



# Branding Presentation

The Green House – Organics Pty Ltd  
South – Africa

# MEET THE OWNER OF THE COMPANY



Welcome to The Green  
House – Organics Page

All Moringa Products  
Hand Made

Manufactured in  
Mokopane/Limpopo  
Province

South Africa



*Sonja du Toit*

083 338 2099

Products available:

Moringa Capsules

Moringa Lip Balm

Moringa Face and body  
Soap

# The Basics of Branding

- [Branding](#) is one of the most important aspects of any business, large or small
- [Your brand is your promise to your customer](#). It tells them what they can expect from your products and services, and it differentiates your offering from your competitors'. Your brand is derived from who you are, who you want to be and who people perceive you to be.
- The foundation of your brand is your logo. Your website, packaging and promotional materials--all of which should integrate your logo--communicate your brand.

## **Defining Your Brand**

- Defining your brand is like a journey of business self-discovery. It can be difficult, time-consuming and uncomfortable. It requires, at the very least, that you answer the questions below:
- What is your company's mission?
- What are the benefits and features of your products or services?
- What do your customers and prospects already think of your company?
- What qualities do you want them to associate with your company?

# What should a Brand do?

- Clearly deliver a message
- Confirm the brand's credibility in the marketplace
- Emotionally connect target prospects with a product or service
- Motivate the buyer to make a purchase
- Create user loyalty
- Think of branding as though your company or organization were a living, breathing person. Imagine this person explaining who they are, why they're valuable, and what they specifically have to offer.

As consumers begin to identify with you, your brand will live in the hearts and minds of customers, clients, and prospects, and they'll connect on an emotional level.

# The Secret on Branding

## A professional Graphic Designer





**MORINGA Face and Body Soap**

- Protects Against Photo Aging
- Improves Skin Tone
- Fades Skin Discolorations
- Helps to Heal Problem Skin
- Has Deep Cleansing Action
- It Alleviates Razor Bumps
- It's an Effective Exfoliant
- Reduces Inflammation and Skin irritations



- MORINGA Assists in:
- Increased Physical Energy
  - Mental and Emotional Balance
  - Healthy Blood Sugar Levels
  - Prevents Cancer
  - Fights Inflammation
  - Helps Reduce some Diabetes Symptoms
  - Protects Liver
  - Acts as Antibacterial Agent
  - and many more...

**MORINGA HEALING LIP BALM**

Not only a Lip balm  
Healing antiseptic Ointment

Contains Moringa Oil and Beeswax

Soothe and heal Burns, Rashes, Blisters,  
Insect bites, Cracked lips, Cold sores and  
other skin irritations.



Moringa contains many healthful compounds such as:

- Vitamin A
- Niacin (B3)
- Riboflavin (B2)
- Thiamine (B1)
- Vitamin C
- Calcium
- Carbohydrates
- Protein
- Calories
- Copper
- Fat
- Fiber
- Iron
- Magnesium
- Phosphorous
- Potassium
- Zinc

**MORINGA HEALTH BENEFITS**



Before you create a style guide, you need to know your brand.

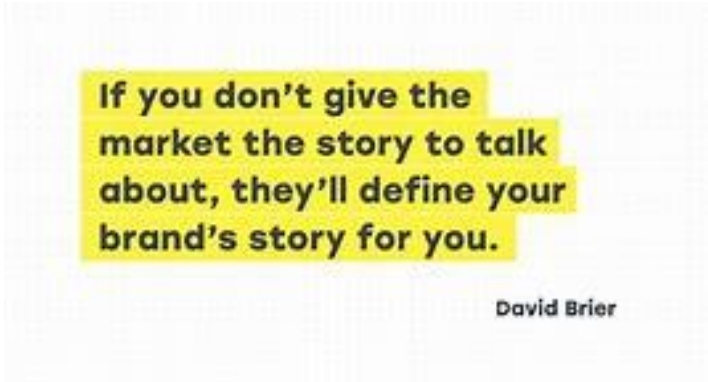
There are five key components: mission, vision, target audience, brand personality and core values.

Together, these are the most important things needed to establish your brand identity because they tell the world what you stand for. All the other parts of your brand style guide are tangible elements that communicate those key components to the world through design.

# Don'ts of Brand Development

- Don't look at what your competitors are doing
- Don't be scared to be different
- Don't overcomplicating your brand

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.



**If you don't give the market the story to talk about, they'll define your brand's story for you.**

David Brier

**THE BOTTOM LINE: SIMPLE IS BEST**