



NEW STAR

BRAND GUIDELINES

New Star is a premium quality wig brand
that builds full-transparency between
customers and products, aiming to make
wig shopping experience easy and reliable.



NEW STAR

TABLE OF CONTENT

1.0 Brand Strategy

- 1.1 Brand Story
- 1.2 Product Philosophy
- 1.3 Brand Mission
- 1.4 Brand Value

2.0 Logo

- 2.1 Main Logo
- 2.2 Logo In Color
- 2.3 Wordmark & Brandmark

3.0 Typography

- 3.1 Primary & Secondary Fonts
- 3.2 Use Of Fonts

4.0 Color

- 4.1 Primary & Secondary Fonts
- 4.2 Use Of Colors

5.0 Visual Element

- 5.1 Primary & Secondary Elements
- 5.2 Use Of Visual Elements

6.0 Imagery Style

- 6.1 Images Direction
- 6.2 Use Of Images

7.0 Branding In Use

- 7.1 Packaging, Business Card, Sign

BRAND STORY



We are from China. With the help of our Chinese background, we build a strong connection with Chinese factories where the best wigs in the industry are produced. We know where to find the best materials and the most advanced technology through our ten years of networks in the industry. With the premium materials, advanced wig-making techniques, we have all the resources to make the most comfortable, premium-quality and innovative wigs.

We are based in the US. By building our own stores, workshops, and warehouse, we proudly provide local service, fast

shipping and easy return. We worked with many local stylists, wig-makers, and customers closely. We listen to their struggles on wigs shopping - spending a lot of money on false wigs led by online ads and almost giving up on finding a reliable brand.

Buying an essential product should never be that difficult as people already spend enough time and effort on their hair. New Star aims to provide what is missing in the wig market - unfolding all the hidden production processes and *making sure you get the best quality hair you deserve.*

PRODUCT PHILOSOPHY



Hair is the most adaptable part of our body. We believe in the power of hair and style to spark personality.

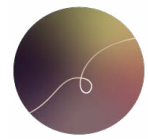
New Star insists that good wigs should bring people the ultimate comfort and set the freedom to find individuality. From the creation journey to service network, we aim to optimize your physical comfort - just like it grows from your own.

Through our products and services, we hope to make wigs shopping easy and relaxing for more people, no more hassle on picking the real wig.

BRAND MISSION

- To make wig shopping easy and reliable
- To give black girls the most comfortable wig shopping experience
- To make the high quality wig hair accessible to more ordinary black girls
- To dig, produce, and sell trust-worthy wig hair to black community
- To offer high-quality wig hair in compatible price to black community
- To lead a transparent wig ecosystem with profession and innovation

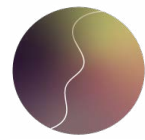
BRAND VALUE



Transparency

Telling the customers everything about how the wigs are produced- from materials, labour to transportation

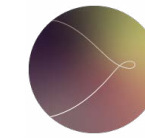
- Show where the raw materials come from and tell the story of the hair donation process - how the hair donation helps support the poverty family
- Show the photography of the factory manufacture process - the professional handmade process
- Show the portrait of some worker in the factory and tell the personal story or connection with wigs - build the empathic relation between the brand and customers.
- Cost breakdown - make each part of the cost clear to the customers and show how we make virgin hair wigs affordable through the whole production process



Top quality

Few brand that has the exclusive access to human virgin raw materials, by being in the industry for over ten years, we know what is good.

- Write a blog post on how rare the virgin raw hair is in the wig market, possibly work with online media to share the content as the way to promote the brand.
- Use scientific ways to compare different types of hair to show how our virgin hair is different from the other products in the market by scientific number.
- Use visual graphics or photos to demonstrate different hair, since it is usually hard to tell the difference between virgin hair and Remy hair by eyes, especially online. We can use clear illustrations to show what they are made of and the inside structure of the hair.



Customization

Now everyone's head is the same size. Hair is a part of our body, so it has to be as comfortable as growing from our own. By making the shopping experience customizable, we make sure each customer get the product that perfectly fits their size.

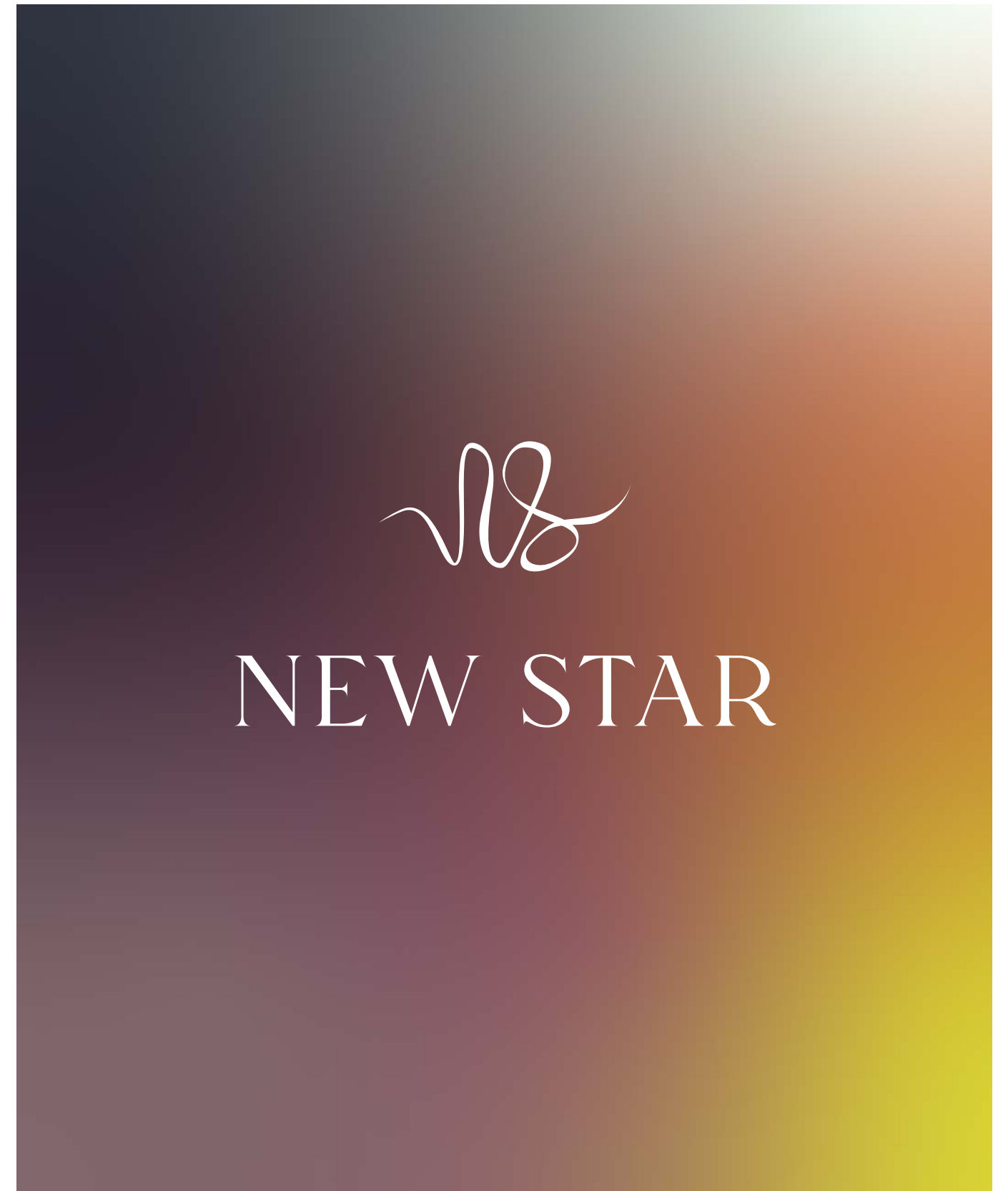
- Provide detailed measurement system on online and in-store to make sure the customers get the right size.
- In-house wig-makers work efficiently to make individual adjustments for the customers to provide tailor-made wigs
- Use a detailed size chart to guide customers to pick up their size or even high-technology like 3D print for the future step can use clear illustrations to show what they are made of and the inside structure of the hair.



NEW STAR



NEW STAR



NEW
STAR



Logo Font

Fligen Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

PRIMARY FONT- USED FOR HEADING

JULIUS SANS ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Body Font- Used for small texts

Crimson Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Crimson Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
 1234567890

Making sure you
get the best quality
hair you deserve

LOREM IPSUM DO
LOR SIT AMET

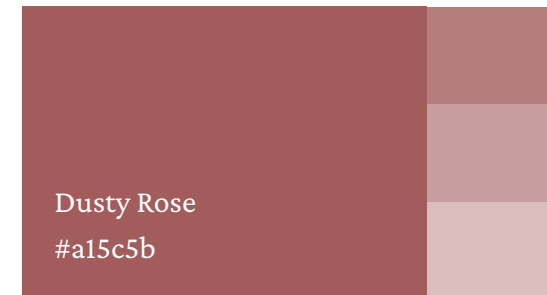
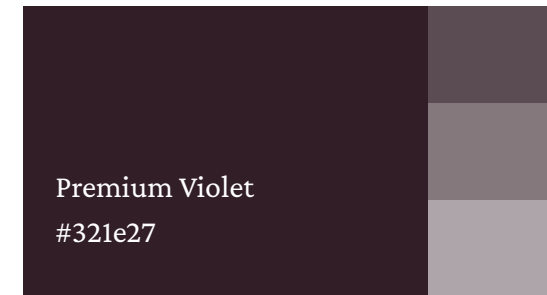
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud ex augue duis dolore te feugait nulla facilisi.

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 exercitation ullamcorper suscipit lobortis

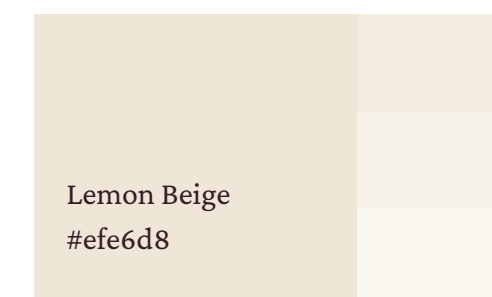
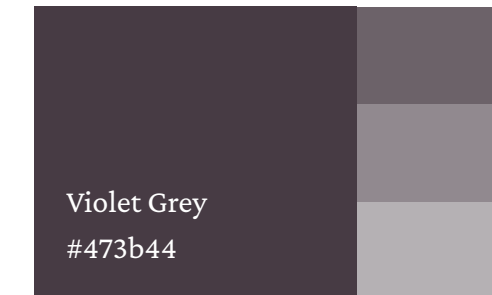
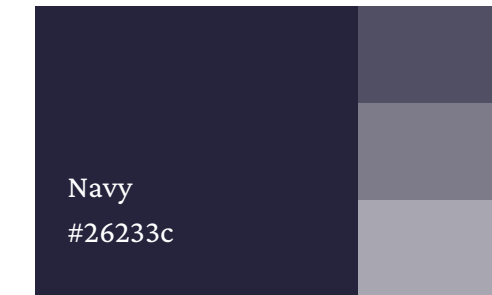
MAIN COLOR GRADIENT

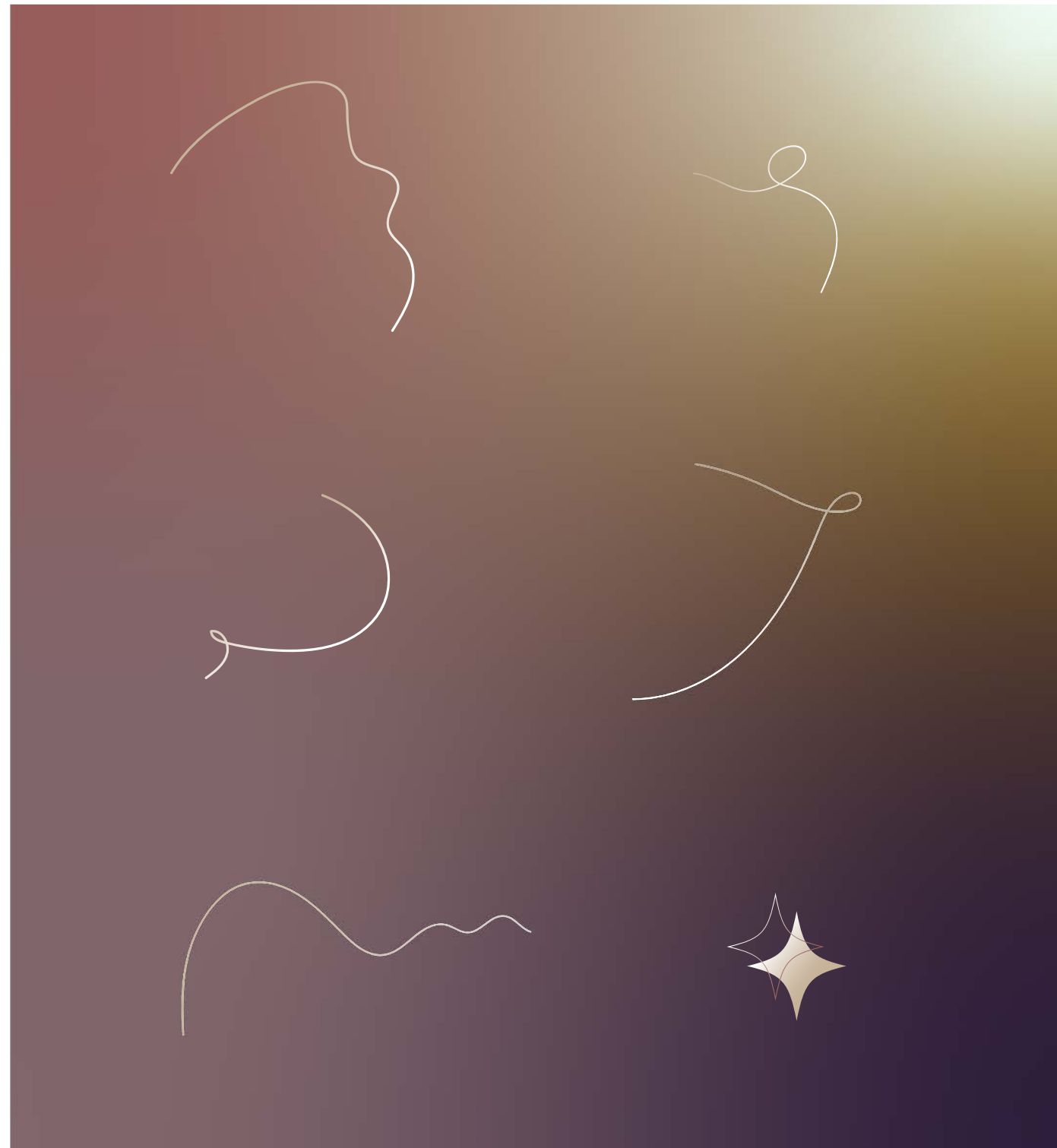


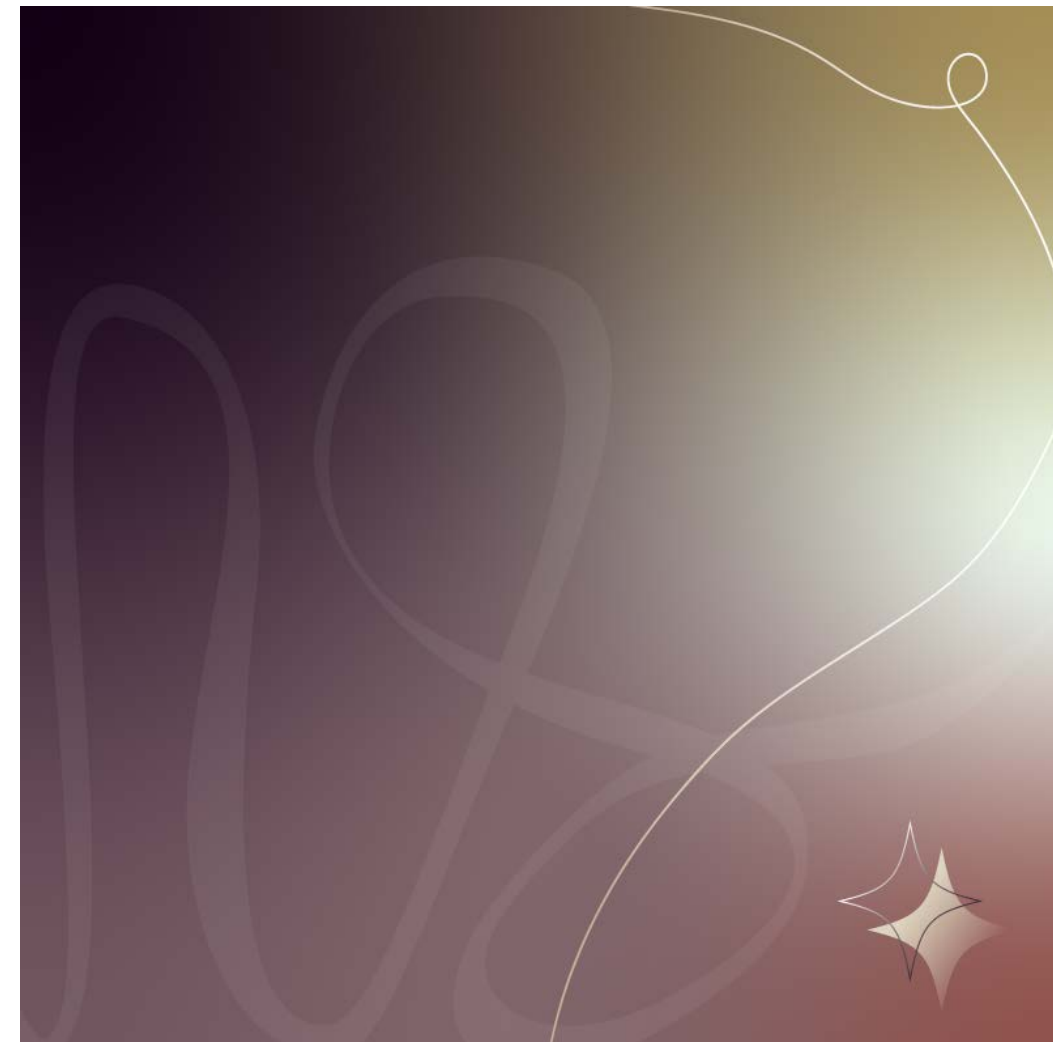
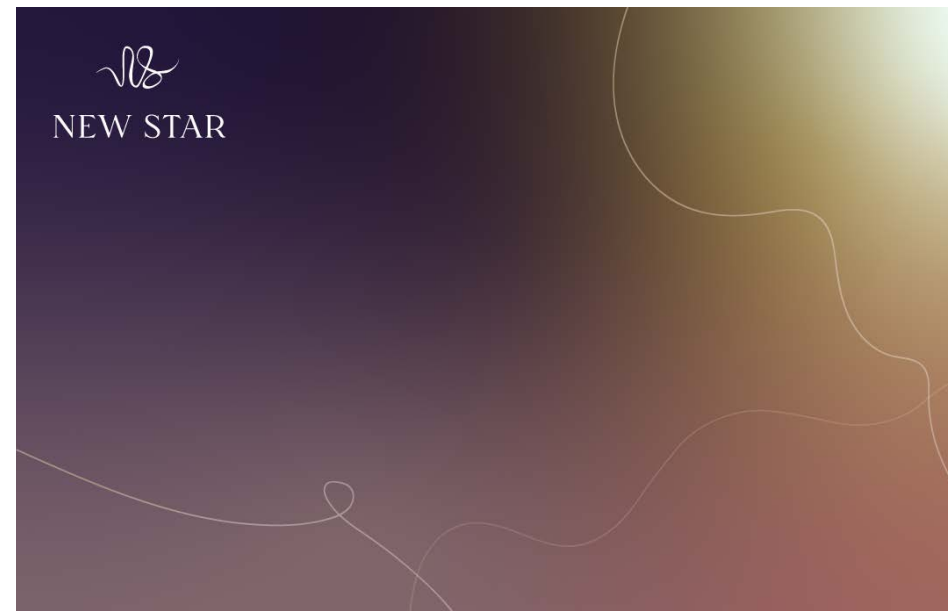
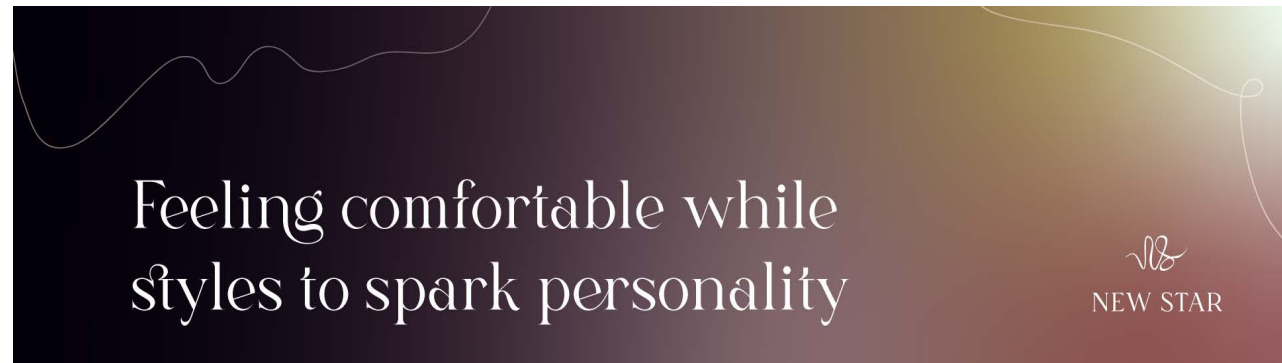
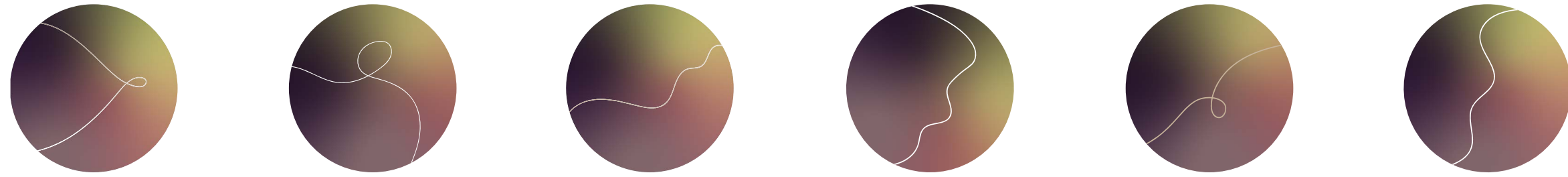
PRIMARY COLOR

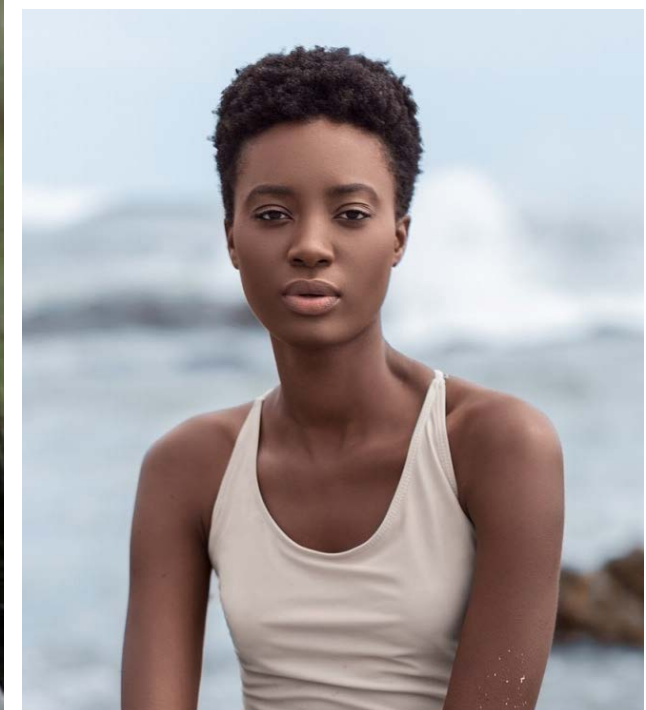


SECONDARY COLOR











- **LIGHTING**
Natural lighting
- **BACKGROUND**
Clean and not too overwhelmed background, indoor or outdoor
- **CAST -**
Black girls with comfortable, positive, and relaxing mood



EXCLUSIVE
PREMIUM
QUALITY

Few brand that has the exclusive access to human virgin raw materials, by being in the industry for over ten years, we know what is good.



NEW STAR

2022 SUMMER
COLLECTION

Rob White

Sales Specialist

+ 123 789 1234
usa@newstarwig.com
newstarwig.com

70-62 Kissena Blvd, Floor 2.
Queens, NY 11367


NEW STAR

NEW STAR


NEW STAR

+ 123 789 1234
usa@newstarwig.com
70-62 Kissena Blvd, Floor 2.
Queens, NY 11367

+ 123 789 1234
usa@newstarwig.com
newstarwig.com

70-62 Kissena Blvd, Floor 2.
Queens, NY 11367

Rob White
Sales Specialist

+ 123 789 1234
usa@newstarwig.com
newstarwig.com
70-62 Kissena Blvd, Floor 2.
Queens, NY 11367


NEW STAR









REACH THE
ULTIMATE
FREEDOM BY
HAIR

NS
NEW STAR

Sophia Wu
2022. 04. 18
to be continuing....