



EST. 2004

AQUIESSE®

AESTHETIC SCENTS™



AQUIESSE BRAND DEVELOPMENT

SCENTS OF PRESENCE



EST. 2004

AQUIESSE®

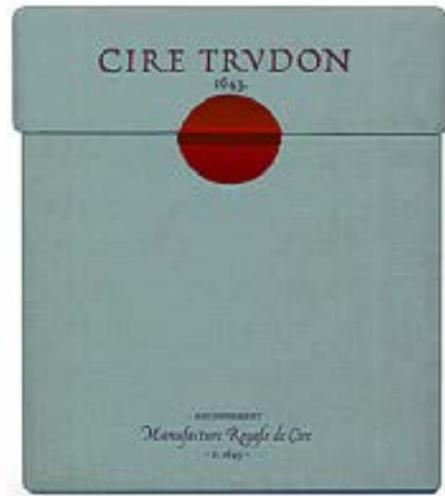
AESTHETIC SCENTS™

PRESENTED BY



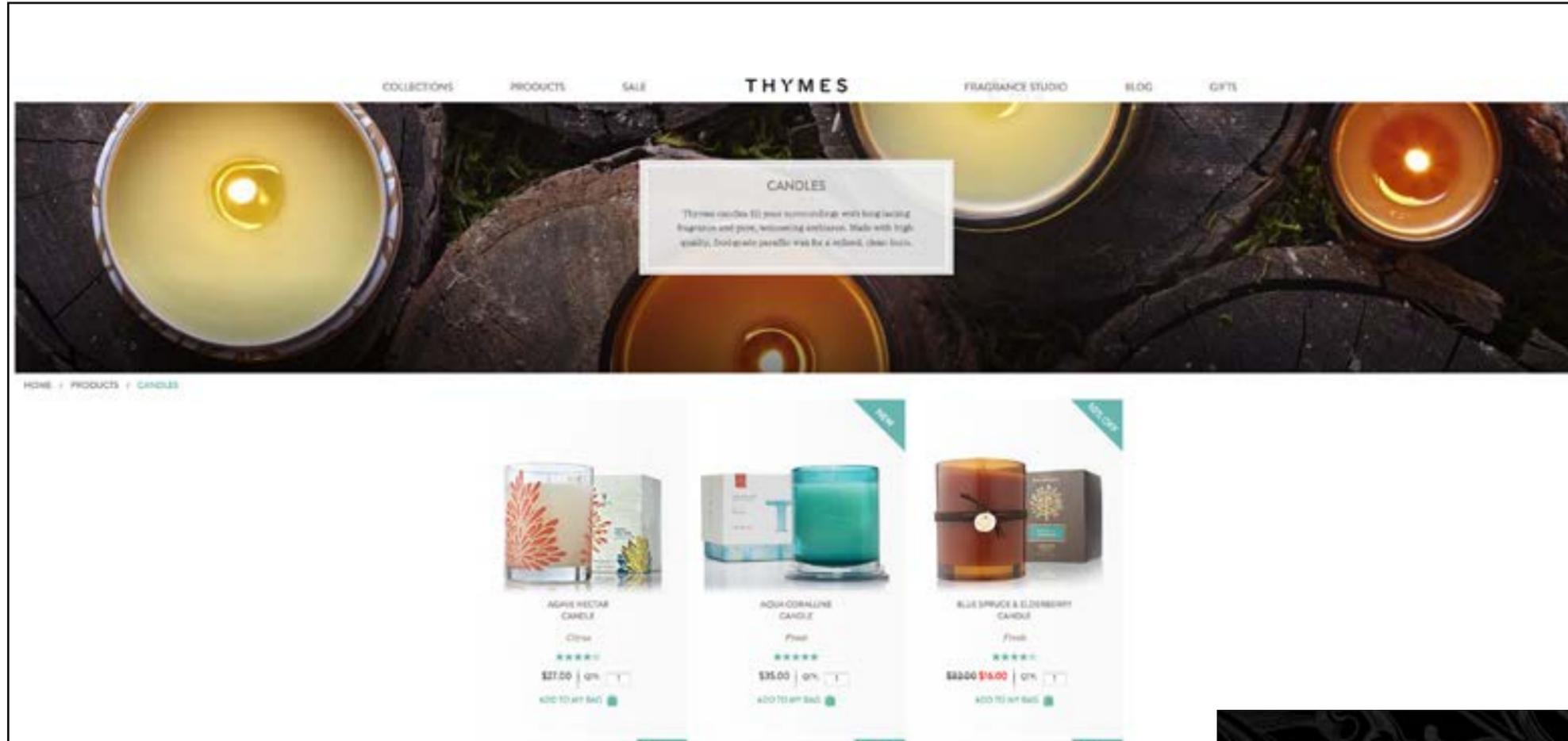
MC BRANDSTUDIOS

VISUAL AUDIT









EST.  1999
VOLUSPA





Aquiesse is a luxury home fragrance and lifestyle brand based in California. Their focus is creating beautiful and quality crafted products inspired by nature and the eortless, breezy chic coastal lifestyle. Beyond just creating products or following trends, the Aquiesse brand looks to create inspiring artisanal products that are environmentally responsible and reflect a soulful and joyful way of living your life. The brand is looking to expand into beauty, home decor and other ventures that align with it's core values.

AQUIESSE REQUIRES A LOGO THAT:

- is a rejuvenation of the existing logo continuing with the brand recognition, loyalty and community.
 - is a crest and/or coat of arms.
- communicates a sense of heritage and history that can be expanded upon to create a true sense of provenance and start building a unique brand DNA.
 - integrates typography within the crest and as a separate wordmark.
 - communicates the themes and is inspired by “California”, “ocean” and “nature”.
- maintains and communicates an upscale brand aesthetic but maintaining a warm, approachable feeling. Never pompous or pretentious.
 - balances artisanal, hand-crafted visual cues with contemporary clean lines.
 - feels fresh and hip yet timeless and classic.
 - not only looks but is truly authentic and honest from the inside out.
 - maintains the credibility and confidence of a global brand.



& bon



LOGO EVOLUTION EXAMPLES



1971
We start by selling coffee beans in Seattle's Pike Place Market.

1987
We add handcrafted espresso beverages to the menu.

1992
We become a publicly traded company.

2011
We mark 40 years and begin the next chapter in our history.



1976



1976 - 1998



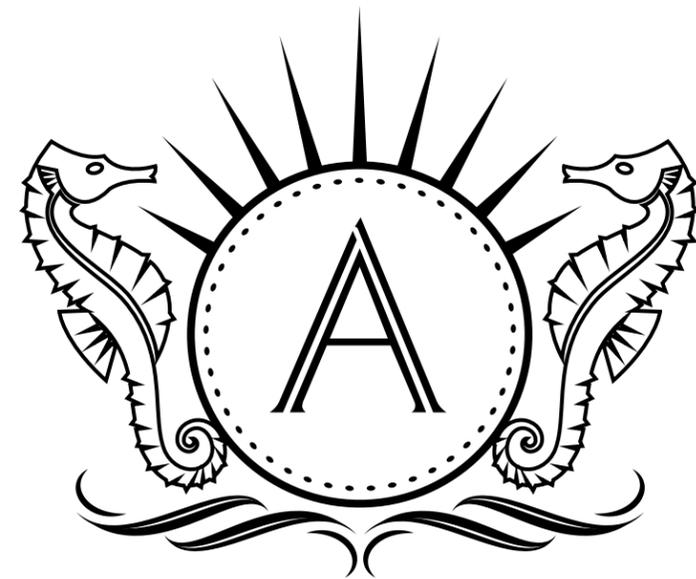
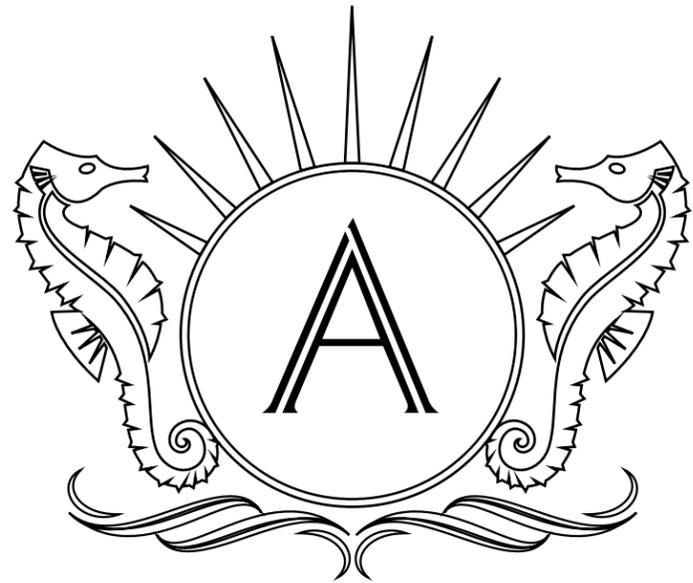
1998

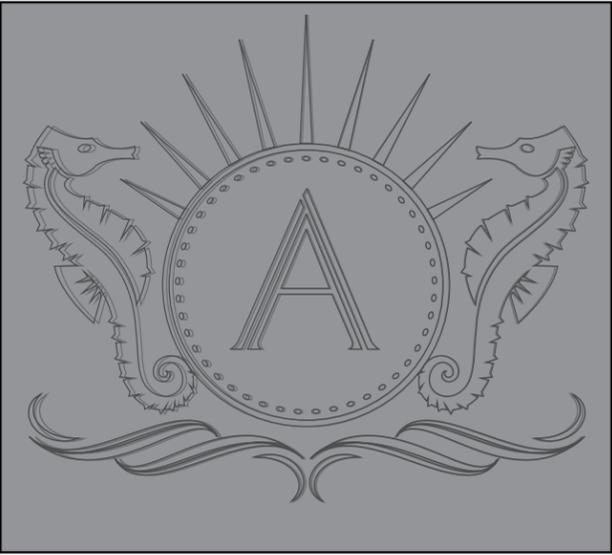
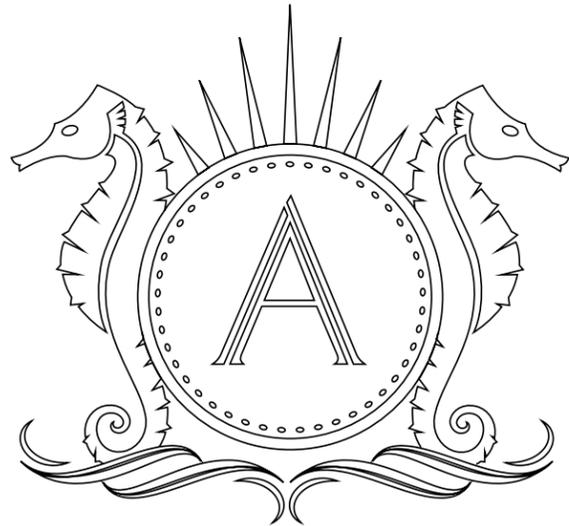
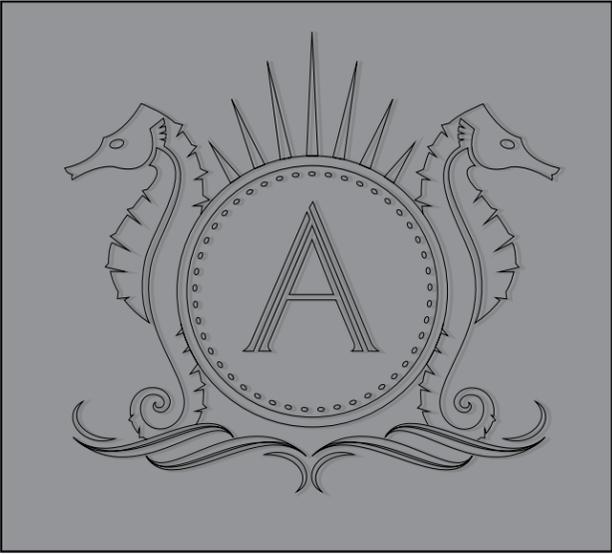


present



BRAND IDENTITY REJUVENATION

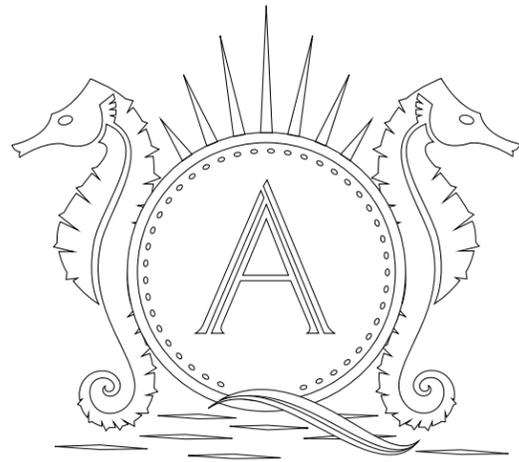




ES T. 2004

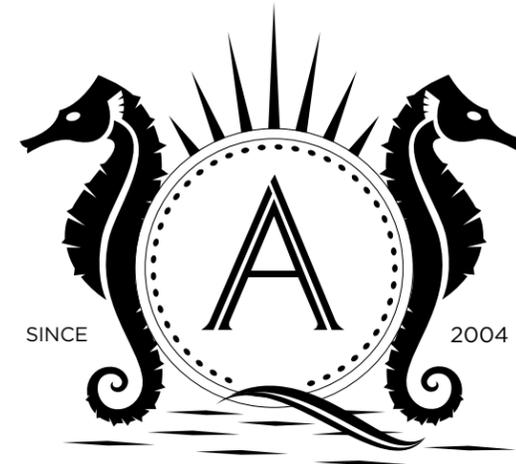
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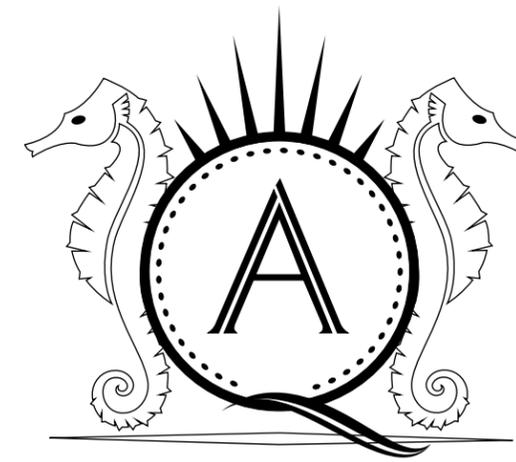
SINCE 2004

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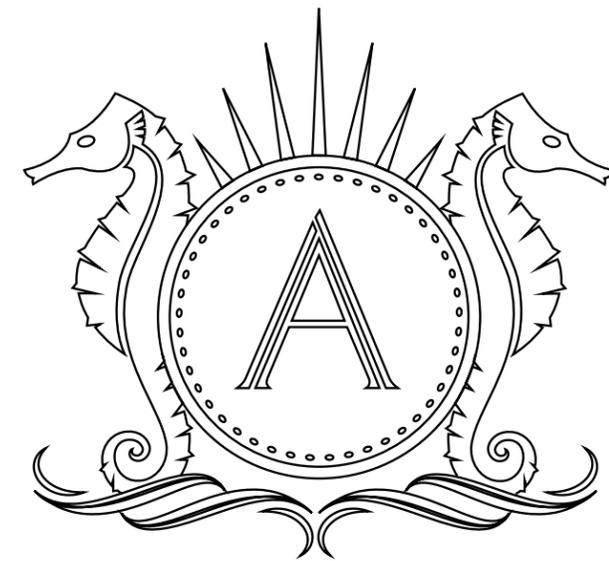
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AQUIESSE®
AESTHETIC SCENTS™



AQUIESSE®
Aesthetic Scents™

Original Logo



ES T. 2004

AQUIESSE®
AESTHETIC SCENTS™

New Logo

STATIONERY



AQUIESSE
AESTHETIC SCIENCES

MINDFUL REPUBLIC, INC.
331 SCIENCE DRIVE
MOORPARK, CALIFORNIA 93021
WWW.AQUIESSE.COM

TELEPHONE +1 805 583 4604
MOBILE +1 805 208 7636
FACSIMILE +1 805 583 4620

March 19, 2015

Dear Ms. Fontaine,

I remember noting a quarter century or so ago that an emu was a 6 foot Australian flightless bird. I thought that got most of it right.

It turned out to be one of the most widely photographed spacecraft in history. That was no doubt due to the fact that it was so photogenic.

Equally responsible for its success was its characteristic of hiding from view its ugly occupant.

Its true beauty, however, was that it worked. It was tough, reliable and almost cuddly.

To all of you who made it all that it was, I send a quarter century's worth of thanks and congratulations.

Sincerely,


Dan McNulty
creative director

AQUIESSE
AESTHETIC SCIENCES



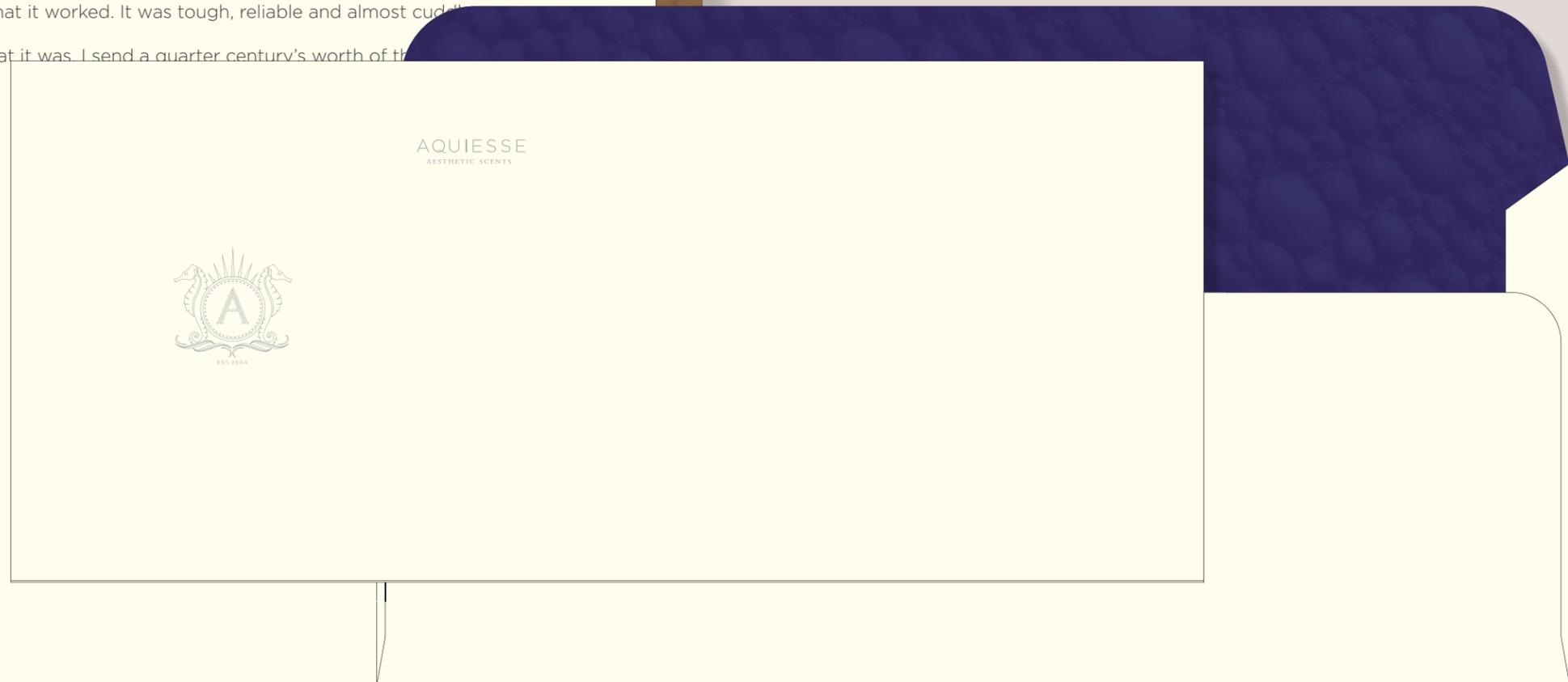
Mindful Republic / Aquiessa Stationery System

**2-COLOR per + emboss
+ silver foil over 1 PMS color +
dull clear foil pattern**



EMBOSS
ON SUPER
THICK
CARDSTOCK
NO SHOW
THROUGH

EMBOSS LOGO & CLEAR FOIL PATTERN



PACKAGING



Current Collections:

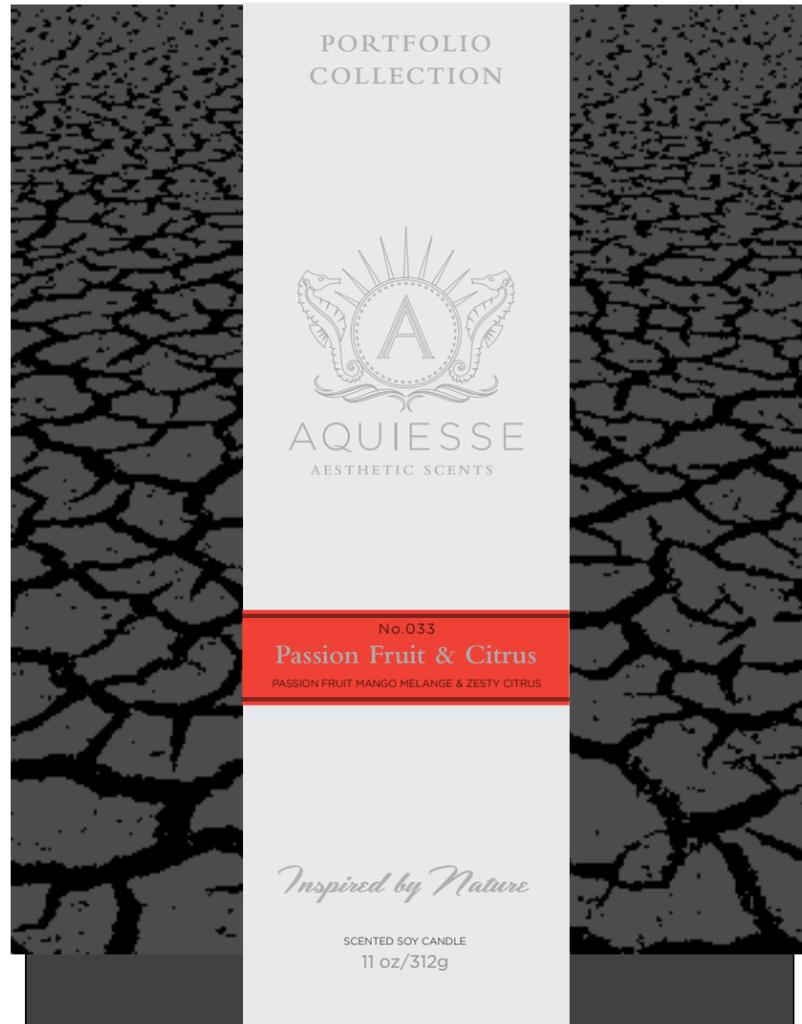
PORTFOLIO COLLECTION

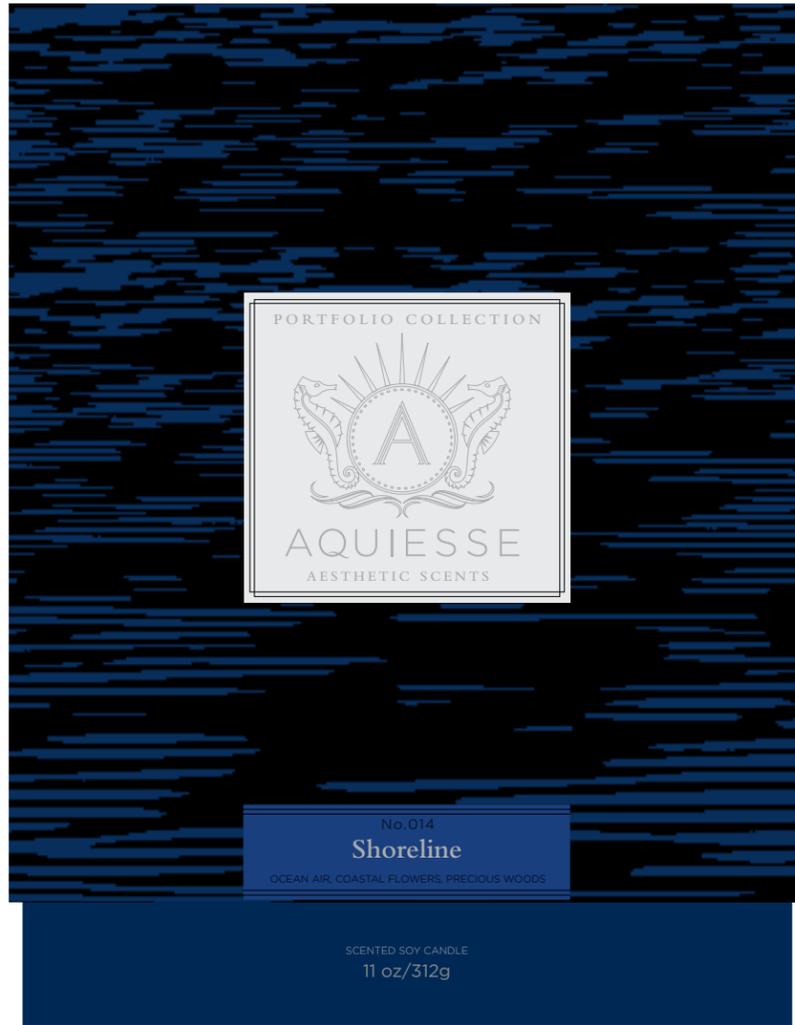
BLACK CURRENTS COLLECTION

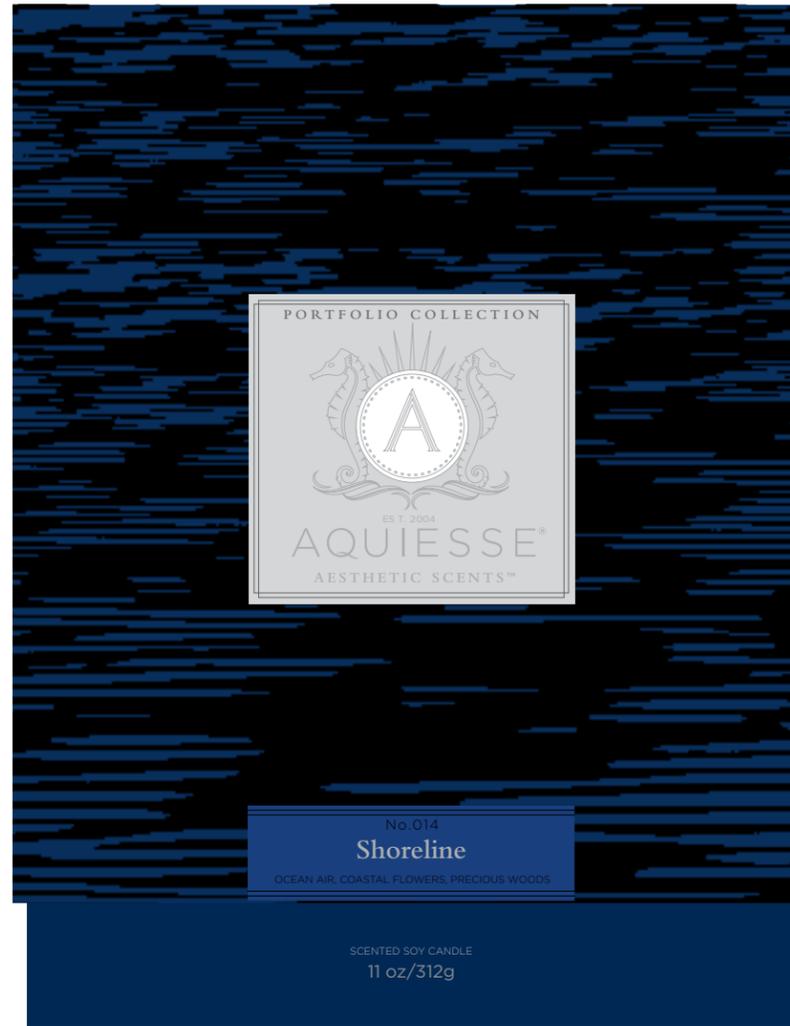
WHITE CURRENTS COLLECTION

SOUVENIR COLLECTION

HOLIDAY COLLECTION







MINDFUL REPUBLIC



Mindful Republic, Inc. Our ultimate mission and values will drive the company culture and employ every division, brand, and product line to promote this mission and values. Mindful Republic is a lifestyle Company who's mission is to change the world by promoting a mindful lifestyle...focusing on living in the moment, with purpose, appreciation and authenticity. Increasing happiness through awareness, discovery, and inspirational value-add products.



MINDFUL **REPUBLIC**



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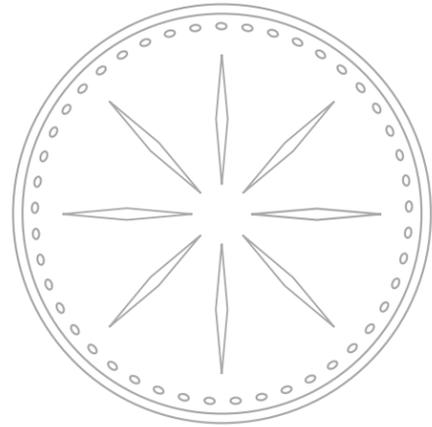
MINDFUL REPUBLIC

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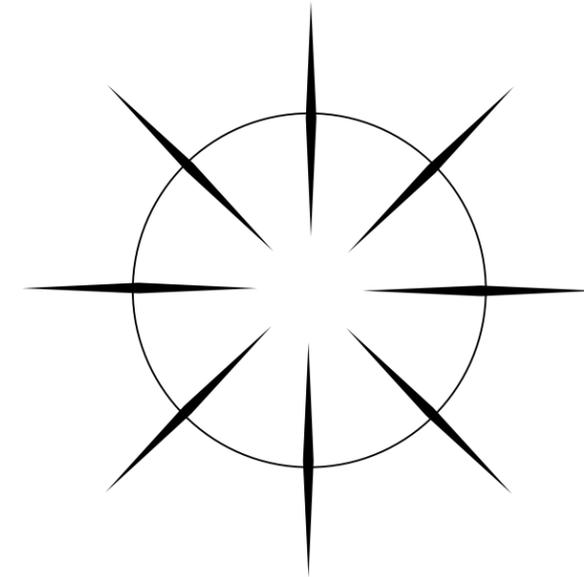
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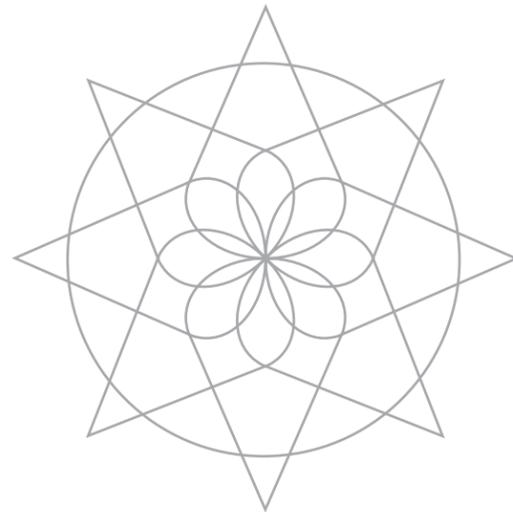
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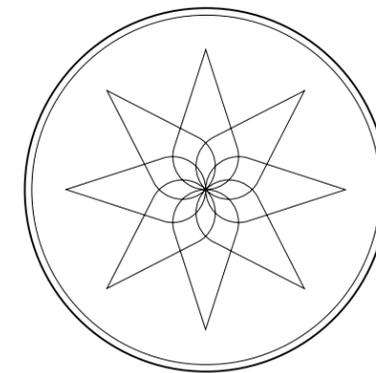
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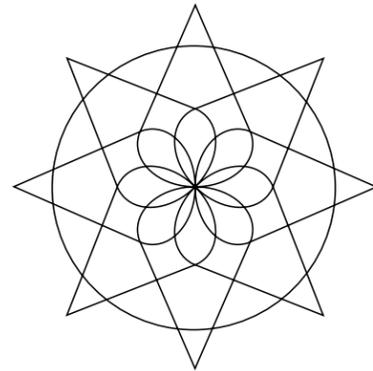
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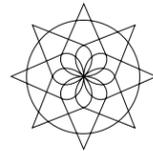
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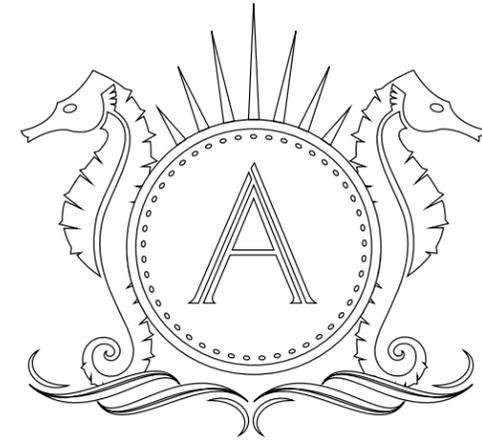
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ES T. 2004

AQUIESSE®

AESTHETIC SCENTS™



ES T. 2004

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Kindled Spirits

STATIONERY



MINDFUL REPUBLIC

March 5, 2015

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Mindful Republic / Aquisse Stationery System

**2-COLOR per + emboss
+ silver foil over 1 PMS color +
dull clear foil pattern**

EMBOSS
ON SUPER
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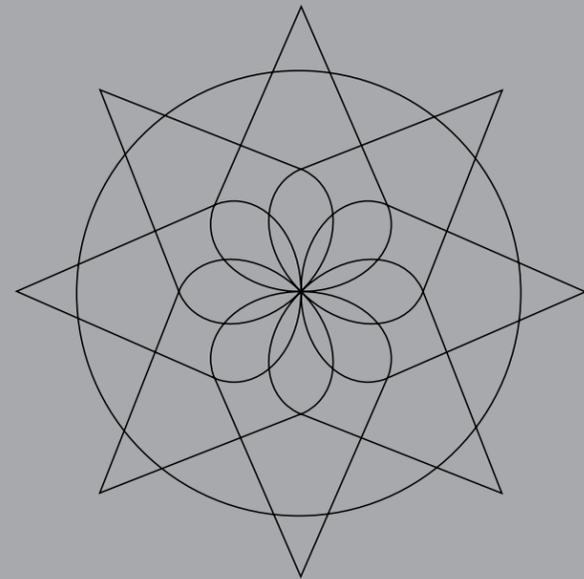
MINDFUL REPUBLIC

MICHAEL HORN
LEADER OF THE REPUBLIC

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EMBOSS LOGO & CLEAR FOIL PATTERN



MINDFUL REPUBLIC