



Misty Morning Co.

Rebranding by Gina V.

23 Mar. 2021

# Brand Values | Misty Morning Co.



## MISSION STATEMENT

Woman-owned business promoting unique and lighthearted fashion through one of a kind jewelry pieces made of polymer clay.

**Product Mission:** Create quality products that are unique in its own.

**Economic Mission:** Selling products at a reasonable and accessible price

**Social Mission:** Creating a community amongst makers and consumers.

# Brand Missed Opportunity |

Misty Morning Co.



## Storytelling

Misty Morning Co. is missing a Pathos. Storytelling is crucial for a brand's success. The brand needs a “why”.

## Uniform Aesthetic

There is no uniform aesthetic for Misty Morning Co. making it challenging for consumers to identify with the brand

## Consistency

Misty Morning is lacking a consistent online presence online via social media and website. .

Introducing...

# Good Morning Livie



# Brand Values | Good Morning Livie

## MISSION STATEMENT

An inclusive brand encouraging expressive individuals to dream, achieve, and become.

**Product Mission:** Create quality products that are unique in its own.

**Economic Mission:** Selling products at a reasonable and accessible price.

**Social Mission:** Creating a welcoming environment for all.

Terracotta to represent the original colors of clay.

Poppy flower to represent origins: California

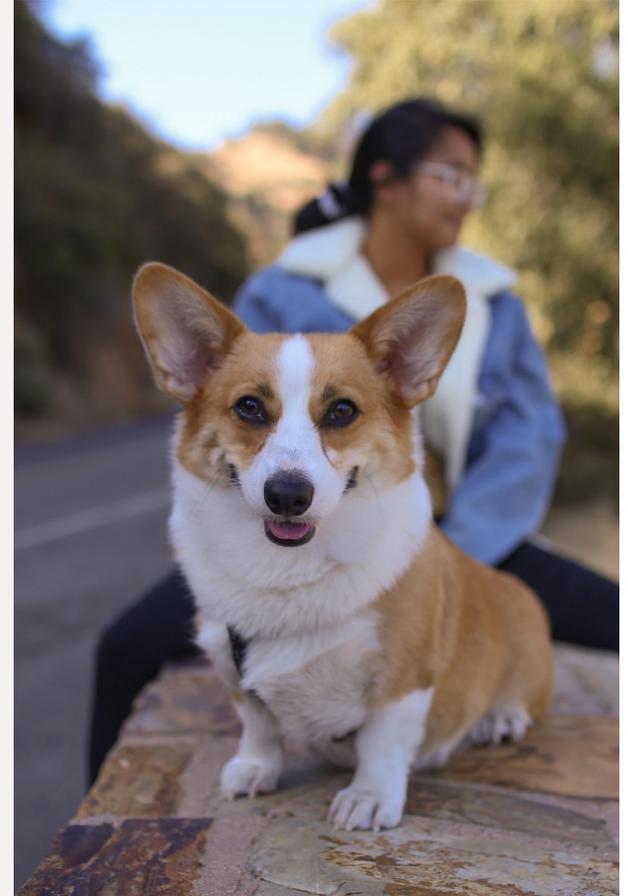


"Good Morning Livie" to tell a story.

## Why Good Morning Livie?

Livie the corgi!! Livie gives the best and warmest morning kisses helping you start your day on the right foot.

Good Morning Livie will be a more welcoming and inclusive brand, made for fashionable humans not just women.



# Uniform Aesthetic | Good Morning Livie



## Dreamy

Using similar colors to become more appealing to the eye. Having a uniform aesthetic influences how people think and feel about a brand.

Making a uniform aesthetic sets the tone for the first impression and draws them back for a continuous relationship.

Warmer tones reflect more light to the human eye and attribute a more welcoming and comforting feeling.

# Consistency

## Good Morning Livie

Instagram

Search



Goodmorninglivie

Edit Profile



95 posts

990 followers

723 following

**Polymer Clay Earrings**

Shopping & Retail

\* Good Morning Livie

\* Handcrafted small batch earrings

\* Lets Collab! DM/Email me for details

\* POP-UP ->TBD

📍 Tustin, CA



BTS



Custo...



Popup



Purcha...

POSTS

REELS

IGTV

SAVED

TAGGED





[HOME](#) [SHOP NOW](#) [ABOUT](#) [CONTACT](#) 

POLYMER CLAY EARRINGS HANDCRAFTED WITH LOVE IN CALIFORNIA

# Good Morning Livie



Misty  
Morning

