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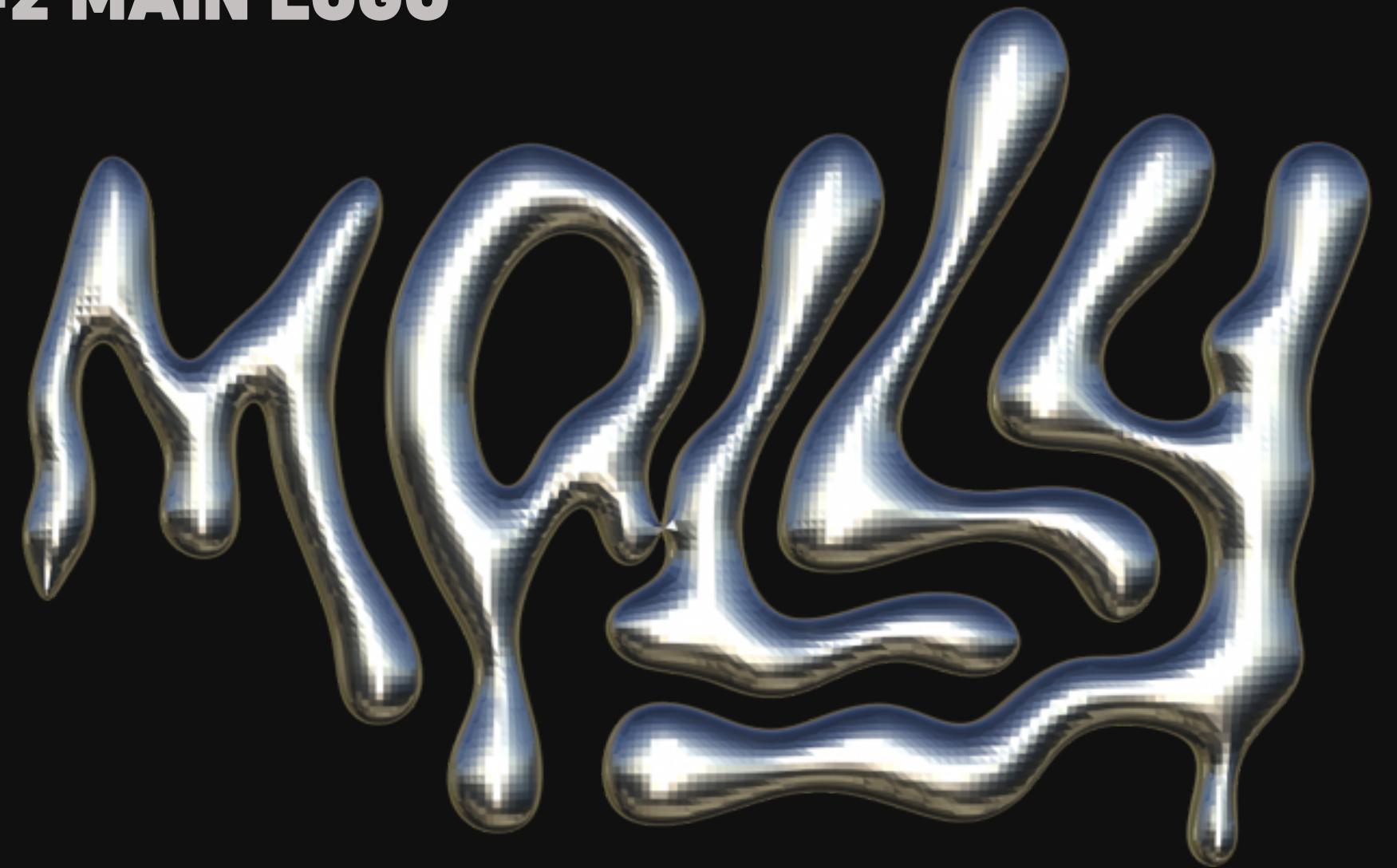
#10 PRINT

#1 PRESENTATION

DIVE INTO A WORLD OF EUPHORIC GLAMOUR

Dive into the captivating world of a high-end makeup brand where extravagance meets elegance. Inspired by the vibrant heartbeat of the night, each product embodies the glamour and sophistication of the most enchanting evenings. From luxurious textures to bold colors, our range offers a unique sensory experience, inviting you to explore your own style with confidence and creativity. Whether you're looking for a subtle glow or a bold look, our collection celebrates the individuality and beauty of every woman. Join us on this journey where each application becomes an artistic expression, and beauty becomes a celebration of yourself.

#2 MAIN LOGO



The letters appear as if they are slightly melting or dripping, echoing the textures of liquid cosmetics. Each letter is adorned with droplets that cascade down, creating a dynamic and captivating visual effect. The logo has chrome variations, adding a touch of modernity and sophistication to its design.



#2 SECONDARY LOGO



The 'Molly' logo comes in several variations. The primary version is depicted in darker tones, accentuating the richness of hues and the fluidity of the design. Another variation is in color, adding a touch of vibrancy and dynamism to the overall look. See uses on part #5 and #7.

#2 INTERN COMMUNICATION

LOGO



Two black and white versions are also available for official use, offering timeless elegance and adaptability for various applications.

See uses on part #5.

#2 PICTOGRAM AND FAVICO

The selection of the letter "O" as a pictogram in the "Molly" brand logo enables the effective conveyance of its identity and essence, while offering increased flexibility and memorability in its usage.



#3 FONT

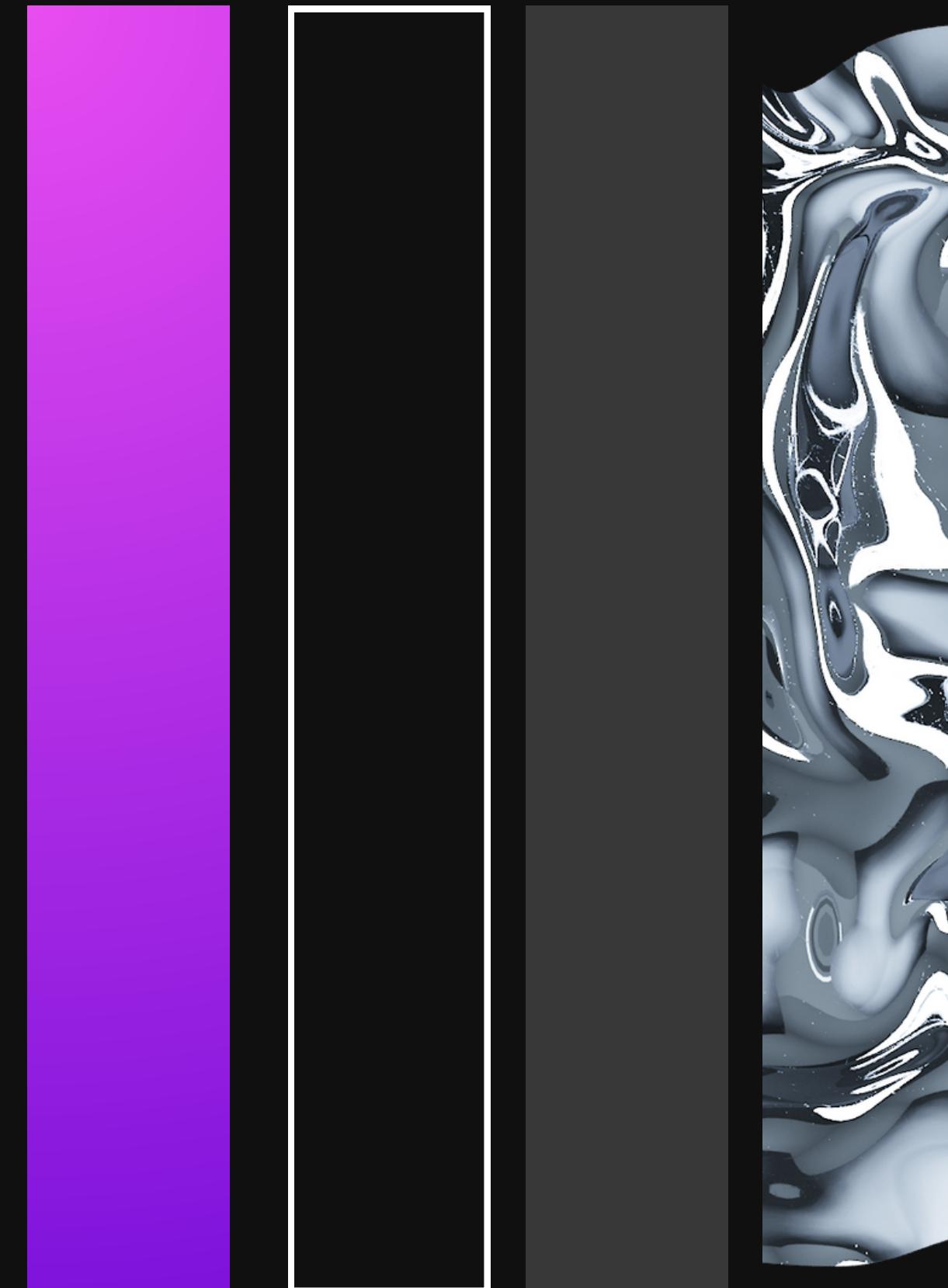
DIN Aleriate ExtraBold

DIN Aleriate Bold

DIN alternate Regular



#4 COLORS AND TEXTURES



#E84DF0
#7D12DB

#101010

#393838

#CHROME

#5 DO

- 1. Use Black Chrome Logo on Black Background, Mix Shiny Logo and Mat Background when black.**
- 2. Use Grey Chrome Logo on Chrome Background.**
- 3. Use Colored Logo on Colored Background.**
- 4. Use Simple Black or White Logo only on Official paper (intern communication).**
- 5. Use the pictogram alone and only on Chrome Grey, black or white.**
- 6. Always use gradient colors.**

1



2



3



4



5



6



#5 DON'T

1. Don't use Shiny Black Background.
2. Don't use Colored Chrome Logo on Chrome or Black Background.
3. Don't use Grey or Black Chrome Logo on Colored Background.
4. Don't use Black or White Logo artistically.
5. Don't use Pictogram and Logo together.
6. Don't draw the colors of the gradient.

1



2



3



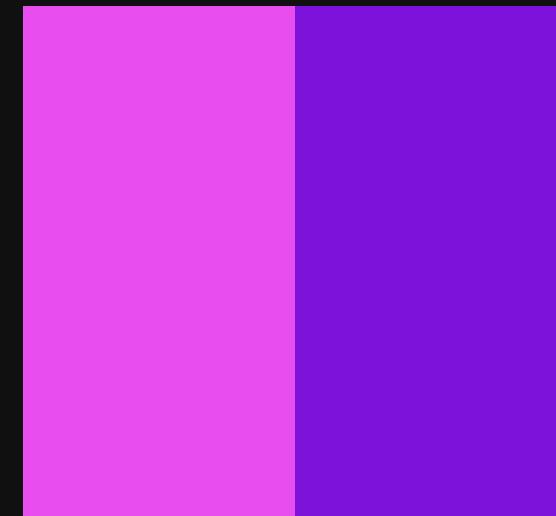
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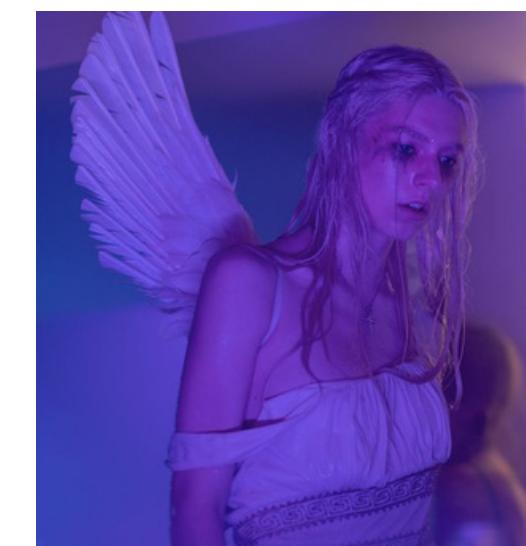
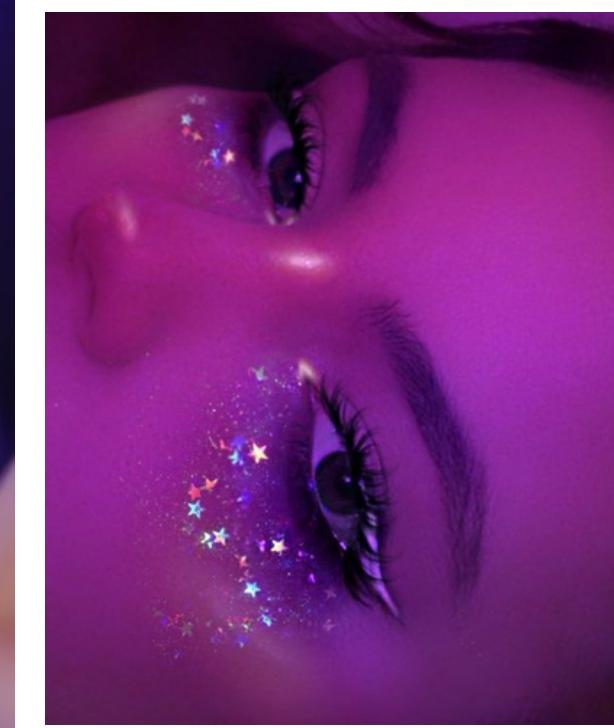
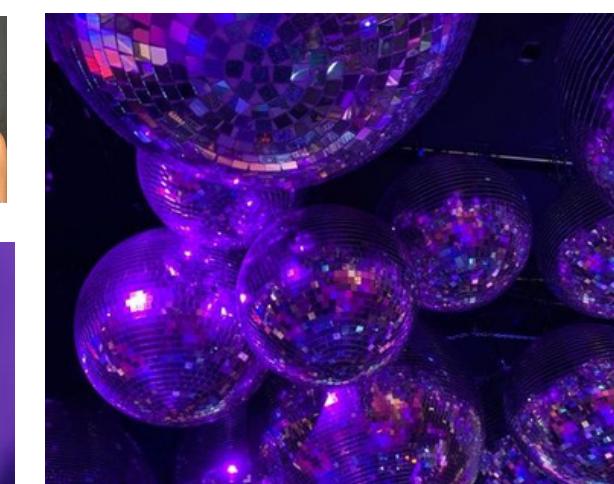
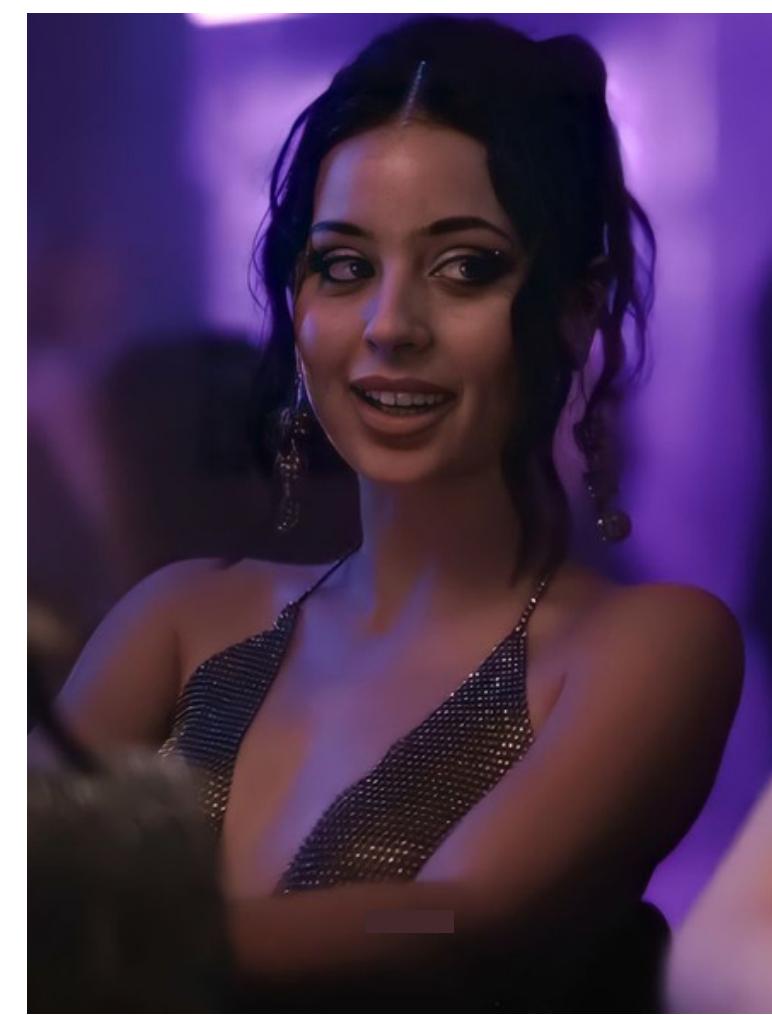
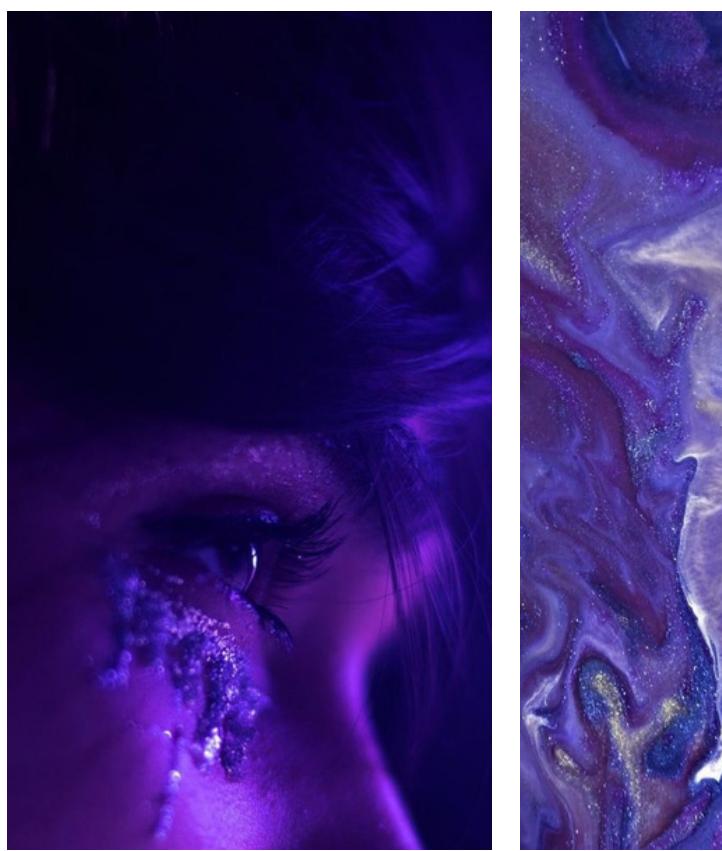
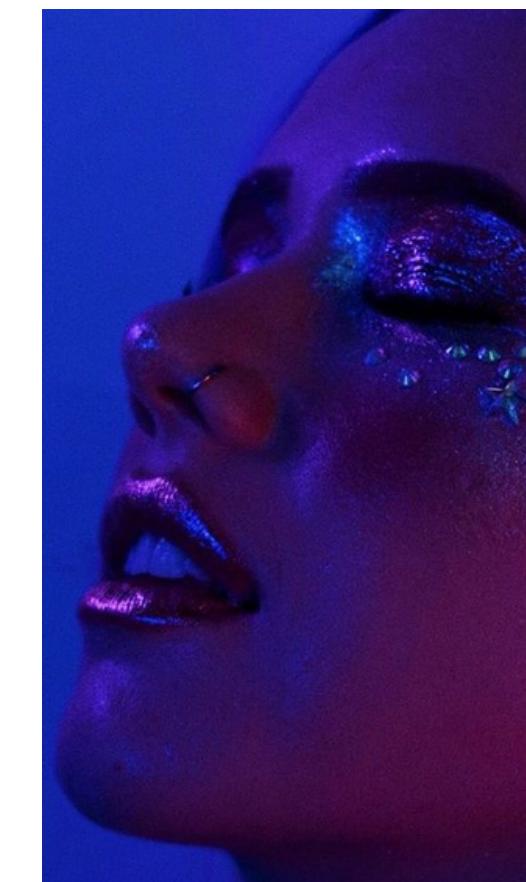


5



6





#6 MOODBOARD

#7 PACKAGING



1/3. Smooth black background, Black shiny Logo with relief, here we play with textures to give an high range level.

2. Shiny Colored Background, Shiny Colored Chrome Logo with relief, we use this package for Special Editions.



#7 PACKAGING



1



2

- 1. Shiny Chrome Bag with Mirror Effect and Logo also Shiny in relief.**
- 2. Mat Black Box, we put the logo inside to keep the box all black from de outside, we use this for shipping.**

#8 PRODUCTS

Liquid Foundation "Euphoric Glow"

Eyeshadow Palette "Hypnotic Seduction"

Liquid Lipstick "Opium Dream"

Highlighter "Ecstasy Flash"

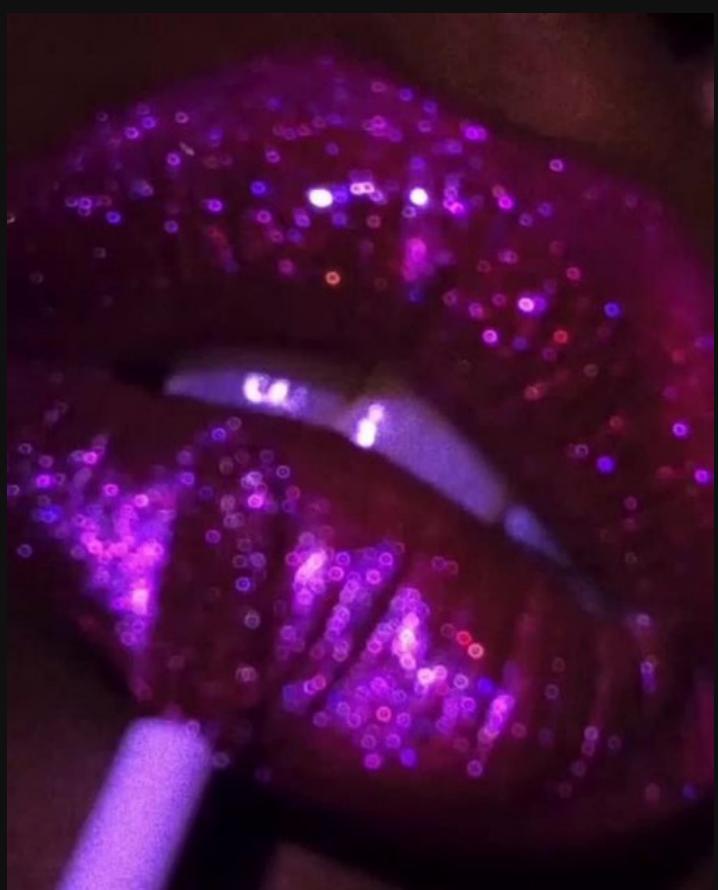
Hypnotic Mascara "Hallucinogenic Haze"

Blush "Rosy Rush"

Liquid Eyeliner "Sensation Surge"

Lip Gloss "Dopamine Delight"

Makeup Setting Spray "Narcotic Nebula"



#9 WEBSITE

Stay ahead of the curve with our latest updates.

United States US \$

MOLLY

My account

NEW IN BEST SELLER BODY SKIN EYES LIPS

DIVE INTO A WORLD OF
EUPHORIC GLAMOUR
WHERE EVERY SHADES IGNITES THE NIGHT.

ACCED TO THE SHOP

EMBODY
THE NIGHT

WHERE SKIN
MEETS ARTISTRY

LET YOUR EYES
MESMERIZE THE NIGHT

WHISPERS
OF THE NIGHT

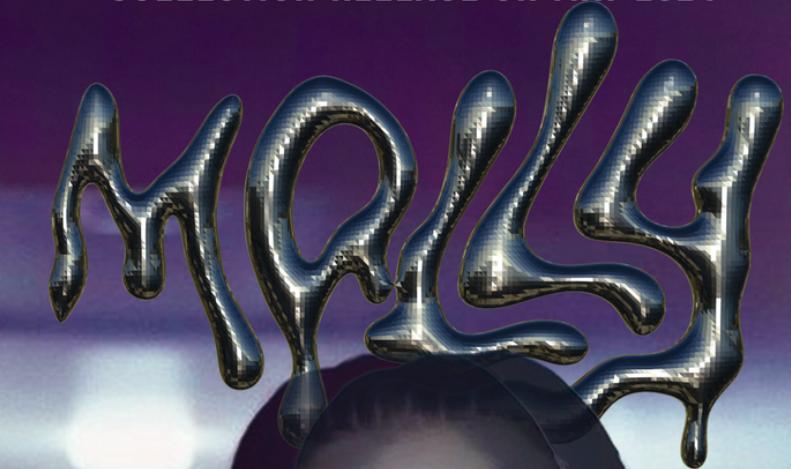
#10 PRINT

COLLECTION RELEASE ON MAY 2024



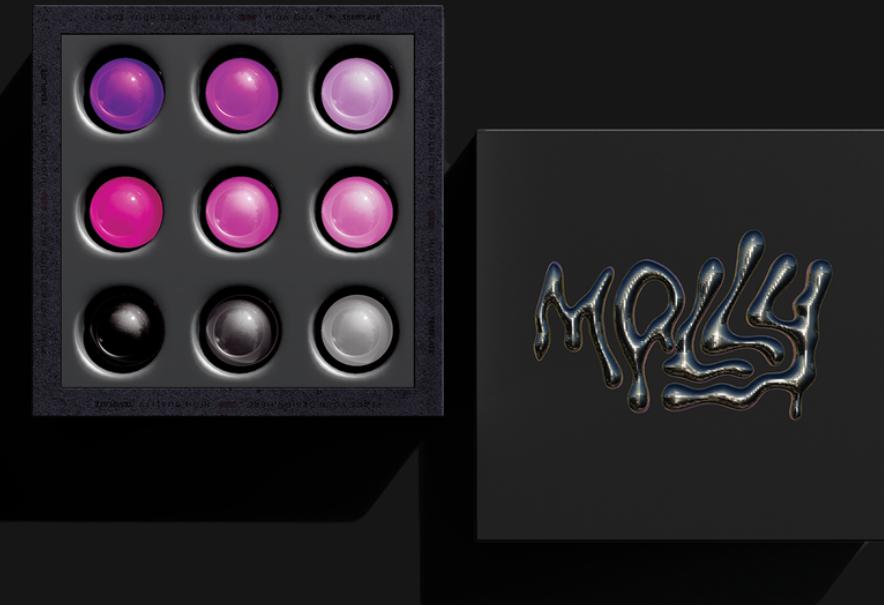
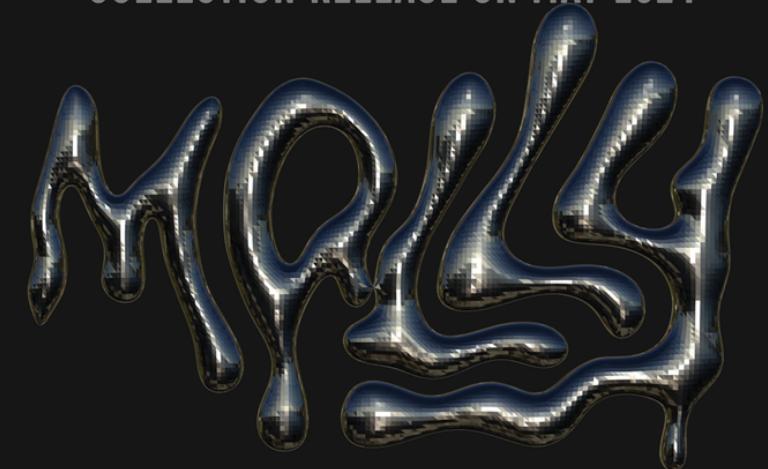
DIVE INTO A WORLD OF EUPHORIC GLAMOUR.

COLLECTION RELEASE ON MAY 2024



DIVE INTO A WORLD OF EUPHORIC GLAMOUR.

COLLECTION RELEASE ON MAY 2024



DIVE INTO A WORLD OF EUPHORIC GLAMOUR.

#10 PRINT





LOUIS Clarisse

DADG2