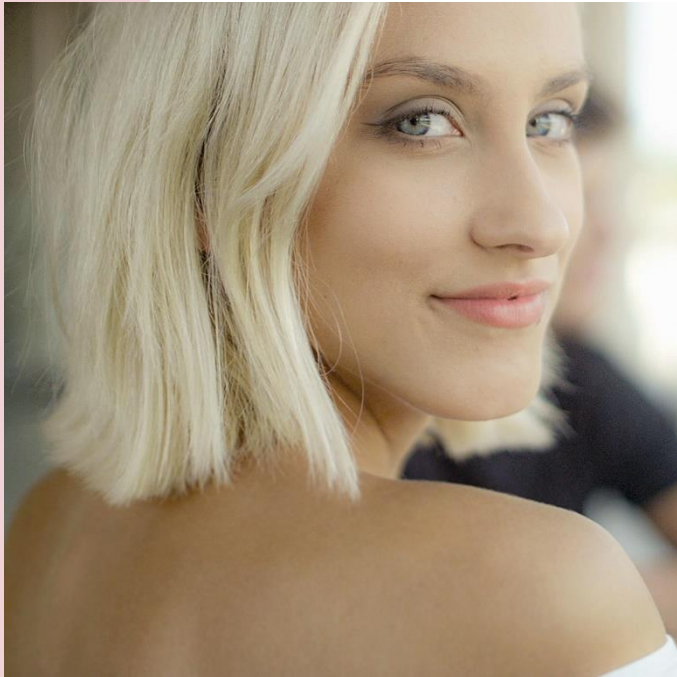

GOKOS®

BEAUTY TO GO

COSMETIC IN PEN SHAPE

GOKOS

THIS IS GOKOS®



We create true makeup for modern, urban women: Everyday makeup look or simply a quick touch up

GOKOS® is ready to use everywhere at any time.

We offer a unique product concept, unmatched within the global cosmetic market and advanced, customer-proven formulations at accessible prices

GOKOS®

SHARE OUR PASSION! DISCOVER



DISCOVER BEAUTY TO GO



BRAND

Brand of h&m gutberlet® gmbh

Since more than 70 years we have been specialists for pens, stationery business, applications systems and accessories.

GOKOS® – created from know-how

The brand GOKOS® profits from the huge know-how, long-term experience and high professional competence of gutberlet cosmetics (OEM division of h&m gutberlet® gmbh) as private label manufacturer for color cosmetics and high-functional, convenient make-up innovations in pen shape.

GOKOS®

WHY GOKOS®?

Why GOKOS®

For all who live an urban and mobility lifestyle

Brand attributes

Modern, functional, move, global, urban, open,
diverse, dynamic, stylish, fresh, authentic, creative,
pure, active, unique – to GO!

GOKOS® is

color cosmetics, pure product design in pen shape,
perfect for the use „on the GO“



GOKOS®

PRODUCT DESIGN



One digit for each application range

The oversized digits support the clean design and identify each range.

Accessories to GO!

We designed special accessories for the use on the go – very convenient and easy to take along in the handbag



GOKOS[®]

APPLICATION

Ranges

- 1 EYEBROW
- 2 EYESHADOW
- 3 PRIMER
- 4 EYELINER
- 5 MASCARA
- 6 LIP
- 7 LIPLINER
- 8 CONCEALER



GOKOS[®]

1

EYEBROW



GOKOS®

1 EYEBROW



BrowColor



BrowLighter



BrowStyler



BrowDuo

GOKOS[®]

2

EYESHADOW



GOKOS[®]

2 EYESHADOW



EyeColor



EyeLighter

GOKOS[®]

3

PRIMER

GOKOS[®]

3 PRIMER



COMING SOON...

GOKOS[®]

4

EYELINER



GOKOS[®]

4 EYELINER



EyeLiner



EyeLiner Khol/Kajal

5

MASCARA

GOKOS[®]

5 MASCARA



COMING SOON...

GOKOS[®]

6

LIPS



GOKOS[®]

6 LIPS



LipDesigner



LipCreator



LipColor

GOKOS[®]

7

LIPLINER



GOKOS®

7 LIPLINER



LipDesigner



MORE IS
COMING SOON...

GOKOS[®]

8

CONCEALER



GOKOS[®]

8 CONCEALER



Cover & Glow



Concealer

GOKOS[®]










COLORS

1 EYEBROW

Color	Product Code Color Code
	BC + BS + BL + BD 101 M + 1201 M + 199 M
	BC + BL + BS + BD 102 M + 1203 M + 198 M
	BC + BL + BS + BD 103 M + 1202 M + 197 M
	BL 1201 P
	BL 1202 V
	BL 1203 V

Product Code
BC = BrowColor
BL = BrowLighter
BS = BrowStyler
BD = BrowDuo

2 EYESHADOW

Color	Product Code Color Code
	EC 206 V
	EC 205 V
	EC 204 V
	EC 208 V
	EC 211 V
	EC 210 V
	EC 213 V
	EC 212 V
	EC 209 V

Product Code
EC = EyeColor
EL = EyeLighter









Color	Product Code Color Code
	EC 207 V
	EC 214 V
	EC 215 V
	EC 217 V
	EC 216 P
	EC 203 V
	EL 201 V
	EL 201 M
	EL 202 V
	EL 202 P

4 EYELINER

Color	Product Code Color Code
	EL 401
	EL 499







Product Code
EL = EyeLiner

6 LIP

Color	Product Code Color Code
	LCr + LC + LD 604 V + 6704 V
	LCr + LC + LD 603 V + 6703 V
	LCr + LC 605 V
	LCr + LC + LD 602 V + 6702 V
	LCr + LC + LD 601 V + 6701 V
	LCr + LC + LD 606 V + 6705 V
	LCr + LC + LD 607 V + 6706 V
	LCr + LC + LD 608 V + 6707 V

Product Code
LCr = LipCreator
LC = LipColor
LD = LipDesigner

8 CONCEALER

Color	Product Code Color Code
	C + CG 801 M + 2803 M
	C + CG 803 M + 2801 M
	C + CG 802 M + 2802 M
	CG 2803 P
	CG 2801 V
	CG 2802 V

Product Code
C = Concealer
CG = Cover & Glow

Texture
M = mat
V = velvet
P = pearl
14

GOKOS®

ACCESOIRES

Especially designed accessories support the use on the go!



ROW



STAR



METRO



SHOT

GOKOS[®]

SALES GUIDELINES



Overview of the sales and commercial structures related to

Geographical and quantitative structure

Qualitative structure

Commercial structure for online business

Rights and duties of GOKOS® distributors

GOKOS®

STRUCTURE



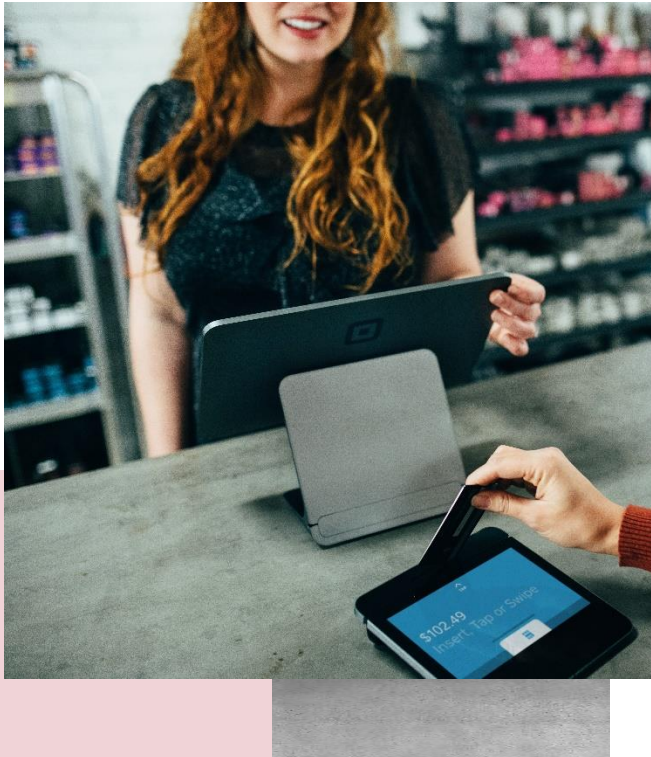
Exclusive distributors

Service-oriented specialist trading structure via exclusive distributors as partners and brand ambassadors. Territorial protection is granted for each country / sales area.

Comprehensive specialist trading structure

Classic as well as online specialist dealers as distribution channels. The distributor is responsible for building up specialist trading structures in his sales area.

SECTORS



Suitable for the distribution of GOKOS® products

Cosmetics & Perfumery

Beauty & Wellness

Sport & Fitness

Fashion & Accessories

Design & Lifestyle

Hotels & Spa

Travel, Trips & Leisure

Mums & Kids

Television

GOKOS®

QUALITATIVE TRADE

Service and consulting

Service and consulting is vital for trade business

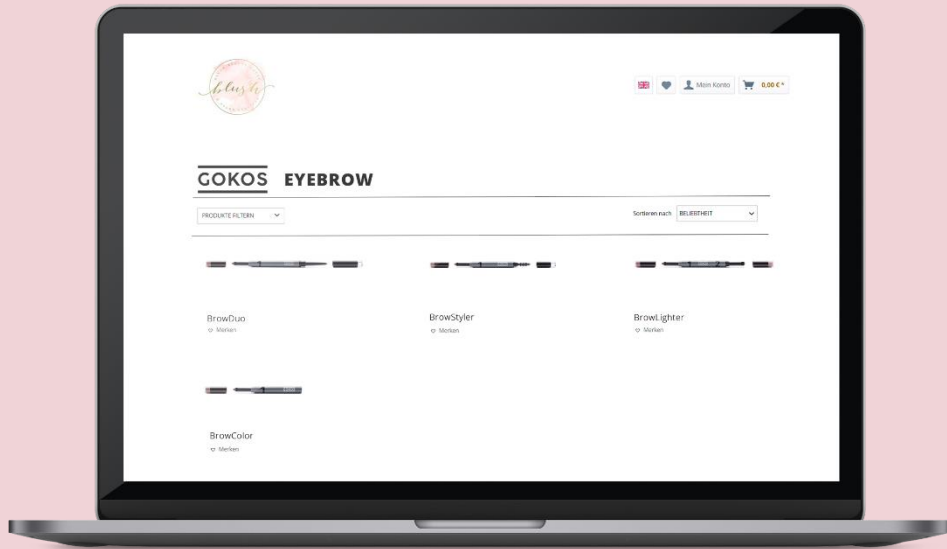
Pricing structure

In order to maintain the brand's value and avoid dumping prices, both, distributors and traders, should observe the pricing structure. The RRP recommended by GOKOS® is an indicative value.



GOKOS®

ONLINE



Consistent look and feel

Pictures, texts as well as tutorials can be downloaded from the GOKOS® website. Online presences of GOKOS® dealers should be controlled by the responsible distributor on a regular basis.

No Limits

Due to numerous overlaps between online and offline retail businesses, it is not necessary to restrict the quantity of online dealers.

Online market places

Platforms and online market places (especially Amazon and e-bay) won't be supplied by GOKOS® directly.

GOKOS®

RIGHTS & DUTIES

Rights of distributors

- Supply of dealers /retailers in their country/area
- 5% of turnover as marketing bonus
- Use images and texts provided by GOKOS®
- Designation „Official GOKOS® distributor“
- Marketing support

Obligations for distributors

- Acting on their own behalf (no GOKOS® subsidiary)
- No supply outside their country / area
- No supply to end consumers
- Controlling of brand image
- Presentation of the whole product range

GOKOS®

COMMUNICATION DESIGN

**Become a GOKOS® brand ambassador
using our design guidelines**

General information

Writing rules for GOKOS® products

Use of our Logo

Font types according to GOKOS® CI

Publication



GOKOS®

GENERAL INFORMATION



Recognition value of the brand GOKOS®

- Worldwide uniform design
- Implementation and control by the distributor in his country / area

Aims

- Internationally increasing recognition value of the brand GOKOS®
- Higher clarity and easy realization

GOKOS®

WRITING RULES



GOKOS®

Brand name in
capital letters

EyeLiner

Product designation
(please observe spelling)

heavy black

Colour name in
small letters

basic

Specification
(e.g. type of nib)

GOKOS®

THE LOGO

The GOKOS® logo

The logo consists of one piece and has always to be used with both lines

Positioning of the logo

The logo should be positioned according to the GOKOS® layout grid, also considering a sufficient distance to the edge and/or further elements. The preferred logo position for print media is at the bottom right.



FONTS

Open Sans family as font

A unified font type is also essential for a consistent brand image. Open Sans is a free font and can be provided by GOKOS® (free of charge) or downloaded via internet



Open Sans Extrabold: headlines

Open Sans Bold: sub-headlines 1

Open Sans Semibold: sub-headlines 2

Open Sans Light: body text

GOKOS®

PUBLICATION

Creation of marketing or POS material

Self-made marketing or POS material such as advertisements, packaging, posters etc. needs to be approved by the GOKOS® lead design department prior to publication.

Specimen copies

It is mandatory to forward specimen copies of each approved and published material to GOKOS®



Thank you very much for your attention!



DISCOVER BEAUTY TO GO