Below follow the guidelines for the identity and packaging of our new sneaker care product called Veja drops. Veja is a conscious brand selling sneakers that look cool and anything but eco-friendly. The designs are all classics which means they last over time.

This new product extension was initiated in the first place to reinforce Veja’s conscious message and strengthen the position in a growing sustainable sneaker market. With this wild treatment – that has an actively positive effect on the Amazon rainforest, our classics last even longer.

The packaging reveals the origin of this liquid extracted from Amazonian rubber trees. The same extract is used as the main ingredient of our natural rubber soles as well. Therefore we can say these amber glass bottles discover the often-unknown but striking Veja background story.

**Packaging**

The containers are made of amber glass in laboratory-like design. This specific recognizable design gives meaning to our transparent story and emphasizes imaging of Veja’s process, namely an ongoing process of improvement towards the best possible product. Veja is deadly transparent and trustworthy. We strive for the best on cultural, social and environmental domains. The fact that glass is the easiest product to recycle without any loss in quality and quantity confirms this aim. The total container is made of the same glass to make most out of this transparent product. The bottle is therefore fitted to this specific form. Make sure you cut it neat to help us reach perfection.

**Logo**

Primary Logotype

**Usage / Exclusion zone**

**Lid Labels**

A sticker is applied to close the lid permanently and show the fact that a bottle is brand-new and fully filled. There are two different stickers to create a more varying view in store and highlight the fact that the brand Veja and the extension Veja drops are two different things. Both are striving for sneakers that last. Veja was already doing that in terms of classic sneaker designs that outgrow trends. Veja drops adds on to this while extending the lifetime of sneakers on a quality base.

After all, each container is carrying the same rainforest extract. The sticker is made of slightly structured paper. Recycled material is mandatory.

**Typography**

Mr Eaves Mod OT / Regular

**Colour Palette**

**Primary Colour Usage**

<table>
<thead>
<tr>
<th>Colour</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>40 / 19 / 19</td>
<td>0 / 0 / 0 / 95</td>
</tr>
<tr>
<td>Green</td>
<td>15 / 81 / 41</td>
<td>91 / 42 / 97 / 42</td>
</tr>
<tr>
<td>Beige</td>
<td>229 / 156 / 120</td>
<td>8 / 46 / 55 / 1</td>
</tr>
</tbody>
</table>

**Gloss Packaging Labels**

A sticker is applied to close the lid permanently and show the fact that a bottle is brand-new and fully filled. There are two different stickers to create a more varying view in store and highlight the fact that the brand Veja and the extension Veja drops are two different things. Both are striving for sneakers that last. Veja was already doing that in terms of classic sneaker designs that outgrow trends. Veja drops adds on to this while extending the lifetime of sneakers on a quality base.

After all, each container is carrying the same rainforest extract. The sticker is made of slightly structured paper. Recycled material is mandatory.

**Brand mark**

For use on little surfaces it is mandatory to use the Veja V. This sign represents the marks that rubber tappers make in Amazonian trees to extract liquid rubber from the forest. A bucket is being held underneath the V-form to take in the natural sneaker extract we use for our rubber soles and sneaker treatment.

**For gently exfoliating your leather sneakers, to keep them from drying out.**

This juice is a lipid extracted from Hevea Braseliensis trees in the Amazon rainforest. The same liquid our Veja soles are made of. Drip some drops and rub it in to preserve your sneakers and enable natural rubber tappers to continue their work that keeps the Amazon alive and blooming. Cared about in Brazil, made to care all over the globe and love your shoes for longer.

125 ml / 4.4 fl oz

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The packaging reveals the origin of this liquid extracted from Amazonian rubber trees. The same extract is used as the main ingredient of our natural rubber soles as well. Therefore we can say these amber glass bottles discover the often-unknown but striking Veja background story.