



Brand Standards

Version **0.1**

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Preface

Like any good story, this one needs setting up.

Eco-Soap Bank is a humanitarian non-profit organization. We're focused on results. First and foremost, we're concerned with maximizing the positive impact of our work.

But we also subscribe to the idea that enriching the human experience requires a human touch. To that end, we want to imbue Eco-Soap Bank with characteristics that reflect our dedication to bringing about a greener, cleaner, healthier world.

A few types of people might benefit from this manual:

- People who work or speak for Eco-Soap Bank
- People who write or speak about Eco-Soap Bank
- People who partner with Eco-Soap Bank

We want this manual to serve as a reference for representing Eco-Soap Bank compellingly and consistently. We hope you'll help us tell our story.

♥ The Eco-Soap Bank Team



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Mission

Saving, sanitizing, and supplying recycled soap for the developing world.

Our thinking is simple: **no child should suffer from a preventable illness because there isn't any soap available.** In countries that need proper sanitation, soap shouldn't be discarded from hotels and sent to landfills. Eco-Soap Bank works to save, sanitize, and supply soap to schools, health clinics, and communities in need.

Our work has three objectives:

- 1) Contribute a highly cost-effective hygiene product to **improve health.**
- 2) Significantly **reduce the waste** generated by the tourism industry.
- 3) **Provide livelihoods** to women with no other reliable source of income.



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Vision

Eco-Soap Bank's ultimate goal is to **eliminate the devastating influence of preventable illnesses worldwide.** In the process, we want to make the world a greener place, and one more prosperous for those in need.

The Brand Strategy

Our Markets

1) Schools, Organizations, and Health Institutions in Developing Countries

These groups already require a cheap and steady supply of soap, but often lack the funds to purchase it and the resources to implement hygiene training programs.

2) Individuals in Developing Countries

Many families—especially those in rural village communities—forgo soap or use harmful or ineffective alternatives due to its high cost or unavailability. An early internal study in Cambodia found that 45% of respondents couldn't buy soap for economic reasons.*

[*Eco-Soap Bank Pilot Partner Survey: Results & Summary of Conclusions](#). Eco-Soap Bank (2016).

3) Retail in Developed Countries

Consumer groups valuing fair-trade and handicraft products.

4) Wholesale in Developed Countries

For-profit companies, non-profit organizations, and event groups.

Our Philosophy

“Think Globally, Act Locally”

To effect change in the areas that need the most help, **we work in partnership with local NGOs already on the ground**—so we have a ready-made network of individuals who are passionate about our mission and sensitive to the issues, culture, and people there.

“Leverage Existing Infrastructure”

We identify areas in the developing world with a robust tourism industry and then **cultivate relationships** with local hotels and guesthouses to supply the soap we need.

Our Initiatives

1) Hotel Soap Recycling

We hire disadvantaged women to collect used soap from hotels and process them into new bars at local branches. Hotels demonstrate their commitment to communities and the planet.

2) Soap Sales to Groups

We sell our recycled Eco-Soap to NGOs, hospitals, and other groups that need it at a small fraction of the going rate.

3) Soap Microenterprises

Through our Hygiene Ambassadors program, we help women launch their own soap selling businesses by providing training and capital and providing them with a cheap supply of soap.

4) Education for Soapmakers

In addition to fair wages, all of our soapmakers receive free education in the form of English classes and vocational training to help reintegrate them into the local economy.

How we Differentiate the Eco-Soap Bank Brand

Stay positive.

Many organizations working in the WASH (water, sanitation, and hygiene) sector seek to appeal to potential donors by bombarding them with disturbing statistics and imagery.

We've decided to focus on **what we can do about** the dire state of hygiene in the world. That means **demonstrating what the world we're working toward looks like:** happy, healthy children and families equipped with soap and the skills to use it.

Think big.

We're not looking to make a dent in preventable diseases—**we're working to eliminate them.** Eco-Soap Bank is about transcending limitations and accomplishing the nearly impossible. We're serious about putting a stop to illnesses and deaths that could have been prevented by something as simple as soap—and we're proud to be doing it.

Keep it Green.

We seek out every possible opportunity to **live up to the “Eco” in our name**. Wherever possible, we avoid shipping soap, materials, and people. Instead, we recycle our soap entirely within local hubs and conduct most of our business remotely. When sourcing materials, we opt for post-consumer and/or easily recyclable products—and we praise individuals and organizations who make the effort to do the same. Our environmental mission is an absolutely fundamental dimension of Eco-Soap Bank.

Spread the Power.

Eco-Soap Bank considers **women’s empowerment** to be one of the most important and impactful processes toward cultivating healthy and resilient families, communities, and nations. We factor this into every decision we make, big or small. We represent our soapmakers with dignity and respect, and we work to bring attention to gender inequality and patterns of socioeconomic disadvantage in the hope of joining forces to mitigate them.

Be square.

We tend to use squared edges on design elements like boxes and buttons. The Eco-Soap Bank brand doesn’t need to be any more “bubbly” than our photos, our videos, and—ok, yes—our logo.



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The Brand Voice

Representing the Brand

Eco-Soap Bank—not The Eco-Soap Bank

Always represent the website in normal text and speech as ecosoaqbank.org—no [https](https://ecosoaqbank.org) or [www](https://ecosoaqbank.org) (exceptions are web forms or link literals that require the full web address).

Tagline

“Saving, Sanitizing, and Supplying Recycled Soap for the Developing World.”

“for”—not “to”

As a title or a heading, or if it doesn't seem right in context, don't use the period. Otherwise, use the period.

Voice

Positive
Purposeful
Proficient
Mature

Tone

Clear
Concise
Confident
Courteous
Inspirational

Style

We've decided to **use contractions**. We feel they're a crucial facet of our style. They signal that we're approachable. Unless a contraction simply doesn't fit the context, it's best to just use it.

Eco-Soap bank is a **soap recycling** company, not a **soap-recycling** company. Although the latter is grammatically correct in a few circumstances, chances are you want the former.

It's ok to use exclamation points! Use them to demonstrate our excitement and enthusiasm. Try not to use them to patronize or artificially whip up interest. Be a judicious exclaimer.

In most communications, opt for block format (no indentation for paragraphs, with double spaces between them). Try not to crowd text vertically.

When you need to create a strong break in the structure of a sentence—and you want to look cool doing it—**use an em dash**.

For ranges (like A–Z), **use an en dash**.

The Logo



There are no variations of the logo based on context, including background colors. Just please don't alter the logo, and please don't crowd it. Also, please don't alter the logo.

Color

Use any colors that look right in context. However, we do have a list of preferred colors that generally look good:

- Against a white background
- Against an **ESB Black** background
- As backgrounds for white text
- Alongside each other

Our official primary color is, of course, **ESB Green**.

Name	Hex	RGB	CMYK	Pantone*
ESB Green	#3BB54A	59,181,74	67,0,59,29	7739 C
ESB Blue	#2E8AF7	46,138,247	81,44,0,3	2727 C
ESB Aqua	#2C9B9A	44,155,154	72,0,1,39	7473 C
ESB Sapphire	#2F559C	47,85,156	70,46,0,39	7685 C
ESB Violet	#49129C	73,18,156	53,88,0,39	Violet C
ESB Orange	#FA9100	250,145,0	0,42,100,2	144 C
ESB Red	#C84E47	200,78,71	0,61,65,22	180 C
ESB Brick	#95413A	149,65,58	0,56,61,42	7623 C
ESB Gold	#EFD000	239, 223,0	0,7,100,6	3955 C
ESB Pink	#CA5988	202,89,136	0,56,33,21	7424 C
ESB Magenta	#93007D	147,0, 125	0,100,15,42	2415 C
ESB Black	#282828	40,40,40	0,0,0,84	Black C

*Approximate and not preferred.

Typography

We use the **Muli** family for body text, captions, and document headings.

We use the **Montserrat** family for web headings and in certain display contexts.

The only other rule here: [if it looks right, it is right.](#)

Muli

Extra Light	Light	Normal	Semi Bold	Bold	Extra Bold
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Montserrat

Light	Normal	Medium	Semi Bold	Bold
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