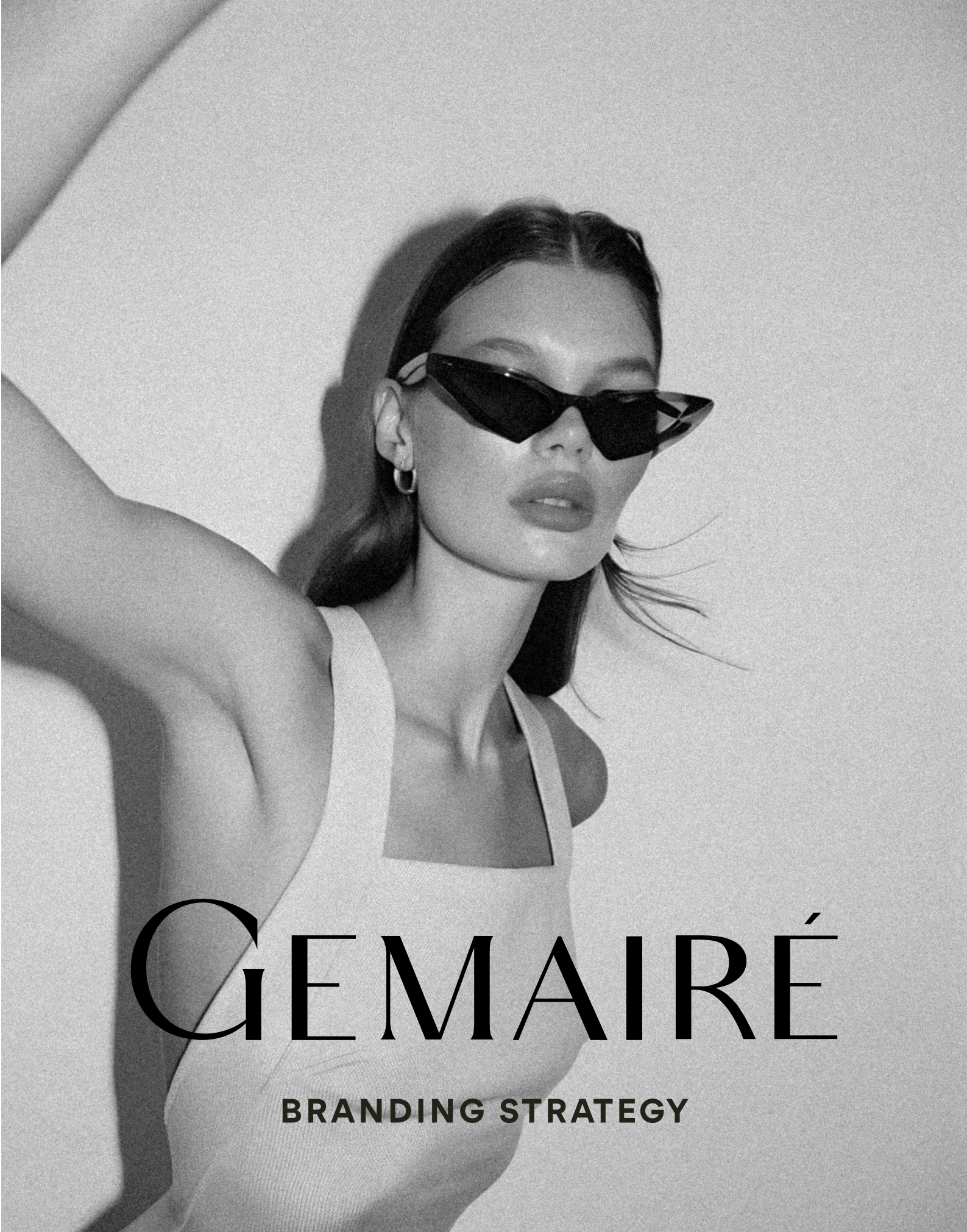

GEMAIRÉ

BRANDING STRATEGY

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01.3 THE GEMAIRÉ STANDARD

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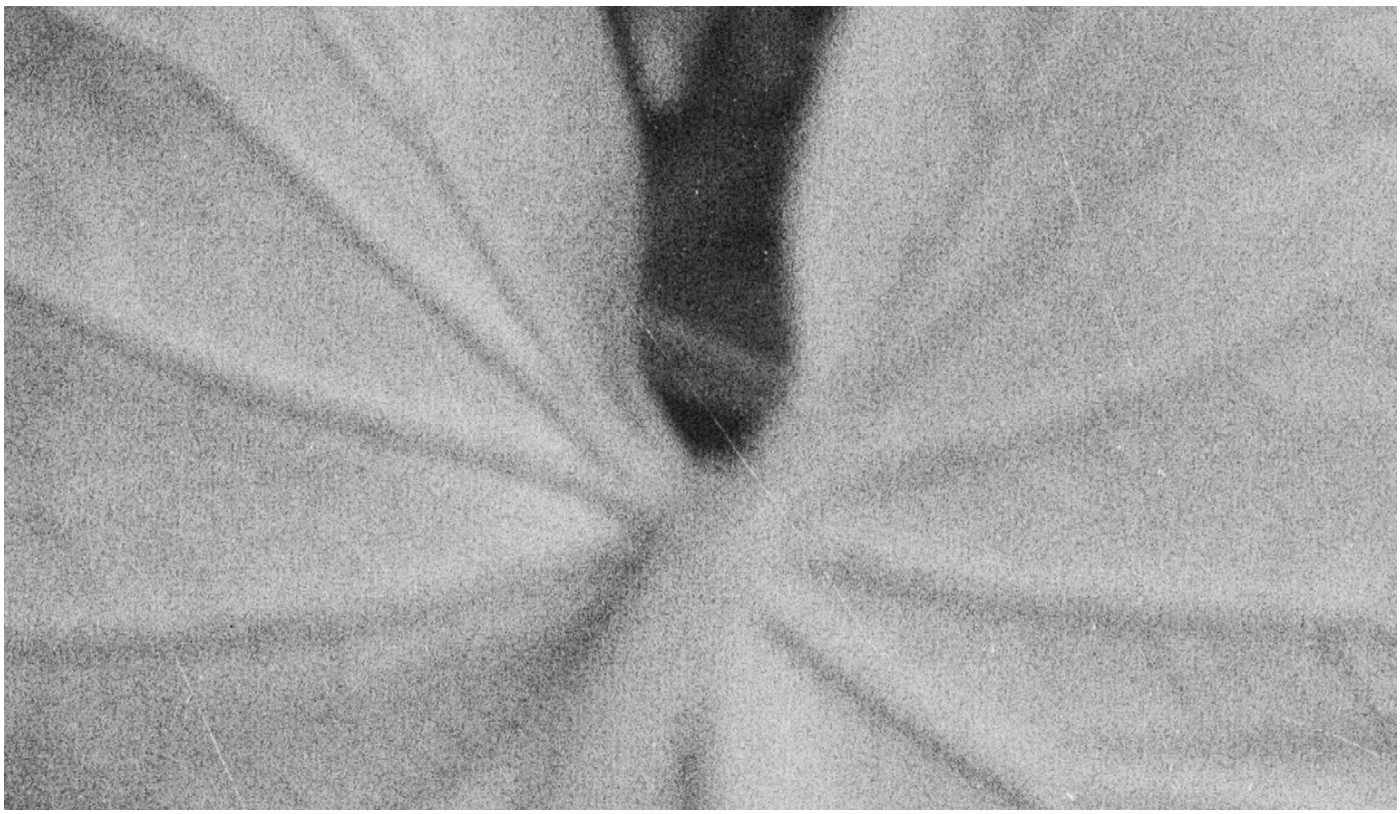


WHY GEMAIRÉ EXISTS

THE WORLD DOESN'T NEED ANOTHER SUPPLEMENT CUPBOARD.

IT NEEDS A BETTER EDIT.

Collagen. Magnesium. Gut support. Greens. Hormones. Electrolytes. Products researched, recommended, bought and eventually forgotten.

For women who have been purchasing supplements for more than 25 years across cosmeceuticals, health, nutrition and aesthetics - that cupboard represented something much bigger: an industry that had made looking after yourself unnecessarily complicated.

So GEMAIRÉ isn't about adding more. It's about **editing**.

Doing less, exceptionally well. Creating a small collection of products that earn a permanent place in a woman's day because they work, because she trusts them and because they fit effortlessly into a life that is already full.

THE PHILOSOPHY

SHE ISN’T ONE WOMAN



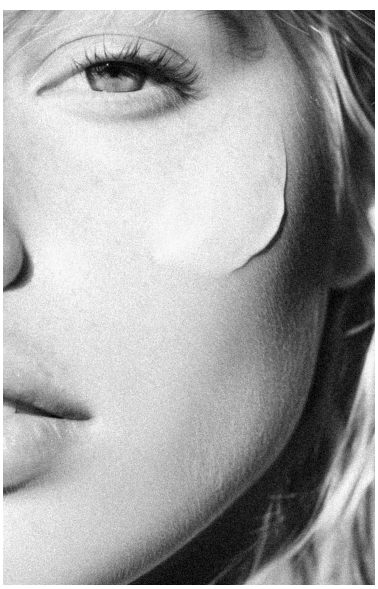
CHAOS FEMME

The school run. The missed alarm. The overflowing inbox. The night where the beautifully considered evening routine absolutely isn't happening.



SACRED FEMME

She understands the value of ritual. The quiet five minutes before everybody else wakes up. The evening routine that signals the day is finished. Looking after herself isn't about optimisation, sometimes it's just about returning to herself.



POLISHED FEMME

She has the diary organised, the coffee in hand and somewhere to be. She values quality, knows what she likes and doesn't need a product shouting at her to recognise when something is good.

GEMAIRÉ ISN'T DESIGNED FOR AN IDEALISED VERSION OF HER.

IT'S DESIGNED FOR **ALL OF HER.**

THE GEMAIRÉ STANDARD

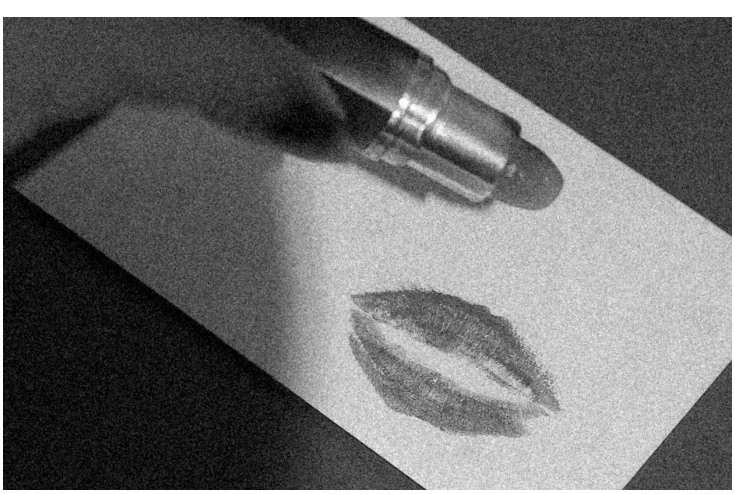
INTEGRITY OVER SHORTCUTS.

QUALITY OVER QUANTITY.

TIMELESS OVER TRENDING.

TRUST OVER TRANSACTIONS.

THOUGHTFULNESS OVER NOISE.



GEMAIRÉ doesn't exist to sell women more wellness. It exists to make wellness feel simpler. Every formulation, product, piece of communication and customer experience should be filtered through the same question: does this genuinely deserve a place in her life?



THE DAILY EDIT IS THE FOUNDATION GEMAIRÉ WILL BE BUILT ON.

In a wellness industry that constantly tells women they need another supplement, another step and another thing to remember, GEMAIRÉ takes the opposite approach. JOUR, BEAUTÉ and NUIT have been designed as one considered system: three products with three distinct purposes, created to support the rhythm of a woman's day without filling her cupboards or complicating her routine. The ambition isn't to build status through an ever-expanding product catalogue, but through becoming known for a small collection that is exceptionally well considered, trusted and genuinely worth returning to. Every product has to earn its place. By resisting the pressure to constantly create more, The Daily Edit becomes more than GEMAIRÉ's first collection; it establishes the restraint, consistency and reputation the brand will be built upon.

JOUR

BEGIN

morning / possibility / energy

BEAUTÉ

NOURISH

healthy ageing / beauty from within /
consistency

NUIT

RESTORE

evening / slowing down / recovery

THE GEMAIRÉ CODE

01. THE RULES

GEMAIRÉ DOES NOT PERFORM LUXURY.
IT BEHAVES LIKE A BRAND THAT ALREADY HAS STATUS.

Everything should feel understated, considered and assured. We don't add detail simply to make something feel expensive, follow trends to remain relevant or fight for attention. The product, its quality and the reputation attached to the GEMAIRÉ name should ultimately be what creates desirability. When in doubt, **edit**.

DO

DO prioritise restraint, space, quality, material, composition and detail.

DO create things that could still feel relevant in ten years.

DO let GEMAIRÉ feel confident enough to be quiet.

DO use contrast between polished branding and imperfect real life.

DON'T

DON'T use obvious visual clichés of "luxury".

DON'T overcrowd layouts, imagery or messaging.

DON'T chase wellness aesthetics or social trends.

DON'T mistake minimalism for blandness.

DON'T make the woman herself unrealistically polished.

02. THE REFERENCE POINTS

THESE BRANDS ARE REFERENCE POINTS, NOT VISUAL TEMPLATES.

GEMAIRÉ should never imitate another brand's identity. Instead, we look to brands that have built desirability through consistency, restraint, quality and a clearly defined world of their own.



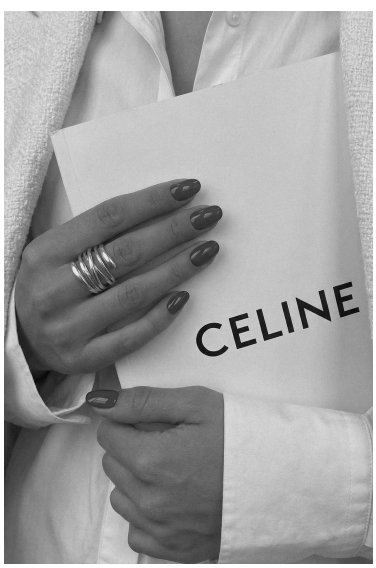
RECOGNITION

Consistency creates a world people recognise before they need to read the name.



ATTITUDE

Elegant and sophisticated without becoming delicate or overly feminine.



RESTRAINT

Confidence without embellishment. The name carries the status.

For GEMAIRÉ, status is created through the entire experience, not just how the product looks. Like the best hotels and restaurants, it lives in details that can seem insignificant on their own — the weight of something in your hand, the quality of the materials, the lighting, scent, sound, service and the care taken over every interaction. Together, those details create a feeling that stays with you. GEMAIRÉ should apply that same level of thoughtfulness to every touchpoint, building desirability through an experience that feels completely considered.

03. THE STATUS RULE



DESIRABILITY IS PART OF THE PRODUCT.

GEMAIRÉ should become something women are proud to own, display and be seen with. Status isn't communicated through obvious wealth or excessive branding, but through discernment: I know what's good. I have good taste. I choose well. I can afford to choose well.

Every creative decision should contribute to the long-term ambition that the GEMAIRÉ name itself becomes shorthand for that taste.

OH, SHE BUYS GEMAIRÉ.

THAT'S THE GOAL.

THE GEMAIRÉ WOMAN



MEET SOPHIE

Sophie is around forty, although GEMAIRÉ is defined far more by mindset than age. Her life is full: work, family, relationships, ageing parents, friendships, appointments, plans and a brain that rarely completely switches off. From the outside she looks like she has everything under control. Often she does. Sometimes she absolutely doesn't.

She's interested in her health and wants to feel good as she gets older, but wellness isn't her entire personality. She doesn't want her morning routine to become a military operation or her kitchen to resemble a supplement aisle. She has enough decisions to make already.

What Sophie is looking for is confidence in the choices she does make. She wants to know that the research has been done, the unnecessary has been removed and what remains is genuinely worth her time, money and attention.

CHAOS
of the day to day

SACRED
how she cares for herself

POLISHED
how she chooses

WHAT SHE VALUES

QUALITY

She'll happily invest when she understands why something is worth investing in. Cheap isn't the goal, value is.

TIME

It's one of the few things she can't buy more of. Anything that removes unnecessary decisions or complexity has genuine value.

TRUST

She's tired of exaggerated claims and conflicting advice. She wants brands whose judgement she can trust, not brands constantly trying to sell her something.

TASTE

She notices things. Materials, interiors, fashion, restaurants, typography, the details of an experience. She doesn't need everything she owns to be expensive, but she likes things to feel considered.

EVIDENCE

Beautiful branding might attract her, but it isn't enough to keep her. Ingredients, formulations and claims need substance behind them.

WHO SHE IS WHEN SHE CHOOSES GEMAIRÉ



SHE KNOWS WHAT'S WORTH HAVING.

GEMAIRÉ's long-term ambition is therefore not simply to become a supplement brand Sophie trusts. It is to become a brand she is **proud to be associated with**.

The jar left deliberately on the desk rather than put away.

The product pulled from her handbag.

The name somebody else recognises.

THE GEMAIRÉ VOICE

What remains consistent is confidence. GEMAIRÉ never needs to shout to establish its status, overcomplicate a subject to prove its expertise or manufacture relatability to connect with its audience.

THE BRAND IS POLISHED.
THE PRODUCT IS CONSIDERED.
THE WOMAN BEHIND BOTH IS ALLOWED TO BE HUMAN.

ASSURED, NOT LOUD

We know what we stand for. We don't over-explain simply to prove it.

INFORMED, NOT PREACHY

Science, formulation and expertise should create clarity, not another layer of wellness overwhelm.

WITTY, NOT PERFORMATIVE

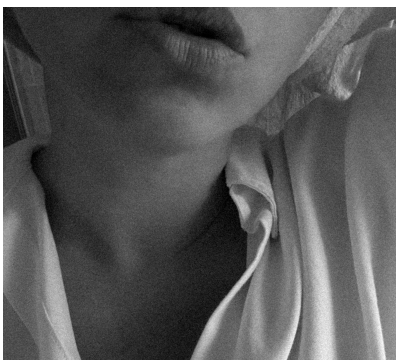
Humour is dry, natural and occasionally self-deprecating. We don't **try** to sound relatable.

ASPIRATIONAL, NOT UNATTAINABLE

GEMAIRÉ creates desire without pretending life is perfectly curated.

ONE VOICE. THREE REGISTERS.

CHAOS



THE FOUNDER VOICE

Candid / Dry / Sceptical / Conversational

Used when Gem is speaking directly to the GEMAIRÉ woman: founder stories, formulation journeys, industry observations, education and behind-the-scenes content. This is where personality has room to breathe — longer thoughts, humour, emojis and the occasional swear word included.

Example:

“The irony of building a wellness brand while simultaneously becoming more sceptical of the wellness industry is not lost on me. I’m sceptical, not fucking immune.”

SACRED



THE PRODUCT VOICE

Considered / Sensory / Intelligent / Ritual-led

Used when talking about the products, their formulations and their place within a woman's day. The pace slows and the language becomes more considered, balancing the experience and ritual of GEMAIRÉ with clear substance behind every claim.

Example:

“NUIT
The day can end here.

The kitchen is finally quiet. The phone is down. NUIT is the small ritual that marks the shift from everything you've had to do, to the part of the evening that belongs to you.”

POLISHED



THE EDITORIAL VOICE

Restrained / Assured / Concise / Status building

Used when GEMAIRÉ itself takes centre stage. Campaigns, launches, headlines, brand statements, packaging and high-impact social content should say only what is necessary and allow the name to carry the rest.

Example:

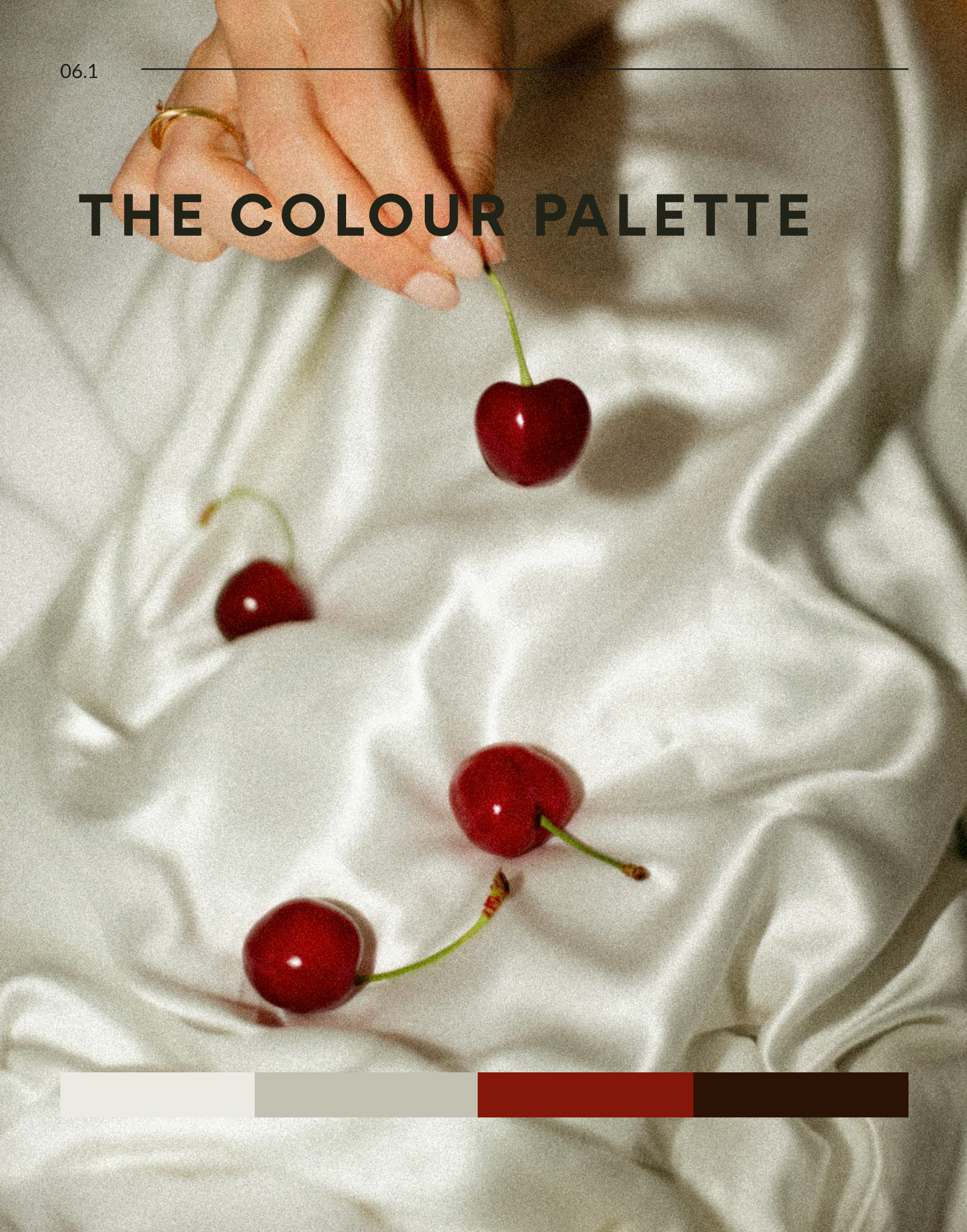
“GEMAIRÉ
A new standard. Est. 2026.”

HOW GEMAIRÉ SPEAKS



WHEN WE'RE...	LEAD WITH...
Launching or making a brand statement	**Editorial**
Building status and desirability	**Editorial**
Talking about JOUR, BEAUTÉ or NUIT	**Product**
Explaining formulations or ingredients	**Product / Founder**
Educating or challenging wellness claims	**Founder**
Sharing behind the scenes	**Founder**
Packaging / printed brand copy	**Editorial / Product**

THE COLOUR PALETTE



PRIMARY COLOURS:

Paper White
FFFFFF

Ivory
ECECE4

Mono Grey
5A5955

Ink Black
000000

ACCENT COLOURS:

Cherry Red
86170B

Chocolate Brown
2A1406

PAPER WHITE - EDITORIAL BASE

The cleanest expression of GEMAIRÉ. Used predominantly across digital and editorial layouts to create space, clarity and contrast with black typography.

INK BLACK - TYPE & IDENTITY

The anchor of the palette. Used for typography, logos and strong graphic details, particularly against Paper White and Ivory.

COLOURS CONTINUED...

IVORY - MATERIAL & TACTILITY

Represents the natural, tactile papers and materials used throughout GEMAIRÉ packaging, stationery and printed touchpoints. Adds warmth without losing the brand's restraint.

MONO GREY - IMAGE & ATMOSPHERE

The foundation of GEMAIRÉ's photographic world. Used through monochrome imagery and softer tonal elements to create a timeless, editorial feel.

CHERRY RED - ENERGY & ATTITUDE

A deliberate flash of colour used sparingly across imagery, campaigns and selected packaging details. Brings confidence and a subtle sense of provocation to the otherwise restrained palette.

CHOCOLATE BROWN - WARMTH & DEPTH

A softer, richer accent used within imagery, materials and packaging details. Adds warmth and depth while remaining understated and sophisticated.

TYPOGRAPHY

PRIMARY LOGO TYPEFACE:

CIELORE

HEADING/BODY TYPEFACE:

DM SANS

DM SANS

Dm Sans

TYPOGRAPHY IN USE

THE ART IS IN THE EDIT.

HEADING

Font: DM Sans
Weight: Black
Style: Capitalised
Letter Spacing: 10%
Digital Font Size: 90px

THE FOUNDER'S EDIT.

SUBHEADING

Font: DM Sans
Weight: SemiBold
Style: Capitalised
Letter Spacing: 10%
Digital Font Size: 35px

NUIT is the small ritual that marks the shift from everything you've had to do, to the part of the evening that belongs to you.

BODY

Font: DM Sans
Weight: Regular
Letter Spacing: 0%
Digital Font Size: 25px

IMAGERY DIRECTION



THE GEMAIRÉ IMAGE

GEMAIRÉ imagery lives between editorial polish and real life. The photographic world should feel considered without becoming overly staged; beautiful without becoming pristine; aspirational without removing the woman or the life the product was created for.

MONOCHROME FIRST

Black, white and desaturated imagery creates the editorial foundation.

COLOUR WITH PURPOSE

Cherry, chocolate, skin tones or product colour appear as intentional interruptions.

MOVEMENT OVER PERFECTION

Blur, grain, crop, imperfect framing and moments in motion are welcome.

TEXTURE MATTERS

Skin, paper, glass, fabric, water, powder, reflections, shadow.

EDITORIAL, NOT STOCK

Images should feel like part of GEMAIRÉ's world rather than generic wellness content.



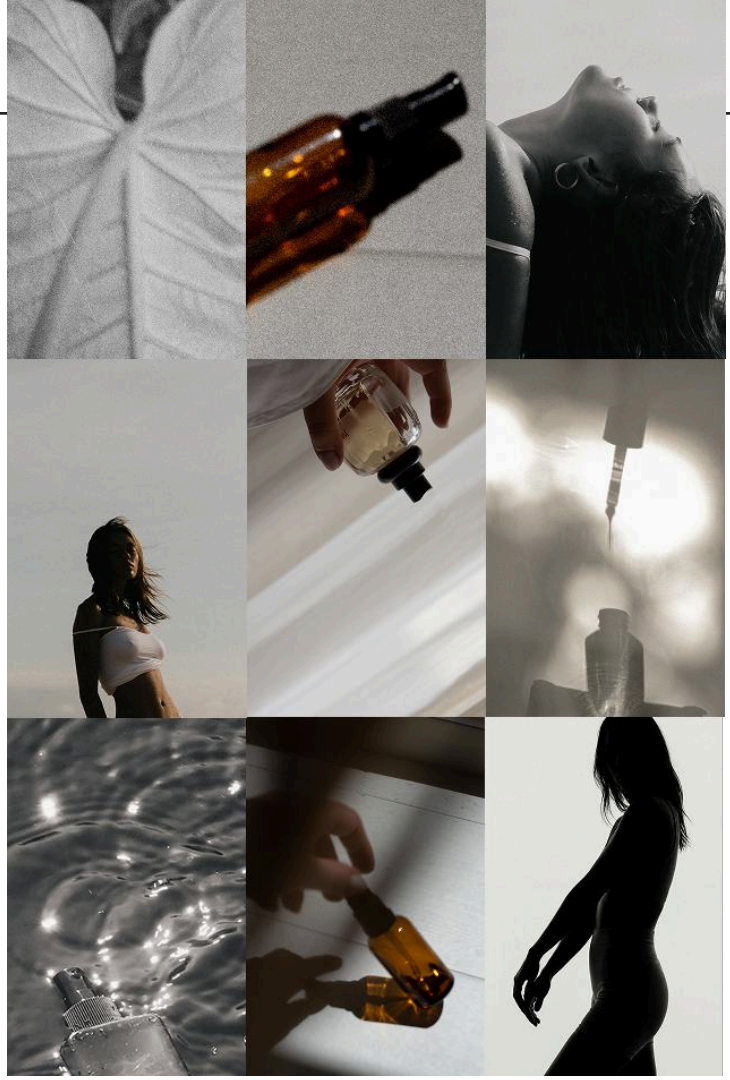
CHAOS FEMME - LIFE

Campaign / Lifestyle / Social / Storytelling

Movement, imperfect crops, candid moments, handbags, coffee, getting dressed, work, travel, kitchens, motherhood, half-finished routines and full lives.

Photography can feel grainier, closer, more spontaneous and less composed. Motion blur, unusual crops and imperfect framing are encouraged.

The product exists within her life. Her life isn't staged around the product.



SACRED FEMME - PRODUCT

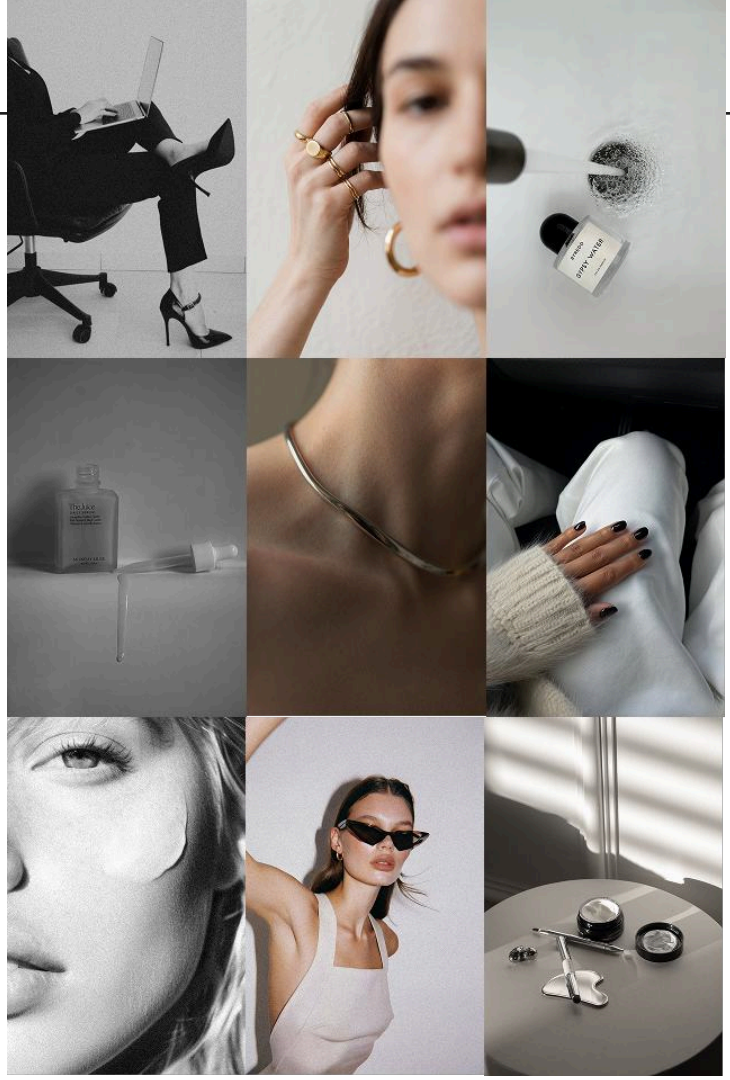
Product / Sensory / Detail / Experience

Light through glass. Water. Powder. Skin. Hands. Opening the jar. Turning the lid. Morning light and evening shadow.

Photography should focus closely on texture, touch, material and the physical experience of using GEMAIRÉ.

Slower, softer and more intimate than Chaos.

Make the viewer want to touch, open, hold and use the product.



POLISHED FEMME - BRAND

Editorial / Campaign / Product / Identity

The most controlled expression of GEMAIRÉ. Strong composition, negative space, clean lines, considered styling and beautiful materials.

Product imagery should communicate quality through detail rather than obvious luxury cues: heavy glass, paper texture, embossing, typography, reflections, precise placement.

Nothing accidental. Nothing unnecessary.

THE LOGO SYSTEM

GEMAIRÉ

ONE NAME. ONE MARK.

THE GEMAIRÉ WORDMARK

THE WHITE SPACE RULE



THE HEADING SPACING RULE



LOGO USE RULES

DO

Ink black on Paper white
Ink Black on Ivory
White reversed over imagery
Emboss/deboss on natural paper
Cherry red as a rare accent

DON’T

Don't stretch or distort.
Don't alter the letter spacing.
Don't add shadows/effects apart from ink bleed/
printing effect.
Don't place it over visually busy areas.
Don't introduce colours outside the palette.
Don't recreate the wordmark using the logo fontface.
Don't overcrowd it with other elements.

GEMAIRÉ

THE PRINTED MARK

Alongside the clean wordmark, GEMAIRÉ can adopt a softened, imperfect print treatment inspired by traditional ink on paper. Subtle bleeding, grain and irregularity can be introduced to give the otherwise precise identity a more tactile, collected quality.

GOOD FOR:

Editorial print, tissue paper, cards/inserts, campaign artwork, textured papers, stamps/ink-inspired applications, social graphics where you want something more tactile.

AVOID FOR:

Small-scale digital use, functional website areas, legal/product information, places requiring maximum legibility, or using it so frequently that the distressed version becomes the default logo.



GEMAIRÉ MOCKUPS


GEMAIRÉ
THE DAILY EDIT


GEMAIRE
THE ART IS IN THE EDIT


GEMAIRÉ
Thank you for your support.
The supplement search is over.
– THE FOUNDERS EDIT
GEMAIRÉ
THE ART IS IN THE EDIT
NUIT
BEAUTÉ
JOUR
THE ART IS IN THE EDIT
NUIT
BEAUTÉ
JOUR


GEMAIRÉ
THE DAILY EDIT
IT'S HER EDIT.