Roots & Rise – Brand Book

# Brand Mission

Roots & Rise is a brand rooted in tradition and committed to empowerment. We deliver essential hygiene and beauty products that celebrate culture, respect nature, and elevate communities.

# Brand Colors

• Warm Brown: #6B4C3B  
• Fresh Green: #4A8C52  
• Sand Beige: #EDE6DB

# Typography

• Headers: Montserrat (bold, clean)  
• Body: Merriweather (serif, natural)

# Tone of Voice

• Empowering, Rooted, Honest, Practical  
• Use poetic touches and traditional imagery  
• Speak to the future, grounded in the past

# Logo Usage

Always display the Roots & Rise logo on a light or white background with proper padding. Never distort, recolor, or crowd the logo.

# Social Hashtags

#RootsAndRise #FromRootsWeRise #HygieneWithHeart #NaturalCare #SustainableBeauty