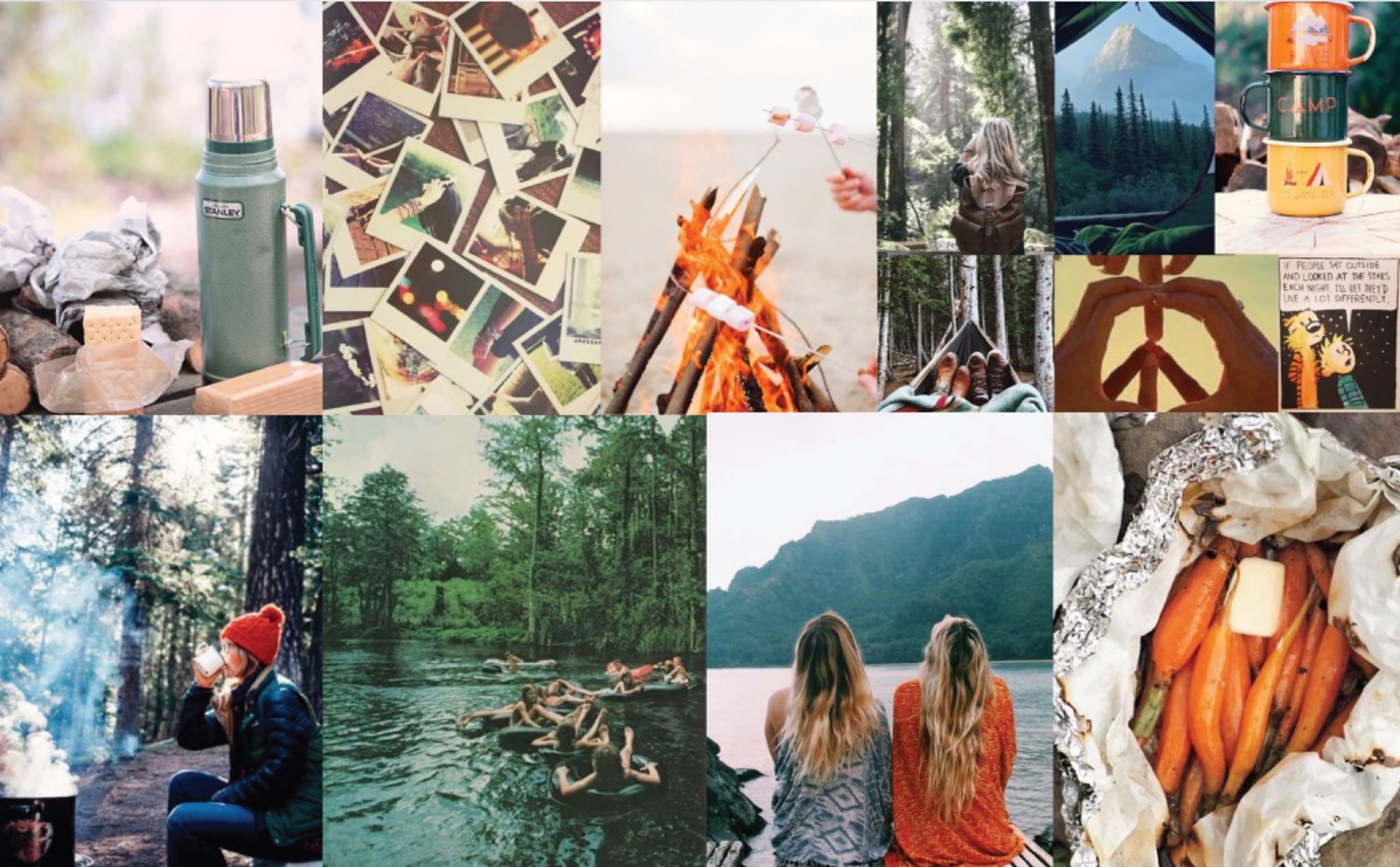
Cool off this summer with this healthy, gluten-free and vegan recipe! It's so simple - just mix all ingredients in a blender, pour into popsicle molds and freeze overnight!

#### **What You Need:**

- 3 cups fresh ripe sweet fruit, such as raspberries, blueberries, peaches, or strawberries, peeled and chopped
- 4 Tbsp agave nectar, or equivalent amount of stevia
- 1/2 cup light or full fat coconut milk

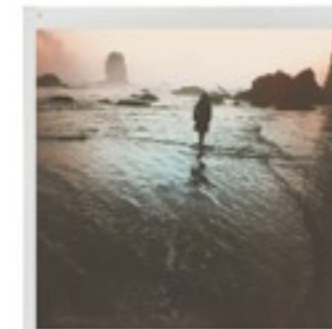
# AUGUST - EXPLORE

## INSPIRATION BOARD



# AUGUST - EXPLORE

## PRODUCT BOARD



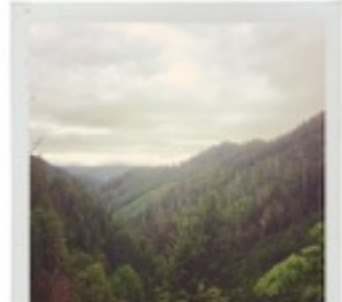
cannon beach



men with beards!



R



# SEPTEMBER - MIX IT UP

## INSPIRATION BOARD



# SEPTEMBER - MIX IT UP

## PRODUCT BOARD



# PRODUCT IMAGES



# WEBSITE REHAUL



SUBSCRIBE GIFT BLOG ABOUT

CONSCIOUS BOX

LOG IN CART (0)

LIVE INSPIRED. LIVE CONSCIOUSLY.

GET A BOX OF AMAZING FINDS FROM BRANDS WHO CARE

SUBSCRIBE

HEALTHIER LIVING  
STARTS NOW

## SUBSCRIBE TO CONSCIOUS BOX

Handpicked healthy, socially conscious and natural home, food and beauty items delivered monthly! Discover a beautiful life inspired by brands who make a difference.



# WEBSITE STYLE GUIDE

## CONSCIOUS BOX

### TYPE

- HEADLINE 1 [32]
- HEADLINE 2 [28]
- HEADING 3 [22]
- HEADING 4 [14]
- HEADING 5 [10]
- MAIN BODY

### VERTICAL RHYTHM

Body font is Montserrat 16px. Headings are font to the Bold. Line height is 1.2. Body line height is 1.2. The vertical grid is 72px. Both paragraphs and heading will line up one vertical baseline. All elements will fall either directly on a line or in between two lines.

Paragraph space is 22px. Body copy: Everything should have a cohesive vertical rhythm. If you break the rhythm users will not experience a clean and elegant space.

### LAYOUT

When deciding on the amount of space between objects, as well as their widths and heights, use multiples of 16. For example, the grid columns below are 60 pixels tall with 16 pixels of space between them. The baseline grid is 720px wide broken into base units.



### COLOR

We'll use the primary green and pink color for highlighting elements like buttons or links, and dark gray for copy. Secondary colors will be for things like avatars and alerts. Tertiary colors are for backgrounds.

#54A24A	#F05252	#333333	1
#54C08F	#F06292	#A9A9A9	2
#F0E6E2	#F0D5C8	#F0D5D5	3

### ICONS

Our icons are simple line drawings. Social media icons are often shown in white on a dark gray background, icons are the primary imagery on the site.



### ILLUSTRATIONS

Illustrations are clean and fun natural elements. They are flat design using colorful but more natural hues. They can be used for pop-ups or special areas, icons, and imagery can be used in patterns.



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### PATTERNS

Patterns are clean and fun natural elements. They are flat design using colorful but more natural hues. They can be used for pop-ups or special areas, icons, and imagery can be used in patterns.



### FORM ELEMENTS



### BUTTONS/LINKS



### BUTTONS/LINKS



### ALERTS



### NAVBAR



### FOOTER



### INTERSTITIAL





# WEBSITE PAGES

SUBSCRIBE GIFT BLOG ABOUT CONSCIOUS BOX LOGIN CART

LIVE INSPIRED. LIVE CONSCIOUSLY.  
GET A BOX OF AMAZING FINDS FROM BRANDS WHO CARE

SUBSCRIBE



**SUBSCRIBE TO CONSCIOUS BOX**

Hand-picked, healthy, socially conscious and natural home food and beauty items delivered monthly. Discover a beautiful life inspired by brands who make a difference.

SUBSCRIBE NOW



**NATURAL PRODUCTS**  
Take a peek at some of the great products from past boxes.



**OUR BRAND PARTNERS CHANGE THE WORLD**

We carefully select mission-based brand partners who are committed to values that support healthy people and a sustainable planet.


MEET BRAND STORIES



**HOW IT WORKS**

- JOIN**  
Get a curated monthly box of earth-conscious products delivered to your door.
- DISCOVER**  
Receive beautiful and sustainable goods from brands who make a difference.
- LIVE CONSCIOUSLY**  
Be inspired to rethink the way you live and feel good about supporting brands who give back.

WE BELIEVE THE CHOICES WE MAKE TODAY CAN SHAPE OUR HEALTH, OUR PLANET, AND OUR FUTURE. FOR THE BETTER, CHOOSE CONSCIOUSLY.



AS SEEN IN

Forbes USA TODAY Los Angeles Times WIREID YAHOO!

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SUPPORT: HELP CENTER, TERMS, PRIVACY

FOLLOW US: Facebook, Instagram, Pinterest, YouTube, Twitter

BE IN THE KNOW: Get updates on natural living and inspirational tips in your inbox. Type your address... SUBMIT

SUBSCRIBE GIFT BLOG ABOUT CONSCIOUS BOX LOGIN CART

AUGUST BOX PRESALE STARTS NOW- LIMITED QUANTITIES


**SUBSCRIBE TO CONSCIOUS BOX**

Receive a monthly box of lavish beauty items, stylish sustainable home goods and delicious healthy snacks. Feel good knowing that every brand you discover cares about people and the planet.

ALL NATURAL NON-CARD VEGAN GLUTEN FREE

MONTHLY \$40/month SUBSCRIBE NOW

BIANNUALLY \$200/6 months (1 month free!) SUBSCRIBE NOW



**AUGUST SNEAK PEEK**  
OUTDOOR ADVENTURE

Get out and explore! This month's box is full of summer goodies to get you inspired for your next adventure. Here in Portland we love the great outdoors so stay tuned for camping/travel tips and cute images of our adventures.

Get this inspirational journal and other unique treats! >>>



“ Super happy with this month's conscious box! All natural products for your skin and hair will do magic. I'll never turn back! -ambercassy ”

“ It's like getting a special gift each month from a friend who cares not only about you, but the planet! -Liandra ”




DISCOVER A BEAUTIFUL LIFE INSPIRED BY THE BRANDS WHO MAKE A DIFFERENCE.



DON'T MISS THE AUGUST BOX!  
SALE ENDS JULY 10TH

SUBSCRIBE NOW

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# SOCIAL MEDIA