



Exrthangel

 Brand Bible

Contents

Part 1 - Who & What is Exrthangel

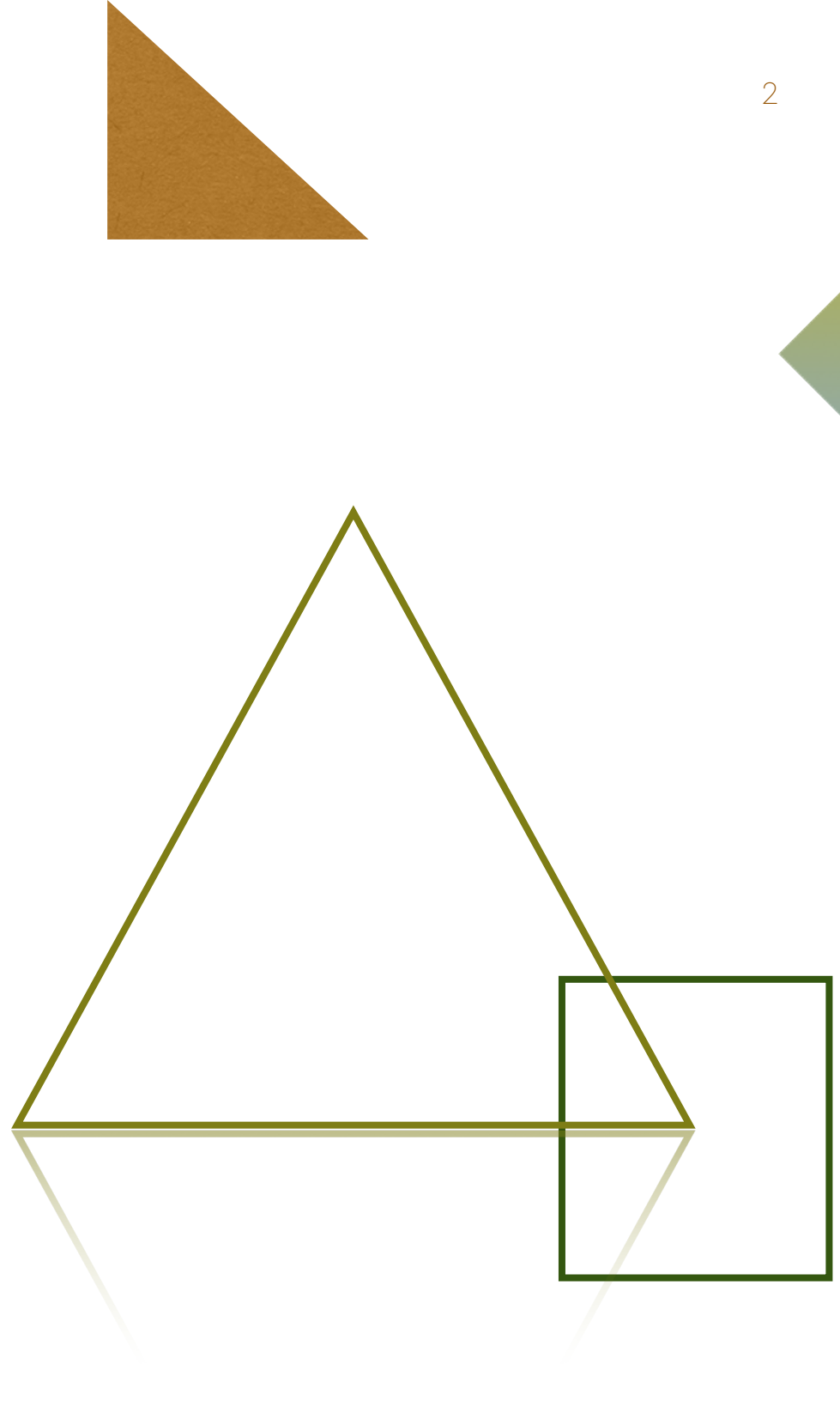
3. Mission
4. Spirit
5. Unique Offerings
6. Motto
7. Core Values
8. Vision

Part 2 - Who is our Demographic

11. Keywords
12. Interests
13. Figures

Part 3 - What is our Aesthetic

15. Type
16. Focal Palette
17. Web Look
20. Social Media



part 1.

**Who & What is
Exrthangel**



part 1. **MISSION.**

Long: To rally and present the collective environmental wisdom of all. We encourage individuals from all forms of identity to seek the ways their lives can revive the health of the planet. By revealing erasure within environmental and sustainable movements, we hope to build bridges with communities priorly ostracized from this space so that they too can share and represent their journeys in landing gently.

Short: Cultivating inclusive dialog, imagery, and connections within the sustainable and environmental spaces in hopes of healing erasure and expanding mindful lifestyles to all interested.

part 1. **SPIRIT.**

INSPIRING

INFORMED

INVITING

WITTY

WISE

CREATIVE

part 1. **UNIQUE OFFERINGS.**

1. *Providing accessible content to those who may not regularly engage scientific and sustainable platforms.*
2. *Exchanging self celebratory and sustainability mindful goods and services that support an environmentally consciousness business model.*
3. *Access to an active and accountable community of mindful activist and climate reform advocates*

part 1. **Motto.**

Land + Gently

The "Land" in our motto speaks to personal impact. In closed systems like the environment, events small & large carry influence over its health. Determining one's imprint is key to addressing individual stake in global sustainability.

The "Gently" in our motto denotes the beliefs and actions taken to cultivate a minimally depleting existence towards the environment. This framework is the core of sustainability.

part 1. **CORE VALUES.**

REDEMPTION

ACCOUNTABILITY

TRANSPARENCY

INNOVATION

CURIOSITY

INDIVIDUALIZATION

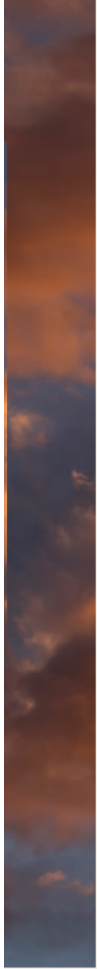
part 1. **VISION.**

To create an online and physical network of supported Earth Angels. So that they may lead lives prioritizing environmental sustainability, inspiring others and themselves.

To have a thriving platform that not only fiscally profits, but allows for abundant collaboration and market expansion.

part 2.

*Who is our
demographic*



part 2. **KEY WORDS.**

"IT" ER

CONNECTED

SEEKING

CREATIVE

ALTRUISTIC

INNOVATIVE

SELF AWARE

HUMBLE

WARM

part 2. **INTERESTS**

FASHION

NATURE

MUSIC

FOOD

ART

TRAVEL

SELF CARE

WELFARE

S.T.E.M.

UNREST

CIVIL RIGHTS

COMMUNITY

SOCIAL MOVEMENTS

CURRENT AFFAIRS

SUSTAINABILITY

part 2. **REPRESENTATIVE FIGURES.**

*: Affiliate community

*Venus x [club, queer, downtown, wisdom]

*Vanessa A. [rebel, nature, activist, femme, creative]

*Elizabeth De La Piedra [individualism, fashion, creator, mom]

*Jaden Smith [creator, individualism, innovator, gen Z, expressive]

*Roman "RJR" [city, innovator, entrepreneur, community, sleek]

*Sevdaliza [club, queer, international, expressive, feminist]

*M.I.A [activist, international, artist]

*Sarina [minimal, wisdom, fashion, ethical]

*Sasha Marie [beats, expressive, wisdom]

Rashaad Ali [activism, community, justice, education]

Lauret Savoy [scholar, societal, systems, studies, education]

*ThatCurlytop [lifestyle, message]

*Nicole L. [millennial(30), creative, intellectual, justice, tasteful]

part 3.

*What is our
aesthetic*



part3.WEB TYPE

Mont

Used for main titles

ABCDEFGHIJK

abcdefghijkl

123456789

Avenir Book

Used for written text

ABCDEFGHIJK

abcdefghijkl

123456789

Avenir Bold

Used image subtitles

ABCDEFGHIJK

abcdefghijkl

123456789

Avenir Next

Used for image text

ABCDEFGHIJK

abcdefghijkl

123456789

FAXINE

SKY

Used for main subtitles

ABCDEFGHIJK

123456789

part 3. **FOCAL PALETTE.**



part 3. **WEB LOOK.**

SHARP

SOPHISTICATED

AGENDERED

FUTURISTIC

UTILITARIAN

IMMERSIVE

DIRECTING

MEN WOMEN KIDS SEARCH

SSENSE

ENGLISH LOGIN WISHLIST SHOPPING BAG (0)



Music **LADY LESHURR LETS THE MUSIC TALK**
The Queen's Speech MC on Coming Up and Coming Out in the Grime Scene



Fashion **TOMORROW IS THE HEIR TO OUR LEGACY**
The Founders On Re-Contextualizing Inspiration



MEN WOMEN KIDS SEARCH

SSENSE

ENGLISH LOGIN WISHLIST SHOPPING BAG (0)



Careers

About Us

SSENSE is a Montreal-based fashion platform with global reach. Founded in 2003, SSENSE is pacing the vanguard of directional retail with its mix of luxury, streetwear, and avant-garde labels. Currently serving 114 countries, generating an average of 32 million monthly page views, and achieving high double digit annual growth since its inception, its field of focus has grown beyond that of a typical e-commerce entity as it explores the nexus of content, commerce, and culture.

More than just a retailer, SSENSE is becoming a cultural protagonist in its own right.

Benefits

- High performance team, dynamic and social culture
- Challenging technical work focused on new services delivery
- Continuously updated tools and equipment
- Competitive pay, bonus and benefits
- Group Insurance: medical, dental and critical illness coverage (100% premium paid by employer)
- New custom designed offices conveniently located near public transportation
- Free Food: coffee, tea, fresh fruits and grab-n-go breakfast daily
- Social Events: Breakfast Mondays, Beer Fridays, Holiday Party, Annual BBQ
- Employee Led Events: Hackathons, Show & Tell, Ping Pong Tournaments
- Gaming Zone: video game consoles, ping pong tables, foosball tables
- Amenities: kitchens, employee lounges, silent room, onsite gym, changing rooms and showers.



DON'T ASK BILLIE EILISH TO SMILE

Music

The 16-year-old singer has made it to the cusp of stardom by being unapologetically herself.



NEW YORK FASHION WEEK FALL/WINTER 2018 WOMEN'S TREND REPORT

Fashion

SSENSE charts the top five trends from New York Fashion Week women's Fall/Winter 2018.



CRUISING THROUGH BROOKLYN WITH IAN ISIAH

Music | Feb 19

JULIANA HUXTABLE'S CONSPIRACY LOGIC

Culture

NATASHA STAGG IS ALMOST NOT-FAMOUS

Culture

THE UNADULTERATED SARAH NICOLE PRICKETT

Fashion

JANET MOCK IS LIVING HER BEST LIFE

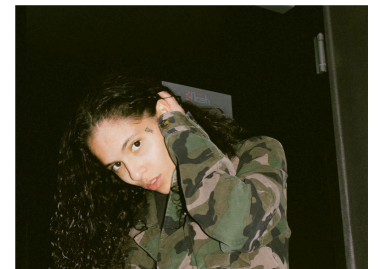
Culture



TOMMY GENESIS EXECUTES HER VISION

Holding Court With the Queen of Fetish Rap

[VIEW EDITORIAL](#)



part 3. **SOCIAL MEDIA.**

ETHEREAL

NATURE FOCUSED

WITTY

POC CENTERED

INCLUSIVE REPRESENTATION

THOUGHT PROVOKING

SURREAL

SYMBOLIC

ANALOG ASPECTS

MARKET AESTHETIC INCORPORATED X6 FORMULA

