

# ECOS®

From the Earth to Your Home™



## BRAND OVERVIEW

MARCH 2018

[WIP]



## OUR BRAND VALUES

\*adapted from ECOS rebrand materials 06/2016

### **PIONEERING**

ECOS is the brand from Earth Friendly Products®, a 50+ year old company that has implemented scientifically green business practices that have helped transform industry standards.

### **VISIONARY**

Mixing scientific genius with innovative thinking, ECOS revolutionizes cleaning with formulations that protect people, pets and the planet.

### **PURE**

We demonstrate honest, ethical behavior and transparency, prioritizing the health of our employees, our customers and the earth in everything we do

### **PLAYFUL**

We believe in doing good work and having fun along the way. ECOS products reflect a vibrant spirit, down to earth nature and positive, optimistic attitude.



## BRAND POSITIONING

Who is **ECOS**?  
What do we stand for?

Brand  
Personality &  
Character

approachable • down to earth  
friendly • smart • optimistic  
caring • thoughtful • genuine

Brand  
Voice

passionate  
relatable  
truthful  
sincere

Brand  
Assets &  
Creative

bright • effortless  
expressive • everyday joy  
carefree • humanize the science

**Born from Passion. Perfected by Science. Sustainably Produced.**

See the clean. Feel the ♥.



## WE ARE...

creators  
advocates doers achievers helpers  
students grandparents friends  
makers buyers pioneers workers givers  
caregivers children volunteers experts  
chemists teachers explorers families  
heroes designers mothers pet-lovers  
mixers visionaries believers scientists  
writers artists supporters brothers  
dreamers travelers readers  
leaders activists workers  
doers daughters aunts  
bottlers learners friends  
writers innovators workers  
managers  
sisters  
relatives

