

# STYLE GUIDE

AUGUST 2017

shine

# **BRAND ASSETS**

## SHINE LOGO

Shine logo is simple in nature.

The word mark should be primarily used on packaging and smaller printed pieces.

Where appropriate the full logo lock-up should be used.

The use of the Shine emblem is flexible. It can easily stand alone in various digital and print mediums. It acts as a simple visual mascot of what Shine is: a large group of individuals who work together to reach out to our four women-based charities. (4 points of the star).



Full Logo



Word Mark



Emblem

# LOGO ISOLATION

To maintain the integrity of the Shine Cosmetics identity, a certain amount of space around the logo must be kept clear of competing visual elements. The space is based upon the width and height of the letter “s” in shine.

Size of the area is equivalent to the height and width of the “s” in shine.



# INCORRECT USAGE

Do not change the color of the logo or portions of the logo.



Do not tint or screen the colors of the logo.



Do not outline any part of the logo.



Do not change the size relationships between the elements of the logo.



Do not set logo in another font.



Do not reproduce the logo in poor quality.



Do not combine the with a tagline unless otherwise approved.



# COLOR PALETTE

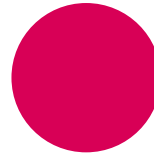
Color is an integral part of the Shine Cosmetics identity. To maximize brand recognition, use the color palette specified below. Because of the nature of the printing, we recommend printing four color (also known as “CMYK printing” or “process printing”) or to ensure consistent quality and vibrant colors. Recognize that printing outcomes varies with press, paper and other variables and performing a press check is the best way to to obtain color accuracy.

## COLOR MATCHING

Use these equivalent formulas for matching the Shine Cosmetics colors in the following color formats:

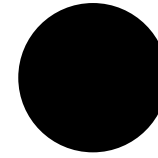
## PRIMARY PALETTE

**HOT PINK**



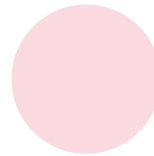
CMYK: 0/100/15/4  
RGB: 226r + 1g + 119b  
Hexidecimal: #E20177  
PMS: Rubine Red C

**BLACK**



CMYK: 75/68/67/90  
RGB: 0r + 0g + 0b  
Hexidecimal: #000000

**LIGHT PINK**



CMYK: 1/16/4/0  
RGB: 249r + 218g + 223b  
Hexidecimal: #f9dadf  
PANTONE 705 C

**GRAY**



CMYK: 5/3/3/0  
RGB: 239r + 239g + 239b  
Hexidecimal: #EFEFEF

# TYPOGRAPHY

A standard type family helps maintain a consistent look and feel across all branding platforms. The fonts selected are google fonts are easily access online and transfer well from print to digital mediums.

Poppins is the official Shine Cosmetics type family and should be used on all branding pieces. Poppins comes in 5 weights.

Playfair Display is a serif font that comes in 3 weights.

Poppins Light

Poppins Regular

Poppins Medium

Poppins Semibold

Poppins Bold

Playfair Display Regular

*Playfair Display Italic*

**Playfair Display Bold**

***Playfair Display Bold Italic***

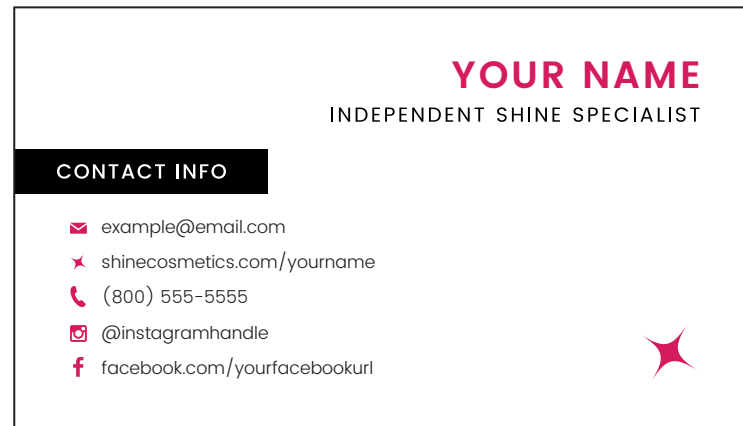
**Playfair Display Black**

***Playfair Display Black Italic***

# CORPORATE IDENTITY



# BUSINESS CARD



# LETTERHEAD



[www.shinecosmetics.com](http://www.shinecosmetics.com)

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# INSTAGRAM

All images have no text, no logo, and no hashtags on actual image. Descriptions and hashtags to appear in caption or comments.

Post topics will never be back-to-back. No images with makeovers, products, etc back-to-back.

All quotes should have a neutral background with colors and fonts from the style guide.



shine