

HIGH BEAUTY

-HEMP OIL SKINCARE-

Branding Guidelines 2020

The branding guidelines for the new High Beauty Hemp Oil Skincare brand. This document has been established to ensure consistency through-out the brand when material and content is being created.

Within this document you will find various sections that reflect elements of the brand, including colour, typography and proper use of the logo. Each page will provide text and/or visual examples that give guidance and usage for the reader.

Other designers, marketers or creatives in the industry must adhere to this document when designing and using the High

This is the primary logo used to represent the High Beauty brand.

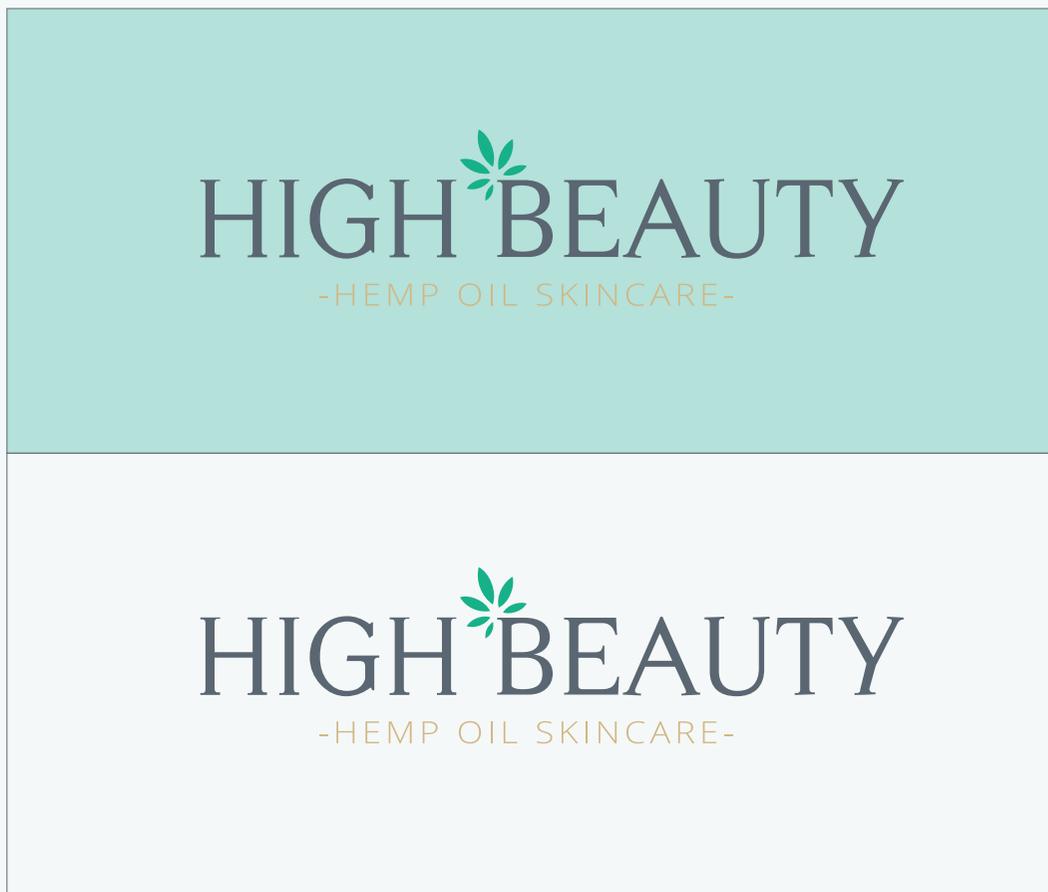
The Exclusion zone indicates the estimated white space that should be left when placing the logo around other elements.



These are the primary variations for the High Beauty Logo.

The top logo is reserved for application on physical jars and products. It may be used otherwise if suitable.

The bottom logo is reserved for print and web based applications.

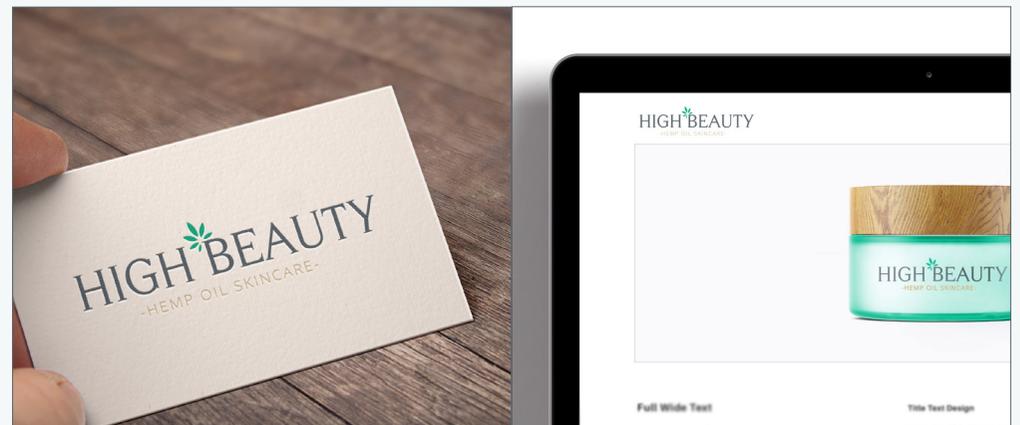


These are the some examples of colour variation applications.

The top images is an example of how the logo will be applied to physical products, the primary being cosmetic jars and bottles.



The bottom images are examples of marketing & web applications, the left being a business card and the right being a website preview.



These are the scope of colours that encompass the visual image of the brand.

Frost Green is primarily used for physical product applications.

Charred Grey is the primary colour for “High Beauty” and for body text.

Bamboo Gold is the primary colour for the “Hemp Oil Skincare” and tag lines.

Leaf Green is the primary colour for the “Leaf”, highlights and stand-out elements.

Tint White is used for background.

Frost Green

Pantone 573C

C 29 M 0 Y 17 K 0

R 178 G 225 B 216

HEX #b2e1d8

Charred Grey

Pantone 431C

C 67 M 52 Y 44 K 17

R 91 G 103 B 113

HEX #5b6771

Bamboo Gold

Pantone 7502C

C 19 M 25 Y 53 K 0

R 209 G 184 B 134

HEX #d1b886

Tint White

C 0 M 0 Y 0 K 5

R 241 G 242 B 242

HEX #f4f7f6

Leaf Green

Pantone 339C

C 72 M 2 Y 62 K 0

R 0 G 177 B 136

HEX #00b188

These are the two primary typefaces that encompass the visual image of the brand.

Centabel Book is the font used for “High Beauty” in the logo, and should only ever be used as a header or feature text.

Open Sans is the font used for “Hemp Oil Skincare” and should be used also primarily as the font choice for body text.

Centabel Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp-
pQqRrSsTtUuVvWwXxYyZz01234567890

Open Sans

Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuV-
vWwXxYyZz01234567890

SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU-
uVvWwXxYyZz01234567890

The following is a list of improper uses for the High Beauty logo.

1. Do not skew, stretch or distort the logo.
2. Do not rotate the logo on extreme angles,
3. Do not make elements bigger.
4. Do not put on incorrect or illegible backgrounds.
5. Do not re-colour the logo.
6. Do not remove elements.
7. Do not change logo fonts.
8. Do not place elements too close.

