

Brand Guidelines

SHELO SKIN

BRAND IDENTITY

FOR

SHELO SKIN

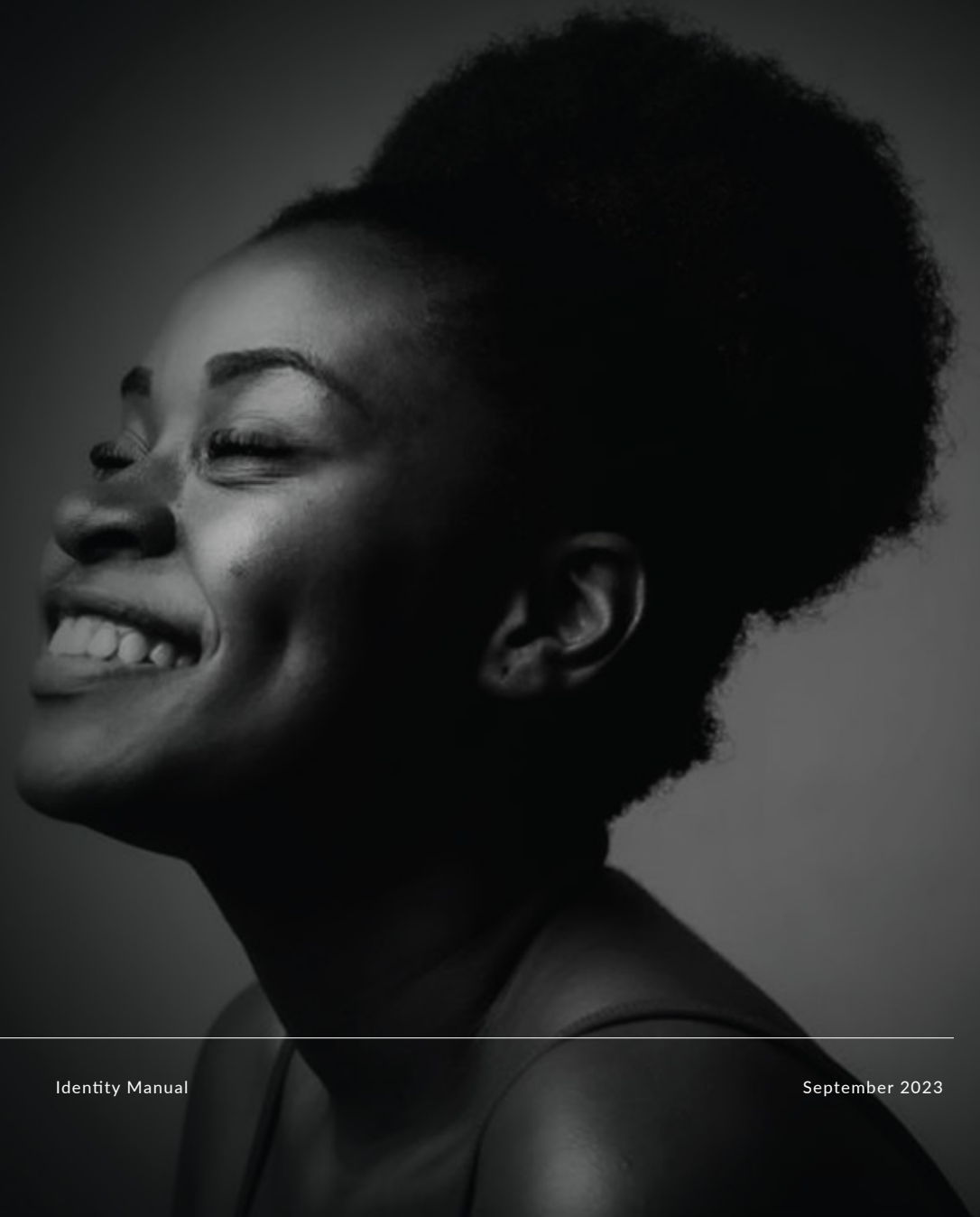
Chevron, Lagos Island

DESIGNED BY

THE GIANT CREATIVE

Lagos, Nigeria.

Brand Story



Introduction:

There are numerous stereotypes surrounding beauty, some rooted in culture and some acquired from external influence on culture, these stereotypes have led to a distorted view of beauty, as well as damaging consequences on the self-image of various individuals in the society.

It is from this narrative that Shelo Skin is born; an innovative natural-ingredients skin products enterprise, aimed at improving the beauty of every individual, regardless of their skin type or skin tone. Shelo Skin aims to challenge the beauty narrative set in place by society and redefine beauty standards.





Mission:

To improve the perception of beauty standards in the average person through specially crafted natural products capable of delivering beyond expectations.

Vision:

To be a world-class leading brand, widely recognized for its values and products while staying true to our natural beauty roots.

Location:

Shelo Skin is locally rooted in Cameroon with a growing and unhindered global reach.

Target Audience:

Our target audience cuts across both male and female genders; with a general age-group inclusivity with a special focus on all who care to improve their skin's health.





Brand Values.

Authenticity
Simplicity
Quality

Innovation
Environmental Consciousness
Versatility

Sustainability
Teamwork
Versatility

Brand Personality



Empathy:

Shelo Skin understands the pain that everyone goes through in order to acquire a healthy skin free from various skin issues. The personality of empathy is one of her driving force in understanding her customer's needs and providing her customers with utmost satisfaction from the use of their products.

Sincerity:

Shelo Skin's sincerity is reflected in their product's promises of the functions of their products

Confident:

Sounding and looking confident is the major way for Shelo Skin to improve the confidence of her customers in their skin.

A close-up, high-contrast photograph of a person's eyes, looking directly at the camera. The image is dark, with the eyes and eyelashes being the primary light source, creating a dramatic and intimate feel. The skin around the eyes is visible, showing fine lines and texture.

Brand Tone of Voice

Shelo Skin aims to reach its audience by sounding bold, transparent, humorous, and to sound as a trusted authority in the beauty industry.

Brand Slogan

Redefining Beauty.



Our Logo

Official Logotype

Design Element: The Shelo Skin logo is a wordmark, meaning that it consists of the brand name itself as the primary visual element.

Symbolism: The simplicity of a word mark logo conveys a sense of authenticity and transparency. It emphasizes the brand name as the core identity.

Whitespace Leaf Midrib

Design Element: Within the word mark logo, a clever use of whitespace creates a leaf midrib shape.

Symbolism: This leaf midrib represents the brand's fundamental value – the use of natural sourced ingredients. It symbolizes the backbone of nature, connecting Shelo Skin to the natural origins of its products.



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Logo Best Practices

Our logo can be utilized in our brand's primary and secondary colors, as well as in black and white.



To maintain your logo's visibility, it's crucial to consistently have a clear space around it. You can calculate the suitable clear space by dividing the logo's height by 2 (Clearspace = Height / 2).



Avoid distorting or misshaping the logo; if you need to resize it, ensure it maintains its original proportions..

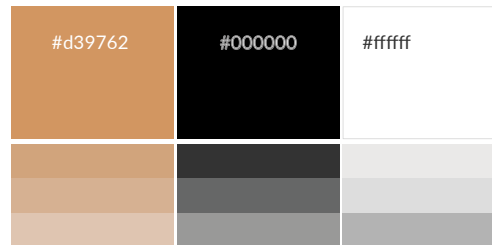
Kindly Stick to the official color specifications provided in these guidelines and avoid altering the colors, even if they seem similar.

Brand Colours, Typography *and* Patterns



Brand Colours

Primary Colours



Authenticity: Evokes a sense of genuineness and naturalness.

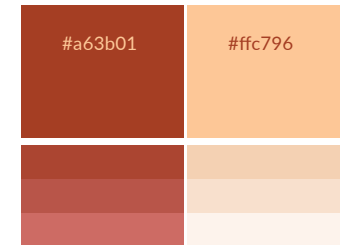


Simplicity: Represents simplicity and refinement, reflecting a straightforward approach.



Innovation: Symbolizes a clean slate and innovation, highlighting the brand's forward-thinking approach.

Secondary Colours



Environmental Consciousness: Signifies a commitment to eco-friendly practices.



Versatility: Communicates adaptability and suitability for diverse skin types and needs.

Brand Typography

Primary Typeface

Aa

Playfair Display

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j
k l m n o p q r
s t u v w x y z

Playfair Display is an open-source, Transitional (although the high-contrast strokes might place it more in the Modern category) serif typeface designed by Danish type designer Claus Eggers Sørensen in 2011.

Secondary Typeface

Aa

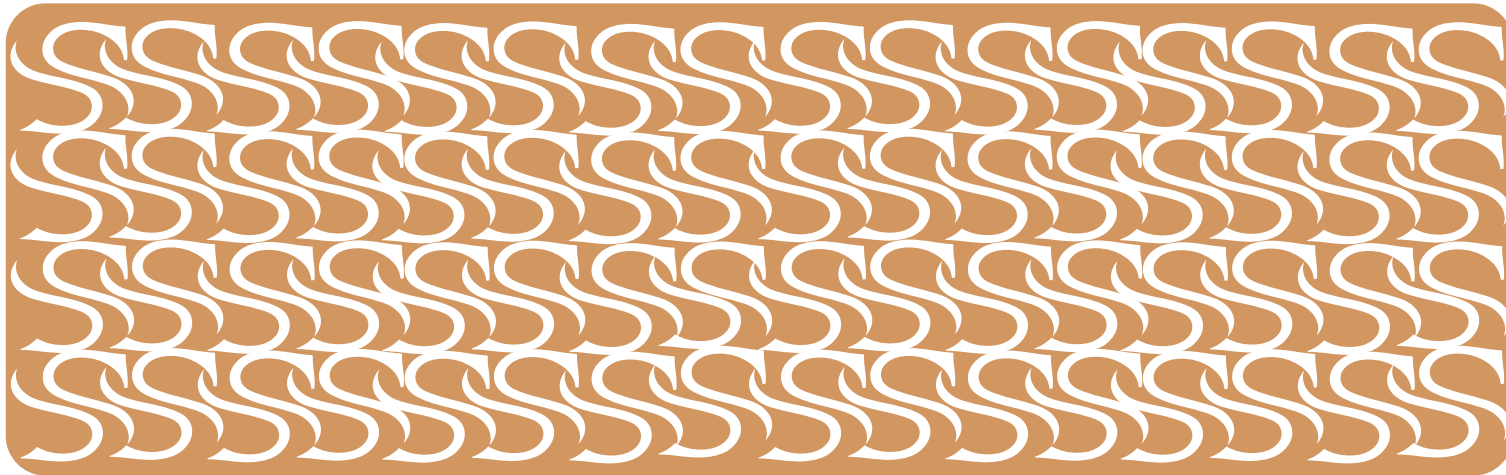
Lato

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j
k l m n o p q r
s t u v w x y z

Lato is a humanist sans-serif typeface designed by . It was released in 2015. The name "Lato" is Polish for "summer". As of August 2018, Lato is used on more than 9.6 million websites, and is the third most served font on Google Fonts, with over one billion views per day.

Brand Patterns



Imagery



Brand Marketing Collaterals















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