

ASTORIA
HOLDING COMPANY

south
VINE

JOHN JACOB
Candy Company





A

Astaria
P R O D U C T S

Missian OF THE BRAND



MISSION

Love for *every* body



Celebrating Individuality



Handmade with Heart



Honest Goodness



CELEBRATING

INDIVIDUALITY

Like our products, we at Astoria Products
celebrate colorful individuality.

We loudly and proudly support all lifestyles
because honesty and joy are baked in to
our creations.

Why? Because every body deserves love!



HANDMADE

WITH HEART

Each of our creations are imagined, developed, designed, cooked and packaged exclusively by hand in our Illinois store.

We take pride in our products, so each ingredient is carefully cooked to ensure the perfect blend every time. Since we're made in the USA, quick shipping isn't an issue.

When you take home an Astoria Product, it's handmade with heart.



HONEST

GOODNESS

Simply, we believe
what goes on your body
is just as important as
what goes in it.



HONEST

GOODNESS

EARTH-FRIENDLY
Sustainable



Handmade in the USA



Gluten Free



100% Vegetarian



Cruelty Free



Recyclable



Zero Waste



Sulfate Free



Phthalate Free



Paraben Free

Brand STANDARDS

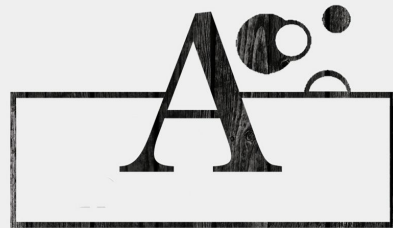


LOGOS

PRIMARY



SECONDARY



Hiragino Mincho Pro

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

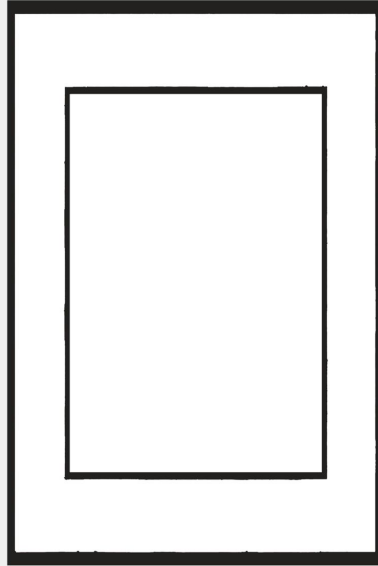
Dancing Script OT

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*

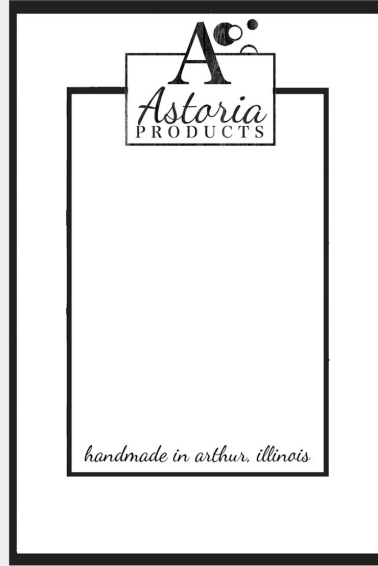
WORDS
SHOULD STACK

Words
SHOULD STACK

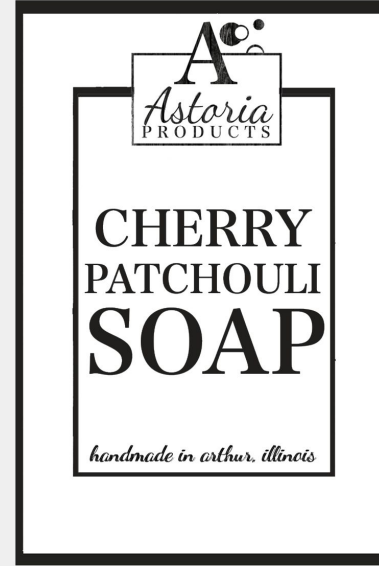
LABEL STANDARDS



Create color border
2:1 ratio of thickness



Add Logo
Add "handmade in arthur, illinois"
Text color should be the same
color as the border



Add product name
Name should fill the box in all lines
Text color should be the same
color as the border



Add graphic element
Graphics should be bold, colorful
and reflect the product scent

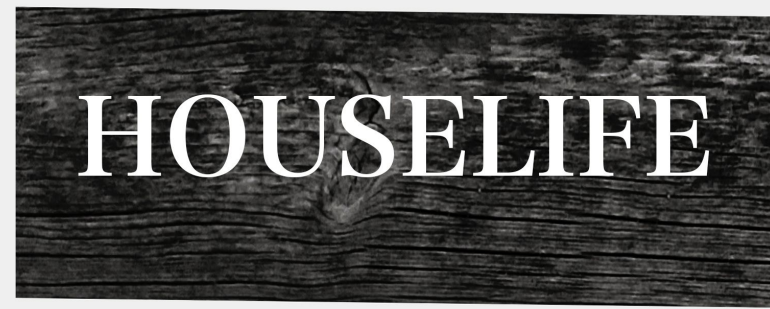
Catagories
& **AESTHETICS**



Fun & Fruity

Grapefruit Bergamot Bar Soap
Peach Bar Soap
Pineapple Patchouli Bar Soap
Strawberry Bar Soap
Violet Pineapple Bar Soap
Cherry Patchouli Bar Soap



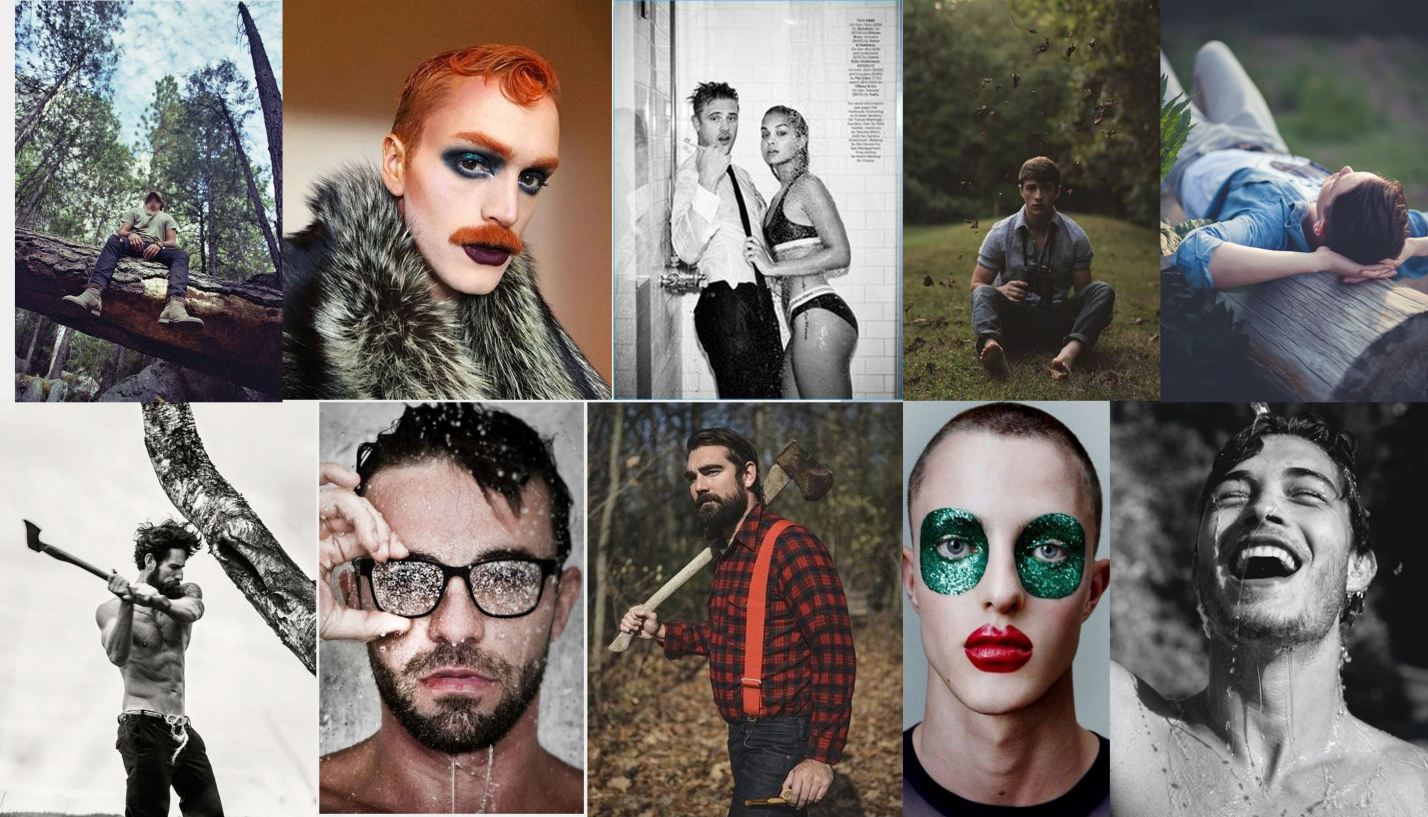


Dirty Debbie
Homestead Bakery
Stick of Butter Bar
Cafe Bar Soap



MANLY MAN

Manly Bob's Best
Beer Bar Soap
Sasquatch Bar Soap
Bamboo Charcoal Bar





ORGANIC

Lemongrass Bar Soap
Almond Oatmeal Bar Soap
Yuzu Bar Soap
Lavendar Bar Soap

ANIMAL LOVERS

Wash Your Weiner Dog Wash
Dirty Bitch Dog Wash
Cat Lady Bar Soap





LOL



Soap for Old People
Clown Repellent Bar Soap
Weed Soap
Butter Cow Bar

GETAWAY

Berlin

New York

London

Paris

New Orleans

Rome

HOLIDAY

Valentine's Day: Strawberry

4/20: Weed soap

Summer: Sasquatch

July 4th: Cherry Patchouli

Halloween: Pumpkin Oatmeal