



ROOSEVELT & GRANT

home · bath · body

OVERALL PROJECT DESCRIPTION

- 59 National Parks attract 3 million visitors annually
- 60% of people do not visit the U.S. National Parks due to a lack of information and knowledge
- Roosevelt & Grant will provide information and interest in the parks through home, bath, and body products

SINGLE-MINDED PROPOSITION

- A line of products including lotions, soaps, and candles
- Aim to inform potential visitors of the parks, and encourage visitation
- Each park has a collection, with scents inspired by park environments
- With purchases over \$45.00 customers will get a 20% discount off an Annual National Park Pass



TARGET AUDIENCE

- 60% of people, do not visit National Parks due to a lack of information and knowledge
- Do not find the information by searching for it
- Ages 20 – 65, financially capable of visiting, and of sound body and mind, to safely navigate the parks.



SIMPLE MESSAGE

The U.S. National Parks are filled with **sites, sounds, and scents**, which invoke pride in Earth's natural beauty, and **inspire us to learn** about their rich history.

Roosevelt & Grant will **encourage everyone to visit and support** these natural wonders.



DESIRED IMPACT

Roosevelt & Grant will encourage people to **seek out more information** about the parks and become more **interested in visiting and supporting** the parks, while better **preserving nature** and the planet.



DESIRED OUTCOME/ACTION

Our audience will buy Roosevelt & Grant's products and as a result, **visit the National Parks** and become **life long visitors and supporters** of these national treasures.





BRAND GUIDELINES

LOGO & TYPOGRAPHY

SIGNATURE



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PRIMARY LOGOTYPE



MONOGRAM



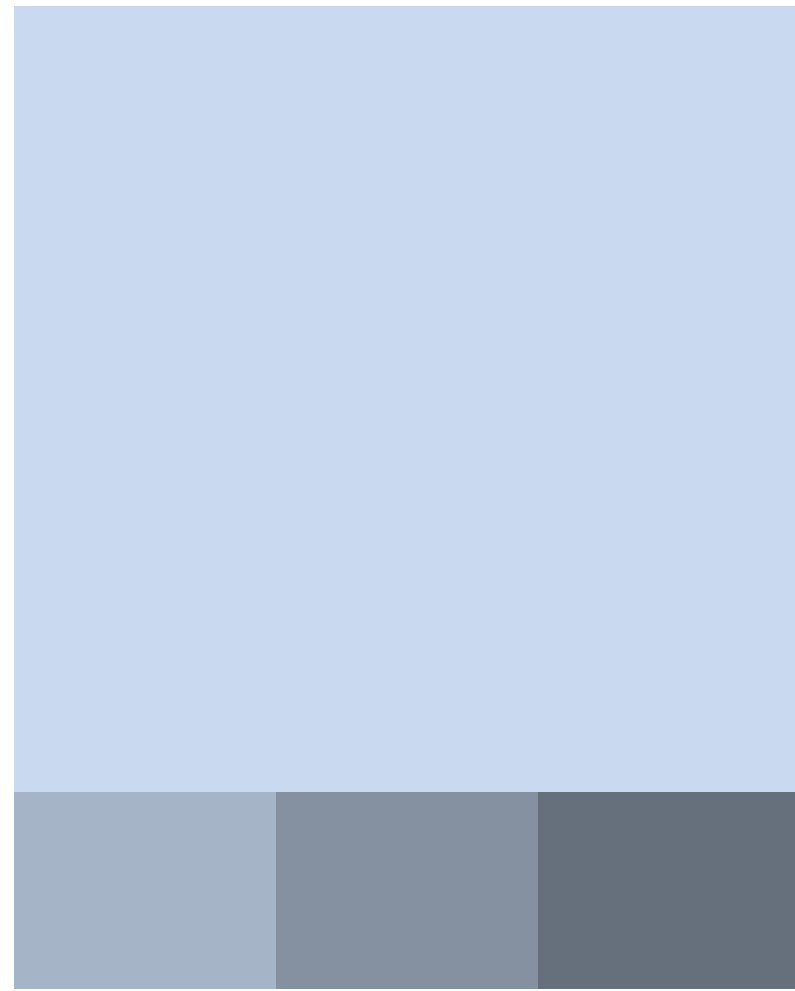
PLAYFAIR DISPLAY

Aa Bb Cc Dd Ee Ff Gg
0 1 2 3 4 5 6 7 8 9 ! ? &

AVENIR

Aa Bb Cc Dd Ee Ff Gg
0 1 2 3 4 5 6 7 8 9 ! ? &

COLOR PALETTE



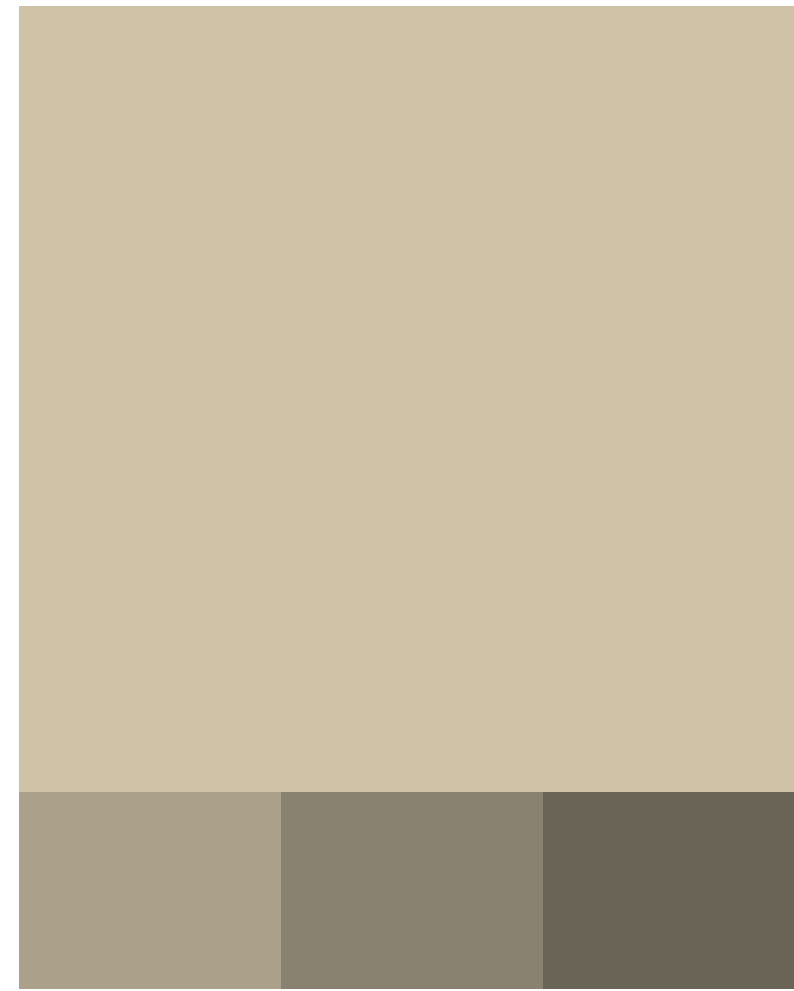
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M - 7 G - 217
Y - 0 B - 240
K - 0



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M - 20 G - 162
Y - 56 B - 133
K - 1



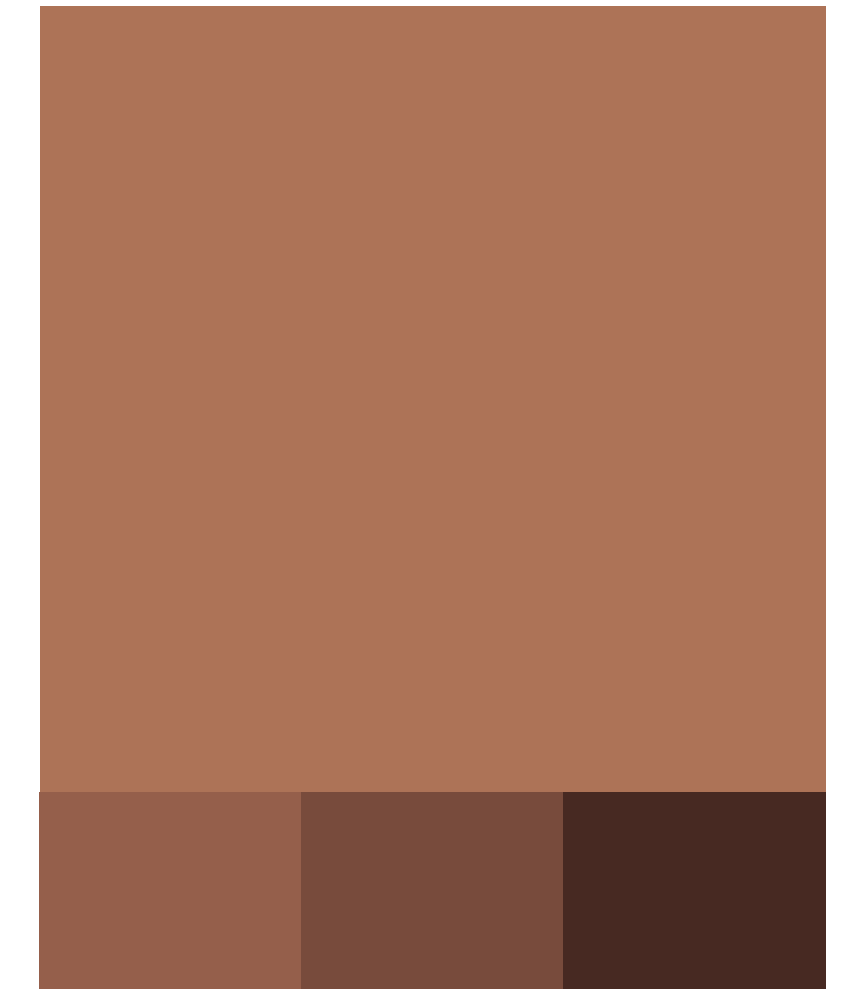
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Y - 36 B - 166
K - 0



#D0D1D3

C - 17 R - 208
M - 13 G - 209
Y - 12 B - 211
K - 0



#AD7357

C - 21 R - 173
M - 61 G - 511
Y - 70 B - 87
K - 5



PRODUCTS

ACADIA NATIONAL PARK



EVERGLADES NATIONAL PARK



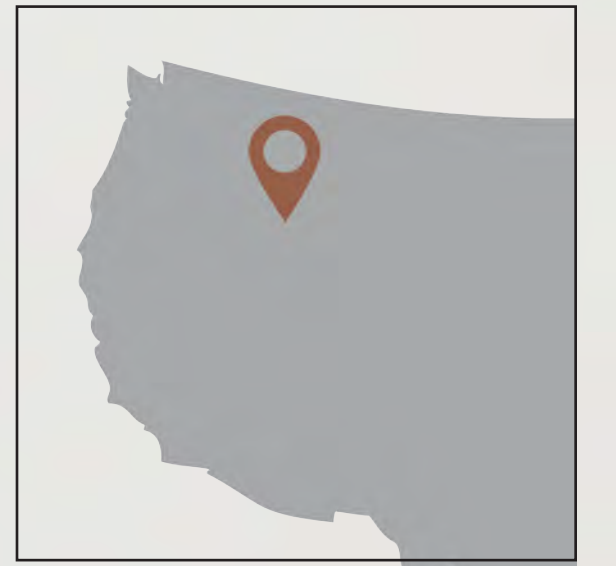
JOSHUA TREE NATIONAL PARK



OLYMPIC NATIONAL PARK



YELLOWSTONE NATIONAL PARK





INFORMATION PAMPHLETS

With 59 National Parks found all across the U.S., and each offering a variety of unique landscapes, ecosystems, and wildlife, Roosevelt & Grant understands the importance of maintaining the beauty of our planet, and learning about it's history through personal experience.

Roosevelt & Grant is a line of home, bath, and body products made with scents inspired by these national wonders. Using our products will motivate your sense of adventure by bringing a small bit of the parks to your home.

Roosevelt & Grant wants you to be able to satisfy that craving to explore, so included with every purchase of over \$45.00, you will receive 20% off an Annual Park Pass.

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ACADIA
NATIONAL
PARK

Established: 1916
Location: Maine
Park Region: Northeast
Area: 77 mi²

Acadia National Park protects the natural beauty of the highest rocky headlands along the Atlantic coastline of the United States, an abundance of habitats with high biodiversity, clean air and water, and a rich cultural heritage. Each year, more than 3.3 million people explore seven peaks above 1,000 feet, 158 miles of hiking trails, and 45 miles of carriage roads with 16 stone bridges.

Along the rugged coastline of Maine, this gem of the Northeast offers ocean shoreline, coastal forests, remote islands, rocky mountains and historic lighthouses. With 45 miles of historic carriage roads to bike and 125 miles of trails to hike, Acadia is a premier destination. Among the park's granite peaks is Cadillac Mountain, which at 1,530 feet stands as the tallest mountain on the Atlantic coast.

For roughly half the year, from mid-October to early March, Cadillac Mountain is the first place in the United States where visitors can see the sun rise.

Content courtesy of the National Park Service and the National Parks Conservation Association.



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EVERGLADES NATIONAL PARK

Established: 1947
Location: Florida
Park Region: Sun Coast
Area: 2,357 mi²

To visit the Everglades is to step into a haven amongst the mangroves, to immerse yourself in the sense of wonder that surrounds you, and to sink deep into the slow, languid pace of life in a swamp.

One of the largest wetlands in the world, this iconic "River of Grass" protects 1.5 million acres of subtropical wilderness in South Florida. Its rare mix of salt and fresh water provides critical habitat for a variety of endangered plants and animals, it serves as one of the most significant corridors for migrating species, and it is home to the largest mangrove ecosystem in the Western hemisphere. Visitors can access this marshy wilderness in short hikes off of the main park road or explore the western coast of the park by paddling along the stunning 99-mile Wilderness Waterway Trail. Though they may feel like a world away, these 1.3 million acres are an easy drive from Miami.

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JOSHUA TREE NATIONAL PARK

Established: 1994
Location: California
Park Region: Pacific
Area: 1,235 mi²

Two distinct desert ecosystems, the Mojave and the Colorado, come together in Joshua Tree National Park. A fascinating variety of plants and animals make their homes in a land sculpted by strong winds and occasional torrents of rain. Dark night skies, a rich cultural history, and surreal geologic features add to the wonder of this vast wilderness in southern California.

Joshua Tree features a wide variety of desert vegetation including natural gardens of creosote bush, ocotillo and cholla cactus, and dazzling vistas of Joshua trees and yucca. The vast park also contains spectacularly sculpted formations of a type of rock known as monzogranite and is a mecca for rock climbers around the world.

Mormon settlers may have given Joshua trees their name in the mid-1800s. The story goes that these pioneers believed the trees' limbs resembled the upstretched arms of the Biblical figure Joshua raising his hands in prayer.

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OLYMPIC NATIONAL PARK

Established: 1909
Location: Washington
Park Region: Northwest
Area: 1,442 mi²

With its incredible range of precipitation and elevation, diversity is the hallmark of Olympic National Park. Encompassing nearly a million acres, the park protects a vast wilderness, thousands of years of human history, and several distinctly different ecosystems, including glacier-capped mountains, temperate rain forests, and over 70 miles of wild coastline.

With its lush climate and its 12 feet of rainfall each year, Olympic is one of the best national parks for seeing waterfalls, from the tall and elegant Marymere Falls to the powerful, rushing Sol Duc Falls.

Exploring Olympic's dynamic landscape is like visiting three parks in one. The high mountains offer snow, glaciers, wilderness and acres of wildflowers. The lush, verdant Hoh Rainforest is unlike anything else in the U.S., and home to Roosevelt elk, black bears and other charismatic wildlife. The park's stunning coast offers some of the country's wildest and most spectacular beaches, dotted with tide pools and sea stacks.

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YELLOWSTONE NATIONAL PARK

Established: 1872
Location: Wyoming, Idaho, and Montana
Park Region: Northern Rockies
Area: 3,471 mi²

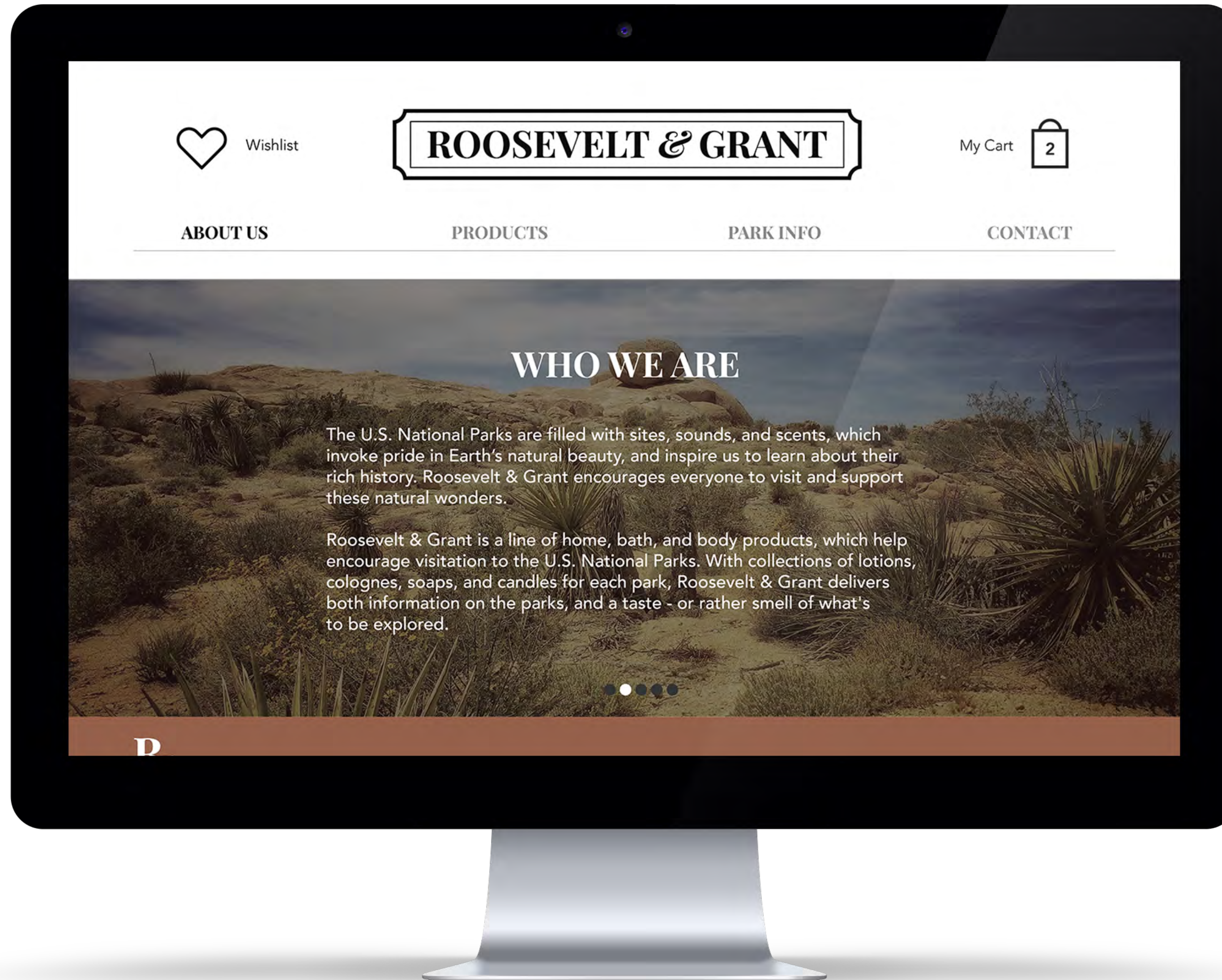
Visit Yellowstone and experience the world's first national park. Marvel at a volcano's hidden power rising up in colorful hot springs, mudpots, and stunning geysers. Explore mountains, forests, and lakes to watch wildlife and witness the drama of the natural world unfold. Discover the history that led to the conservation of our national treasures "for the benefit and enjoyment of the people."


America's first national park is named after the river that runs through it. Within the park's massive boundaries, visitors can find mountains, rivers, lakes, waterfalls and some of the most concentrated geothermal activity in the world. The park has 60% of the world's geysers, as well as hot springs and mudpots. It is also home to diverse wildlife with the largest concentration of mammals in the Lower 48 states, including grizzly bears, wolves, bison, elk, and more.

Content courtesy of the National Park Service and the National Parks Conservation Association.




ONLINE STORE





Wishlist

ROOSEVELT & GRANT




My Cart


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WHO WE ARE

The U.S. National Parks are filled with sites, sounds, and scents, which invoke pride in Earth's natural beauty, and inspire us to learn about their rich history. Roosevelt & Grant encourages everyone to visit and support these natural wonders.


Roosevelt & Grant is a line of home, bath, and body products, which help encourage visitation to the U.S. National Parks. With collections of lotions, colognes, soaps, and candles for each park, Roosevelt & Grant delivers both information on the parks, and a taste - or rather smell of what's to be explored.


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Wishlist

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POPULAR


ALPHABETICAL

LOCATION





Acadia Collection
Berry, Pine, and Pitchouli Essences
\$35.00







Arches Collection
One Top, One Middle, and One Base Essences
\$35.00







Bryce Canyon Collection
One Top, One Middle, and One Base Essences
\$35.00







Death Valley Collection
One Top, One Middle, and One Base Essences
\$35.00







Everglades Collection
Lemongrass, Orange, Cypress, Rosemary, and Pitchouli Essences
\$35.00







Glacier Collection
One Top, One Middle, and One Base Essences
\$35.00







Grand Canyon Collection
One Top, One Middle, and One Base Essences
\$35.00







Joshua Tree Collection
Lemon, Cypress, and Frankincense Essences
\$35.00







Olympic Collection
Peppermint, Geranium, and Pitchouli Essences
\$35.00







Redwood Collection
One Top, One Middle, and One Base Essences
\$35.00







Yellowstone Collection
Spearmint, Pine, and Musk Essences
\$35.00





Yosemite Collection
One Top, One Middle, and One Base Essences
\$35.00




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YELLOWSTONE COLLECTION



Experience America's first National Park right at home, with scent inspired by Yellowstone's signature hot springs, geysers, and wildlife.


Essences:
Spearmint, Pine, Musk

Purchase \$45 or more and receive 20% off an America The Beautiful Annual National Parks Pass.*


\$45.00

ADD TO CART


Visit Yellowstone and experience the world's first national park. Marvel at a volcano's hidden power rising up in colorful hot springs, mudpots, and stunning geysers. Explore mountains, forests, and lakes to watch wildlife and witness the drama of the natural world unfold. Discover the history that led to the conservation of our national treasures "for the benefit and enjoyment of the people."




Organic Lotion
\$20.00



Soy Candle
\$10.00



Organic Soap
\$10.00



Natural Cologne
\$20.00

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*Offer valid for only one pass per year.


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ROOSEVELT & GRANT

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YELLOWSTONE COLLECTION

X




YELLOWSTONE CANDLE

With this 5.5oz candle, you can bring the hot springs and bison of beautiful Yellowstone right to your very own home.

♡ Add to Wishlist

\$10.00

ADD TO CART



Experience America's first National Park right at home, with scent inspired by Yellowstone's signature hot springs, geysers, and wildlife.

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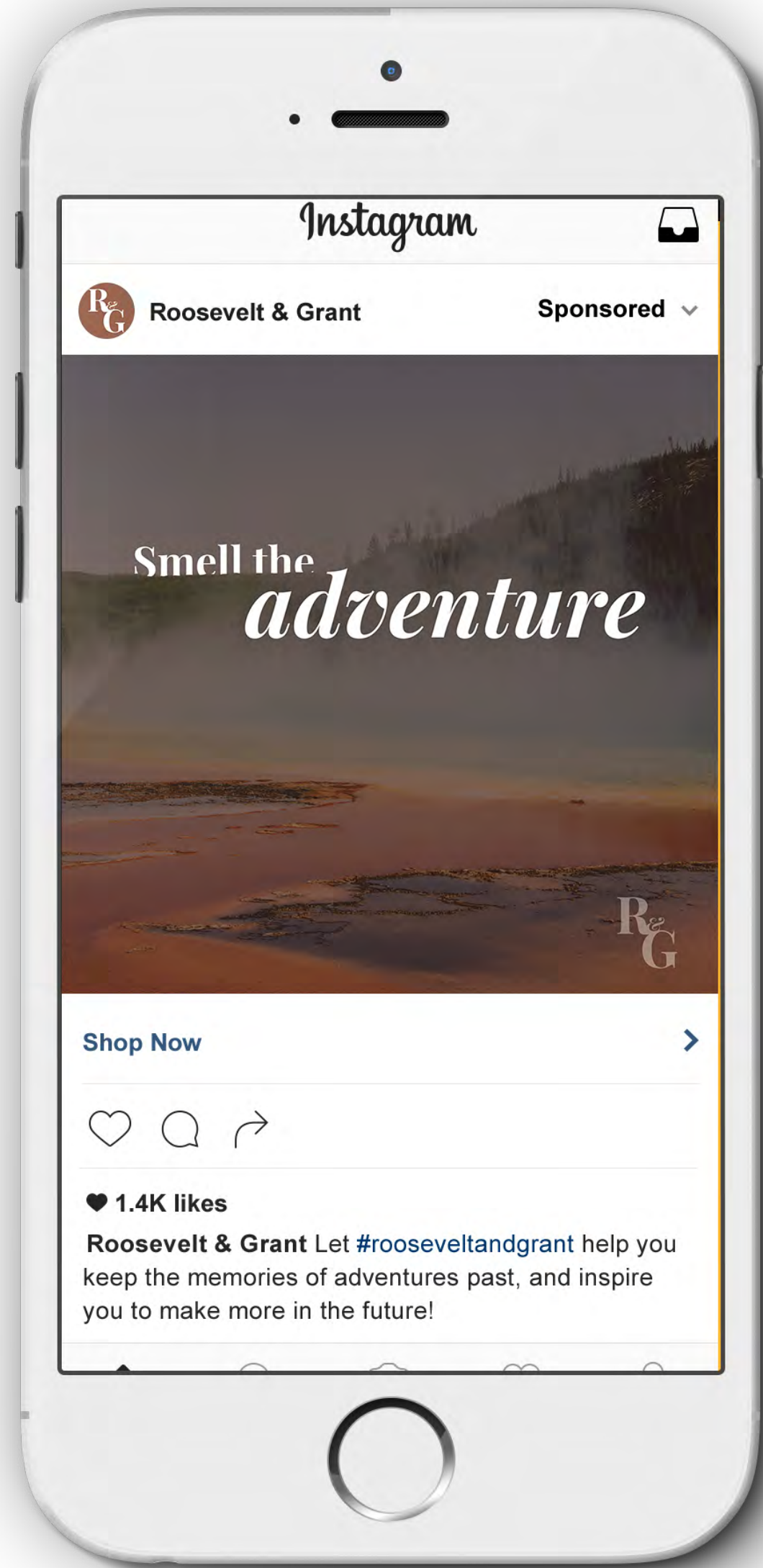
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