

GOOD HOUSE CO.  
**LOGO**

**GOOD HOUSE CO.**



STACKED

**GOOD  
HOUSE  
CO.**



GOOD HOUSE CO.

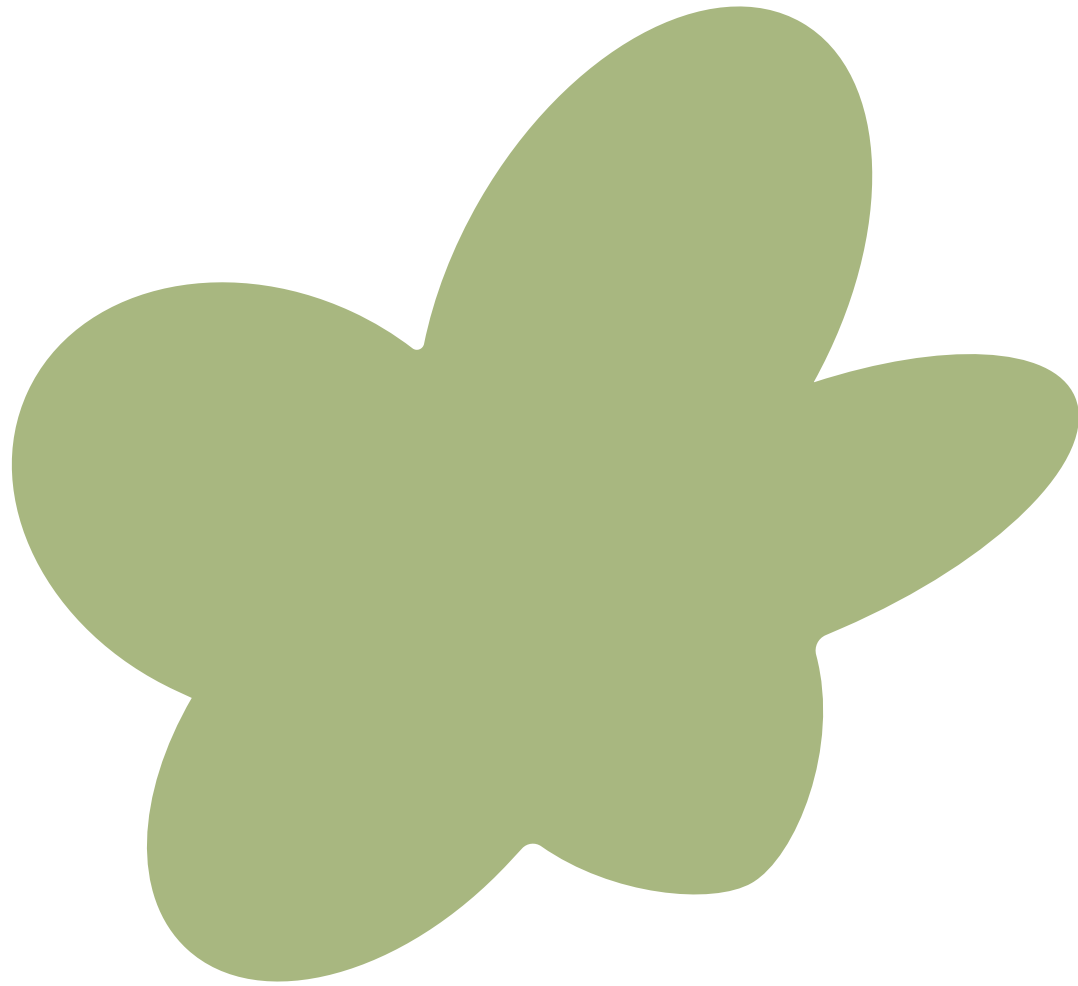
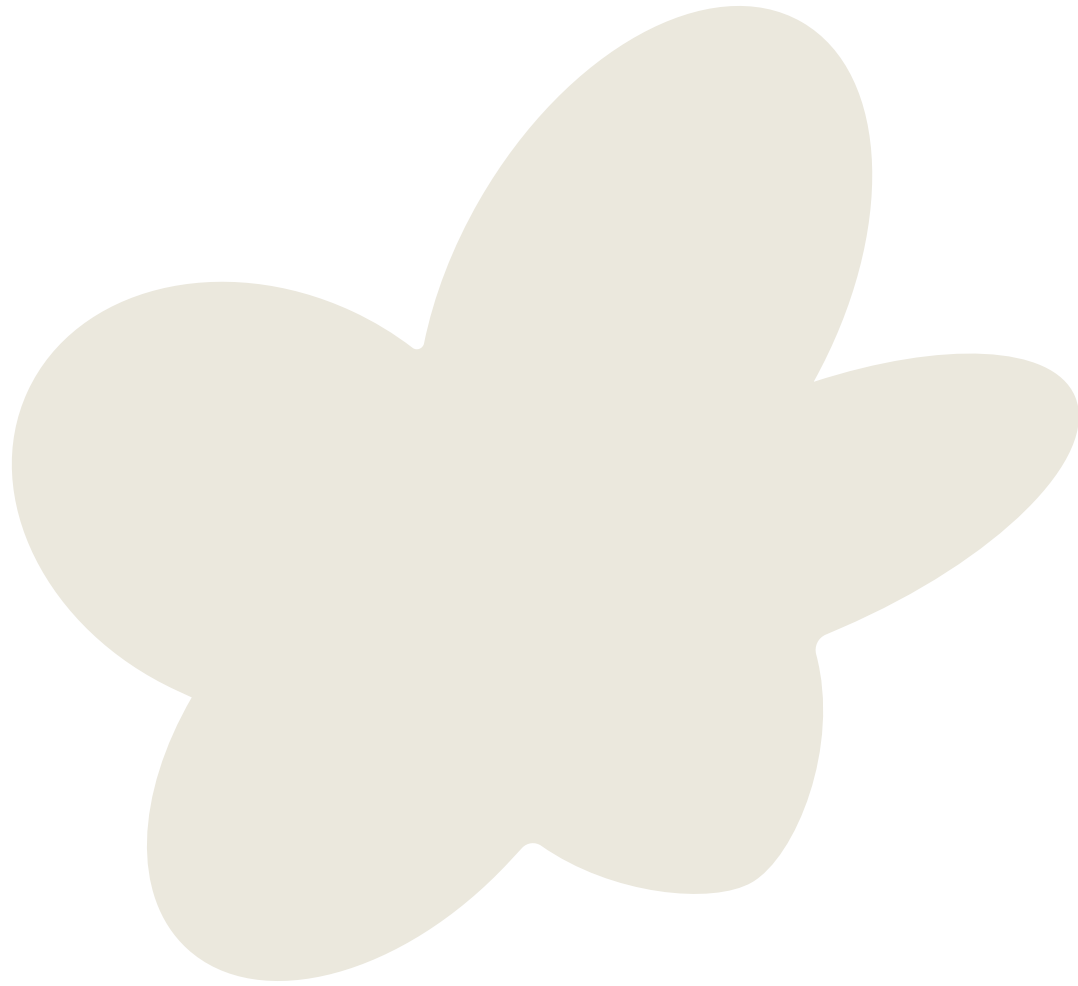
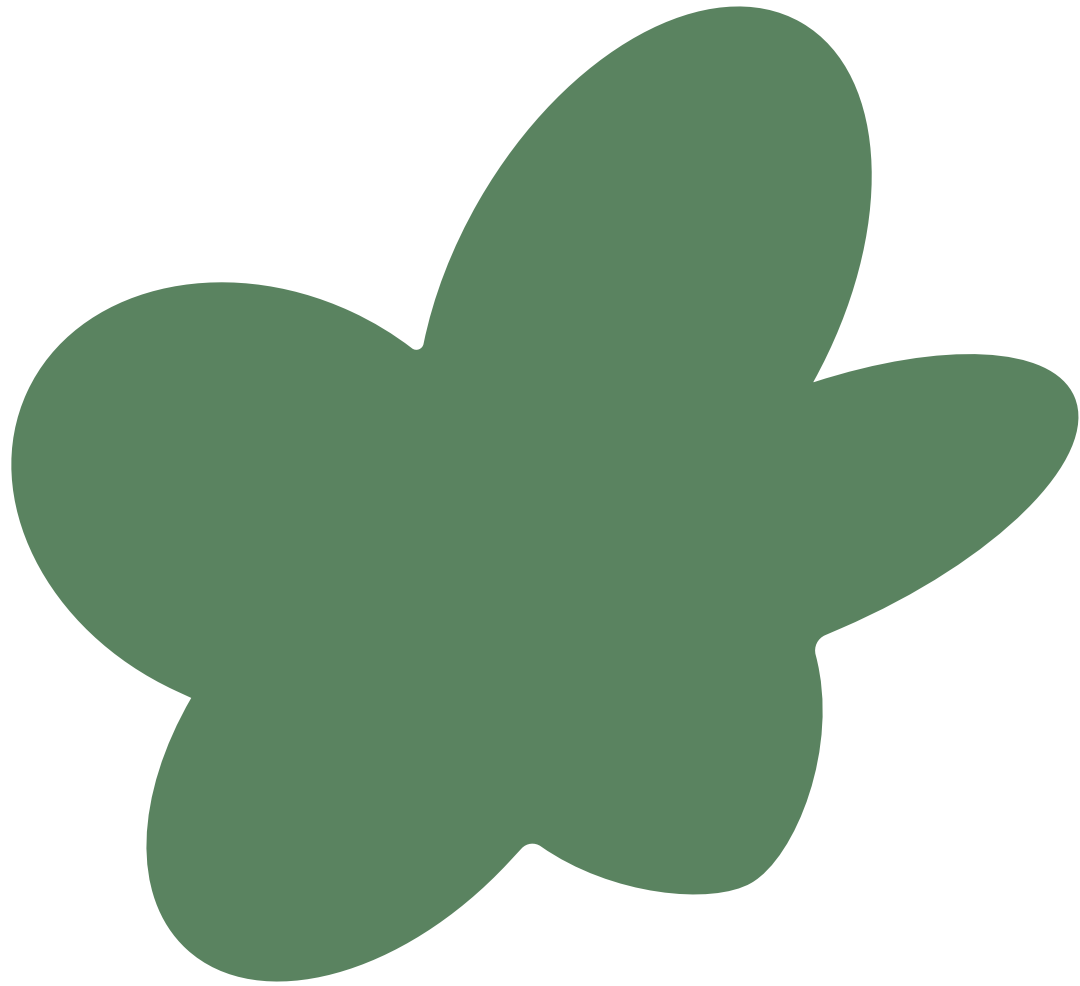
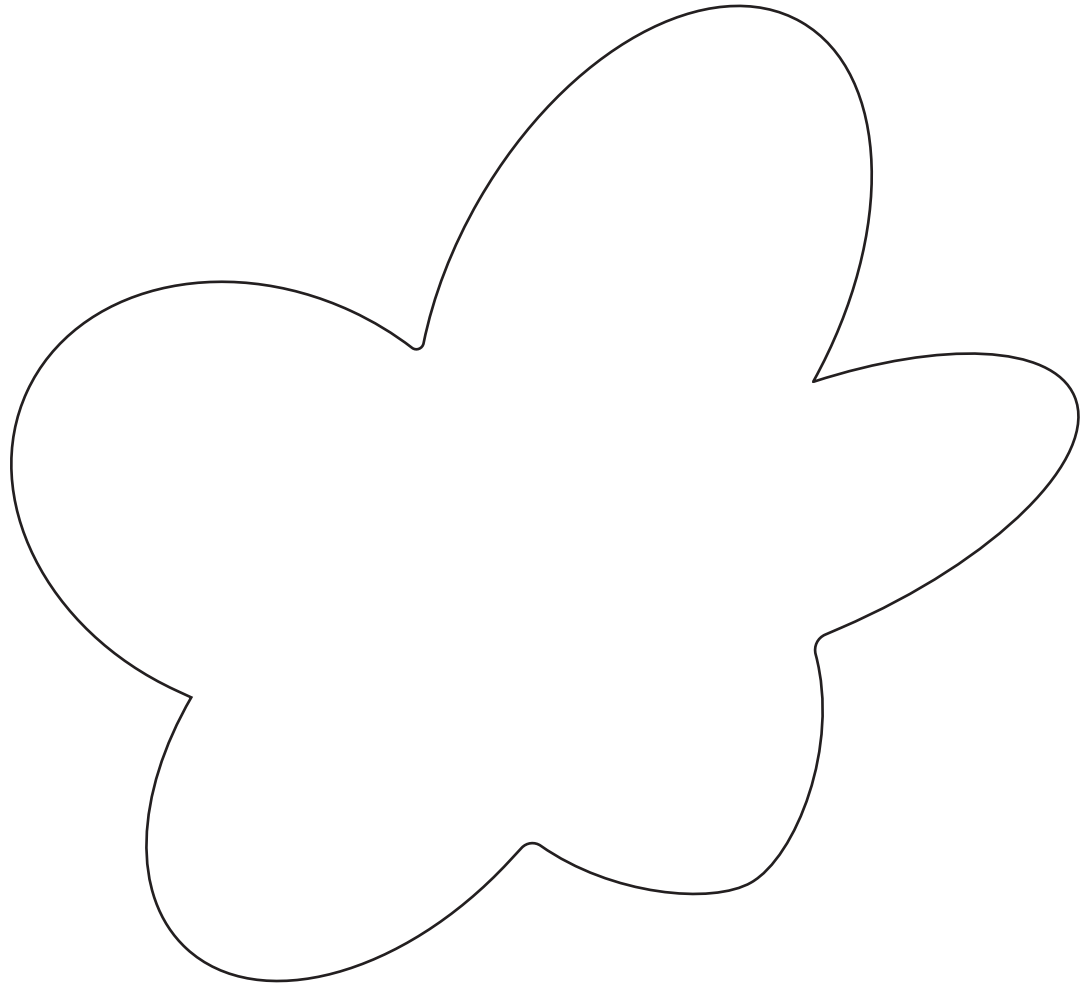
**TYPOGRAPHY**

Greycliff CF ..... **GOOD HOUSE CO.**

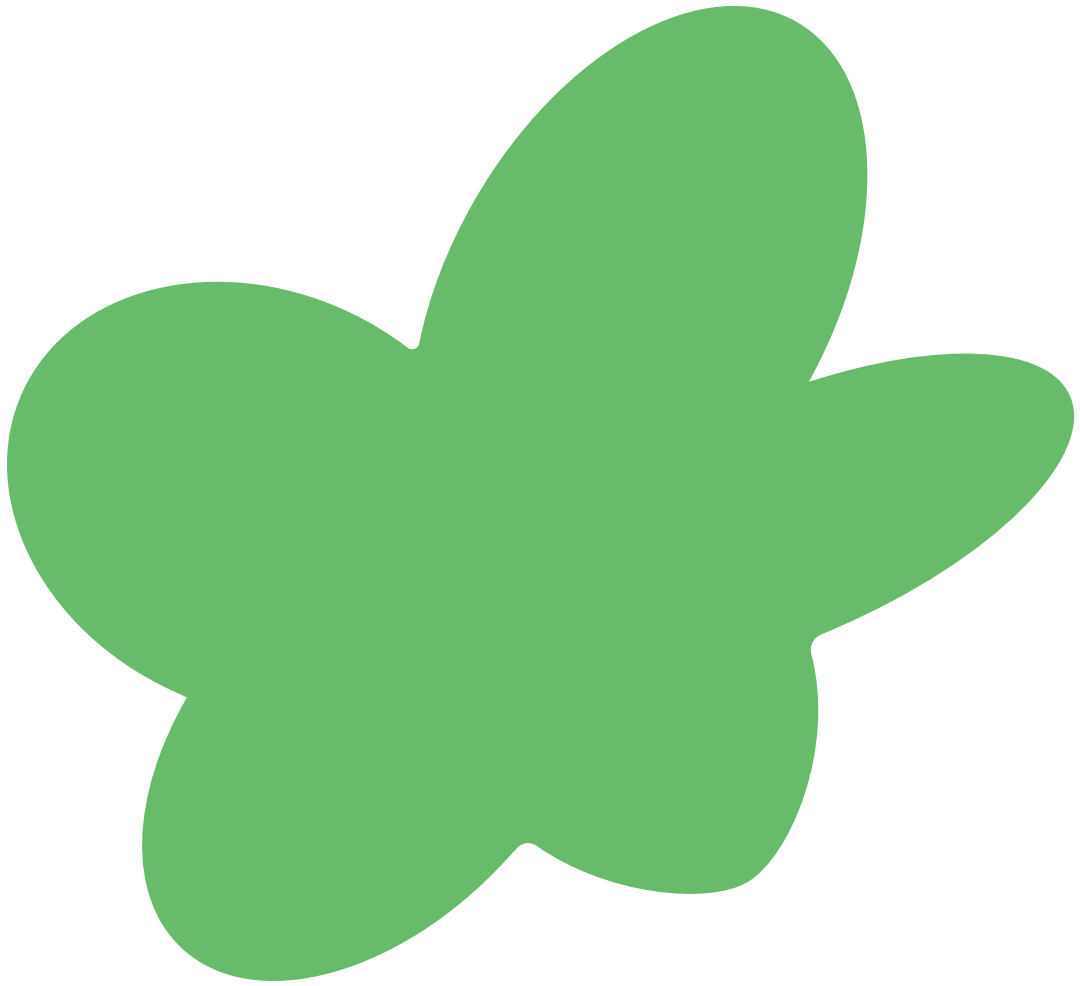
Baginda Script..... *Typography*

Greyclif CF ..... Good House Co. is an e-commerce company  
focused on eco-friendly, non-toxic, cruelty-free  
home products.

PRIMARY



SECONDARY



#### tone of voice:

- *Friendly & Approachable:* The brand should feel like a trusted friend who cares about your home and the planet. Use conversational language that's warm, inclusive, and down-to-earth.
- *Knowledgeable & Inspiring:* Share the value of eco-conscious living in an educational but easy-to-digest way. Offer tips and insights without feeling like you're speaking down to customers.
- *Sustainable & Transparent:* Make sure every message conveys the company's commitment to sustainability and non-toxicity, reinforcing that Good House Co. products are safe, ethical, and planet-friendly.
- *Messaging:* Include messaging on sustainability and how the customer can recycle or reuse packaging. Think "Here's to a greener tomorrow" or "Thank you for your part"

#### imagery:

- *Lifestyle Photography:* Show real homes with Good House Co. products being used. The settings should be simple, clean, and cozy, with a focus on natural light and green spaces. Think of an airy, uncluttered living room with plants and soft neutrals.
- *Product Close-Ups:* Clean, close-up images of the products should highlight their natural materials and craftsmanship. Keep backgrounds neutral and minimalistic to keep the focus on the product itself.
- *Eco-Lifestyle Shots:* Images of people interacting with the products in sustainable environments like farmers' markets, local gardens, or eco-conscious workshops.

#### social media:

- *Content:* Share educational posts about sustainability and home care tips, featuring products as a solution. Incorporate photos to show how real customers are using products in their homes.
- *Tone:* Warm, engaging, and empowering. Celebrate eco-conscious decisions and encourage customers to make a positive impact on the environment.

#### brand values & messaging:

- *Eco-Friendly:* Every aspect of the brand, from sourcing materials to packaging and shipping, should emphasize sustainability. Highlight the non-toxic, cruelty-free nature of the products, ensuring customers feel confident in their choice to buy.
- *Community Focus:* Promote the idea that Good House Co. is a part of a larger movement toward ethical consumption. Encourage customers to share their experiences, tips, and home projects, creating a community around the brand.
- *Transparency:* Be upfront about sourcing, ingredients, and the environmental impact of every product. Use clear language on product pages and packaging to educate customers.

By keeping the branding clean, earthy, and focused on sustainability, Good House Co. will establish itself as a trusted, ethical brand that helps customers make better choices for both their home and the planet.



GOOD HOUSE CO.  
BRAND INSPO



Good House Co. is an e-commerce company focused on eco-friendly, non-toxic, cruelty-free home products.

Color palette: neutral, earth tones (tan, muted greens, etc)  
Vibes: simple, clean, sustainable, planet-friendly

