



VISUAL DESIGN LANGUAGE

Goody

BUILDING CONFIDENCE WITH *beauty &* STYLE

THERE'S NOTHING MORE BEAUTIFUL THAN CONFIDENCE. Nothing that can make you feel better, look better or live better. Developing confidence is a process, something that comes from being true to who you are. As children we make believe. As adults, we believe in who we actually are. Not perfect, but real. Goody's role in helping people feel comfortable, feel confident, began when Henry Goodman threw his heart into an idea—a cart that took the company into the next 100 years. Call it guts, charisma, chutzpah. We take risks, work together, and turn the improbable into the unforgettable. **BECAUSE WE CARE ABOUT OUR PRODUCTS, CUSTOMERS, CONSUMERS AND EACH OTHER, WE CONTINUE TO BUILD A CONFIDENCE THAT ALLOWS US TO FLOW WITH THE TIDE OF FASHION, HAVE FUN, AND ACHIEVE ANYTHING WE SET OUR MINDS TO.** And we pass this confidence onto consumers by being there for them on Wednesdays, weekends, weddings, helping them to be who they really are.

**LITTLE THINGS
MEAN A LOT**

We go the extra mile.

We pay attention to details to help our consumer reach her ideal state - when she feels pretty, beautiful, & smart.

**INNOVATING
BEAUTY**

We innovate beauty through brilliantly simple solutions across all key price points and fine lines.

We innovate in all parts of our business to support our brands in the marketplace.

**PUSH THE
LIMITS**

We strive to constantly create superior performing products that deliver an excellent consumer experience.

**INSPIRES
CONFIDENCE**

We inspire confidence by creating intuitive and beautiful product for the user, and in the process, we help her transform both her outer appearance, as well as, her attitude.

We empower her to indulge.



STYLING PRODUCTS

OVERVIEW

At Goody, we pair innovative ideas with brilliantly simple designs to truly delight and exceed our consumers' expectations.

Through the use of inspiring and consistent design language, we bring the essence of the Goody brand to life.

PURPOSE OF DESIGN GUIDELINES

The intent of Product Design Guide is to develop a set of standards by which all Goody Styling products will be designed. These guidelines promote consistency and quality that support the growth and power of the Goody Brand.

A high priority is placed on designing products that produce a superior end user experience. Tactile and visual sensory cues are employed to enhance the consumer's interaction. Branding execution is always prominent and precise.

Everyday colors are relevant to the category. Seasonal palettes are trend based and are often more vibrant.

STYLING PRODUCTS

OVERVIEW

BRAND ATTRIBUTES

Vibrant
Fresh
Inspiring
Smart
Confident

HIGH QUALITY:

Our offering should be unrivaled in performance and functionality.

EASY AND INTUITIVE:

We should reduce complexity while delivering as much value as possible.

NECESSARY TO SOLVE REAL PROBLEMS:

Our products actually help our customers.

UNIQUE NOT DERIVATIVE:

We want to lead the way, not copy others

DESIGN PRINCIPLES

Visual concepts that create connections between the verbal and visual worlds. Design principles guide expression and can accommodate any program.

DESIGN LANGUAGE

This guide develops a proprietary Design Language that will establish a family look that translates across the Goody Styling platform. Design cues should focus primarily on a female target market but should not alienate the male end user.

This section will be updated periodically in order to offer the flexibility to adjust to trends and industry influences.



BASIC AESTHETIC

OPP/MPP PRODUCT DESIGN

BASIC SIGNATURE ELEMENTS:

VIBRANT, APPROACHABLE, AFFORDABLE, CLASSIC

Signature elements are groups of stable articulations of design language that communicate brand personality and design principles through form, texture, branding, surface and interaction details. These details help to build product families and create a common thread that runs through most Goody OPP & MPP Styling products.

Certain product categories may rely on one or more of these elements. Typically one signature element will create a dominant theme in any given product. The use of additional signature elements is allowed but should be secondary, less pronounced and/or smaller in scale.

BASICS

OPP/MPP PRODUCT DESIGN

BASIC SIGNATURE ELEMENTS:

VIBRANT, APPROACHABLE,
AFFORDABLE, CLASSIC



BASICS

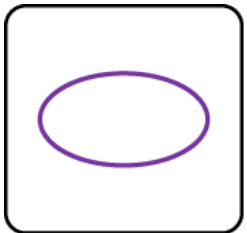
OPP/MPP PRODUCT DESIGN:

VIBRANT, APPROACHABLE, AFFORDABLE, & CLASSIC



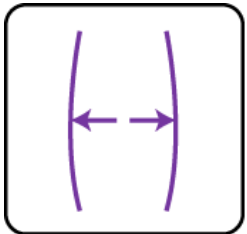
FEATURES IN HORIZONTAL PATTERN

Horizontal ribs have broad appeal and may be used to add texture or grip to the product. The horizontal features can be articulated in myriad ways (i.e., dots, hashes, lines, and patterns) and help create harmony between vendor-developed and custom products.



ELLIPTICAL CROSS SECTION

The ellipse is used as the handle's cross section, with a wider front than side (Ratio of 3 to 1). The ellipse references the former Goody logo but should NOT be used to encapsulate the current logo.



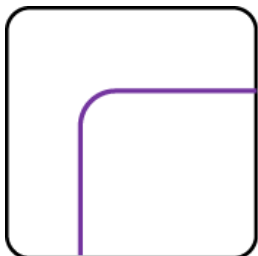
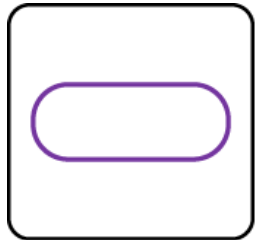
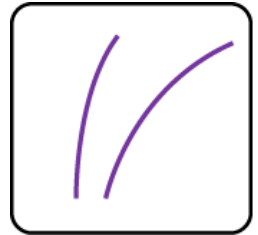
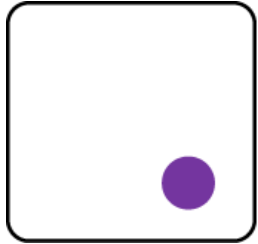
FILLS YOUR HAND:

The feel of the brush handle is very important and should feel comfortable in one's hand. The width to depth ratio of 3 to 1 is used to create Goody's signature BASIC handle.



BLUNT ENDED HANDLE

The blunt ended handle has mass appeal and is gender neutral. The visual weight of this feature communicates that the handle is substantial and will comfortably fill the user's hand.



BASICS

OPP/MPP PRODUCT DESIGN:

VIBRANT, APPROACHABLE, AFFORDABLE, & CLASSIC

ACCENTED HERO

Color or finish is used as a non-verbal cue to communicate the product feature that is new & different. The accented hero emphasizes and reinforces the reason to believe.

CONVERGING ARCS

Converging arcs create visual movement and directional excitement in the form. This design element emphasizes the product's performance.

CAPSULE

The capsule shape is great to use for details, such as the logo holding shape and vents. It should serve as a secondary feature.

RADIUS

Using a radius on product edges make BASIC products comfortable and inviting. It is important NOT to have any sharp edges.

STYLING GUARDRAILS OPP

PRICE POINT FEATURE ASSESSMENT

OPENING PRICE POINT (\$4.99 & UNDER) A BRUSH IS A BRUSH.

102-105mm Handle

Off-Shelf Brush Heads

Nylon Bristles

Plastic Brush Structures –

- PP < HIPS < ABS < Transparent ABS
- PVC < TPE
(Soft TPE is more expensive than Hard TPE)

In-mold Logo on Goody Designed Product

Minimum Part Count

Basic VDL

VALUE ADD-ONS

\$ (0-5¢)

- INJECTED NECK RING ~2-3¢
- PAINTED NECK RING ~4¢
- FOIL NECK RING ~2-5¢
- PAD PRINT ~2-3¢

\$\$ (6-10¢)

- PAINTED HANDLE ~4-8¢

\$\$ - \$\$\$ (8-12¢)

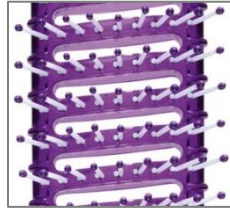
- PAINTED HEAD ~8-12¢

\$\$\$ (10-15¢)

- CLEAR COAT SOFT TOUCH HANDLE ~8-15¢
- FULL HANDLE TPE GRIP ~10-15¢

\$\$\$\$ (15¢ & UP)

- CLEAR COAT SOFT TOUCH HEAD ~15-28¢



MONOFILAMENT BRISTLES/ BRISTLE TREES

Nylon bristles (i.e., monofilament, bristle trees, & tufted nylon bristles) with basic styling and detangling functionality are found at OPP.



NECK RINGS/DETAILS

Neck rings or details create a transition between the brush head and handle, parts which may have different neck diameters. Aesthetically, metallic or colored neck rings add an eye catching element to draw in the consumer.



GRIPS & TACTILE SURFACES

Overmolds and soft touch paint are comfortable touch points with which the user interacts. The textured surface gives added user control for better product performance. Soft durometer elastomers help achieve the “squish factor” which is critical for user comfort.



PAINTED FINISH

Metallic and soft touch paint elevates the visual appearance of OPP product which otherwise only consists of basic injected parts. The painted finish may affect the consumer’s product choice at shelf.

Pricing estimates from NPD 2013 projects; Raffini represents the low end of range .Tong Fong represents the high end of range

STYLING GUARDRAILS MPP

PRICE POINT FEATURE ASSESSMENT

MID PRICE POINT (\$5.00 - \$6.99)

BASIC WITH BLING.

105-108mm Handle

Off-Shelf Brush Heads / Custom (Fill Head Type Gap)

Nylon / Boar Blend Bristles

- Plastic Brush Structures PP < HIPS < ABS < Transparent ABS
- PVC < TPE (Soft TPE is more expensive than Hard TPE)

Moderate Part Count

Basic VDL

VALUE ADD-ONS

\$ (0-5¢)

- INJECTED NECK RING ~2-3¢
- PAINTED NECK RING ~4¢
- FOIL NECK RING ~2-5¢
- PAD PRINT ~2-3¢
- INFUSED ADDITIVE ~1-2¢

\$\$ (6-10¢)

- PAINTED HANDLE ~4-8¢
- SMALL TPE GRIP ~5-10¢

\$\$\$-\$\$\$\$ (8-12¢)

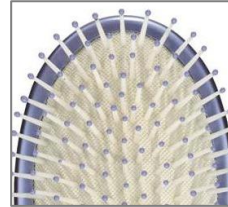
- HOT STAMP ~6-10¢
- PAINTED HEAD ~8-12¢

\$\$\$\$ (10-15¢)

- CLEAR COAT SOFT TOUCH HANDLE~8-15¢
- FULL HANDLE TPE GRIP ~10-15¢
- BOAR BLEND ~15¢
- PORCUPINE ~10-17¢

\$\$\$\$ & UP (15¢ & UP)

- CLEAR COAT SOFT TOUCH HEAD ~15-28¢
- HEAT TRANSFER ~20¢
- WATER TRANSFER ~23-63¢



MONOFILAMENT BRISTLES/ BRISTLE TREES/ BOAR BLENDS

Additive infused bristles (i.e., monofilament, bristle trees, or tufted nylon) with basic styling and detangling functionality are common. In addition, tufted boar/nylon blends & porcupine bristles, used for smoothing, are also available at MPP.

NECK RINGS

Neck rings create a transition between the brush head and handle, parts which may have different neck diameters. Metallic and contrasting colored neck rings are used to catch the consumer's eye and to draw them in.

GRIPS & TACTILE SURFACES

Overmolds and soft touch paint are comfortable touch points with which the user interacts. The textured surfaces give added user control for better product performance. Soft durometer elastomers help achieve the "squish factor" which is critical for user comfort.

PAINTED FINISH

Metallic and soft touch paint elevates the visual appearance of MPP product, giving it a premium look at a moderate price. Metallic paint adds visual appeal to injected parts and may affect the consumer's perception of the product.

Pricing estimates from NPD 2013 projects; Raffini represents the low end of range .Tong Fong represents the high end of range

BASICS

MATERIAL USE AND FINISHES

TEXTURE STANDARDS

Texture should be specified based on manufacturing process, material and functionality. The following defines the range of acceptable Yicksang texture specifications.

AESTHETIC TOUCH

All over texture intended to enhance overall perception of quality and to soften the product's appearance.

- Yicksang: YS-1285B
- Or Equivalent:
 - MT-11010, Tong Fong D236, or GW-11285

WEAR SURFACES

Durability and wear resistance without distracting from the design aesthetic

- Yicksang: YS-1287B
- Or Equivalent:
 - MT-11020, Tong Fong D237, or GW-11287

GLOSS SURFACE

Used to create contrast and/or functional attributes; gives perception of no snag; can be used for aesthetic contrast.

- SPI A-2

TEXTURED GRIP

Areas to indicate grip or intended use.

- Yicksang: YS-1288B
- Or Equivalent:
 - MT-11030, Tong Fong 589, or GW-11288



PROFESSIONAL AESTHETIC

HPP/SPP PRODUCT DESIGN

PROFESSIONAL SIGNATURE ELEMENTS:

STREAMLINED PROPORTIONS, CLEAN AESTHETIC,
TECHNICAL, & DURABLE

Groups of stable articulations of design language that communicate brand personality and design principles through form, texture, branding, surface and interaction details. These details help to build product families and create a common thread that runs through most Goody HPP & SPP Styling products.

Certain product categories may rely on one or more of these elements. Typically one signature element will create a dominant theme in any given product. The use of additional signature elements is allowed but should be secondary, less pronounced and/or smaller in scale.



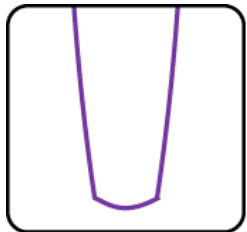
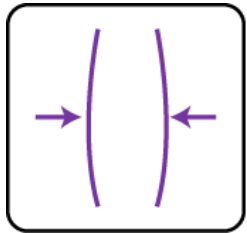
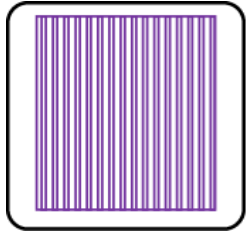
PROFESSIONAL

HPP/SPPP PRODUCT DESIGN

PROFESSIONAL SIGNATURE ELEMENTS:

GENDER NEUTRAL, STREAMLINED PROPORTIONS, CLEAN AESTHETIC, TECHNICAL, DURABLE





PROFESSIONAL

PRODUCT DESIGN: GENDER NEUTRAL, STREAMLINED PROPORTIONS, CLEAN AESTHETIC, TECHNICAL, DURABLE

THIN, CRISP VERTICAL ELEMENTS

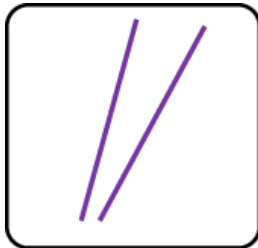
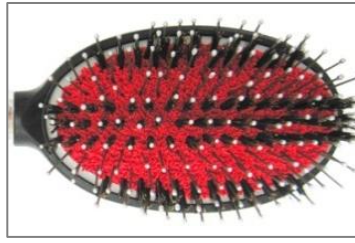
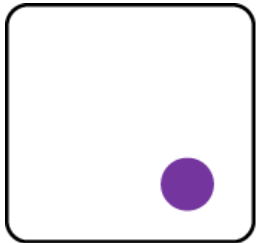
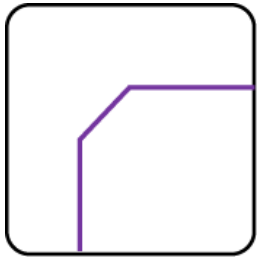
Thin, vertical design elements give the handle an elongated and sophisticated proportion. Ribs should have a crisp and sleek visual aesthetic while maintaining a rib height (~2-3mm) that gives the grip a “squishy” & comfortable feel.

PROPORTIONALLY CONSTRAINED

The PROFESSIONAL proportions are taller and leaner than Basic items. The length to width ratio of the professional handle is 4 to 1. Elongated curves give the handle a refined aesthetic and maintain the user’s ergonomic needs.

TAPERED HANDLE

Handles taper from the neck to the end of the handle, creating a slender, sleek form. The long and lean proportions are aspirational and evoke a professional feel.



PROFESSIONAL

PRODUCT DESIGN: GENDER NEUTRAL, STREAMLINED PROPORTIONS, CLEAN AESTHETIC, TECHNICAL, DURABLE

CHAMFER

A chamfer gives PROFESSIONAL products a crisp, defined look and knocks off any potential sharp edges.

ACCENTED HERO

The key product feature is highlighted through color or finish to communicate the product element that is new & different. The accented hero emphasizes and reinforces the reason to believe.

CONVERGING STRAIGHT DEFINITION LINES

Converging straight definition lines create visual movement and directional excitement in the form. This design element gives the product energy and signals product performance.

STYLING GUARDRAILS HPP

PRICE POINT FEATURE ASSESSMENT

HIGH PRICE POINT (\$7.00 - \$9.99)

SEEKING A SOLUTION

110-115mm

Custom Brush Heads - Some Unique Shapes

Nylon/Boar Blends/Porcupine

Wood Or Plastic Brush Structures

- PP < HIPS < ABS < Transparent ABS
- PVC < TPE (Soft TPE is more expensive than Hard TPE)

Moderate Part Count

Professional VDL

VALUE ADD-ONS

\$ (0-5¢)

- PAINTED NECK RING ~4¢
- FOIL NECK RING ~2-5¢
- PAD PRINT ~2-3¢
- INFUSED ADDITIVE ~1-2¢

\$\$ (6-10¢)

- SMALL TPE GRIP ~5-10¢
- CERAMIC PAINTED CUSHION RING~6¢
- PAINTED HANDLE ~4-8¢

\$\$\$-\$\$\$\$ (8-12¢)

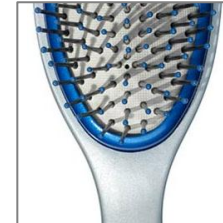
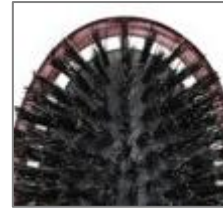
- HOT STAMP ~6-10¢
- PAINTED HEAD ~8-12¢

\$\$\$ (10-15¢)

- CERAMIC PAINTED HR BARREL ~10-17¢
- 50/50 BOAR BRISTLES ~15¢
- PORCUPINE BRISTLES ~10-17¢

\$\$\$\$ & UP (15¢ & UP)

- METAL RETAINER RING ~30¢
- WOOD ~50¢ & UP
- WHITE BOAR 10% + THAN BLACK BOAR



MONOFILAMENT BRISTLES/ BRISTLE TREES/ BOAR BLENDS

Additive infused bristles (i.e., monofilament, bristle trees, or tufted nylon) with basic styling and detangling functionality are common. In addition, tufted boar/nylon blends & porcupine bristles, used for smoothing, are also available at MPP.

NECK RINGS

Neck rings create a transition between the brush head and handle, parts which may have different neck diameters. Metallic and contrasting colored neck rings are used to catch the consumer's eye and to draw them in.

SMALL GRIPS & TACTILE SURFACES

Overmolds and soft touch paint are comfortable touch points with which the user interacts. The textured surface gives added user control for better product performance. Soft durometer elastomers help achieve the "squish factor" which is critical for user comfort.

PAINTED OR STAINED FINISHES

Metallic paint and rich wood tone stains elevate the visual appearance of HPP product, giving it a premium look appropriate at a high price point.

Pricing estimates from NPD 2013 projects; Raffini represents the low end of range .Tong Fong represents the high end of range

STYLING GUARDRAILS SPPP

PRICE POINT FEATURE ASSESSMENT

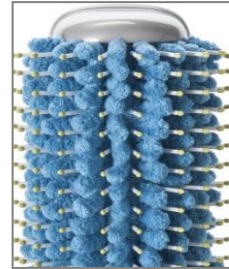
SUPER PREMIUM (\$10 & UP) PREMIUM MATERIALS / NEW TECHNOLOGY

- 110-115mm
- Custom Brush Heads
- Nylon/Boar Blends/Porcupine
- Wood Or Plastic Brush Structures-
 - PP < HIPS < ABS < Transparent ABS
 - PVC < TPE (Soft TPE is costs more than Hard TPE)

- Moderate Part Count
- Exclusive Finishes
- Iconic Styling - Professional VDL

VALUE ADD-ONS

- \$ (0-5¢)
 - FOIL NECK RING ~2-5¢
 - INK PAD PRINT ~2-3¢
 - FOIL LOGO ~8¢
 - METALLIC TIPS ~2¢
 - SMOOTHING MICROFIBER ~3-6¢
- \$\$ (6-10¢)
 - SMALL TPE GRIP ~5-10¢
 - CERAMIC PAINTED CUSHION RING ~6¢
 - PAINTED HANDLE ~4-8¢
 - ETCHED LOGO ~?¢
- \$\$\$-\$\$\$\$ (8-12¢)
 - HOT STAMP ~6-10¢
 - PAINTED HEAD ~8-12¢
- \$\$\$ (10-15¢)
 - CERAMIC PAINTED HR BARREL ~10-17¢
 - PORCUPINE BRISTLES ~10-17¢
 - 50/50 BOAR BRISTLES ~15¢
- \$\$\$\$ & UP (15¢ & UP)
 - QS PADDLE MF~17¢
 - METAL RETAINER RING ~30¢
 - WOOD ~50¢ & UP



PREMIUM BRISTLES: BOAR/PORCUPINE/INFUSED

High % boar, boar blends, & porcupine bristles are widely found at premium price points. More basic bristle types are also available at this price point and are often paired with a premium material like ceramic. Specialty bristles in unusual materials also debut at SPPP.

TECHNOLOGY

Break-through innovation in the form of special materials, mechanisms, & technology emerge at SPPP. The technology offered should deliver a demonstrable result that solves a longstanding, widely held consumer frustration.

PREMIUM MATERIALS & FINISHES

The materials and finishes used should be of premium quality and should highlight the technology in the brush.

Pricing estimates from NPD 2013 projects; Raffini represents the low end of range .Tong Fong represents the high end of range

PROFESSIONAL PRODUCTS

MATERIAL USE AND FINISHES

TEXTURE STANDARDS

Texture should be specified based on manufacturing process, material and functionality. The following defines the range of acceptable Yicksang texture specifications.

AESTHETIC TOUCH

All over texture intended to enhance overall perception of quality and to soften the product's appearance.

- Yicksang: YS-1285B
- Or Equivalent:
 - MT-11010, Tong Fong D236, or GW-11285

WEAR SURFACES

Durability and wear resistance without distracting from the design aesthetic

- Yicksang: YS-1287B
- Or Equivalent:
 - MT-11020, Tong Fong D237, or GW-11287

GLOSS SURFACE

Used to create contrast and/or functional attributes; gives perception of no snag; can be used for aesthetic contrast.

- SPI A-2

TEXTURED GRIP

Areas to indicate grip or intended use.

- Yicksang: YS-1288B
- Or Equivalent:
 - MT-11030, Tong Fong 589, or GW-11288



QUIKSTYLE AESTHETIC

PRODUCT DESIGN

QUIKSTYLE SIGNATURE ELEMENTS

Groups of stable articulations of design language that communicate brand personality and design principles through form, texture, branding, surface and interaction details. These details help to build product families and create a common thread that runs through all Goody QUIKSTYLE products.

Certain product categories may rely on one or more of these elements. Typically one signature element will create a dominant theme in any given product. The use of additional signature elements is allowed but should be secondary, less pronounced and/or smaller in scale.



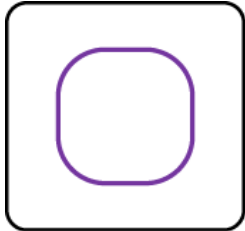
QUIKSTYLE PRODUCTS

PRODUCT DESIGN (SPPP)



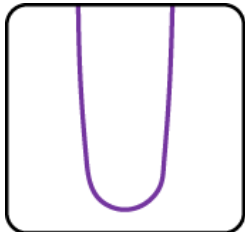
THIN, SQUARED-OFF VERTICAL RIBS:

The overmold used for QUIKSTYLE is distinct in character; the ribs are thin with wide spacing and a band at the top and bottom of the grip. A 3mm rib height gives the grip a “squishy” & comfortable feel.



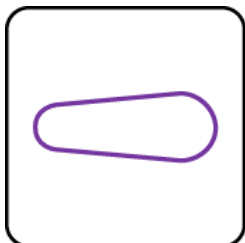
SOFT SQUARE

QUIKSTYLE uses a soft square for its cross section. This unique shape gives the QS family its own look and differentiates it from the Basic and Professional styling aesthetics.



BLUNT ROUND HANDLE

The blunt, rounded handle is a unique and comfortable shape. It is familiar and feels grounded with its mass. The handle’s roundness balances the tight radii of the brush head and signals a product that is new & different while still being familiar enough for the masses.

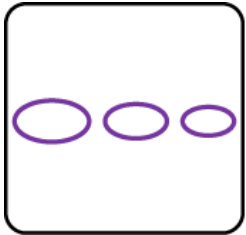


TAPERED CAPSULE

The tapered capsule serves as a holding shape for the diminishing ellipse vents on the side of the QUIKSTYLE brushes. The unique shape stands out and is clearly iconic of the QUIKSTYLE design language.

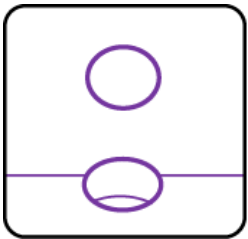
QUIKSTYLE PRODUCTS

PRODUCT DESIGN



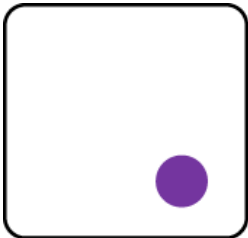
DIMINISHING ELLIPSES

The elliptical shape references the former Goody logo and is used on QS for venting. The form is grounded by the repetition found in the diminishing sized ellipses.



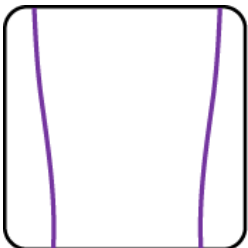
ELLIPTICAL HANG HOLE WITH TIGHT RADIUS

The slightly elliptical shape of the hang hole reinforces the elliptical shaped vents and references the former Goody logo. The hole measures 10.5mm (W) x 9mm (H).



ACCENTED HERO

The key product feature is highlighted through color or finish to communicate the product element that is new & different. The accented hero emphasizes and reinforces the reason to believe.



SUBTLE S-CURVE

Subtle S-Curve definition lines create visual movement and directional excitement in the form. This design element gives the product energy and signals product performance while maintaining an understated feminine quality.

STYLING PRODUCTS

MATERIAL USE AND FINISHES

TEXTURE STANDARDS

Texture should be specified based on manufacturing process, material and functionality. The following defines the range of acceptable Tong Fong texture specifications.

GLOSS SURFACE

Used to create contrast and/or functional attributes; gives perception of no snag; can be used for aesthetic contrast.

- SPI A-2

TEXTURED GRIP

Areas to indicate grip or intended use.

- Yicksang: YS-1287B
- Or Equivalent
 - MT-11020, Tong Fong D237, or GW-11287





QUIKSTYLE

COLOR PALETTE

PRODUCT APPLICATION

BRUSH BODY

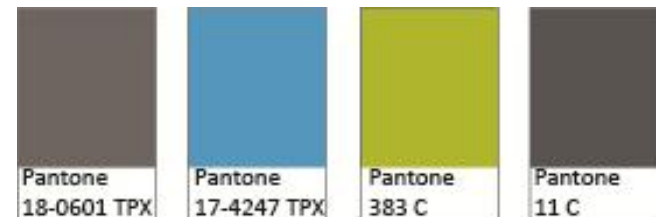
Choose neutral colors for handle except for holiday and promotional.

MICROFIBER

Choose colors that do not get dirty easily. Color selected should still work as accented here.

BRISTLE TIPS

Maintain bristle tip assortment to differentiate between multiple users in one household.



START.STYLE.FINISH.

PRODUCT DESIGN

START.STYLE.FINISH.

The START.STYLE.FINISH.collection helps the consumer achieve the best results from her styling routine. Using correct styling tools on hair, from wet to dry, helps her attain her desired look.

START.STYLE.FINISH.product is brought to life through on product branding, color treatment, and a strong marketing story. Head types and other styling tools are organized by “step” based on their function and how they are used in the styling process.



START.STYLE.FINISH.

BRUSH COLOR PALETTE

PRODUCT APPLICATION

BRUSH BODY

Painted Pearl White

Injected Silver - PMS 877C

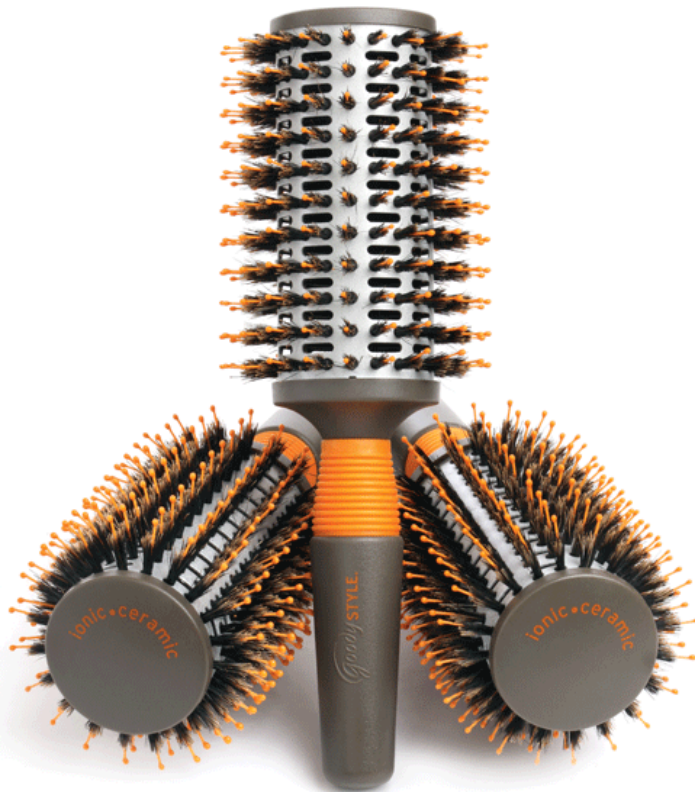
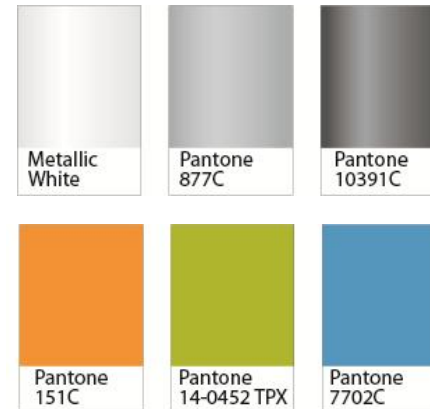
Injected Dark Silver - PMS 10391C

ACCENT COLORS

START (Orange) - PMS 151C

STYLE (Lime) - PMS 14-0452 TPX

FINISH (Aqua) - PMS 7702C





START.STYLE.FINISH.

STYLING ACCESSORIES COLOR PALETTE

PRODUCT APPLICATION

NEUTRALS

White/Pearl White

Silver - PMS 877

Dark Silver - PMS 8401C

Dark Silver - PMS 10391C

Black - PMS Black C

BRIGHTS

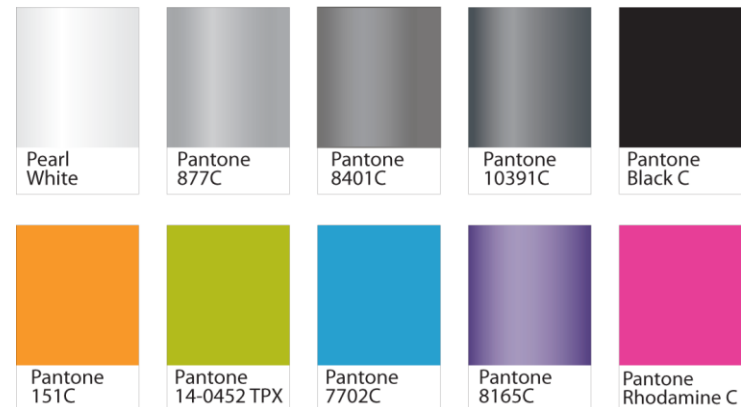
Orange - PMS 151C

Lime - PMS 14-0452 TPX

Aqua - PMS 7702C

Metallic Purple - PMS 8165C

Bright Pink - PMS RHOD RED C



CONSUMER PRODUCTS

MATERIAL USE AND FINISHES

COLOR PALETTE DEFINITION

The Goody Styling palette is broad and consists of largely of neutrals, mid-tone, and saturated colors. Colors are selected to fit the “mood” of the product line and should be relevant to the product category. These palettes will evolve over time to stay current with color forecasts and trends in the broader market place.

Annual seasonal palettes will be developed for Spring/Summer, Fall/Winter and select Holiday timeframes. These palettes will be for promotions and will be more trend focused.

COLOR APPROVAL PROCESS FOR COMPONENTS

All new products must be approved for color accuracy and appropriateness by the lead Industrial Designer. Samples will be compared to previously approved products and/or a formula chip.

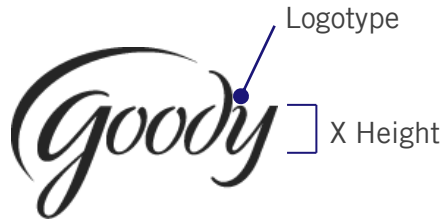
Parts will be viewed in light box under a series of controlled lighting conditions: fluorescent (to simulate the store environment), incandescent and natural lighting (to simulate the at home experience).



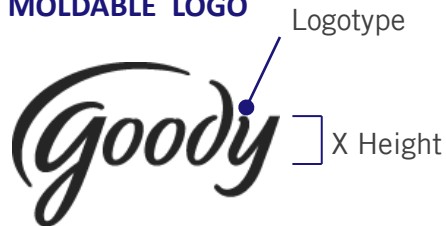
STYLING PRODUCTS

LOGO SPECIFICATIONS

PRINTABLE LOGO



MOLDABLE LOGO



ON PRODUCT BRANDING

The Goody logo is iconic and distinct. It signals a consistent foundation — maintaining brand equity while reinforcing brand leadership, confidence, and reliability.

The logo should be easily identified on the product. The logo should be visible from the retail shelf, in use and during storage. There should be a border of clear flat space around the logo creating a visual frame for the logo. When ever possible logos should be placed in the middle or centered on a product.

The use of a ® registered trademark is **NOT** required for on product branding. This is discouraged because it often fails to reproduce accurately at scale and creates confusion in positioning and alignment.



Preferred Border = 2X Height

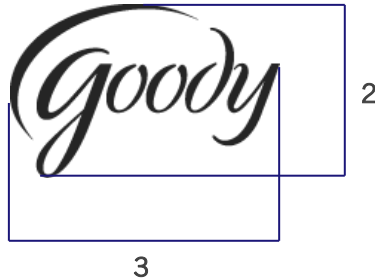


Minimum Border = X Height

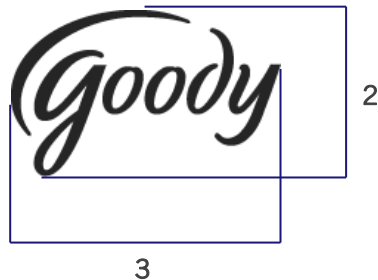
STYLING PRODUCTS

LOGO SPECIFICATIONS

PRINTABLE LOGO



MOLDABLE LOGO



PRINTABLE LOGO RATIO

Height to width ratio ~ 2 : 3

The printable logo should only be used in printed applications, such as pad prints or fabric tags. The line weight is too fine for the logo to be properly reproduced as an in-mold graphic.

MOLDABLE LOGO RATIO

Height to width ratio ~ 2 : 3

The moldable logo is used for permanent, in-mold product branding in resin parts. Due to molding limitations, the line weight of the in-mold logo is thicker and more pronounced than the printable logo.

The thicker line weight format of the moldable logo is also appropriate for etched logos, used occasionally on wood brushes.

STYLING PRODUCTS

LOGO ORIENTATION

PREFERRED HANDLE ORIENTATION



LOGO: HANDLE ORIENTATION

When possible, the Goody logo should be oriented along the length of the brush handle with the G oriented towards the bottom of the handle. This positioning works best for the heads down brush orientation at retail and heads up orientation in use.

If space is not available, the logo can be oriented side to side across the brush handle. In this orientation, the logo will be quite small.

SECONDARY HANDLE ORIENTATION





Preferred:
In-Mold, Debossed



In-Mold, Embossed



Debossed logo on back of
head



Debossed graphic on
back of head

CONSUMER PRODUCTS

IN-MOLD LOGO SPECIFICATIONS

LOGO FORMATS

A variety of logo processes are employed within Goody's Styling portfolio. Each has pros and cons but this should serve as a guide as to when to use each type.

IN-MOLD LOGOS

In-mold logos (embossed or debossed) provide an opportunity to brand the product without adding any cost and make the logo a permanent part of the product. Because the logo is a part of the product, there is little to no contrast. If using an in-mold logo on a painted part, the logo should be embossed/raised.

In general, in-mold logos are used on brush handles. In some cases, it may be appropriate to add the Goody in-mold logo or other graphic to the back of the brush head.

EMBOSSSED LOGOS

Raised 0.3mm

DEBOSSSED LOGOS & GRAPHICS

Preferred option; Lowered 0.4mm

CONSUMER PRODUCTS

LOGO SPECIFICATIONS



Pad Print



Laser Etched



Reversed Logo on Color Tag



Printed Logo on White Tag

PAD PRINTS

Pad prints may be used on vendor developed product, wood brushes, and product in which contrasting branding is important. Pad prints are also used to highlight product sub-branding or to call out product additives. Pad print price is moderate & varies by vendor: ~3¢

ETCHED LOGOS

Laser etched logos can be used on wood brushes or combs to provide permanent on-product branding. This method provides a subtle logo contrast and can be somewhat costly: ~ ?¢

ALTERNATIVE MATERIAL LOGOS:

Tags are used for select Styling fine lines such as, rollers, soft goods, and other styling accessories.

SOFTGOODS TAG:

Logotype: Color must contrast the Tag Background

Tag: Color must contrast with logotype

The use of a ® registered trademark is **NOT** required for on product branding.

CONSUMER PRODUCTS

SUB-BRAND LOGO SPECIFICATIONS

SUB-BRAND TREATMENT

The height of the Sub-brand name equals the X height of the Goody Logo. As a result, Goody will appear slightly larger than the sub-brand and will have a stronger presence. QUIKSTYLE is the exception.

START. STYLE.FINISH.

There are several acceptable logo treatments for SSF to accommodate both Goody and vendor designed product:

- Horizontal in-mold Goody + “step” pad print
- Horizontal Goody pad print + “step” pad print
- Stacked in-mold Goody + in-mold step

For all horizontal oriented SSF logos, Goody precedes the product’s step name (i.e., Start, Style, or Finish).

For stacked logos, Goody is above the product’s step name and is larger in size.

The Goody logotype can be treated either as an in-mold logo (embossed or debossed) or as a pad print, depending on the product constraints.



Preferred Orientation





PRODUCT SIZE GUIDELINES

ENVELOPE DIMENSIONS

OVERALL BRUSH LENGTH

BASIC (OPP/MPP): 9.75" or 247.65mm

PROFESSIONAL (HPP/SPPP): 10" or 254mm

* Watch out for the Paddle & Large Hot Rounds – these tend to be the head types that have a longer overall length*

HANDLE LENGTH

BASIC: 102-108mm

PROFESSIONAL: 110-115mm

HANDLE DIAMETER (TBD)

Optimal Range: 22mm-32mm (*per Measure of Man*)

Max. Round Cross Section: 29mm

Max. Elliptical Cross Section: 29 x 27mm

IN-MOLD LOGO SIZE

Minimum: 5 mm (for combs)

Optimal Range: TBD

HANG HOLE

All brushes except START.STYLE.FINISH. & select SPPP

HANG HOLE SIZE & RADIUS

9-11mm with 0.5mm radius

HANG HOLE PLACEMENT

Ideal Range: 7-8.5mm from end of handle

Minimum: 3.5 from end of handle

Maximum: 12mm from end of handle

BRISTLE GUIDELINES

BASIC INFORMATION

BRISTLE DIAMETER (MM)	HEAD TYPE	BRISTLE TYPE	MFG PROCESS
0.2	Baby Brush Nylon	Tufted	Extrusion
0.4	Softer	Monofilament	Extrusion
0.4	Ouchless Hot Round	Bristle Tree	Extrusion
0.5	50/50 Boar Nylon Blend	Tufted	Extrusion
0.55	Hot Round	Bristle Tree	Extrusion
0.7	V-Bristle or Porcupine	Monofilament	Extrusion
0.9	Styler or Porcupine	Monofilament	Extrusion
1.0		Monofilament	Extrusion
1.2	Vent	Monofilament	Extrusion

BRISTLE DIAMETER (MM)	HEAD TYPE	BRISTLE LENGTH (MM)	BRISTLE TYPE	MFG PROCESS
1.0-1.6 (Bon Fame)	Oval Cushion	16.5	Monofilament	Injection Molded
1.4-1.8 (Tong Fong)	Oval Cushion	18.75	Monofilament	Injection Molded
1.2-1.7 (Raffini)	Oval Cushion	17.0	Monofilament	Injection Molded
1.1-1.6	Ouchless Cushion/Paddle	20.25	Monofilament	Injection Molded

Bristle stiffness can be adjusted to affect the feel and movement through hair. Bristle length and material composition both affect the feel of the bristles. It is important to pay attention to both to find the right balance of bristle flexibility given the specific user need.

NUMBER OF BRISTLES

Bon Fame

Raffini

Tong Fong

BRISTLE GUIDELINES

BASIC INFORMATION

BRISTLE MATERIAL

Nylon 6
Nylon 66
Nylon 610
Nylon 612

CHARACTERISTICS

Lower quality: Durability & Heat Resistance
Highest Heat Resistance

AVAILABILITY

Widely available in China
Available at Tong Fong

There are many different grades of nylon. Nylon can be blended for different properties. The bristles for the Ouchless hot round are a special nylon blend and diameter.

CUSHION GUIDELINES

BASIC INFORMATION

CUSHION THICKNESS(MM)	HEAD TYPE	BRISTLE TYPE	MFG PROCESS
1.4	Ouchless Pin PVC Cushion	Ball Tipped Pin	Injection Molded
1.8	Pin Rubber Cushion	Balled Tipped Pin	Heat Cut from Rubber Sheet Material
1.8 (Translucent TPE)	Pin Rubber Cushion	Balled Tipped Pin	Heat Cut from Rubber Sheet Material
2.3	Tufted Rubber Purse/Mini	Tufted/Porcupine	Heat Cut from Rubber Sheet Material
2.6	Tufted Rubber Oval Cushion	Tufted/Porcupine	Heat Cut from Rubber Sheet Material
2.8	Tufted Rubber Paddle	Tufted/Porcupine	Heat Cut from Rubber Sheet Material

A custom patterned cushion is possible with out pattern limitations. It would require a special tool.