

OBVIOUSLY.

BRAND GUIDELINES





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THE OBVIOUSLY BRAND.

At **OBVIOUSLY** cosmetics we have created a brand style guide to help you use our brand correctly. Included in this manual is our logomark, wordmark and other core design elements.

To insure our brand is presented cohesively through all forms of media, we will help you avoid any misuse of our brand identity.

For further questions email hello@obviouslycosmetics.





OBVIOUSLY.

COSMETICS

OUR WORDMARKS.

Our wordmark and sub-wordmark are our most used and recognisable design assets. To insure they are used correctly, please follow these simple rules.

RULES

- Only show the wordmark/sub-wordmark in white, black or brand colours.
- Do not alter, rotate or modify the wordmark/subwordmark.
- Do not use outdated versions of the wordmark/ sub-wordmark.

OBVIOUSLY.

OBVS.

OUR LOGOMARK.

Our logomark is used for small print and is our second most used design asset. To insure it is used correctly, please follow these simple rules.

RULES

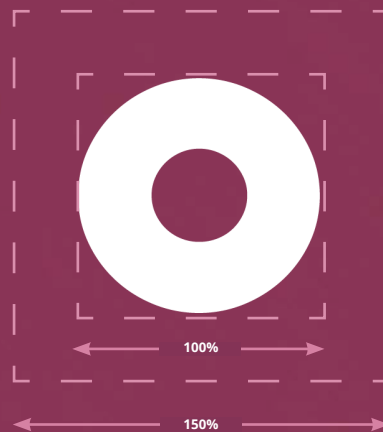
- Only show the logomark in white, black or brand colours.
- Do not alter, rotate or modify the logomark.
- Do not use outdated versions of the logomark.



SPACING.

Our logomark and wordmark have specific sizing when in small print. As a PNG file, our brand marks are rendered between the sizes of 6px to 9px.

The empty space around our brand marks should be at least 150% of the width of our logomark and wordmark.



WORDMARK GUIDELINES.

Our wordmark is a crucial part of our brand identity. Avoid these examples of misuse:

- Don't displace or separate
- Don't use drop shadows
- Don't add an outer glow
- Don't blur
- Don't add gradients
- Don't reduce to outline stroke
- Don't use non-branded colours
- Don't alter, rotate or modify

O B V I O U S L Y . OBVIOUSLY.

OBVIOUSLY. OBVIOUSLY.

OBVIOUSLY. OBVIOUSLY.

OBVIOUSLY. .YI2UOIVEO

A close-up photograph of a maroon-colored hoodie. The hoodie has a drawstring closure at the hood. On the chest area, there is a white logo that reads "OBVIOUSLY." in a large, bold, sans-serif font, with "COSMETICS" in a smaller, all-caps, sans-serif font directly below it. The background is a solid light pink color.

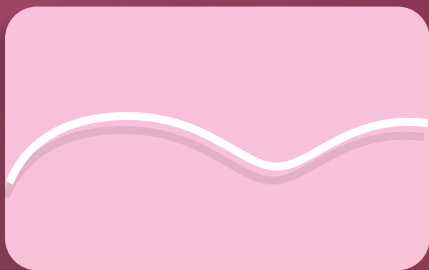
OBVIOUSLY.
COSMETICS



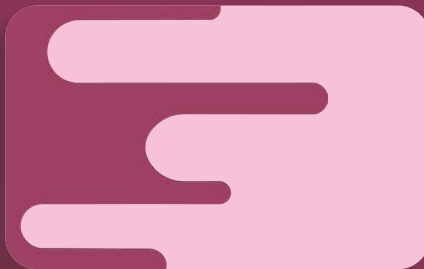
OUR DESIGN ASSETS.

A collection of our most recognisable design assets.

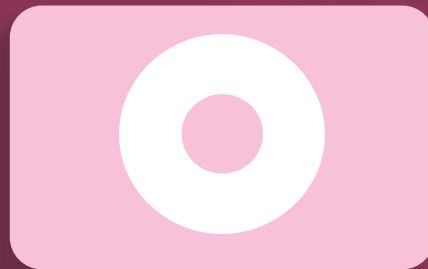
Line with shadow



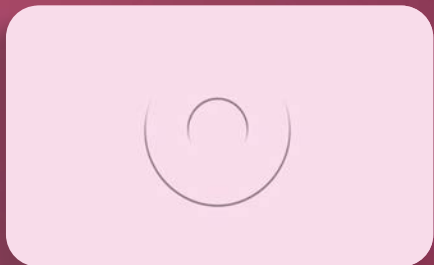
Drips



Logomark



Embossed Style



Wordmark



Sub-wordmark



OUR BRAND COLOURS



C=32, M=84, Y=34, K=23



C=12, M=60, Y=13, K=0



C=4, M=42, Y=11, K=0



C=4, M=22, Y=2, K=0



C=0, M=0, Y=0, K=0



C=16, M=43, Y=64, K=5



OUR TYPEFACES.

An overview of our brand typefaces.

COCO GOTHIC BOLD | To be used for header text, body text
and short sentences/statements.

COCO GOTHIC FAT | To be used for header text, body text
and short sentences/statements.

OUR TAGLINES & SOCIALS.

An overview of our brand taglines and socials.

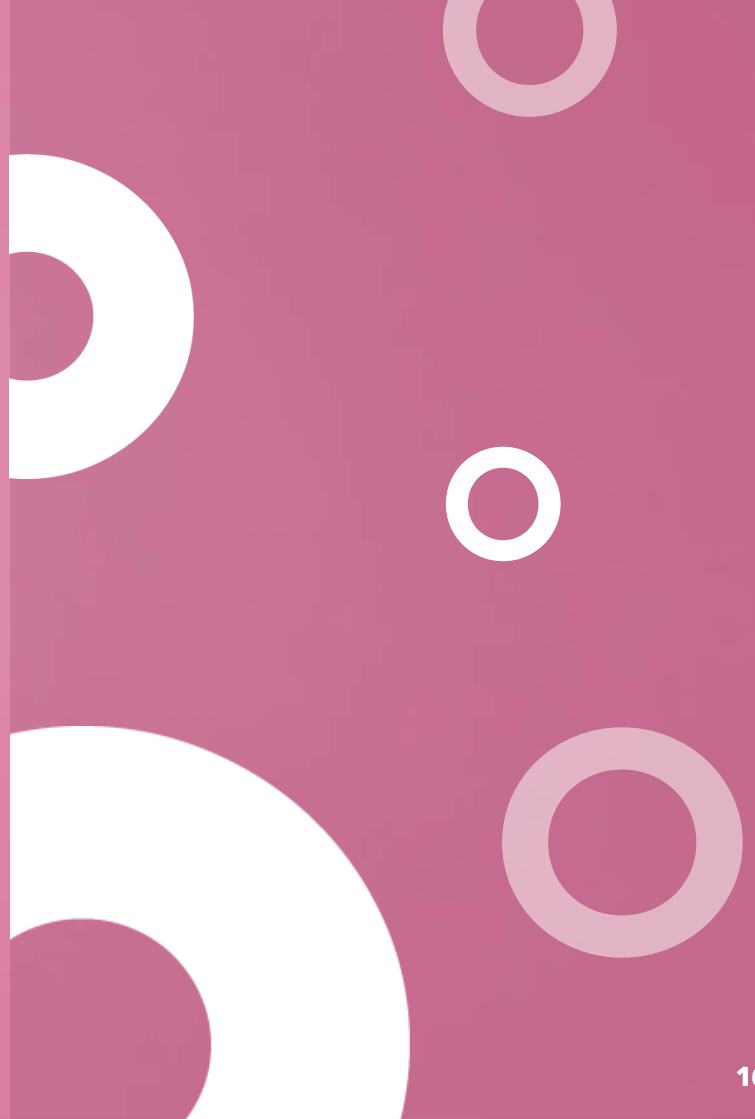
SOCIALS |    @obviouslycosmetics

TAGLINES | THE OBVIOUS CHOICE.
OBVS POVS.
DUH.
NO SHIT SHERLOCK.

OUR BRAND PATTERN.

Our brand pattern is our logomark in different sizes and opacities. Use the PNG format of our logomark to create this pattern.

The brand pattern can be used in all approved brand colours, black and white.



OUR BRAND PHOTOGRAPHY.

An example of our brand photography, keep in mind brand voice, colours and style.





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THANK YOU.