

HARLOWE





identity



HARLOWE

HARLOWE

Logotype



HARLOWE

HARLOWE

2 colour iteration of Logotype
Black/Gold



Reversed 2 colour logo



Other toolkit elements - the H with the swoosh, and the swoosh

Used on Social Media ie Facebook and on packaging/invoices etc





ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
!@#\$% &*()-=_+[]\{}|;:'"../<>?

Font Name: Above DEMO
NB this font does not have numbers

ABOVE DEMO

Hero Logotype font foundation



abcdefghijklmnopkl
mnopqrstuvwxyz
ABCDEFGHIJKLM
MNOPQRSTUVWXYZ
1234567890!@#\$\$%
^&*()_+ -= {} [] \ : " ; ' < > ? , . /

abcdefghijklmnopkl
mnopqrstuvwxyz
ABCDEFGHIJKLM
MNOPQRSTUVWXYZ
1234567890!@#\$\$%
^&*()_+ -= {} [] \ : " ; ' < > ? , . /

Secondary fonts
Montserrat



An example of how this concept might look on a bottle

Front Label
Harlowe with gold foil swoosh

Rear of label
Hero scent image printed on the rear of the label and showing through





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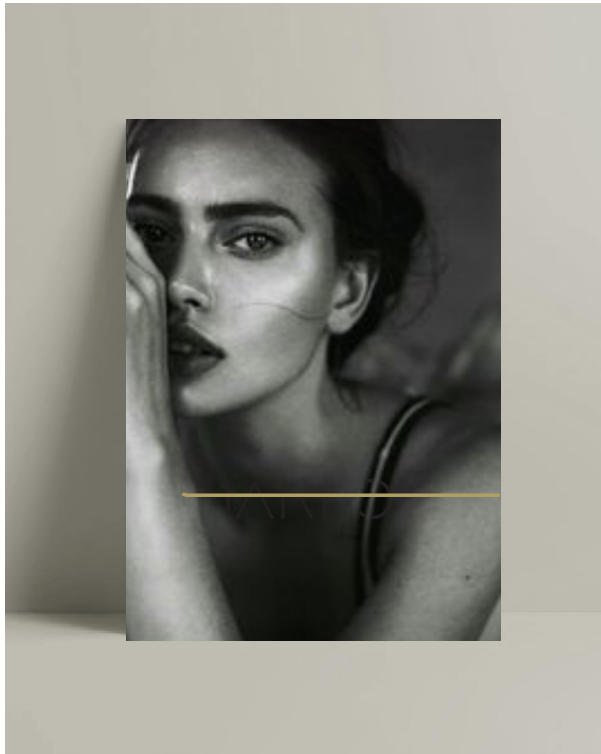


An example of how this concept might look on a bottle

Front Label
Harlowe with
gold foil swoosh

Rear of label
Hero scent image
printed on the rear of
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through





Some examples of how the toolkit elements could be used on different marketing and corporate materials.



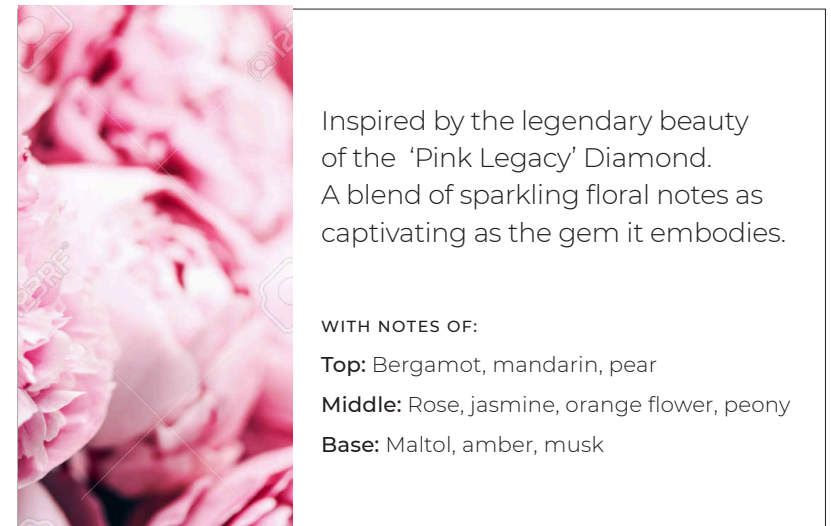
Merchandise and POS



Business cards



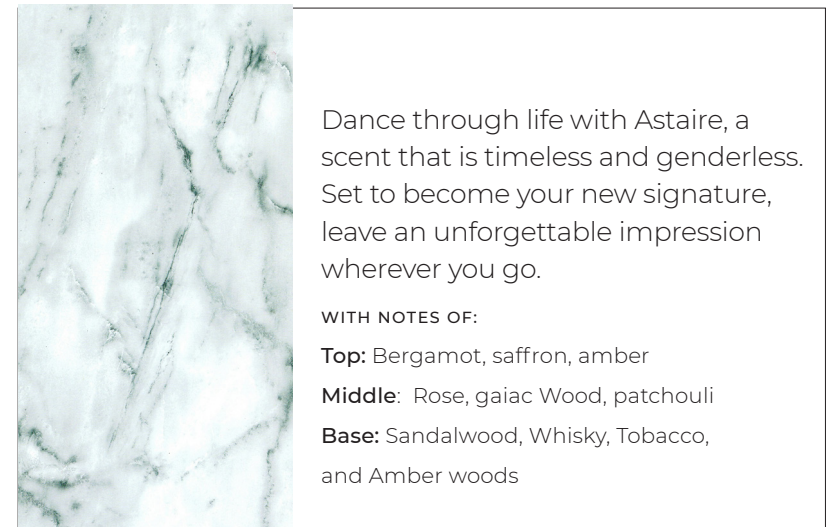
Inbox fragrance cards



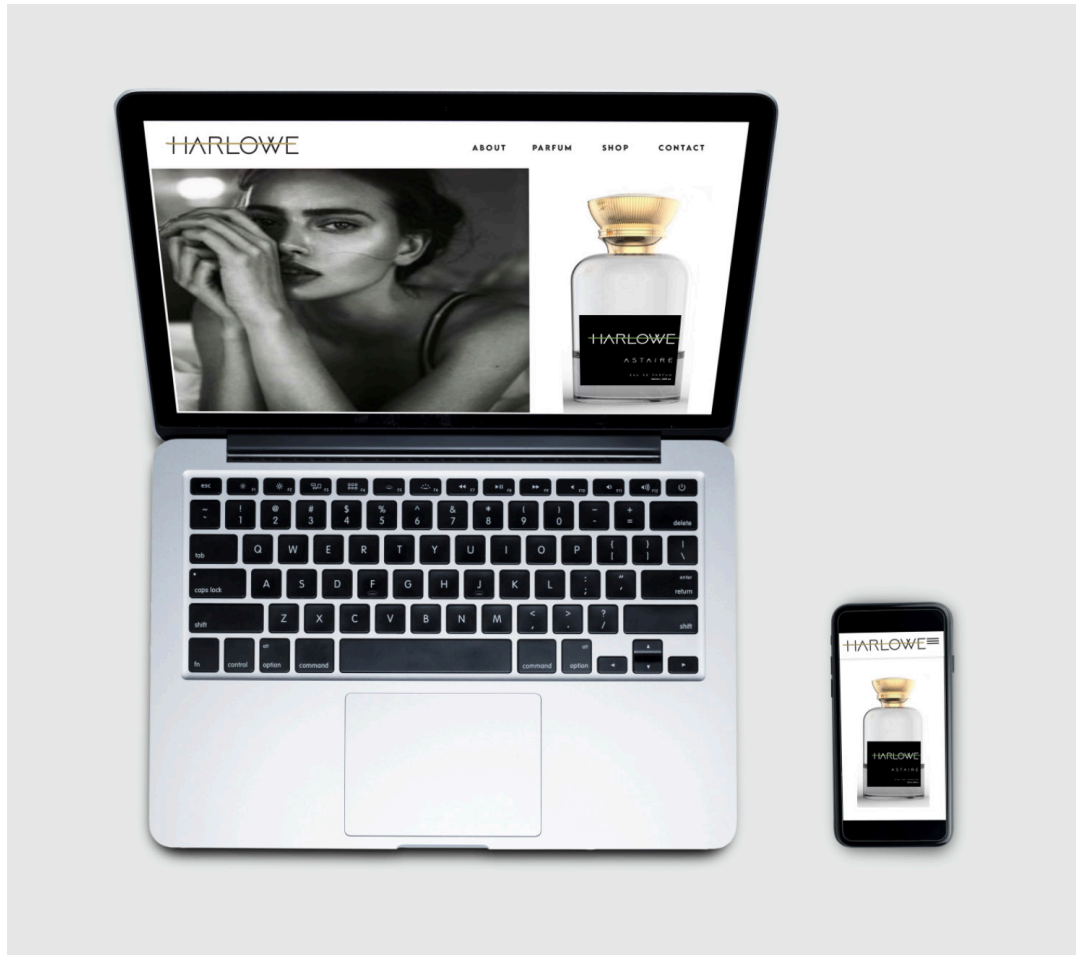
Inbox fragrance cards



Inbox fragrance cards



Inbox fragrance cards



Example on dummy website



Harlowe Parfum
66 likes · 72 followers

[Professional dashboard](#) [Edit](#) [Advertise](#)

[Posts](#) [About](#) [Mentions](#) [Reviews](#) [Reels](#) [Photos](#) [More](#)

Intro
[Add Bio](#)

Page · Health/beauty · Perfumery · Fashion accessories
info@harloweparfum.com

What's on your mind?
[Photo/video](#) [Reel](#) [Live video](#)

Featured [Manage](#)

Social Media example



ASTAIRE
— HARLOWE

SMOKED VELVET
— HARLOWE

BONDI AFTERNOON
— HARLOWE

ROSE HAZE
— HARLOWE

PINK LEGACY
— HARLOWE

ASTAIRE
— HARLOWE

SMOKED VELVET
— HARLOWE

BONDI AFTERNOON
— HARLOWE

ROSE HAZE
— HARLOWE

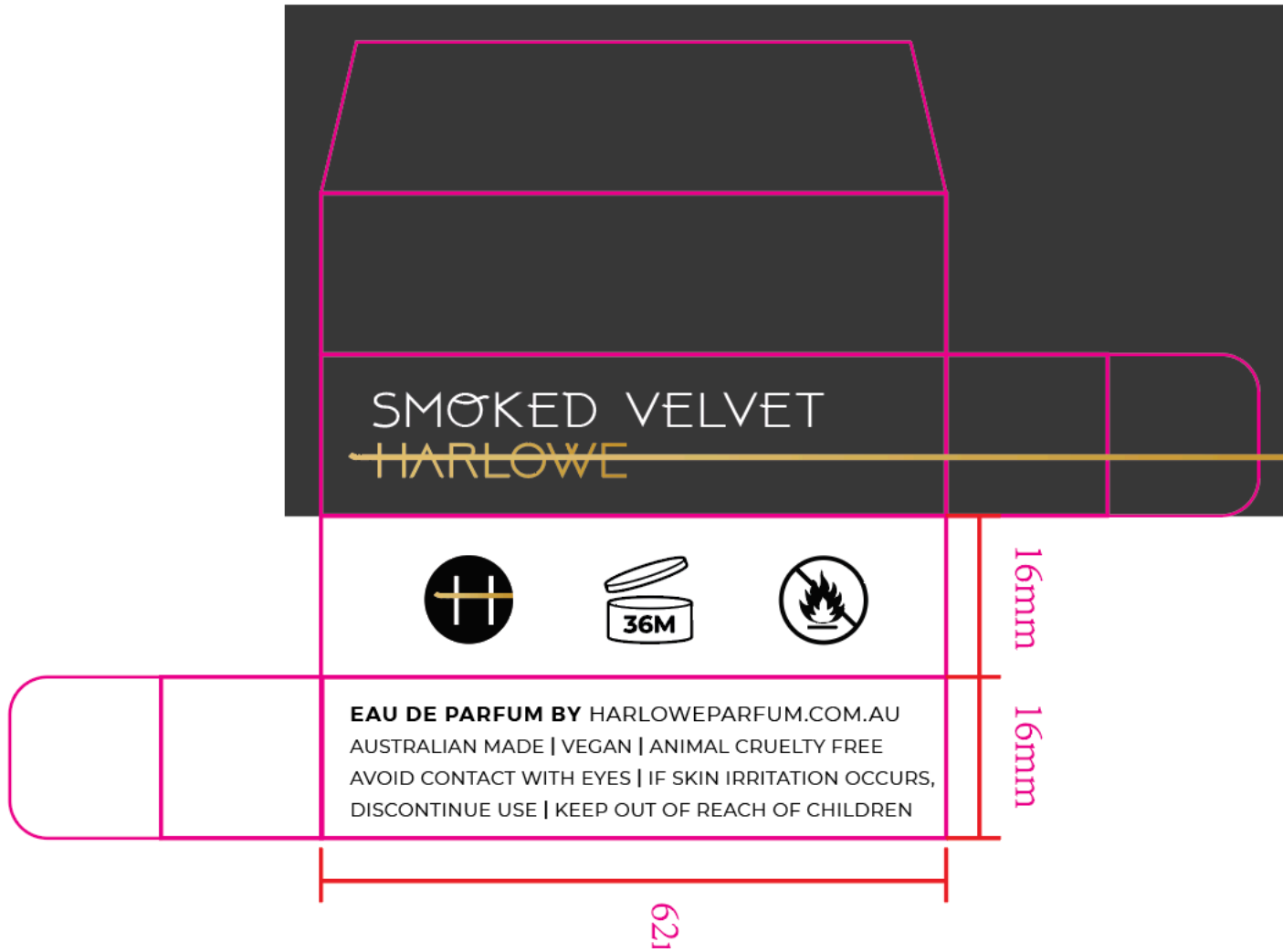
PINK LEGACY
— HARLOWE



- ASTAIRE
HARLOWE
- SMOKED VELVET
HARLOWE
- BONDI AFTERNOON
HARLOWE
- ROSE HAZE
HARLOWE
- PINK LEGACY
HARLOWE



Sample Boxes Concept 1 - simple







Sample Boxes Concept 2 - single image, scent tints

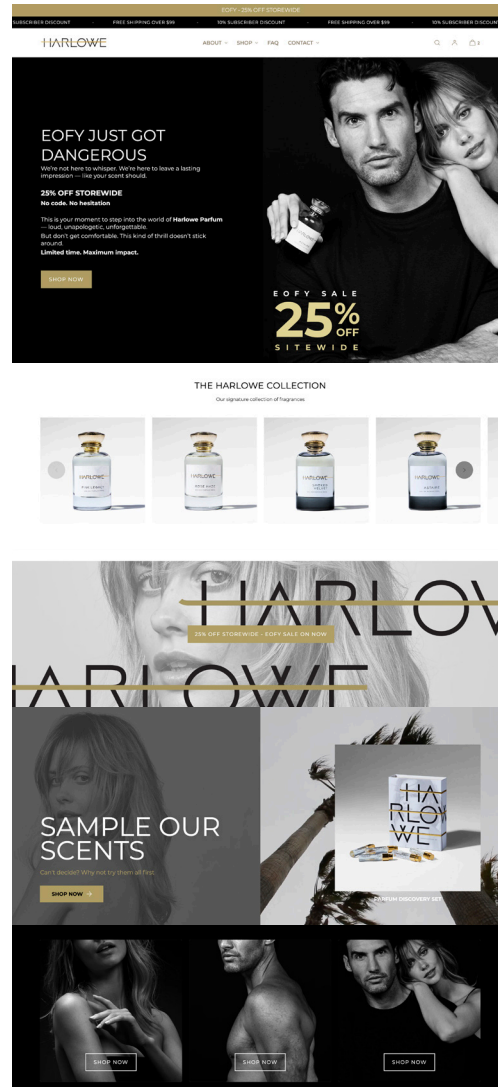


OUTSIDE



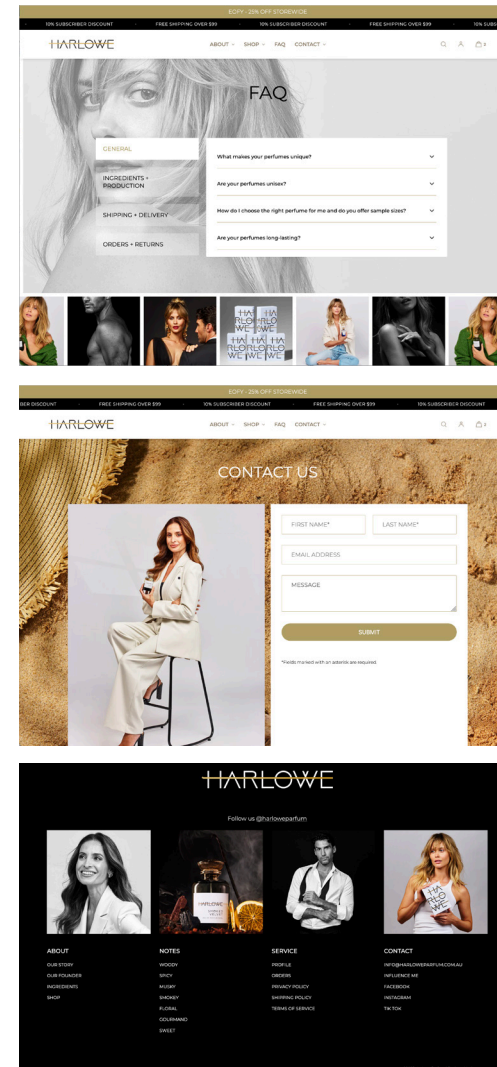
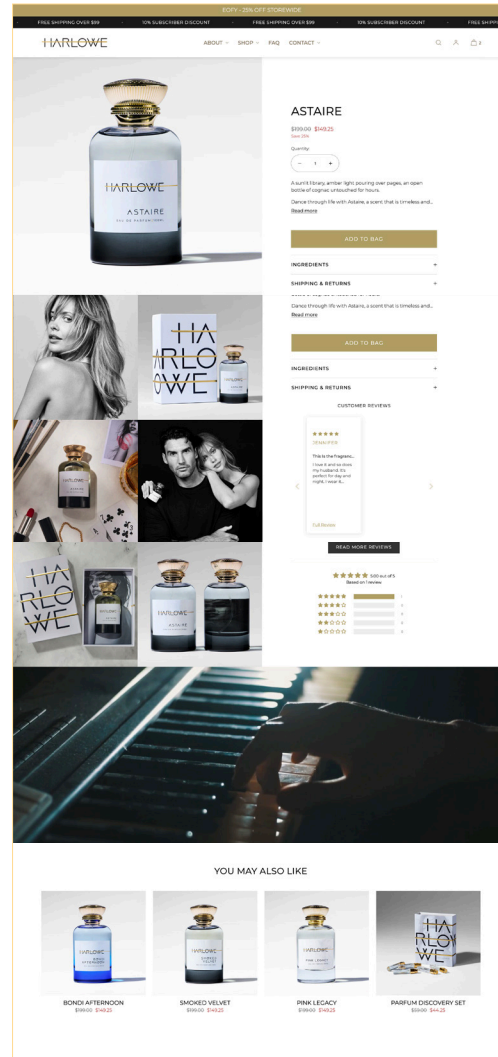
INSIDE

SAMPLE CARDS



WEBSITE

Some examples of pages from the website
Built in Shopify.



WEBSITE

Some examples of pages from the website
Built in Shopify.



2 1



Inspired by the legendary beauty of the 'Pink Legacy' Diamond. A blend of sparkling floral notes as captivating as the gem it embodies.

WITH NOTES OF:
Top: Bergamot, Mandarin, Pear
Middle: Rose, Jasmine, Orange flower, Peony
Base: Maltol, Amber, Musk

HARLOWE
 PINK LEGACY

14/1/2025 12:00

Untitled-2 2-3

14/1/2025 12:56 PM

Untitled-2 10-11

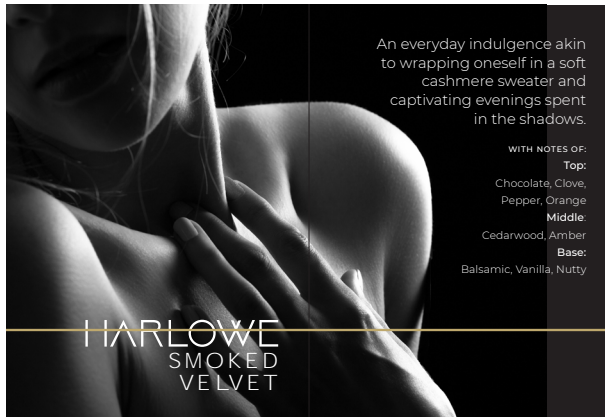


Dance through life with Astaire. A timeless and genderless scent, set to become your new signature, leave an unforgettable impression wherever you go.

WITH NOTES OF:
Top: Bergamot, Saffron, Amber
Middle: Rose, Gaiac Wood, Patchouli
Base: Sandalwood, Whisky, Tobacco, and Amber woods

HARLOWE
 ASTAIRE

14/1/2025 12:57 PM



An everyday indulgence akin to wrapping oneself in a soft cashmere sweater and captivating evenings spent in the shadows.

WITH NOTES OF:
Top: Chocolate, Clove, Pepper, Orange
Middle: Cedarwood, Amber
Base: Balsamic, Vanilla, Nutty

HARLOWE
 SMOKED
 VELVET

Untitled-2 8-9

14/1/2025 12:57 PM

Untitled-2 6-7



As the sun sets, bars and restaurants come alive, drinks and cocktails on deck, laughter and stories unfold. Capture the atmosphere of a Bondi Afternoon. Relaxed, effortlessly cool and always memorable. A scent to be shared.

WITH NOTES OF:
Top: Bergamot, Cardamon, Elemi
Middle: Fig tree wood, Ambroxan, Cedarwood
Base: Sandalwood, Incense, Musk

HARLOWE
 BONDI
 AFTERNOON

14/1/2025 12:57 PM



An intoxicating rose of contrasts balancing fresh and spicy, floral and gourmand, creating a scent haze that lingers on the skin. Seduction in a bottle.

WITH NOTES OF:
Top: Bergamot, Pink peppercorn, Saffron
Middle: Rose, White flowers, Patchouli
Base: Caramel, Vanilla, Musk

HARLOWE
 ROSE
 HAZE

Untitled-2 4-5

14/1/2025 12:57 PM

SAMPLE BOX BOOKLET



HARLOWE
EOFY SALE
25% OFF
SITEWIDE

SMELL LIKE
TROUBLE

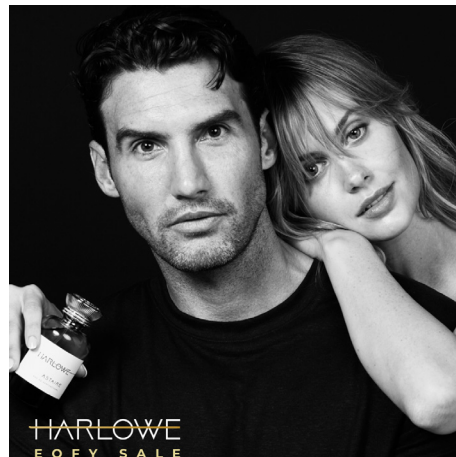
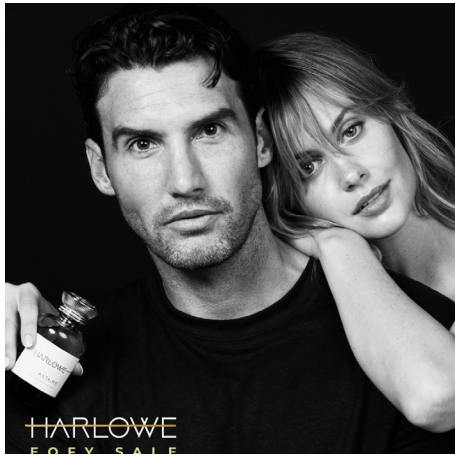
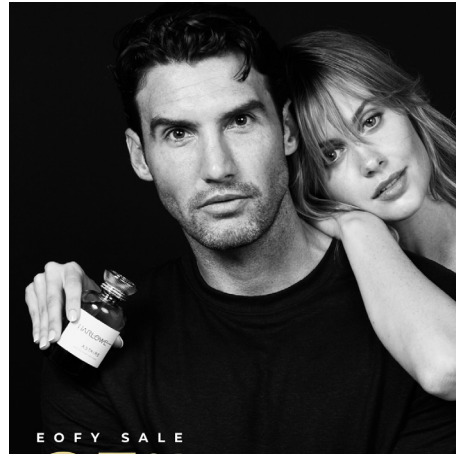
SOME PEOPLE
WEAR
HARLOWE.

OTHERS
WEAR NOTHING
BUT HARLOWE.

HARLOWE
EOFY SALE
25% OFF
SITEWIDE

HARLOWE
EOFY SALE
25% OFF
SITEWIDE

EOFY SALE
25% OFF
SITEWIDE



EOFY SALE
25% OFF
SITEWIDE







research



Harlowe

Meaning:

Of Harlow; Army hill, rock hill. A unique and fun variant of Harlow, Harlowe is a gender-neutral name of English and Scottish origin, associated with actress Jean Harlow, a glamorous icon of 1930s Hollywood.

Harlowe/Harlow is a gender-neutral name of English and Scottish origin. Harlow is a combination of the Old English words “hearg” (meaning “temple”) and “hlaw” (meaning “hill”) which together mean “temple hill.” Many ancient temples were built on hills. So, the name Harlow has a very sacred and spiritual origin. More modern meanings point to “army hill”, “rock hill”, or “from hare’s hill” but these may not be considering the Gaelic roots.

The meaning of a name goes deeper. To many people, the name Harlowe evokes feelings of strength, determination, and a connection to something greater.

Urban Dictionary

Harlowe is a beautiful and very loving girl. She makes sure you’re always ok and she always makes you feel loved. Harlowe gives the most loving hugs. Her smile and her crazy laugh is a treat to see. Harlowe should know that she is loved by many people and that she will always be ok.

Spiritual Meaning

The spiritual meaning of the name Harlowe is closely associated with enlightenment, inner wisdom, and strong intuition. The name Harlowe embodies the essence of spiritual growth and the journey towards self-discovery.

Harlowe is a unique and meaningful name, with a history and origin that is both spiritual and regal, a timeless blend of strength and grace, echoing heritage.



Harlowe

History

Harlowe is one of the most ancient Anglo Saxon names to come from Britain. The original family lived in Harlow, a parish, in the union of Epping, hundred of Harlow, S. division of the county of Essex. The parish dates to pre-Conquest times when it was first recorded as Herlawe in 1045. Later, after the Norman Conquest, the parish was recorded as Herlaue in the Domesday Book of 1086. Literally the place name means “mound of hill associated with an army (perhaps Viking),” from the Old English words “here” + “Hlaw.”

Harlow-Hill is “a township, in the parish of Ovingham, union of Castle ward, E. division of Tindale ward, S. division of Northumberland,” and has a similar origin, having derived from “a corruption of Hare-law, ‘the hill or station of the army,’” This township dates back to 1242 when it was known as Hirlawe.

While Essex is the accepted place of origin of the surname, an earlier name was found at Bury St Edmunds, Suffolk, Osbern de Herlaue in 1121. The same surname was also found in Hertfordshire in 1205, Thomas de Herlaue. Up to the north in Yorkshire, Walter de Harlow was listed there in the Subsidy Rolls of 1327 and in 1442, Thomas Harlowe was found in the Assize Rolls for London in 1442.

The Harlaw variant was typical of Scotland and there, it was “of territorial or local origin from some place named Harlaw near the Border. There is a Harlaw Muir in Peeblesshire, and there appears to have been a Harlawbanks there also. A vill and lands of Hairlaw in Midlothian is recorded in 1565 (Retours). William de Harlau witnessed a charter in favor of the Abbey of Scone c. 1204-1241, and Richard de Harlau and William de Harlau were on an inquest held at the chapel of St. Katherine, Bavelay, near Edinburgh, in 1280. William de Harlau was on an assize at Berwick in 1296, and Matthew de Harlawe rendered homage in the same year.”

There is a possible linkage the the Essex and Northumberland families with the variant Harle in Scotland, derived from Kirkharle in Northumberland. The Harles of Kirkharle owned much property in Northumberland.” The “Kirk” prefix denotes “church” in Scottish Gaelic.



Harlowe

Pop Culture:

Bette Davis Eyes Lyric

“Her hair is harlow gold, her lips a sweet surprise”

People

Harlow Winter Kate - Daughter of Nicole Richie and Joel Madden

Shalom Harlow - Supermodel in the 1990s

Jean Harlow - 1930's Hollywood actress

Winnie Harlow - Iconic Canadian Model and spokesperson for Vitiligo skin condition

Jack Harlow - Rapper

Harry Harlow - Behavioural scientist - revolutionised the importance of maternal contact - experimented with Monkeys

<https://www.psychologicalscience.org/publications/observer/obsonline/harlows-classic-studies-revealed-the-importance-of-maternal-contact.html>



Harlowe

Brands:

Harlowe - Femme Fortnite character/skin

House of Harlow - Jewellery brand created by Nicole Ritchie - <https://houseofharlow1960.com/>

Harlow Aircraft Company - Founded in 1936 by Max B Harlow and backed by Howard Hughes

Harlowe Bendigo - a 32 hectare housing community development in Victoria

Harlowe fabrics by Warwick - digitally printed on plain woven textured cloth

Harlowe collection at SNDYS

SaintHarlowe - Fashion online shop and store from Burleigh Heads QLD

Harlowe - restaurant and bar in LA

Harlow Harry Dog Pefume ** - <https://harlowharry.com.au/> - Australian

Harlow Skin - Skincare ** - <https://harlowskinco.com/> - Canadian

Harlow Wine company

Harlow & Co - Kids



Harlowe

Numerology

1

Destiny Number

A leader. The one to take control of things and take the initiative.
Harlowe thinks for themselves and is not a follower.

7

Personality Number

Introvert, highly intelligent and keenly observant. Mysterious, independent, and possess the ability to see through people. Harlowe exudes a great deal of wisdom, spirituality, and confidence. Harlowe could be arrogant too, but takes care not to offend others.

3

Soul Number

A natural entertainer, highly creative and inspirational. Harlowe is friendly, outgoing and social.



Harlowe is steeped in tradition. It has a deep history. It is gender neutral.

It suggests deep thinking, mystery but also independence. Not a follower but a leader.
It is synonymous with creativity, strength and wisdom. It is social, friendly and outgoing.

Harlowe stands for:

enlightenment | inner wisdom | intuition | mystery | independence | strength | leadership

In all the following initial concepts we have looked strategically at ways to better express your offering based on your name and its meaning.



moodboards



Smoked Velvet

An everyday indulgence akin to wrapping oneself in a soft cashmere sweater to captivating evenings spent in the shadows.

Seductive blend of:

| | |
|--------|----------------------------------|
| Top | Chocolate, clove, pepper, orange |
| Middle | Cedarwood, amber |
| Base | Balsamic, vanilla , nutty |

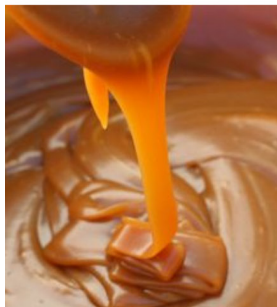
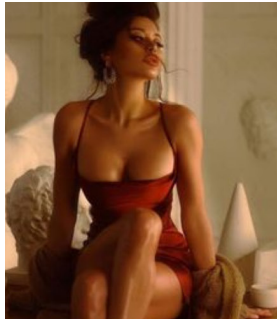


Rose Haze

An intoxicating rose of contrasts balancing fresh and spicy, floral and gourmand, creating a scent haze that lingers on the skin. Seduction in a bottle.

With notes of:

| | |
|--------|------------------------------------|
| Top | Bergamot, pink peppercorn, saffron |
| Middle | Rose, white flowers, patchouli |
| Base | Caramel, vanilla, musk |





Pink Legacy

Inspired by the legendary beauty of the 'Pink Legacy' Diamond. A blend of sparkling floral notes as captivating as the gem it embodies.

With notes of:

| | |
|--------|-------------------------------------|
| Top | Bergamot, mandarin, pear |
| Middle | Rose, jasmine, orange flower, peony |
| Base | Maltol, amber, musk |



Pink Legacy



Bondi Afternoon

Capture the atmosphere of a Bondi Afternoon.
Relaxed, effortlessly cool and always memorable.

With notes of:

| | |
|--------|------------------------------------|
| Top | Bergamot, Cardamon, Elemi |
| Middle | Fig tree wood, Ambroxan, Cederwood |
| Base | Sandalwood, incense , musk |



Astaire

Dance through life with Astaire, a scent that is timeless and genderless. Set to become your new signature, leave an unforgettable impression wherever you go.

With notes of:

| | |
|--------|--|
| Top | Bergamot, saffron, amber |
| Middle | Rose, gaiac Wood, patchouli |
| Base | Sandalwood, Whisky, Tobacco, Amber woods |