

Mixed Origins

Our brand

Who we are

Mixed Origins is an e-commerce and lifestyle platform selling branded products predominantly, but not exclusively for people from BAME, dual and mixed heritage communities. Through our platform, we promote and celebrate business that sell products by and for people of colour and mixed heritage with the goal of giving people an easy way to find products designed for them.

Our range includes branded products for hair care, skin care, cosmetics, clothing, literature and art for adults and children from a range of brands and retailers.

We are more than just a place to shop. We curate lifestyle content for and by people of colour - from advice articles to podcasts about equality, we want Mixed Origins to be a place where the mixed heritage community trust to access information.

We are for anyone with a blend of melanin, cultures or heritage in their unique make-up.

Our audience: B2C ‘shopper’

- Predominantly female, 80/20 F/M split.
- Black, Asian, and mixed ethnicities, predominantly
 - Mixed black and white
 - Mixed black and asian
 - Mixed white and asian
 -
- Age 25-50:
 - 25-35: undergrad/grad, earning a modest wage or financially stable, squeezed – modest disposable income.
 - Online habits: Digitally native, frequent online shopper, app based shopping, looking for value for money, high street shopper, looks for/ attracted to deals. Uses social to search and shop. High social media following, creates and shares content.
 - Lifestyle: no children or children 0-5, frequently eats out. Renter with flat mates or still at home. Regularly out with friends, highly image conscious trend follower
 - 36-45: graduate, financially stable to financially comfortable,
 - Online habits: Digitally native and digitally comfortable Uses social to search and shop. Moderate social following of known contacts, shares content.
 - Lifestyle: Has young children aged 0-15; home owner, saving deposit or new property owner; socially and/or environmentally conscious. Will pay a little more for good quality, values convenient options. Frequent days out with family and friends, image conscious, follows trends

Our audience: B2C 'shopper'

- 46-50: working, possibly early retired, financially comfortable, home owner, married/kids, possibly grandchildren.
 - Online habits: Digitally confident, shops online for convenience as well as high street. Uses social (Facebook more than insta?) but uses search engines to search for products online. Online reviews influence purchase decisions
 - Lifestyle: Has young children aged 0-15; home owner, saving deposit or new property owner; socially and/or environmentally conscious.

Our audience: B2B ‘Partner’

- Retailers selling hair care, skin care, cosmetics, clothing/fashion, art and literature for people of colour
- Retailers and businesses owned by people of colour and/ or selling products for people of colour.
- Product categories include:
 - Hair care
 - Skin care and beauty
 - Clothing/fashion
 - Art
 - literature

Why our audience would use/choose us

- **Accessible.** Shopping becomes easy and accessible by providing all types of retailers and products designed for people of colour in one, online place
- **Stress free:** our audience no longer spend hours shopping on high streets or searching different sites, they can use Mixed Origins as the start and end of their search for their culturally unique shopping needs.
- **Supporting independent retailers:** people can now support multiple independent retailers in an ethical and sustainable way, from anywhere in the world.
- **Choice & diversity:** our community have access to a wider range of products to suit the nichest of needs that they may have otherwise found difficult to find or hear about or access
- **Relatable content:** a platform with links to information, content and advice for the whole family from Grandma to grandson and everyone in between, written by and for people of colour and mixed heritage.

Our brand

Look and feel

- We want our audience to immediately identify Mixed Origins on social
- We want our audience to associate Mixed Origins with being original, authentic, unlike other shopping platforms and for them.
- We want our brand to be timeless, simple to execute and refreshing
- We want to be seen as reliable, honest and trustworthy.
- We want people to turn to us first when they need to shop and or are looking for lifestyle advice that won't exclude or ignore their heritage or how their heritage informs their buying choices

Design features

- Hand drawn soft lines and indistinct shapes with soft edges
- Illustrated pictures of people of different races and skin tones
- Abril fatface: only to be used for the brand name

Brand colours



F26657

Bittersweet

1C3C1C

Forest Green Traditional

F59C3D

Deep Saffron

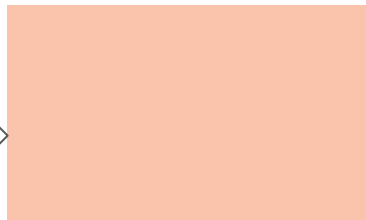
E3E3DE

Platinum


F9C48B

Mellow Apricot

Possible swap for
'Mellow Apricot'



#f9c4abff



Primary. This will be the main colour associated with our brand. It will be used as the main colour for our brand name, which will be used instead of a logo. This colour should not be used on other type face or text, so that it's main association is with the brand name 'Mixed Origins'. The colour can be incorporated into subtle graphics / illustrations on social content, or as a background colour with the brand name in the neutral colour.

Secondary. This will be used to emphasise details across the site, and to provide contrast and balance when the primary brand colour is used. This colour may be used on/to:

- Underline text to mark headings /clickable headings
- As a colour block to surround text, with the text being white

Secondary. This will also be used to emphasis details across the site, providing a different tone and feel, to complement the primary and other secondary colour, and to add diversity to the look and feel of the site. This colour may be used on/to:

- Any graphic elements
- As a border, background or font colour for social media

Neutral. This will be used sparingly across the site, to break up the white background at times. It may be used:

- To separate content between the white background and content
- On the about us pages and/or FAQs
- As a border or panel to separate content across pages

Accent. This will be used sparingly across the site, to complement the existing colours and provide a cooler tone across the site. It may also be used:

- as a font colour
- On the about us pages and/or FAQs
- As a border or panel to separate content across pages

Fonts + example iterations (*to be refined*)

Poppins: main copy font to be used across the site and social.

Abril fatface: only to be used for the brand name

Mixed Origins

Hair care

Checkout

Checkout



Frequently Asked Questions

Site style

Feature & placement	Colour
Background	#f8f9fa
Logo text colour	#F26657
Main body text	#494846
Text highlight (i.e the colour that highlights clickable text when the mouse is over it)	#f9c4ab
Font colour for text when highlighted	#f8f9fa
Button border	#f9c4ab
Button colour when not highlighted/selected	#f8f9fa
Button highlight colour when selected	#f9c4ab
Button font colour	#494846
Icons (i.e. search icon)	#494846