

**ALTER/
NATIVE** BY SUMA

BRAND GUIDELINES

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**Our cruelty-free body
care range is created using the
natural power of plants.
Love your skin and respect
our planet.**

**ALTER/NATIVE by Suma.
Change is in your hands.**



OUR BRAND

ALTER/NATIVE by Suma is a body care range thoughtfully created by Suma, a liberally-minded workers co-operative who believe in natural, ethical and responsibly sourced products. ALTER/NATIVE by Suma was founded with nature and the environment at the soul of our brand and products - from formulation through to packaging.

We believe in giving you the choice to do things your own way. You can refill 100% of our core liquid range or make the switch to plastic-free bars - the choice is yours. With an accessible price point into sustainable body care and vibrant packaging unique to each fragrance, you can choose by fragrance, the nurturing properties of the ingredients, or purely to match your bathroom.

Our identity and design actively references nature, reflecting the uniqueness of the natural world with illustrated patterns for each fragrance. Our interchanging patterns allude to the alternative choice.

OUR BRAND VALUES

EQUALITY a defining unity

VIBRANT an active conscience

HONEST an authentic approach

INDIVIDUAL a charismatic personality



OUR TONE OF VOICE

OUR ATTITUDE

Small change, big impact.

In the disconnected, dis-unified and sometimes challenging world we live in, it's the little things in life that can make a radical difference to the wellbeing of ourselves and the world around us.

Savvy changes to your body care routine can result in feeling different from the inside out. Better choices about where you shop lead to better experiences for the world around us. Exchanging a smile with your neighbour to brighten both your days - and it didn't even cost 'ya!

Doing a little bit of good and hoping for a little bit of change.

TONAL PRINCIPLES

**OUT OF THE
ORDINARY** but not radical

CONVERSANT but not righteous

PLAYFUL but not jokey

HELPFUL but not preachy

THE MESSAGES WE SPREAD

We're a community: we are a co-op of individuals who care about having a natural choice.

Join our ALTER/NATIVE by Suma community.

We're advocates: We trust in the science of nature. We curate amazing stories from voices who inspire our choices.

TOPICS:

Change / Choice

Trust - Science/ Advocates in natural body care/ Co-op

Our customers (wholefoods/health stores)

Ingredients

Self-care/Sensorial

Cruelty Free

Ecological

Re-use

Lifestyle

THE ALTER/NATIVE BY SUMA STORY

**Our cruelty-free body care
range is created using the
natural power of plants. Love
your skin and respect
our planet.**



The background is a vibrant, abstract composition. It features a base of bright orange, overlaid with various shapes in shades of light blue and dark blue. Interspersed are clusters of small, yellow, leaf-like or seed-like patterns. The overall style is modern and graphic.

OUR IDENTITY

OUR DESIGN ESSENCE

A decorative graphic featuring a light blue circle at the top, a darker blue circle at the bottom, and two clusters of yellow leaf-like shapes on the left and right sides, all centered around the main text.

**SENSORIAL
GOODNESS**

ALTER/ NATIVE BY SUMA

OUR LOGO

There's an alternative choice, bold and unmissable. Natural textures represent its roots in plant-based infusions and eco packaging.

ALTER/NATIVE is a play on word, we offer an alternative natural choice for the natives of this world, who want to harness nature and live alongside it.

EXCLUSION ZONES

Off Pack



On Pack



Minimum Size Logo



When typing the brand name, please capitalise.
ALTER/NATIVE by Suma.

LOGO USAGE DONT'S

Please avoid the following...



Don't put the logo on an angle.



Don't distort the logo.



Don't use different colours for the logo.
Only black or white.



Don't use a different typeface.



Don't change the proportions of the logo.



Don't remove the tagline.

OUR ELEMENTS

We let the packaging do the talking. Each one has a unique pattern inspired by its fragrance. Show them off by placing products against neutral backgrounds.

We use our elements on-pack and on physical off-pack surfaces such as make-up remover pads, flannels, towels, tissue wraps and stickers for soaps and make-up bags.



ELEMENTS USAGE

The packaging for each fragrance has unique shapes and colours, but on off-pack, we tend to use a neutral colour or the palest colour from on-pack in adverts.

Our design is young, bold and energetic.

DO

Use elements to hug the type
Use colours from the packaging
Use the neutral palette for mixed adverts

DON'T

Flood the page with pattern
Use the wrong colours

COLOUR PALETTES

**ALTER /
NATIVE** BY SUMA

Our primary off-pack brand colour mirrors our front of pack using black and white. Black and white is used for generic POS.

COLOUR PALETTES



Our primary off-pack brand colour mirrors our front of pack using black and white. Black and white is used for generic POS.

COLOUR PALETTES



Use in adverts: Black is used for logos and overlaid text set against a selected on-pack colour where an image of a product is seen. Where multiple product patterns are seen we use a universal cream for the background #FCF6E9.

COLOUR PALETTES

Grapefruit & Aloe Vera



Hemp & Vitamin E



White Lavender



Rose & Geranium



Hemp & Jasmine Musk



Coffee & Cedarwood



Tea Tree & Aloe Vera



Patchouli & Sandalwood



Lavender & Geranium



Coconut Milk & Ylang Ylang



Bergamot & Green Tea



Patchouli & Hemp



Clear & Simple



Activated Charcoal



Ayurvedic



Cinnamon & Orange



Grapefruit & Mandarin



Tea Tree & Eucalyptus



Coconut & Argan Oil



Pink Grapefruit



Aloe Vera



Lavender & Lime



Rosemary & Lavender



Peppermint & Pine



Lemongrass & Chamomile



OUR BRAND TYPEFACE

We like keeping things simple, so we only use one font on our designs. It's clear and friendly, has a lot of different **weights**, looks great in CAPITALS or sentence case. The kerning is set at 40 to keep things open and light, with a good amount of leading (e.g. 10pt more than the font size). This is a Google font so is readily available.

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

MONTSERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

PRODUCT PHOTOGRAPHY

Bold backgrounds, minimalist style with a hint of ingredients.



LIFESTYLE PHOTOGRAPHY

Natural, down to earth styling with pops of colour.





OUR OFF-PACK EXAMPLES





15% OFF

THE GOOD CHOICE



A NATURAL CHOICE FOR UPLIFTING BODYCARE.

Naturally fragranced with grapefruit essential oils leaving you feeling refreshed.

Our bottles are made from 100% post-consumer recycled plastic that can be refilled in stores.



www.suma.coop
f @sumawholefoods



15% OFF

CHANGE SMELLS GOOD



CHANGE IT UP FOR YOUR HAIR AND THE PLANET.

Choose from 8 shampoos naturally fragranced with essential oils. Each bottle is made using 100% post-consumer recycled plastic that can be refilled in stores.

A natural choice for every mood and hair type.



www.suma.coop
f @sumawholefoods



15% OFF

CHANGE SMELLS GOOD



CHOOSE REFILLS & REDUCE WASTE.

Choose from 8 shampoos naturally fragranced with essential oils to suit every mood.

All our bottles are made from 100% post-consumer recycled plastic that can be refilled in stores.



www.suma.coop
f @sumawholefoods



15% OFF

CHANGE SMELLS GOOD



FRESH & SOOTHING FRAGRANCE

Body care made with essential oil formulations and bursting with natural fragrances.

www.suma.coop
f @sumawholefoods

INSTAGRAM



The background is a vibrant, abstract composition of organic shapes in shades of orange, yellow, and dark blue. A central white rectangular area contains the text.

OUR PACKAGING



Ideal Small Format Layout (for use on soap boxes etc.)

Front of Pack

PRODUCT DESCRIPTION
**FRAGRANCES
 & FLAVOURS**

7.5PT
 7.5PT

SEMIBOLD 8PT/100PT KERN
**BOLD 13PT/ 13PT
 LEAD/40 KERN**



Logo lock-up is 12mm high

Medium 6pt / 6pt lead

Back of Pack

EMOTION & VIBES
**FRAGRANCES
 & FLAVOURS**
 added information

6PT
 6PT

SEMIBOLD 6PT/100 KERN
**BOLD 10PT/ 10PT
 LEAD/40 KERN**
 regular 6pt/60 kern

Long description about the products.

Regular 5pt/ 6pt lead/ 40pt kern



Cocogoose letterpress 4.8pt/ 6pt Lead

Ideal Small Format Layout (for use on add-on soap boxes etc.)

Front of Pack

9.5PT
PRODUCT TYPE
9.5PT
 DESCRIPTOR
7.5PT
FRAGRANCES & FLAVOURS
7.5PT
 added flavour

BOLD 10PT/100 KERN
 SEMIBOLD 8PT/100PT KERN
BOLD 13PT/ 13PT
LEAD/40 KERN
 regular 6.5pt/60 kern



Logo lock-up is 12mm high

Back of Pack

6PT
 DESCRIPTOR
6PT
FRAGRANCES & FLAVOURS
6PT
 added flavour

SEMIBOLD 6PT/100 KERN
BOLD 10PT/40 KERN
 regular 6pt/60 kern

Long description about the products.

Regular 5pt/ 6pt lead/ 40pt kern



Semibold/ 7pt/ 7pt lead/ 40 kern



Regular 5pt/ 5pt lead

Ideal Small Format Layout
(for use on outer soap box label etc.)

Front of Pack

PRODUCT DESCRIPTION
FRAGRANCES & FLAVOURS
added information
80g

SEMIBOLD 8PT/100 KERN
**BOLD 13PT/13PT
LEAD/40 KERN**
medium 6.5 pt/60PT KERN
medium 8pt/60 PT KERN



Logo lock-up is 12mm high

Back of Pack

PRODUCT DESCRIPTION
FRAGRANCES & FLAVOURS
Copy

SEMIBOLD 6PT/100 KERN
**BOLD 10PT
/10PT LEAD/40 KERN**
regular/ 6.5pt/ 7.8 lead



Ideal Small Format Layout (for use on outer soap box label etc.)

Back of Pack

PRODUCT DESCRIPTION
**FRAGRANCES
& FLAVOURS**
sense

SEMIBOLD 6PT/100 KERN
**BOLD 10PT
/10PT LEAD/40 KERN**
regular 6PT/60 KERN

Front of Pack

PRODUCT DESCRIPTION
**FRAGRANCES
& FLAVOURS**
80g

SEMIBOLD 8PT/100 KERN
**BOLD 13PT/13PT
LEAD/40 KERN**
medium 8pt/60 PT kern



Logo lock-up is 12mm high

Ideal Large Format Layout (for use on outer soap box label etc.)



Logo lock-up is 16mm high

Back of Pack

PRODUCT DESCRIPTION
FRAGRANCE & FLAVOURS

SEMIBOLD 6PT/100 KERN
BOLD 10PT/40 KERN

Front of Pack

PRODUCT DESCRIPTION
FRAGRANCE & FLAVOURS

Descriptive sentence about product performance.
90g

SEMIBOLD 10PT/100 KERN
BOLD 17PT/40 KERN
MEDIUM 7.5PT/7.5PT LEAD/60 KERN
MEDIUM 10PT/10PT LEAD/60 KERN

Ideal Large Bottle Layout (for use on shampoo labels etc.)

cocogoose letterpress
6.5pt/ 7pt lead

Sub heads
Semi-bold/ 6.5pt/ 8pt lead
Copy
Reg/ 6.5pt/ 8pt lead

Ingredients/Caution
Gotham condensed bold
Gotham condensed book
6pt/ 7pt lead/ 40pt Kern

6.5mm height

Address/ Recycling
Semi bold/ 6.5pt/ 8pt lead
reg/ 6.5pt/ 8pt lead



Logo lock-up is 14mm high

PRODUCT DESCRIPTION
FRAGRANCE
flavouring

PRODUCT DESCRIPTION

SEMIBOLD 10PT/100 KERN
BOLD 17PT/40 KERN
regular 7.5PT/7.5PT lead/60 kern

SEMIBOLD 7.65PT/100 KERN

Cocogoose letterpress 8.5pt

Ideal Medium Bottle Layout (for use on shampoo labels etc.)



Logo lock-up is 14mm high

PRODUCT DESCRIPTION
FRAGRANCE & FLAVOURS
 8.5PT
 8.5PT
 flavouring
 300ml

PRODUCT DESCRIPTION

SEMIBOLD 8PT/100 KERN
BOLD 13PT/40 KERN

regular 6.5PT/7.5PT lead/60 kern
 8pt/ 8pt lead

cocogoose letterpress 7.5



Sub heads
 semi-bold/ 6.5pt/ 8pt lead

Copy
 reg/ 6.5pt/ 8pt lead

cocogoose letterpress 5pt/ 6pt lead

Ingredients
 gotham condensed bold
 gotham condensed book
 6pt/ 7pt lead/ 40pt Kern

6mm height

semi bold 4pt/ 5pt lead
 reg 4pt/ 5pt lead

Address/ Recycling
 Semi bold 5pt/ 6pt lead
 reg 5pt/ 6pt lead

POSITIONING OF TECHNICAL INFORMATION

PRODUCT NAME:

Correct format - bold, centred, capitals, set within block colour black.

e.g. **SHAMPOO BAR**

Followed by range fragrance centred below – correct format bold, centred capitals.

e.g. **PINK GRAPEFRUIT**

Followed by additions to the fragrance – correct format light, lower case centred

e.g. with aloe vera & lime

INGREDIENTS:

Use the format (bold, one word, colon): **Ingredients:**

Non-food products: Listed ingredients should follow the INCI rules. Ingredients have to be listed according to their INCI denomination, in a descending order of weight of the ingredients at the time when they are added to the cosmetic product (by concentration). Ingredients in concentration of less than 1% may be listed in any order after those in concentrations of more than 1%.

For ingredients of two words or longer – capitals for only the first word of the ingredient, e.g. Alkyl polyglucoside, not Alkyl Polyglucoside. Brackets within brackets should be round not square eg. (xxx (xxxx) xxx), NOT (xxx [xxxx] xxx). The same capitalisation rules apply to the text within brackets, e.g. (Tea tree) not (Tea Tree). Where country names appear in the ingredients list these should be capitalised, e.g. Lemongrass Bhutan oil not Lemongrass bhutan oil, however the opposite applies to a perceived human name, e.g. Aloe vera is correct and not Aloe Vera.

Allergens should be listed at the end of the INCI listing. Allergens do not need to be in bold. They should follow the ingredient capitalisation convention for non-food ingredients i.e. capitalise all allergens.

Wherever possible and space allows the common name for ingredients should be shown within brackets following the ingredients INCI name, e.g. Aloe barbadensis (Aloe vera) to provide a clearer understanding of what the product contains.

POSITIONING OF TECHNICAL INFORMATION

PALM OIL STATEMENTS:

The first comment about any ingredient such as if the ingredient is derived from palm oil will be marked with an asterisk

*

Any further comments made about an ingredient will be preceded by a double asterisk ** or triple for a third comment

*** and so on.

Palm Oil statement: **Ingredients:** Glyceryl stearate*, ...

Acceptable and agreed palm oil statements:

***From sustainable sources** where the product contains 'palm oil' in the ingredients list.

***Derived from sustainable sources** where a product contains an ingredient derived from palm oil but not as a direct ingredient an example of this would be 'Glyceryl stearate'.

***Derived from coconut and sustainably sourced palm** where a product contains ingredients which are sometimes derived from coconut and sometimes palm, but does not contain palm directly. An example of this would be 'Ammonium lauryl sulphate'.

INSTRUCTIONS FOR USE:

Where these are included, use the format below depending on product type (bold, followed by a capital letter).

How to use: Massage gently into wet hair. Rinse. For truly excellent hair care, follow up with our Conditioner.

Storage instructions should be one of the following and ideally sit next to the durability code (best before date) or next to the indication of where the durability code is. Alternatively, it should be sited next to the open jar symbol indicator.

Use the format below (bold, one word, followed by a capital letter).

Storage: Store in a cool, dry place.

Storage: Store in a cool, dry place out of direct sunlight.

Storage: Allow bar to dry between use and do not allow to sit in water.

Period After Opening (PAO): The open jar symbol tells you how long the product will stay good after it's been opened in months and/or years. This can be placed next to the recycling information (liquids) or alternatively next to the bar weight indicator (soaps). The number in months should be placed within the jar symbol accompanied by a capital M e.g. 30M

POSITIONING OF TECHNICAL INFORMATION

LOGO USAGE:

ALTER/NATIVE by Suma body care range is registered with the Vegan society, the symbol should be presented centrally to the cruelty free logo and Made in UK logos. In that order. It is not necessary to include 'suitable for vegetarians and vegans' on our body care products.

Logos are supplied; please view the relevant guidelines for logo usage. Adhere to sizes and colours shown. The artworks in this document have been set with logos at 10mm high.

<https://www.vegansociety.com/your-business/vegan-trademark-standards>

Cruelty free guidelines can be found here:
MacData on C/_RESOURCE SHOP/LOGOS/others logos/BUAV/
Cruelty Free International Leaping Bunny Logos/Leaping Bunny



PRODUCT WEIGHT/VOLUME:

For the liquids the weight should be shown in the same field of vision as the name of the product, for the soaps this may be the base of the inner box and side of the outer case.

less than 50g or 50ml - x height min 2mm
50g or ml - 200g or ml - x height min 3mm
200g or ml - 1000g or ml - x height min 4mm
Exceeding 1kg - x height min 6mm
(height of the number)

If 'e' weight symbol is used, it must be at least 3mm in height and in same field of vision as weight.

For quantity declarations use g, kg, ml or L, eg 400ml, 5L

The 'e' weight symbol is not currently necessary on the liquids or bars in the ALTER/NATIVE by Suma range.

VERSION CONTROL:

Version control to be included on all artworks, in the format AWCXXXXA.

XXXX will be the date the final artwork was sent to print, in the format MMY e.g. **AWC0319A**

For any changes during the same month add B/C/D etc eg: first change - **AWC0319B**. For artwork change made that falls into the next month - **AWC0419A**.

Position the version reference next to the barcode and PL code.

POSITIONING OF TECHNICAL INFORMATION

ADDRESS BLOCK:

Made in....

Use for products that are produced in the UK which will be somewhere other than where the ingredients are sourced,

Example of correct address format and social info (positioning may vary):

Made in the UK for Suma, Elland, HX5 9DB, UK. Tel: +44 (0)1422 313845 www.suma.coop, /sumawholefoods

Do not include email address.

PRODUCT CODE:

All products must include a product code, this should be positioned next to the barcode and version reference.

STANDARDISED RECYCLING INFO ON PRODUCTS:

Recyclable products:

Include Mobius loop Underneath/next to:

Include descriptive text, giving material name and recycling status, broken down by component if there is more than one. e.g.

Where the packaging includes recycled ingredients, this should also be included as a separate statement e.g.

Bottle made from 100% recycled plastic

This statement should be placed below the recyclability information e.g.



BOTTLE: 100% rHDPE

Recyclable

LID & LABEL: Plastic PP

Recyclable

Bottle made from 100% recycled plastic

NON-RECYCLABLE PRODUCTS

Just include text, e.g.

PUMP: Mixed materials

Not currently recyclable

ALTER/ NATIVE

BY SUMA

Mission

To be an alternative to highly processed body care. By harnessing the sensorial power of plants whilst reducing our impact on the planet.

Vision

To be a leading staple body care brand in the ethical consumer market. By demonstrating innovative solutions to ingredients and packaging based on Suma's sustainable ethics.

Value / Sustainability

Fulfill our environmental and sustainable promise to customers. By showing the small choices we make and encouraging others to do so too!

What

Create products that tantalise your nose with quirky combinations and offer our customers ethical products so they can make a change their own way!

Continue to innovate in packaging as ALTER/NATIVE grows.

Aluminium refill bottles. Be honest about our choice of ingredients.

Packaging has been a huge focus in the range. We've done our plastic research and selected 100% recycled & recyclable. We offer our customers a choice to go plastic free or reduce their waste by buying in bulk.

Why

Because we wanted to give you a product you're excited to jump straight in the shower with that burst of colours and textures, quirky new smells and give you a cleaner conscience.

Because we do things differently and we look for the alternative options without compromising on the quality of our products.

Because its the way we've always done it since 1977. ALTER/NATIVE is the natural eco-conscience answer to mainstream body care.

How

Vibrant packaging with a bold personality just like nature. Cruelty free and vegan products with responsibly sourced ingredients. Sensorial hand soaps.

Write a clear brand story that celebrates all the amazing small choices ALTER/NATIVE offers.

Celebrate the natural properties of plants, our RSPBO ingredients and give options to reduce our impact on the planet. Refill Campaign - buy bulk. Plastic free wash routine gift sets

SENSORIAL
GOODNESS

ALTER/
NATIVE
BY SUMA

SENSORIAL
GOODNESS



EARTH FRIENDLY SHAMPOO FOR EVERY MOOD AND HAIRTYPE
FRAGRANCED WITH ESSENTIAL OILS

Vegan SLS free SLES free

SENSORIAL
GOODNESS

ALTER/
NATIVE
BY SUMA