

Consultant brand book



SCENTSY

Fill your life with fragrance



Scentsy has this indefinable quality. It isn't something we planned or could have imagined, which is part of what makes it so significant. You know Scentsy when you *feel* it.

This book was created to help you share that Scentsy feeling. When you understand what the Scentsy brand looks like, it becomes easier to tell our stories — and to continue writing your own. So, take the Scentsy opportunity and make it yours! When you add your own style, it brings authenticity to what you do. And that helps show the world who we are.

Together, we can share the beauty of our products, the support of our community, and the benefits of joining an industry-leading company run on family, friendship and fragrance.

So people everywhere can *feel* what makes Scentsy special.

With **love**,
Heidi & Orville





We are Scentsy



We are Scentsy



We are Scentsy



We are Scentsy



We are Scentsy



SCENTSY

our mission statement

To bring value to the world by providing an industry-leading, family-friendly business opportunity selling creative, artistic, high-quality products that ***Warm the Heart, Enliven the Senses and Inspire the Soul.***

our values

Achieving the Scentsy mission would be impossible without the right set of values. These are the principles that guide us and continue to shape who we are.



simplicity

Heat from a light bulb melts scented wax, filling the air with fragrance. That's how a Scentsy Warmer works. A pretty simple concept, and one that continues to fuel our growth even today. While we've added more products and programmes over the years, our goal is still to keep things simple for you, your customers and home office employees. It's just easier that way.



authenticity

Scentsy's roots go back to an Idaho sheep farm, where a young family facing bankruptcy sacrificed everything to "swing for the fences." Real people presenting real business opportunities selling genuine-quality products. It doesn't get more authentic than that. We know who we are (and who we aren't) and we stay true to it.



generosity

We believe in being generous with our time, talents and resources. Our motto is "contribute more than you take," a philosophy inspired by Albert Einstein. He thought it better to be a person of value than of success, someone who gives to others for the greater good without expectations. We'd like to think Einstein knew a thing or two about the world, and we agree: Generosity simply makes it a better place.

how we're different



Why?

We're passionate about fragrance

Fragrance drives our deepest and most memorable experiences.

We believe fragrance connects us to our memories and to each other. Everything we do supports delivering emotional, human experiences through fragrance.



Who?

We're caring, purposeful people

We're family-friendly, purpose-driven and growth-minded.

We embrace life's "hot messes" and overcome them. In the end, we're all about improving ourselves and helping others grow.



How?

We do the right thing

We're not your typical company.

You are the lifeblood of our company. We'll always do what's best for you, your teams and your customers, even if it goes against typical, short-sighted business norms.



What?

We offer the most, and the best

Ours is the widest breadth of fragrance-focused products out there.

We create an ever-growing assortment of exclusive fragrance products designed to Warm the Heart, Enliven the Senses and Inspire the Soul, while supporting an exciting business opportunity.

our personality

spirited

We live life with enthusiasm and determination, and celebrate even the small moments with a Scentsy Spirit.



embracing

We welcome everyone as they are, where they are — hot mess and all — with open arms and a warm, friendly hug.

positive

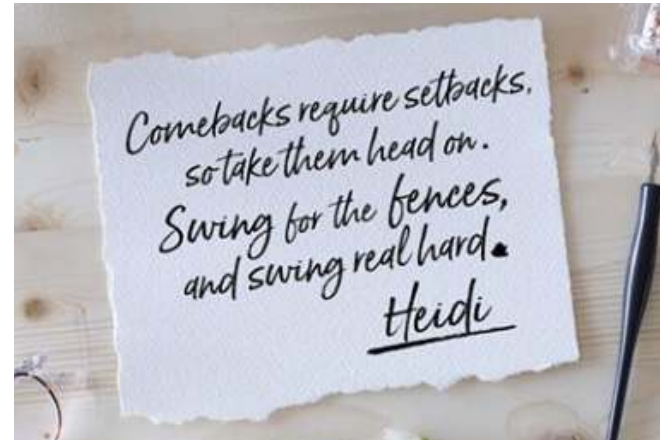
We operate with a generous and optimistic outlook, exuding an energy that inspires others to strive and grow as people.



our personality (cont'd.)

cultivating

We develop and nurture ourselves and others with a purposeful growth mindset, contributing more than we take.



real

We are who we are, talking with, not at, others in a clear and sincere way. We're real people, and we love to laugh!

fearless

We're brave and strong. We welcome challenges with a courageous spirit, beating the odds and overcoming the obstacles.



our tone of voice descriptors

For us, it's personal. We're a Scentsy family. We love what we do, we love who we serve – and it shows.

Our personality and voice go together like warmers and wax. They never really change, because they tell the world who we are.

But our tone does change, depending on the message and the channel.

No matter what, we speak using our heads **and** our hearts.

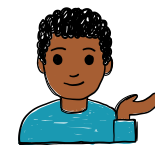
more ...

less ...



lighthearted

serious



casual

formal



respectful

irreverent



enthusiastic

matter of fact



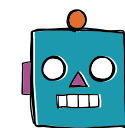
conversational

businesslike



simple

complex



Independent Consultant logo guidelines

The choice of which logo to use is up to you; any of the versions below can be used.

The logo should be shown in our primary purple, knocked out of a solid colour in white or black.

When the Scentsy home office team makes a logo selection on your behalf for printed materials, the simple version below is used.

Logos

The Scentsy Independent Consultant logo can be used when representing yourself as a Scentsy Consultant. You can choose the logos that best represent your business.

Clear space

There should always be clear space around the logo to ensure maximum impact and to keep the mark from looking cluttered.

Maintain a 45-px minimum clear space, even when proportionally scaling the logo.

Purple
 Pantone 519
 RGB - 89, 49, 95
 HEX - #59315F
 CMYK - 100, 60, 0, 40

Simple logo



Script logo



Hexagon logo



White
 RGB - 255, 255, 255
 HEX - #FFFFFF
 CMYK - 0, 0, 0, 0



Black
 RGB - 0, 0, 0
 HEX - #000000
 CMYK - 0, 0, 0, 100



Don'ts

When using **any** Scentsy logos or marks, **do not** do the following:



Do not warp or modify the logo with text effects



Do not modify the logo colour.



Do not add effects to the logo. No drop shadow or glow.



Do not stretch or condense the logo.



Do not add a stroke to the logo.



Do not rotate or flip the logo.

We are Scentsy!

Scentsy isn't just a company or a product, it's a community of encouraging, passionate, real-life people. **We are Scentsy!** And every impression we make — in person, in print or online — tells the world who we are. Together, with plenty of heart and a commitment to serve others with world-class work, we make people's lives better.

Let's show the world that with Scentsy, you can have a truly full life — authentically inspired by family, friendship and fragrance!