

Brand Guidelines

IDENTITY MANUAL

An Overview

This document communicates the brand identity of the brand name. Clearly articulating the mission, values and persona for the design of all subsequent brand artifacts.

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Our Mission

02.

Brand Values

01.

Colourful

To be recognised with a fun and positive vibe.

02.

Youthful

Aspiring consumers to feel
young and beautiful forever.

03.

Brand Colours

Colour Palette

These colours were created and chosen by the client.

The selected colours chosen represent a colourful, and youthful approach that Rainbow Tree would like to portay. A selection of soft yet vibrant pastel tones that emphasise the concept of a posititve, bright and welcoming aura for consumers.



Alternate Colours

Each primary colour should be accompanied with a shade that allows versatility with each other. The text that accompanies the colour is to be used in a situation when contrast is needed.

It is expected to use shades outside of these such as black and grey during website development, social media post etc.

WHITE
#FFFFFF

SEASHELL
#FEECE4

MELON
#F8B8A5

D4.

Logo & Usage

The Rainbow Tree Primary Logo

- Icon + text based logo
- Branches are elevated
- Logo has ALL colours implemented as requested
- Simple yet colourful
- Vertical logo
- Montserrat text

This logo is the main graphic that represents Rainbow Tree and will be used most often. The logo communicates that Rainbow Tree is a colourful, youthful company that offers the trendiest kbeauty products available on the market.



Secondary Logo

Instead of a horizontal logo, the secondary logo uses the same elements of the primary logo in a vertical form. This provides more flexibility to use the logo in a different design setting.



Website Logo

For web developers the simpler the logo the better. We've fitted a more simplified, horizontal logo which will be used on the header of Rainbow Tree's website.

NOTE: Primary logo could be added on the footer if suited.



Social Media Presence

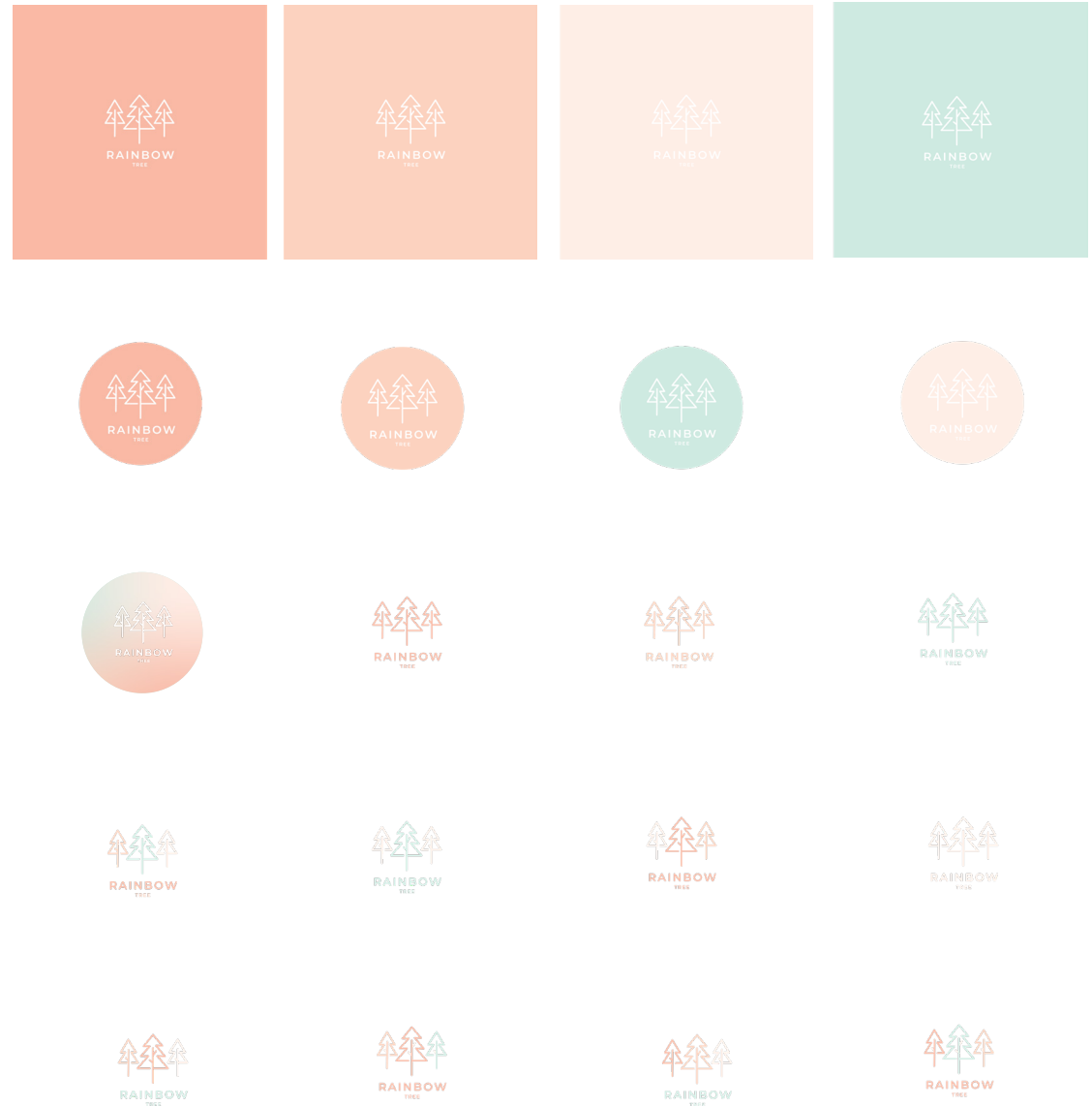
Simplicity is the way to go. The logomark is the easiest way for consumers to identify your brand. Take a look at your competitors and you'll find they've taken the same approach.



Logo Variations

The logo and colour selection is interchangeable. We can cut, crop, and work around the set logo and text. This is all depending on situation and / or subject such as packaging, stickers, website, etc.

This is a versatile logo.



05.

Font Pairings

Aa

Montserrat

The pairing of Montserrat' and 'Josefin Sans' are clean and easy fonts for consumers to read. The style of the font follows a clean and simplistic look that Rainbow Tree wants to portray.

Thin
Extra Light
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

Aa

Josefin Sans

The pairing of Montserrat' and 'Josefin Sans' are clean and easy fonts for consumers to read. The style of the font follows an clean and simplistic look that Rainbow Tree wants to portay.

Thin
Thin Italic
Light
Light Italic
Regular
Italic
SemiBold
SemiBold Italic
Bold
Bold Italic

06.

Packaging

Mockup Bags, Signs & Boxes

In the following are examples of the Rainbow Tree being embedded into everyday items that could potentially be used. There is no limitations of ways that the logo can be used depending on packaging, signs, etc.





07.

Photography Guidelines

Playful & Cute

Asian makeup and skincare tend to incorporate a cute & playful element depending on the branding.

The selection of brands that you choose should correlate with your brand values. This will create a seemingly stress-free imagery selection for the future.



Elegant & Clean

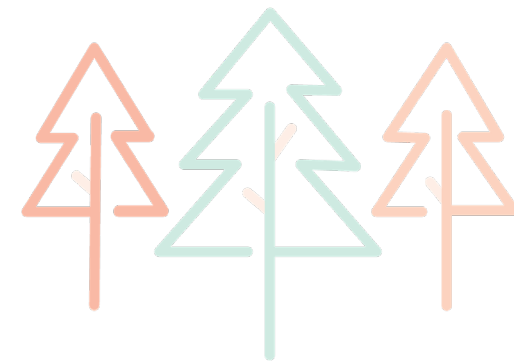
Again following your brand values. These are examples of photographs that would resonate well with your branding.



Logo Request

Secondary text / can take away 'shine' of the icon. There is more text to read and the simplicity of the icon which is the primary feature of the logo is slightly overpowered with the extra words.

Too much text can be too much on the eyes and disrupt the balance when trying to keep to the idea of an elegant and classy logo.



RAINBOW TREE
ALWAYS COLOURFUL & YOUTHFUL