



GODMOTHER'S[®]

1. VERBAL IDENTITY

Godmother's is a premium wellness matcha brand that offers ceremonial matcha powders and matcha-infused products, aiming to improve people's lifestyles and their communities.



1.1 BRAND STATEMENT

Guiding statement for internal and external communication, helping to align the brand's messaging and actions.



WHAT

Godmother's offers the highest quality of organic ceremonial matcha and matcha-infused products in a market that lacks organic, tested and high-quality options. We focus on finding the best crops without pesticides, heavy metals or any other element dangerous for your health.

- To select and offer premium ceremonial matcha produced with the highest standards and sourced from independent farms from Japan.
(EXCEPTIONAL QUALITY & TASTE)
- To offer matcha and matcha-infused products that are non-GMO, tested for pesticides and heavy metals.
(GOOD FOR YOU)
- To make matcha available everyday to live a life filled with smooth energy with no side effects.
(NOURISHING ENERGY)
- To provide matcha powders and matcha-infused products for those who want to live a healthier and wellness oriented life.
(NURTURE & LIFESTYLE)
- To develop balanced and ideal combinations blending cultivars of matcha and healthy supplements to enhance matcha properties.
(BLENDS)

HOW

By providing healthier, calmer, smoother and nourishing, organic products the transition to a better lifestyle will flow more organically. When the path to making better choices is clear, small changes can make big shifts.

- By choosing family owned matcha producers in the finest areas of Japan while focusing on the best flavor profiles. The real flavors of matcha.
(EXCEPTIONAL QUALITY & TASTE)
- By providing organic matcha powder sourced from specialized organic farms tested against pesticides and heavy metals. By being certified by world-recognised organizations like the JAS in Japan.
(GOOD FOR YOU)
- By being a matcha-based brand that provides the energy necessary to achieve every dream. For those building it and for those who are already living in it.
(NOURISHING ENERGY)
- By adding a daily option of matcha and matcha-infused products that both offer a soothing sensation while keeping you energized.
(NURTURE & LIFESTYLE)
- By innovating and proposing blends with a variety of supplements and ceremonial matcha cultivars to develop concoctions that work well for everyday desires.
(BLENDS)

WHY

We believe the energy you put in your body grants you the power to change the world. We want to spread luxurious living and wellness bliss, creating community, and inspiring others to enhance their life. Making matcha an available choice for those who want to live their life in harmony and connection with their body and soul while achieving their dream life.

- The European market today lacks organic ceremonial high-quality matcha options sourced from organic farming with raw sweetness and umami notes.
(EXCEPTIONAL QUALITY & TASTE)
- Build on sustainable principles (organic, tested, ethical-farming, non-GMO) and concoction with certified organic matcha cultivars, providing a healthy product that supports your daily life challenges and desires.
(GOOD FOR YOU)
- Clean energy is what matcha is in its natural state. There are no peaks or a sense of rush after drinking it. Matcha has the perfect duality, calmness for focus and sustained energy for longer periods of time.
(NOURISHING ENERGY)
- Our bodies deserve to be treated with mindfulness and consciousness to create a space that feels safe and serene and there is no better path than going full matcha.
(NURTURE & LIFESTYLE)
- If matcha excels on its own, imagine adding supplements to boost and complement the daily intake of wellness.
(BLENDS)

Godmother's is a matcha-based wellness brand offering ceremonial, organic and premium matcha and matcha-infused products. Godmother's ceremonial and organic matcha is sourced from the hills of Kyoto to ensure the highest quality and taste.

Godmother's helps shift toward smoother, nourishing choices. It elevates everyday habits, adding new ways to care for the body and mind, and provides an ease of consumption to make change a gentle endeavor. Adding matcha to your life is the first step in becoming that which you want to be.

The brand aims to make everyday life easier for dreamers with matcha options and ready-to-drink matcha blends. Godmother's is not an alternative, but a clear path to a prosperous lifestyle. Provides nourishments in a more complete way: body and soul and mind.

We are the result of a constant search for the finest and optimal sources. An innovative approach to matcha-based beverages. With a line that blends supplements with matcha to improve the quality of life.

We believe that matcha has the power to change your lives for the better. Treating yourself with rich and nourishing matcha products supports your body needs while building your dream life. Choosing mindfully what you put in your body is the only way to boost your daily habits with the right energy.



1.2 BRAND PILLARS

Discursive support of the brand. Foundations that together delimit the main differentiators with respect to other competing brands.

01. PREMIUM SOURCES & CURATED TASTE

From the hills of Kyoto and other finest areas of Japan we bring the perfect taste and ceremonial organic matcha for your palate.

02. ORGANIC & TESTED

Always tested to make sure it is absolutely good for you.
Every ingredient is ethically sourced to care for you and
our planet.

03. NOURISHING ENERGY FOR THE MIND AND BODY

Our products offer the duality of calm energy for daily focus and a smooth state of mind.

04. BECOMING YOUR TRUE SELF


We help you achieve who you aspire to be. Godmother's matcha transforms your lifestyle by supporting and nourishing your mind and body in the process.

05. BLENDS THAT ELEVATE


Our healthy organic ceremonial matcha and supplement-infused options will be your best allies to experience a nourishing and energized day.

1.3 NARRATIVE

It is the DNA of communication in general, the story that the brand must tell. It is the basis to which the brand can always return for campaigns and communication strategies that can be taken into any format.



To gracefully navigate the opposites that weave the fabric of life, one needs ^{an ally}—be it ^{a secret} whisper, ^{a hidden} key, or a ^{clever trick} to shift from the difficult path to the easier one. Godmothers, with their gentle wisdom, bestow ^{A GIFT} that helps one ascend to the next level of existence. Godmother's Matcha is a rare, enchanted tea, flowing between ^{the calm of dawn} and the ^{fierce focus} needed ^{to be YOUR TRUEST SELF}. It's a ^{ritual}, warm and ^{full of duality}, a power that guides you through the daily provocations of life.





*This precious gift from the Godmothers is the key to taming the
UNIVERSE'S wild creative force, to facing challenges that require a
BOLD SPIRIT. The purest selection of Camellia sinensis, crafted with care,
becomes an urban tale—a dance between calm and the nourishing
energy that fills your body. Godmother's Matcha welcomes you to
a world of TRANSFORMATION, where you defy indifference and let your body's
learned moves speak and dance in harmony.*





This is a gift for ^{EMBRACING} the transient nature of life, with all its changes and imperfections. The Godmothers celebrate the ^{ENDLESS POSSIBILITIES} that arise when we relinquish control, enhancing the balance between ^{THOUGHT AND FEELING}. With the wisdom of duality, we see life as a moment of nostalgia, change, yet also as a wellspring of ^{BEAUTY}, hope, and a palette of colors and emotions. Godmother's offers a unique worldview—a timeless practice. Together, we defy the rules of good and bad, embracing duality and daily transitions.



1.4 KEY WORDS

It is the DNA of communication in general, the story that the brand must tell. It is the basis to which the brand can always return for campaigns and communication strategies that can be taken into any format.



EXCEPTIONAL QUALITY & TASTE CEREMONIAL Organic *ethical* FAMILY-OWNED
rich GOOD FOR YOU *organic farms* PESTICIDE-FREE *heavy metals-free* Functional
 TESTED *rare boost* NOURISHING ENERGY *calm* Dreams FULFILLMENT
clean SMOOTH *nourishing* NURTURE & LIFESTYLE PREMIUM Community
 Healthy-driven Improvement Luxury Rituals *habits* WELLNESS
 Mindfulness CONSCIOUSNESS Serenity *Duality* ACCEPTANCE Empowerment
serenity BLENDS BALANCE *enhancement Innovation* SUPPLEMENTAL *complement*



1.5 KEY CONCEPTS

What the brand is and what it is not, in verbal communication



WE ARE

Every day lifestyle

Exceptional quality

Ceremonial

Ritualistic

Calm energy

Feminine

Continuity and movement

Nature

Internal/personal experience

Conscience

Great taste

Bold /adventurous roots

WE ARE NOT

Blurred by daily life

Unapproachable discourse

Impossible to understand

Complicated use

Boring, no force

Sexist feminine archetypes

Nonsense energy

Pachamama without principles

Isolated experience

Distanced from reality

Hyper stimulated experiences

Speech with no values



1.6 HIGHLIGHTS

Set of words joined into statements that serves to reinforce verbal identity.

GODMOTHER'S[®]
SOOTHE *&* SPARK

EMBRACE
The Duality
GODMOTHER'S[®]

GODMOTHER'S
DAILY TRANSFORMATIONS

Be
BOLDLY
Calm
GODMOTHER'S®

GODMOTHER'S[®]
choose **BOLDLY**

GODMOTHER'S[®]
Calm
ENOUGH
TO BE
BOLD

GODMOTHER'S
Fierce
FOCUS

Clear Mind
SHARP MOVES
GODMOTHER'S

Challenge
THE **CHALLENGE**
GODMOTHER'S[®]

GODMOTHER'S[®]
INNER
PEACE
OUTER
POWER

GODMOTHER'S[®]
Serene
MOTION

GODMOTHER'S[®]
ZEN & ZEAL

1.7 VALUE STATEMENT

What the brand declares as its own. It explains what the brand is about, what product or service it promotes, who it is aimed at, an outline of the target audience, and a bit of its philosophy.

At Godmother's we believe the energy you put in your body grants you the power to change your life and your community. We bow to keep searching for the highest quality of matcha to offer premium products that are organic, tested and curated for taste with a balance of sweetness and umami. Ones that provide kind energy to enhance your mind, body and dreams. Blends that elevate your daily wellness intake to become the best version of yourself.

