

CONSULTANT
Holiday digital toolkit

Live Norwex

At Norwex we allow for a simpler, better way of living, from the plant-based ingredients we use to create safer, more effective home and personal care products, to the one-of-a kind microfiber we construct from recycled bottles. Our vibrant community offers the opportunity to live life to its fullest by earning income and rewards, developing lifelong friendships, and giving back to those in need. Choose Norwex and live cleaner, safer, better as you help others do the same.

live cleaner

by reducing harmful chemicals
and waste.

live safer

by reducing the impact of toxins
in your home and on your body.

live better

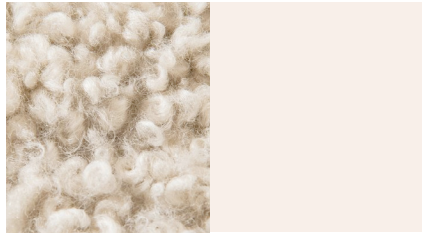
by helping others adopt
a healthier way of life.

Photography Quick Look Overview



Holiday Color Palette

Primary (Naturals)



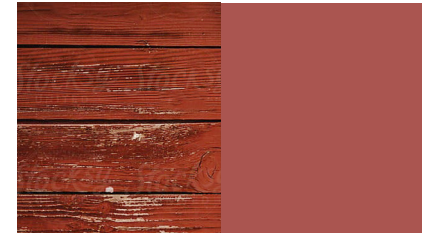
Sheep's Wool
HEX #FAF4EF

Secondary/Accent Colors

These colors should not be used for body copy.

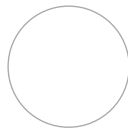


Fern
HEX #8E9A6D



Farmhouse
HEX #A95550
(May be used for "new"
or Sale pricing)

For use with subhead/body/item copy

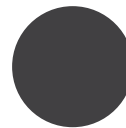


Reverse
HEX #FFFFFF



75% Black
HEX #636466

OR



90% Black
HEX #414042

Color combinations – suggested combinations

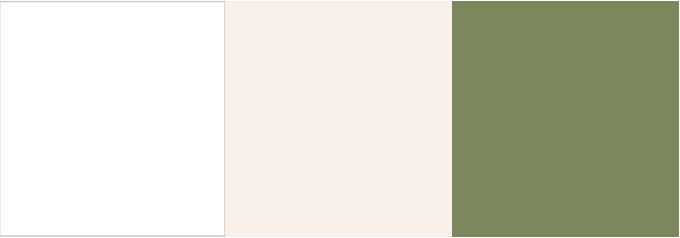
PRIMARY COLOR COMBO TO USE



Backgrounds

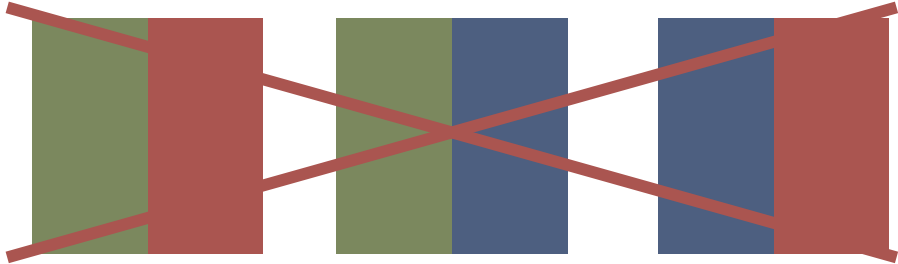
Headlines

PRIMARY COLOR COMBO TO USE



Backgrounds

Headlines



Please do not combine these colors together.

Typography

Objektiv MK2 is the company's branded font however, in lieu not having, Google Font "Poppins" may be used.

Objectiv Mk2 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Poppins Regular (or Light may) be used

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Canva Free Font or

<https://fonts.google.com/specimen/Poppins>

PLEASE DO NOT TAKE SCREENSHOTS OF THE
FOLLOWING ASSETS AS THEY WILL LOSE CLARITY

Independent Consultant Logos - **PLEASE DO NOT ALTER LOGOS/LOCKUPS**



**PLEASE DO NOT USE LEAF ICON
ON ITS OWN AT THIS TIME**

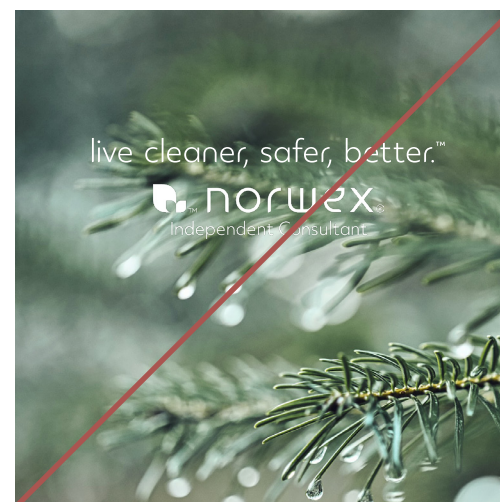
tagline - **PLEASE DO NOT ALTER LOGOS/LOCKUPS**

Our tagline supports our belief of the Norwegian way of living: a simpler, more natural, collective way of living—freer from chemicals.

Please DO NOT type "live, cleaner, safer, better." as it has been specially crafted font and is only available as an image. It currently exists only in English.

May be used in the same space as the Independent Consultant Logo but should have plenty of space surrounding it.

May not be used locked up with the Independent Consultant Logo.



PLEASE DO NOT type the tagline and/or use in any other fonts.

live, cleaner, safer, better.

live, cleaner, safer, better.

live, cleaner, safer, better.

Digital Examples – Product Only



limited-edition
Basic
Package
\$39.99
2318 holiday



norwex®
Independent Consultant

NEW



limited-edition
Air Freshener Bag Set
\$18.99
403706



norwex®
Independent Consultant



limited-edition
Stretchy
Silicone Lids
\$24.99
358046



norwex®
Independent Consultant

Digital Examples – Connection to Nature/Mission Statement



 **norwex**®
Independent Consultant

Our Mission
Sharing a cleaner, safer way of living
by reducing harmful chemicals
in everyday lives.



 **norwex**®
Independent Consultant



 **norwex**®
live cleaner, safer, better.™

Our Mission
Sharing a cleaner, safer way of living
by reducing harmful chemicals
in everyday lives.

Digital Examples – Emotional Connection

“
Sharing a cleaner,
safer way of living
by reducing
harmful chemicals
in everyday lives.



 norwex®
Independent Consultant



 norwex®
Independent Consultant



Sustainably
joyful

 norwex®
Independent Consultant

Digital Examples – Single product focus



Product in simple environment



Product & nature sensory connection



Product and the human connection

Digital Examples



A Norwex Mop System and a little water keeps it simpler for you and your family



inspired by nature

#thenorwegianway



Cleaner beauty on-the-go



 norwex®
Independent Consultant

See your Independent Consultant for details.