

OVAL

# Brand Guideline

# Summery



01.	Introduction	03
02.	Logo	09
03.	Typography	16
04.	Colors	20
05.	Illustration	26
06.	Oval Frosted (Blur)	31
07.	Photography	36
08.	Pattern	44
09.	Packaging	46
10.	Social Media	51
11.	Website Design	53
12.	Mockups	56

# Where Science Touches Skin

At Oval, we believe that how something looks and feels is just as important as what it does. We craft personal care products that are not only effective but also intuitive, intentional, and beautiful, blending science, sensibility, and minimalism.

# Mission

To elevate everyday personal care through design-led,  
clinically backed products that are clear in purpose and  
clean in composition.

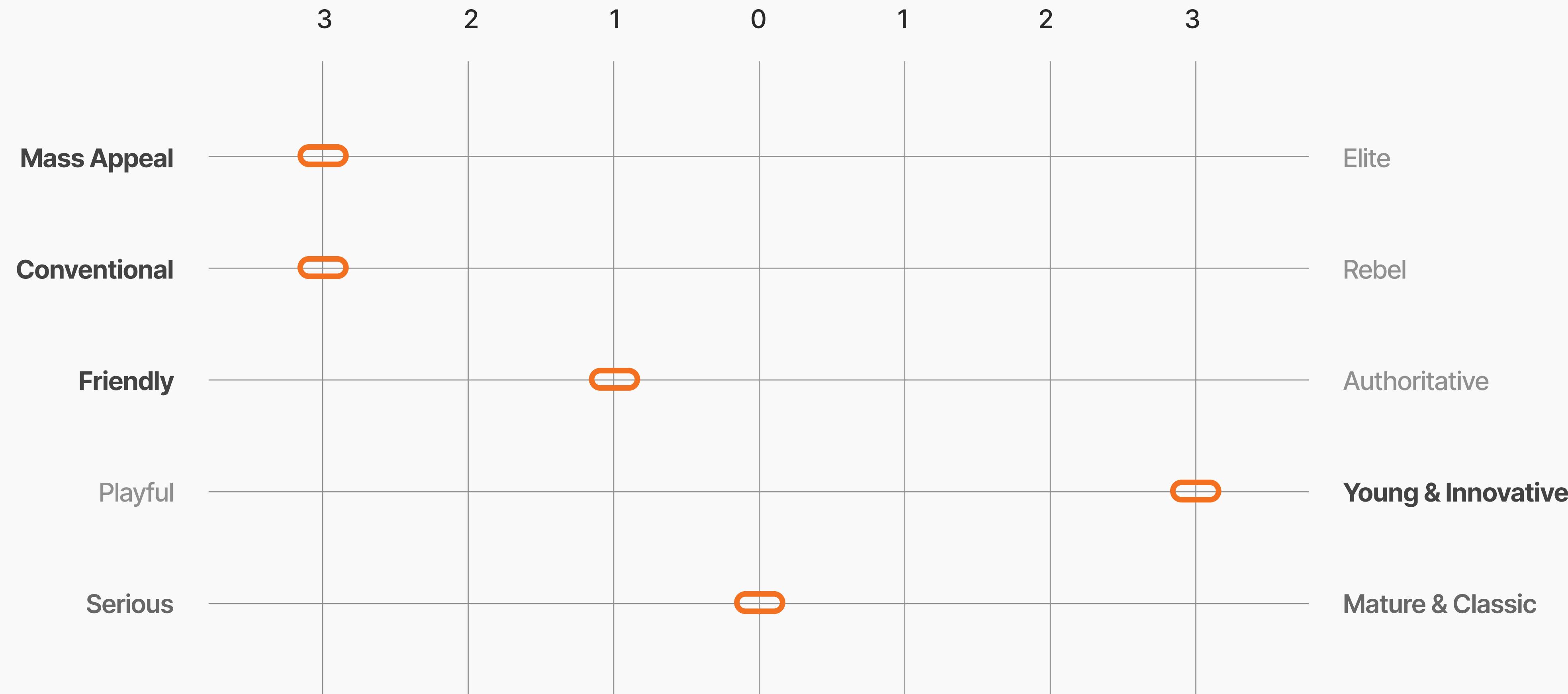
# Vision

To be the modern standard in wellness and beauty, where simplicity, efficacy, and elegance define how people care for their skin and body.

Oval balances clarity, confidence, and quiet innovation.

# Personality Slider

It speaks with authority but stays approachable, a refined blend of minimalism and modernity, made for thoughtful consumers who prefer smart care over loud claims.



# Brand Purpose

Oval exists to simplify the way people experience care, by creating honest, functional, and aesthetically refined products that fit seamlessly into daily routines.

Clarity Over Clutter

Design as Function

Science-Led Simplicity

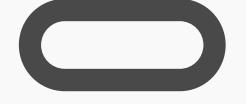
Everyday Luxury

Inclusive Precision

# 02. Logo Guide

# Logo Principal

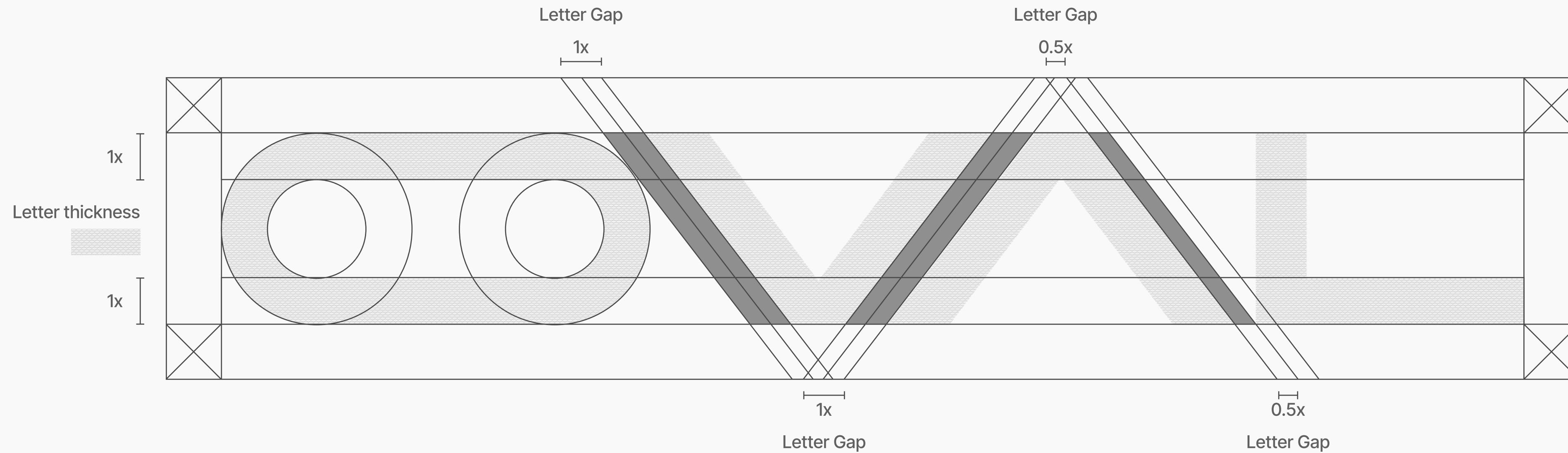
The Oval logo is a modern, custom wordmark inspired by geometry and minimalism. It reflects the brand's fusion of care and clarity through balanced, architectural forms.



OVVAL

# Logo Grid System

This diagram illustrates the precise geometric structure and internal spacing of the Oval logo. Using a modular system based on the letter thickness ( $1x$ ), the grid ensures visual balance and scalable consistency across all mediums.



# Logo Construction



This grid-based breakdown illustrates the geometric foundation of the Oval logo.  
Each character is proportionally balanced using a consistent unit system ( $a$ ), ensuring  
visual harmony and precision across applications.



# Logo Variants

The Oval logo is designed for versatility across digital, print, and product applications. It includes primary, reversed, and monochrome variants to suit all backgrounds and formats.



Wordmark Logo

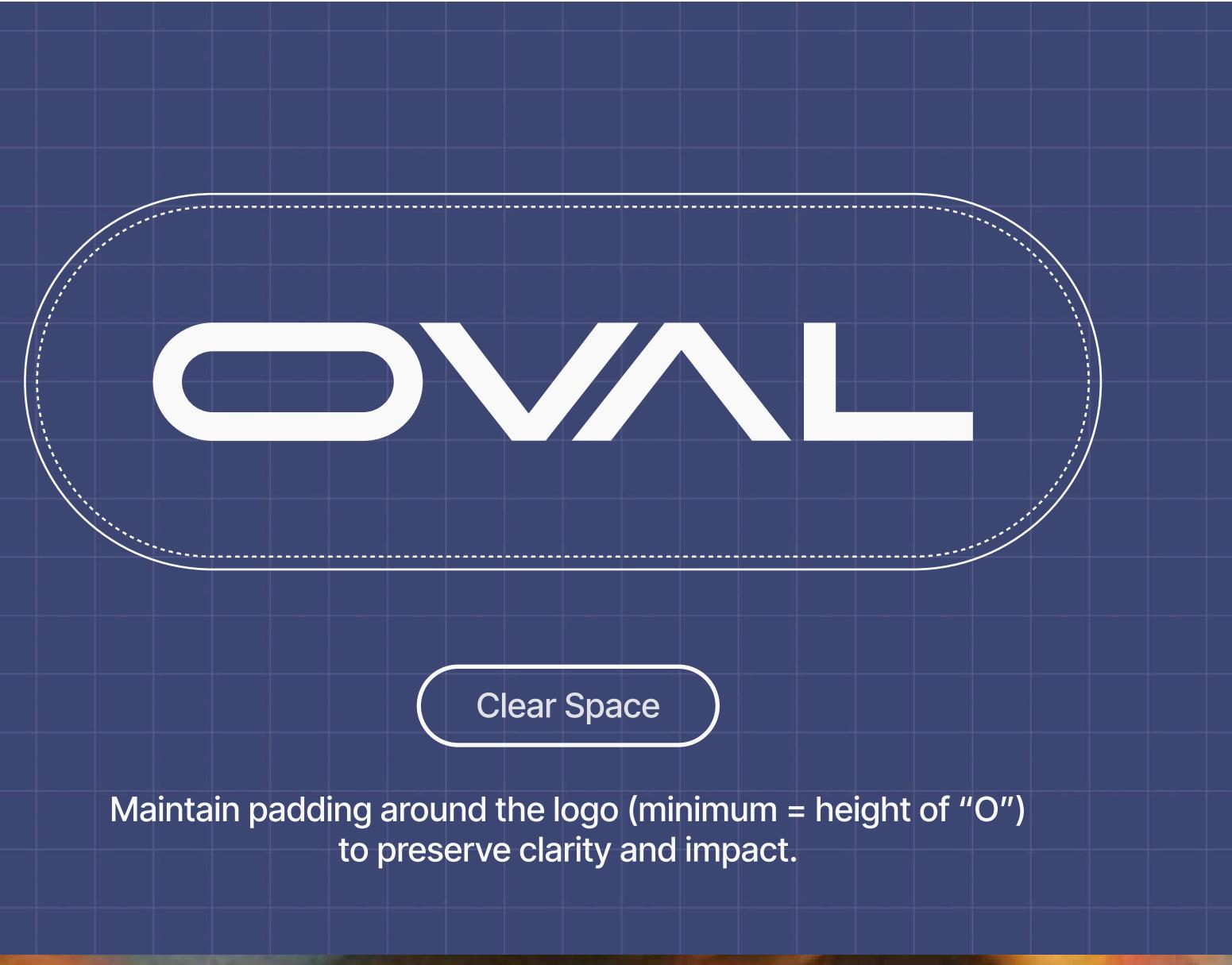
OVAL

Symbol



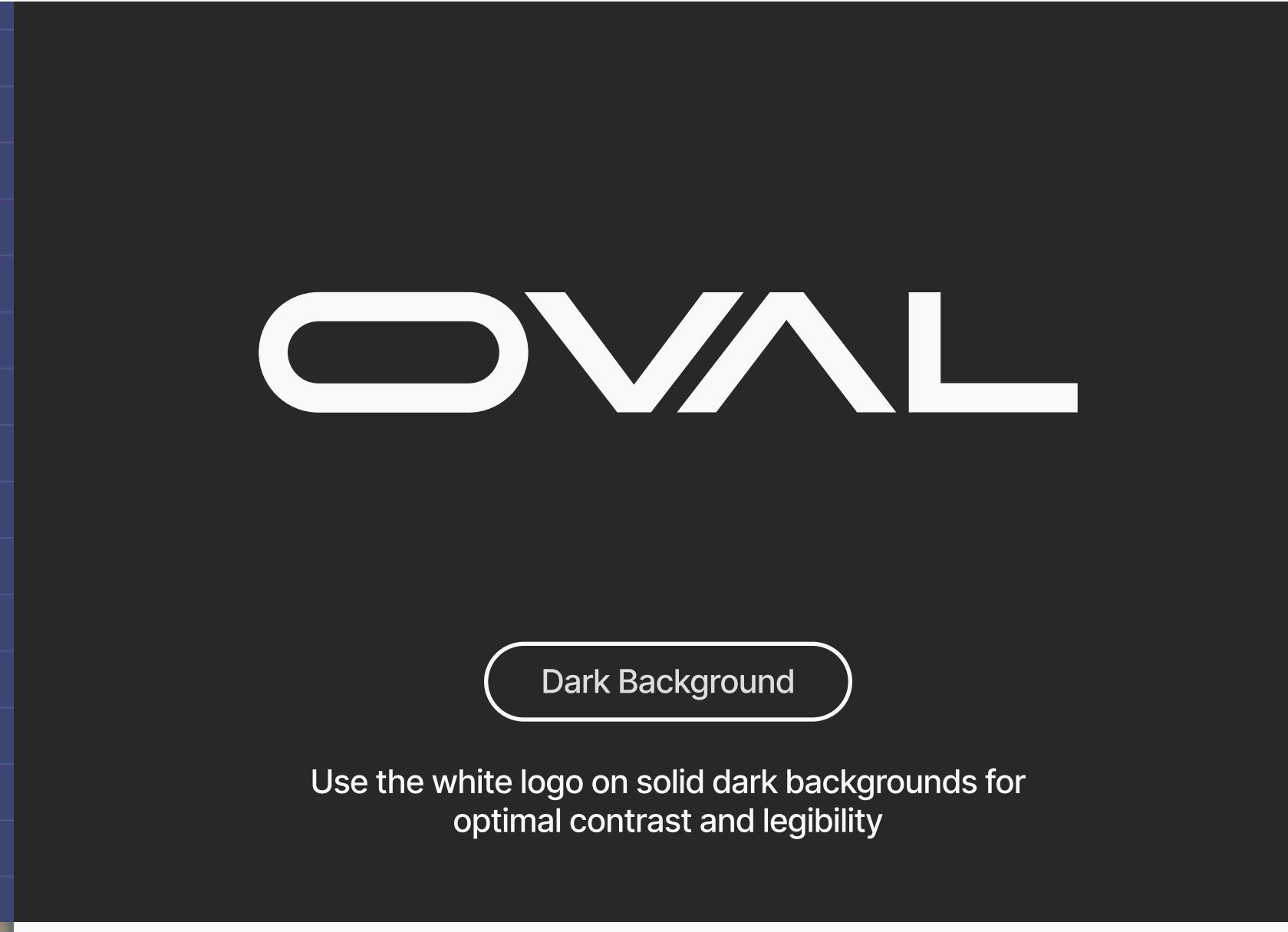
# Approved Logo Use Cases

These are the approved applications of the Oval logo across different environments. To maintain consistency and brand recognition, always follow these usage principles.



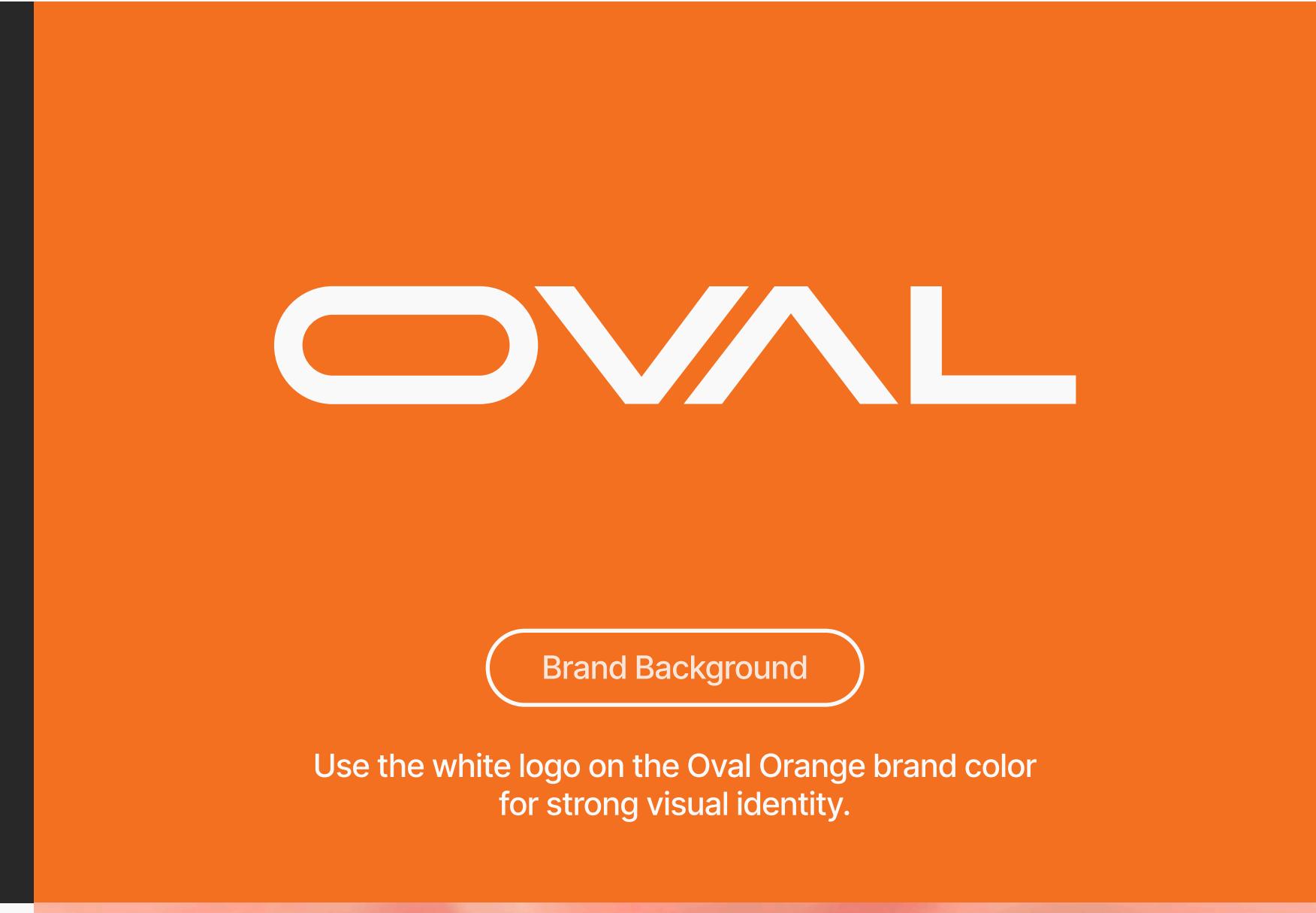
Clear Space

Maintain padding around the logo (minimum = height of "O") to preserve clarity and impact.



Dark Background

Use the white logo on solid dark backgrounds for optimal contrast and legibility.



Brand Background

Use the white logo on the Oval Orange brand color for strong visual identity.

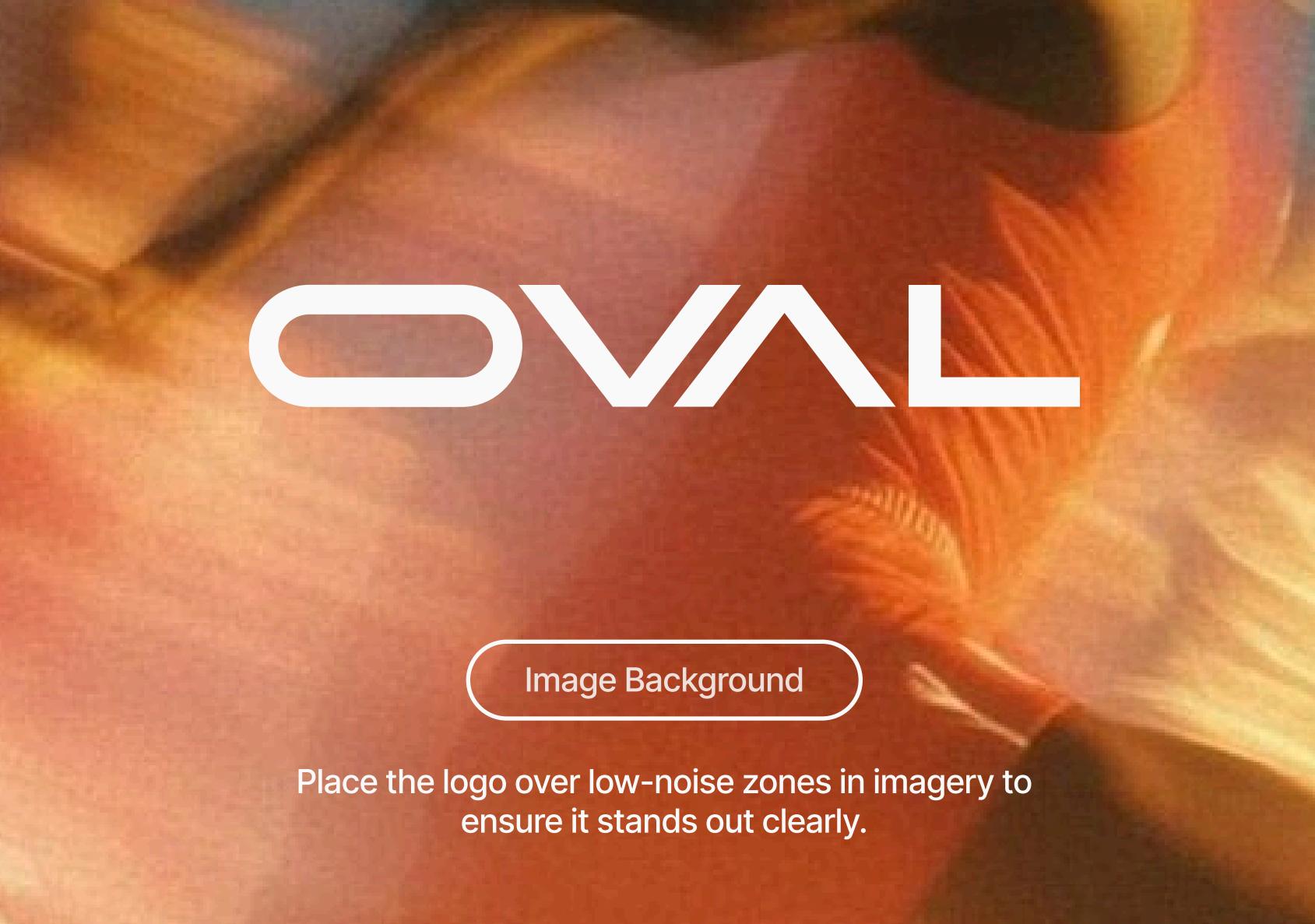
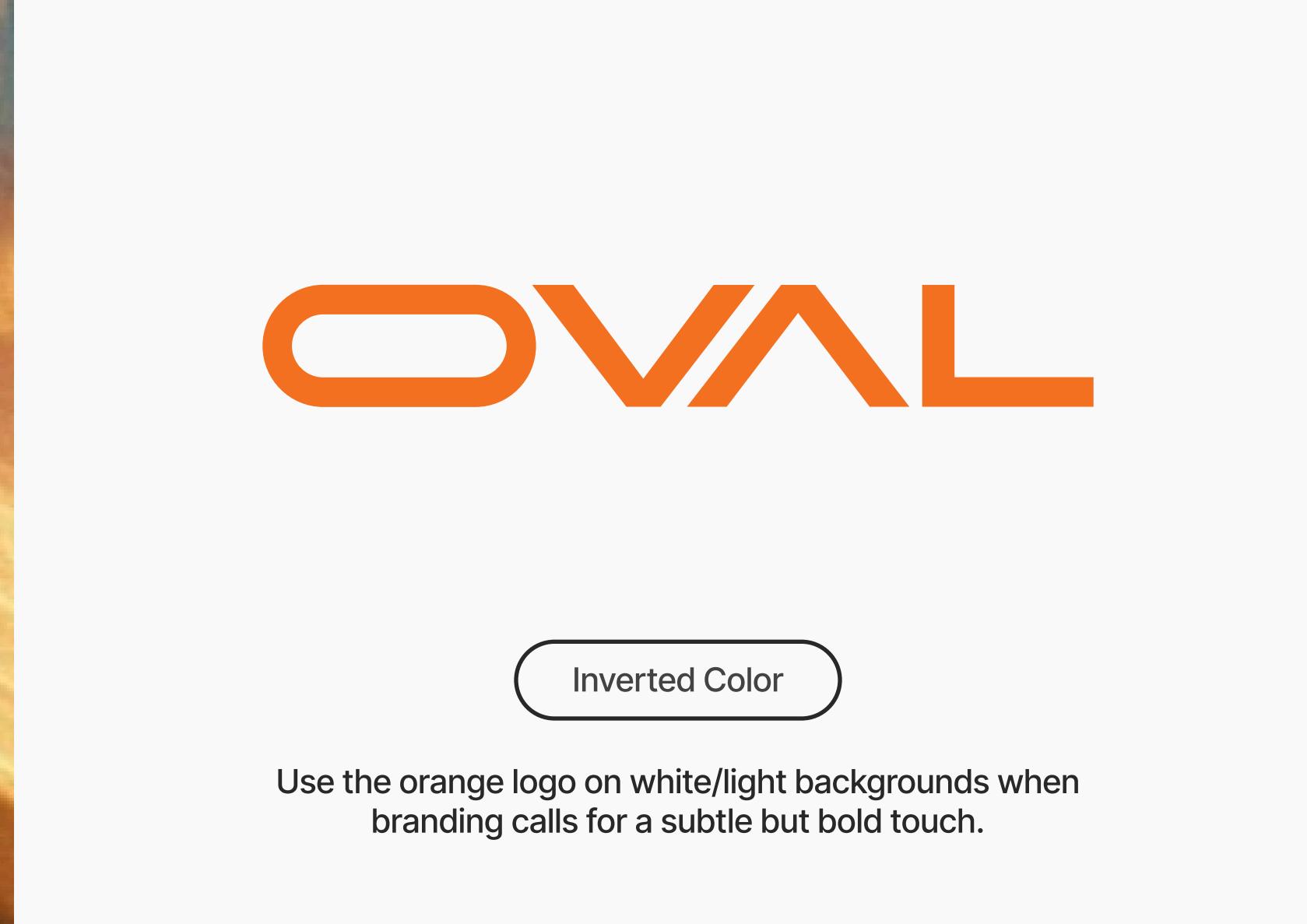


Image Background

Place the logo over low-noise zones in imagery to ensure it stands out clearly.



Inverted Color

Use the orange logo on white/light backgrounds when branding calls for a subtle but bold touch.



Frosted Background

Works best on packaging and UI where the texture is translucent or soft-focused.

# Incorrect Logo Usage



To protect the integrity of the Oval brand, the logo must never be altered, distorted, or placed in contexts that reduce legibility or impact. Avoid the following misuses.



## Inadequate Contrast

Avoid placing the logo on backgrounds where it becomes unreadable due to low contrast.



## Distorting Proportions

Never stretch, squash, or alter the original aspect ratio of the logo.



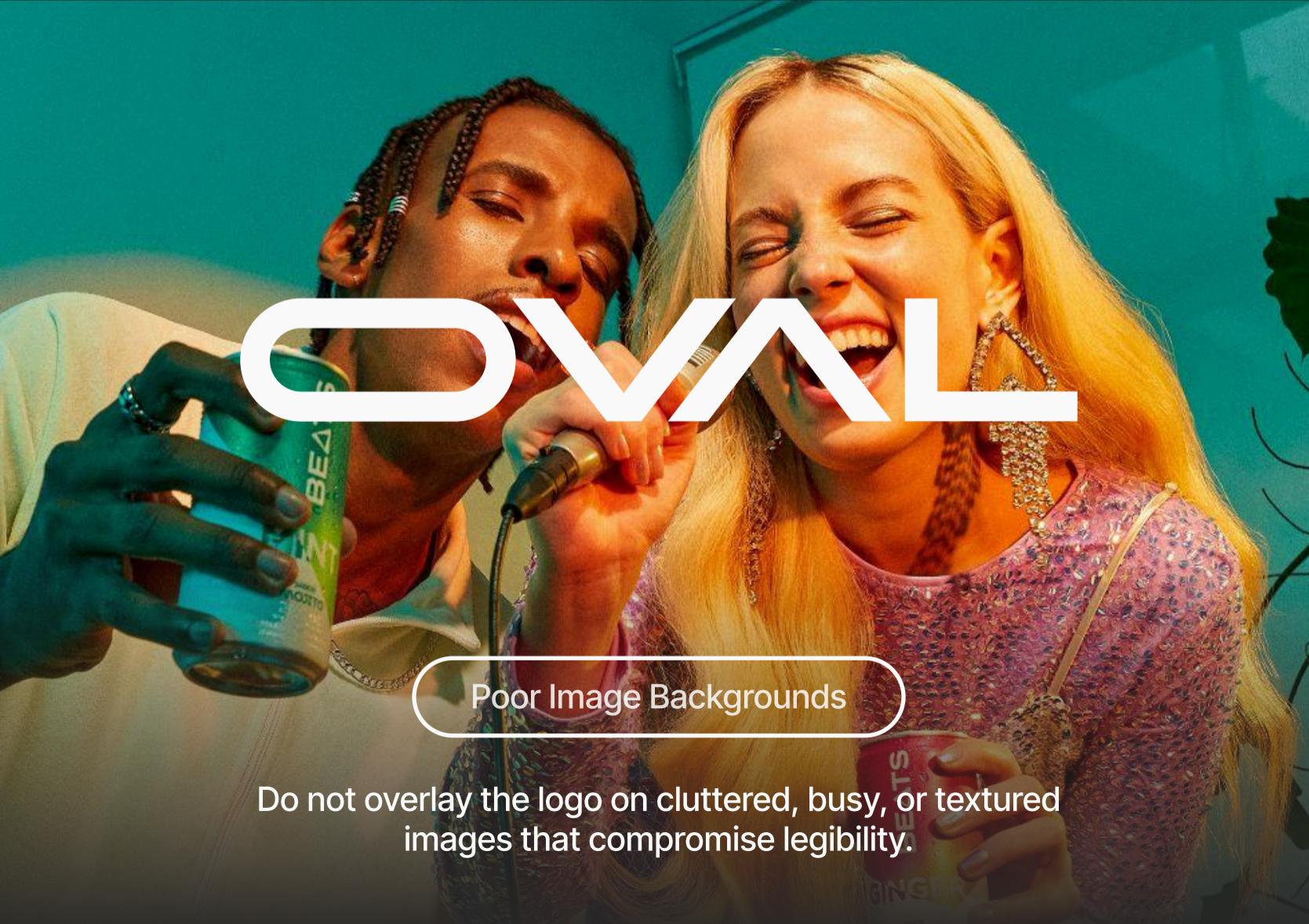
## Unapproved Colors

Never recolor the logo using non-brand or random colors. Only use black, white, or Oval Orange.



## Only Rotate 90° or No Flip

The logo must remain upright and aligned. ONLY 90° rotate, NO tilt, or NO mirror it.



## Poor Image Backgrounds

Do not overlay the logo on cluttered, busy, or textured images that compromise legibility.



## Adding Shadows or Effects

Do not apply shadows, glows, gradients, outlines, or any stylistic effects to the logo.

# 03. Typography

# Primary Typeface

O

# OVAL

## UPPERCASE

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

*Character Set – Regular*

The custom Oval font is our primary brand typeface, designed to express identity, impact, and restraint. Used exclusively in headlines, titles, and visual branding, it carries the essence of Oval, geometric, minimal, and unmistakably ours.

**It should be used sparingly and only where visual clarity and brand recognition are critical.**

[Download Font](#) 

Own by [Oval Official](#)  
**Custom Font**

## SMALLER CASE

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

*Character Set – Regular*

## SYMBOLS

! @ # \$ % ^ & \* ( ) { }  
[ ] : " | < > ? ; ' \ , . / ~ `

*Character Set – Regular*

## NUMBERS

1 2 3 4 5 6 7  
8 9 0

*Character Set – Regular*

LIGHT  
REGULAR  
BOLD

## Secondary Typeface



# Inter Tight

Inter Tight is Oval's secondary typeface and the workhorse of our communication. Clean, legible, and contemporary, it balances the boldness of the Oval font with warmth and accessibility.

It is used for all body copy, product descriptions, packaging details, web interfaces, and functional design elements.

[Download Font](#)



Powered By  
 Google Fonts

Extra Light Thin Light Regular Medium Semibold Bold **Extrabold Black**  
*Extra Light Thin Light Regular Medium Semibold Bold **Extrabold Black***

UPPERCASE

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

*Character Set – Semibold*

SMALLER CASE

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

*Character Set – Semibold*

SYMBOLS

! @ # \$ % ^ & \* ( ) { } [ ] : " |  
< > ? ; ' \ , . / ~ `

*Character Set – Semibold*

NUMBERS

1 2 3 4 5 6 7 8 9 0

*Character Set – Bold*

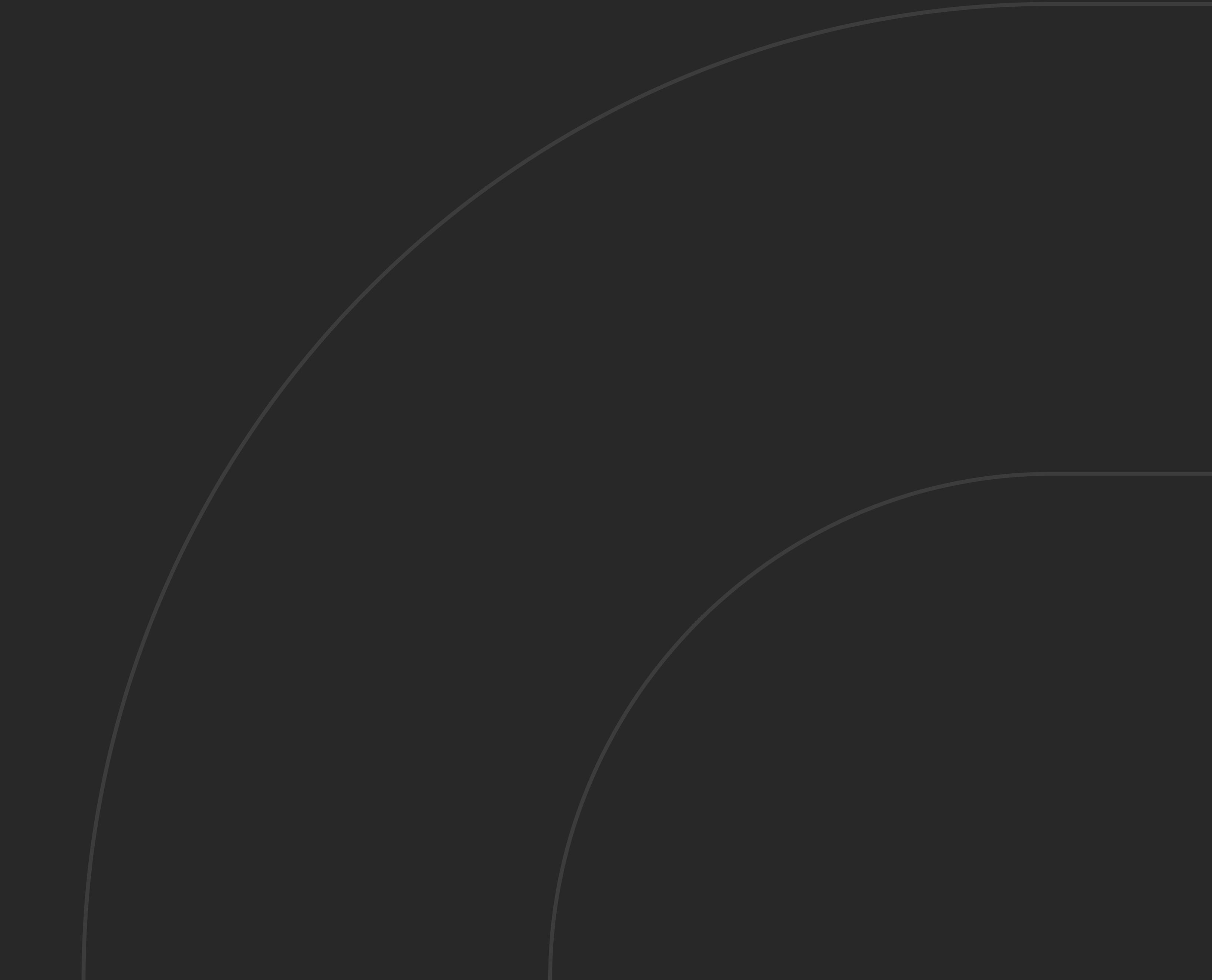
# Type Hierarchy

We follow a clear typographic structure, bold for headers, light for body, and consistent spacing throughout. This ensures clarity across print and digital.



Use Case	Font	Weight	Text	Size(px)	Letter Spacing	Line Height	Notes
Display	Oval	Bold (700)	<b>HEADING</b>	64	-7%	100%	All caps, wide tracking
H1	Inter Tight	Bold (700)	<b>Discover Elevated Care</b>	48	-1.5%	100%	Page titles
H2	Inter Tight	Medium (500)	<b>Science Meets Simplicity</b>	32	-1%	100%	Section headings
H3	Inter Tight	Medium (500)	<b>Designed for Every Skin</b>	26	-0.5%	110%	Subsection titles
H4	Inter Tight	Regular (400)	Clean Formulations, Clearly Labeled	22	0%	120%	Product highlights
H5	Inter Tight	Regular (400)	Dermatologist-Tested	20	0%	140%	Supportive headings
H6	Inter Tight	Medium (500)	Gentle on Skin. Strong on Results.	18	0%	120%	Feature callouts
Body	Inter Tight	Regular (400)	Oval products are designed to simplify...	16	0%	130%	Main paragraphs
Caption	Inter Tight	Bold (700)	<b>HAIR CARE</b>	14	6%	120%	Legal or metadata
CTA/Button	Inter Tight	Semibold (600)	<b>SHOP NOW</b>	16	2%	100%	All caps or title case

# 04. Colours



# Brand Color Palette



## Core + Supporting Tones

A scalable palette structured with primary, secondary, and neutral tones to ensure consistency across digital, print, and product environments.

Tangerine

Flax

Raisin Black

Pumpkin

Rust

Maize

Old Gold

Gray

Platinum

Seasalt

# Primary Brand Colors

These are the core colors that define Oval's visual identity. Bold yet balanced, they communicate clarity, warmth, and confidence. Use them consistently across all touchpoints to ensure a strong and recognizable brand presence.



## Tangerine

#FF8C45  
rgba(255, 140, 69, 1)  
cmyk(0%, 45.1%, 72.94%, 0%)

PANTONE®

15-1247 TCX

## Pumpkin

#F37020  
rgba(243, 112, 32, 1)  
cmyk(0%, 53.91%, 86.83%, 4.71%)

PANTONE®

16-1356 TCX

## Rust

#A5460C  
rgba(165, 70, 12, 1)  
cmyk(0%, 57.58%, 92.73%, 35.29%)

PANTONE®

Not Available

# Secondary Brand Colors



These colors support the primary palette and add flexibility across communications. Use them to highlight, differentiate sections, or complement the brand's core tones without overpowering the primary hues.

## Flax

#FFF08F  
rgba(255, 240, 143, 1)  
cmyk(0%, 5.88%, 43.92%, 0%)

PANTONE®

12-0743 TCX

## Maize

#FFE74C  
rgba(255, 231, 76, 1)  
cmyk(0%, 9.41%, 70.2%, 0%)

PANTONE®

12-0752 TCX

## Old Gold

#B9A41A  
rgba(185, 164, 26, 1)  
cmyk(0%, 11.35%, 85.95%, 27.45%)

PANTONE®

16-0840 TCX

# Neutral Color Palette



These timeless neutrals form the functional backbone of Oval's visual system. They support layout structure, ensure text clarity, and provide contrast without overpowering brand colors. Use across typography, UI elements, and background layers to maintain visual harmony.

## Seasalt

#F9F9F9  
rgba(249, 249, 249, 1)  
cmyk(0%, 0%, 0%, 2.35%)

PANTONE®

11-3900 TCX

## Platinum

#DADADA  
rgba(218, 218, 218, 1)  
cmyk(0%, 0%, 0%, 14.51%)

PANTONE®

10101 C

## Gray

#909090  
rgba(144, 144, 144, 1)  
cmyk(0%, 0%, 0%, 43.53%)

PANTONE®

16-5101 TCX

## Raisin Black

#282828  
rgba(40, 40, 40, 1)  
cmyk(0%, 0%, 0%, 84.31%)

PANTONE®

19-4006TCX

# Gradient System

Oval's gradient system blends its signature hues to create energy and warmth. These gradients add dimension and motion across key brand touchpoints, from backgrounds and packaging to digital UI elements, while maintaining harmony with the core color palette.



---

# 05. Illustration

# Illustration System

Oval's illustration style is bold, abstract, and built from core brand shapes. It uses geometric forms and flat color fills to visually convey simplicity, optimism, and structure. These compositions serve as both artistic accents and expressive storytelling devices across packaging, campaigns, and digital surfaces.



# Icon System

Our iconography is designed to be clean, geometric, and instantly recognizable—supporting seamless user interaction across all touchpoints. Each icon is built using a consistent stroke weight, rounded corners, and simplified forms to ensure harmony with the overall brand aesthetic. The system reflects clarity and warmth while staying minimal and modern.



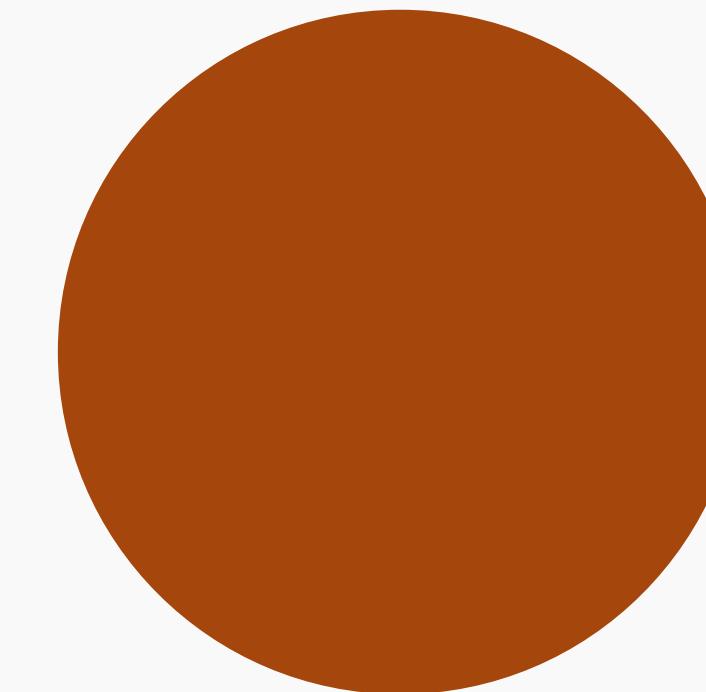
Consistent. Clear. Characterful.

# Core Shapes, Building Blocks

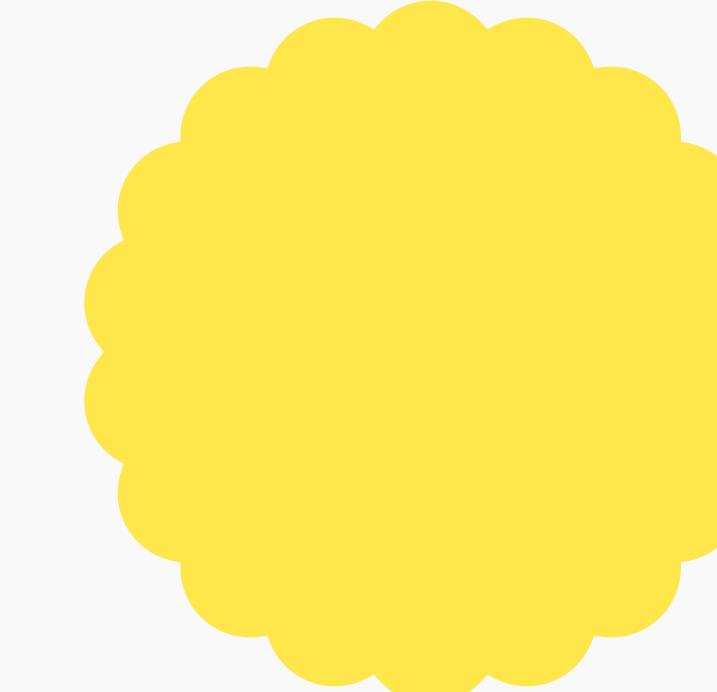
Oval's illustration style is bold, abstract, and built from core brand shapes. It uses geometric forms and flat color fills to visually convey simplicity, optimism, and structure. These compositions serve as both artistic accents and expressive storytelling devices across packaging, campaigns, and digital surfaces.



**Scalloped Circle**  
(Inward Curves)



**Solid Circle**



**Scalloped Circle**  
(Outward Curves)



**Starburst Badge**

# Icon Application & Usage

Oval's icon system comes alive through modular applications across badges, buttons, and brand touchpoints. Each icon is constructed using brand shapes and placed within geometric containers (circles, scallops, squares) to maintain a consistent yet expressive feel.



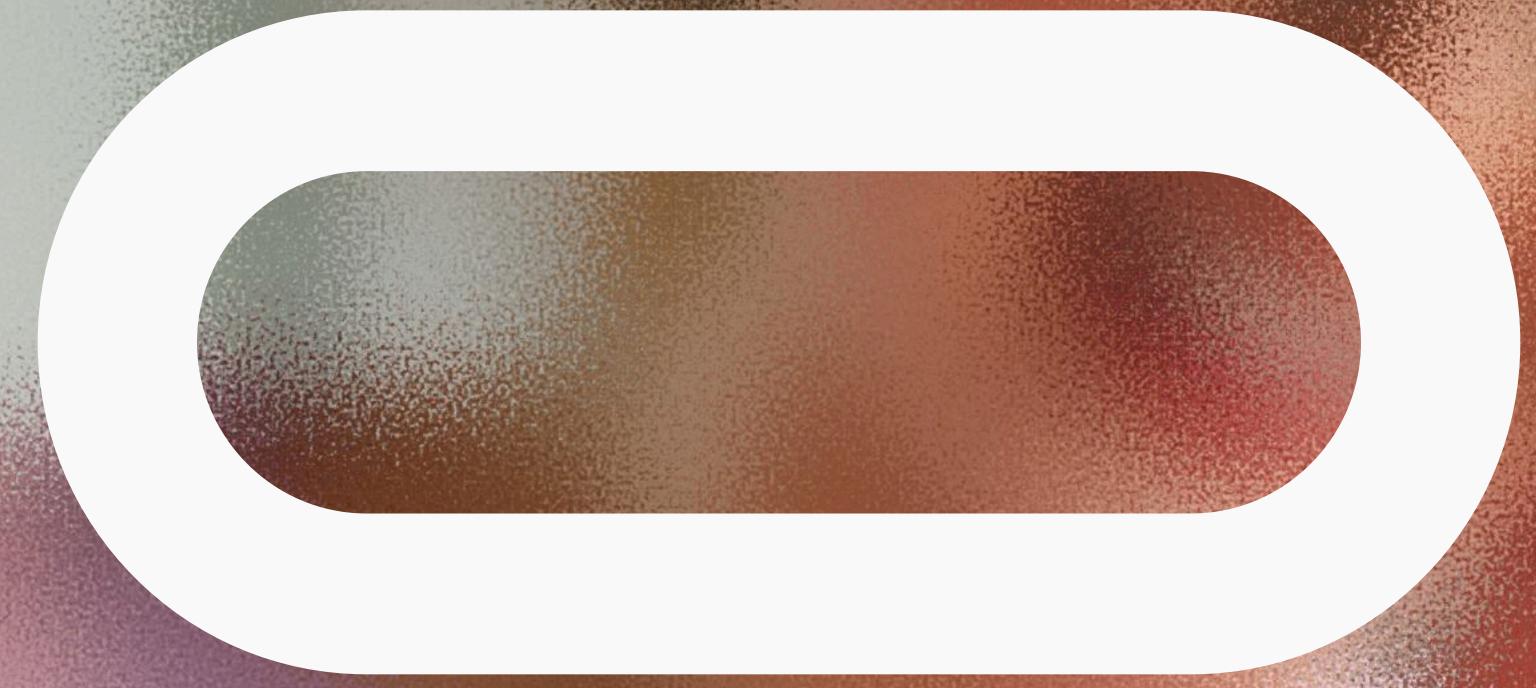
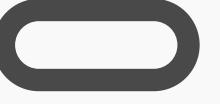
- ✓ Do maintain stroke weight and center alignment
- ✗ Don't stretch or add shadows to icons

---

06.  
Oval Frosted

# A Signature Brand Element

Oval's Frosted Effect is a core brand philosophy, not just a design treatment. Inspired by frosted glass, it conveys clarity, sophistication, and quiet confidence. From packaging to digital interfaces, it ensures a premium, consistent, and approachable brand experience.



# Type of Frosted Blur

The Oval Frosted Effect is applied in four levels of intensity to suit different design contexts. Use these levels consistently across packaging, UI, and creative materials to maintain visual harmony.



## Subtle Overlay

Minimal blur and grain. Best for delicate accents and backgrounds where clarity is essential but a frosted touch is desired.

## Balanced Blur

Moderate softening with noticeable texture. Works well for UI panels, secondary overlays, or product callouts.

## Defined Frosted

Stronger blur with increased opacity. Ideal for hero visuals, product highlights, and focus areas that need clear separation.

## Bold Focus

Maximum blur and opacity. Used sparingly for high-impact designs, immersive backgrounds, or when the content behind should remain abstract.

# Type of Solid Frosted

The Oval Solid Frosted System transforms flat backgrounds into elevated, tactile experiences. By layering blur, grain, and luminosity, it balances clarity with softness, ensuring each level serves a distinct role in design. From subtle accents to bold focal points, these variations maintain visual harmony across packaging, digital, and creative assets.



## Subtle Overlay

Light and airy with minimal frost. Best for gentle accents, background highlights, or supporting textures that enhance without overpowering. Creates a sense of quiet sophistication.

## Balanced Glow

A versatile mid-level frost with noticeable softness and radiance. Ideal for UI panels, product sections, and creative layouts where emphasis is required but legibility must remain strong.

## Glass Emphasis

A refined glass effect with subtle highlight for strong, tactile impact. Ideal for hero sections or premium callouts where depth and elegance are essential.

# Frosted Effect in Action

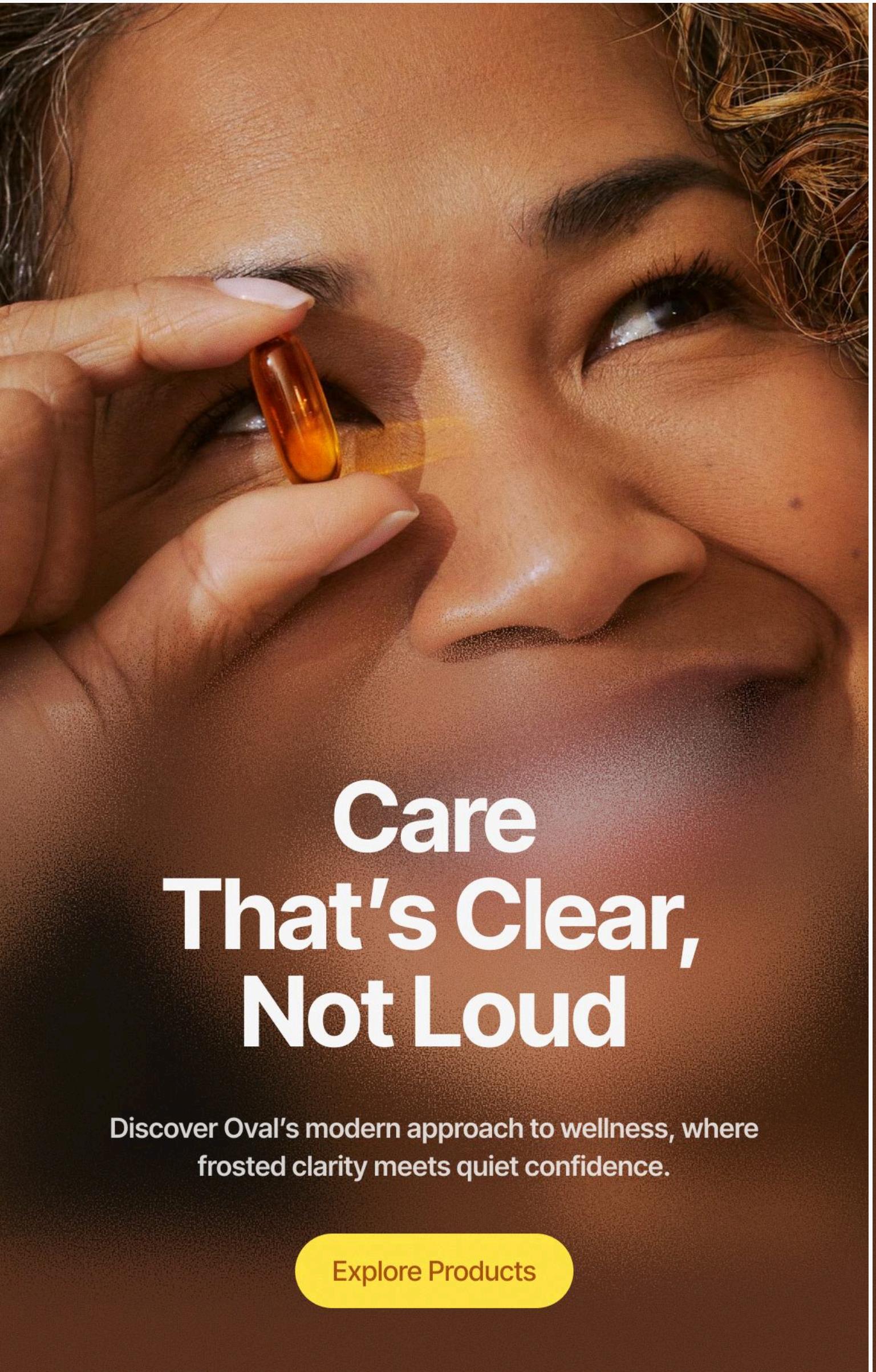
The Oval Frosted Effect enhances consistency across brand touchpoints. Below are examples showing how it should be applied



## Care That's Clear, Not Loud

Discover Oval's modern approach to wellness, where frosted clarity meets quiet confidence.

[Explore Products](#)

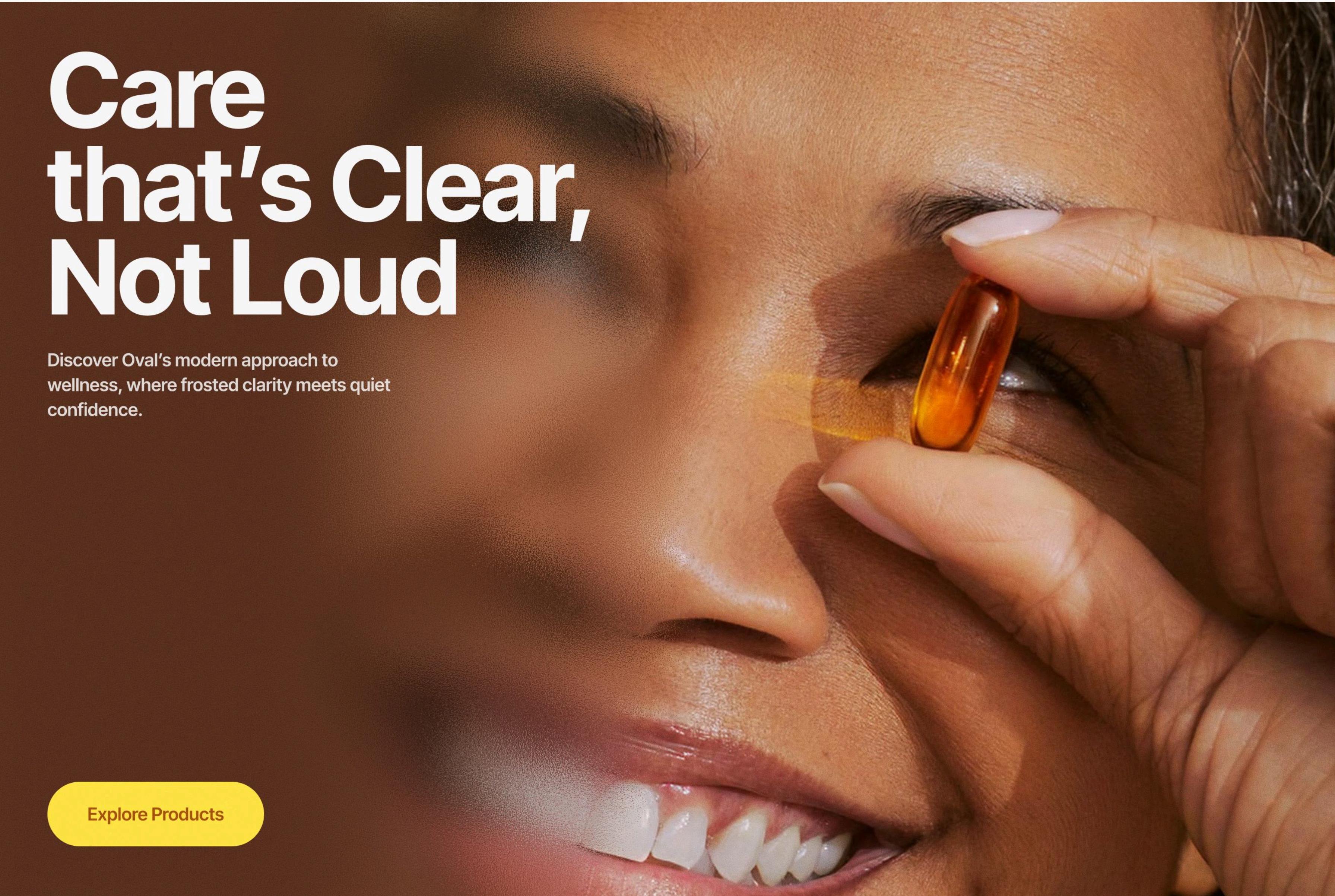


A close-up photograph of a woman's face. Her eyes are closed, and she is smiling broadly, showing her teeth. A bright, glowing oval shape highlights the area around her eye and cheek, creating a soft, focused light effect. Her skin has a smooth, slightly dewy texture. The background is dark and out of focus.

Explore Products

# Care that's Clear, Not Loud

Discover Oval's modern approach to wellness, where frosted clarity meets quiet confidence.



A close-up photograph of a woman's face. Her eyes are closed, and she is smiling broadly, showing her teeth. A bright, glowing oval shape highlights the area around her eye and cheek, creating a soft, focused light effect. Her skin has a smooth, slightly dewy texture. The background is dark and out of focus.

Explore Products

# 07. Photography

A Window Into  
Our World

Oval's photography tells the story of modern self-care, quiet, clear, and confidently understated. Our images don't just show products; they express values. We capture care in action, moments of personal ritual, and the thoughtful simplicity behind everything we create.

Our visual tone leans into natural light, soft color palettes, and grounded compositions. Every image should feel both real and refined, never overly staged, never sterile. Whether it's a hand holding a bottle or a sunlit bathroom shelf, our photography should always feel considered, calm, and characterful.

**Less polish, more presence.**

Photography that feels as honest as the care we offer.

# Lifestyle Photography

Oval's lifestyle photography captures the seamless integration of our products into daily life. These images showcase not only the functionality of our offerings but also the emotions, routines, and connections they empower. Each frame reflects how Oval supports modern living, practical, warm, and always human-centered.

## Mood & Tone

### Modern & Inclusive

Showcasing diversity in people and lifestyles to align with Oval's values of accessibility and inclusivity.

### Product in Action

Our products are never staged as props but actively used, highlighting their role in making life smoother, healthier, and more enjoyable.

### Warmth & Positivity

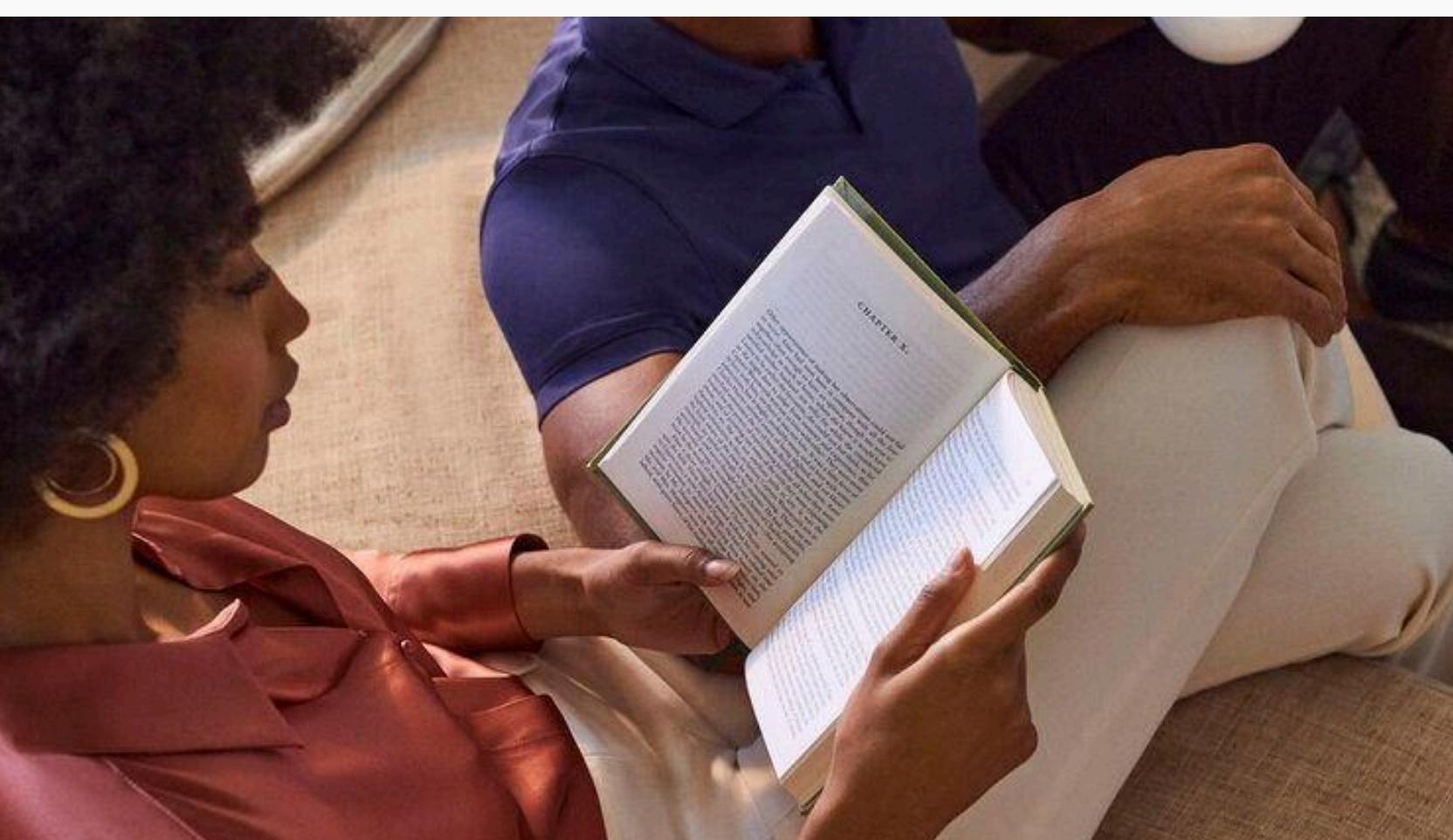
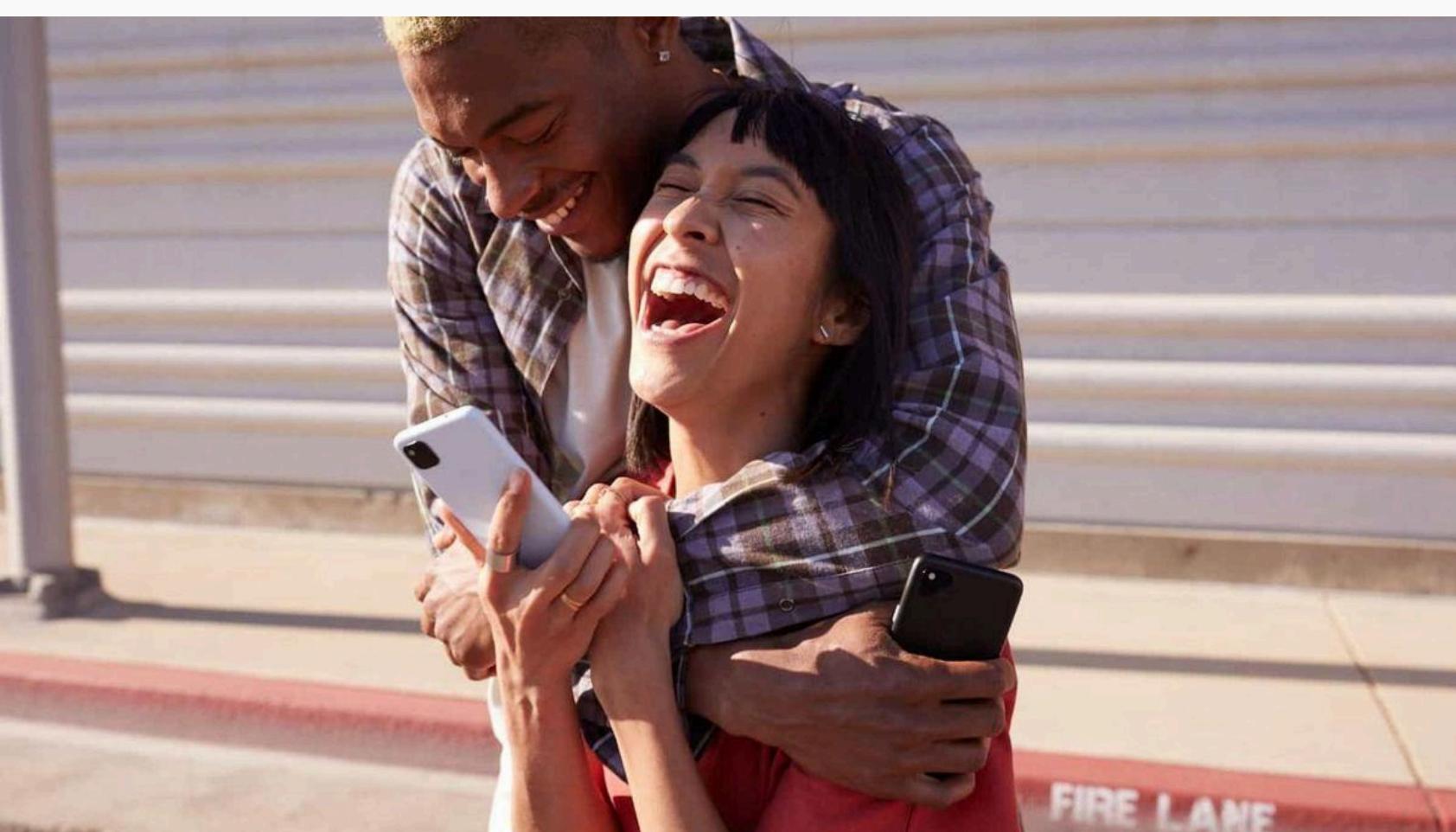
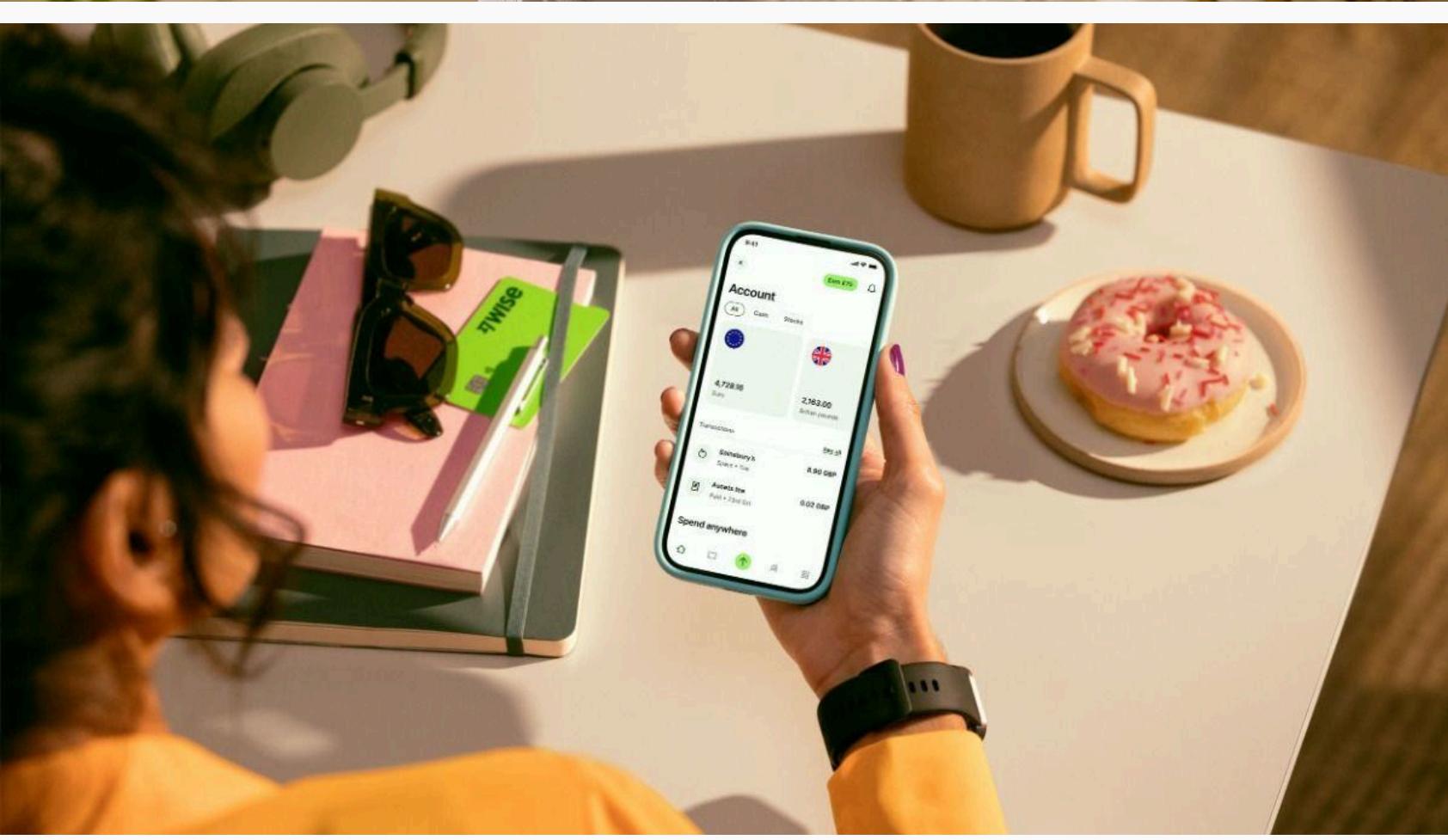
Soft, inviting lighting creates a sense of optimism and comfort.

### Story-Driven Composition

Each image tells a relatable story, from self-care routines to moments of connection with loved ones.

### Everyday Authenticity

Real people in natural environments, living rooms, kitchens, outdoor spaces, reflecting daily rituals and routines.



# Faces of Care

Oval's photography direction emphasizes natural, human-centered storytelling. Our moodboard draws from authentic, candid moments that feel relatable yet aspirational. These images set the tone for how we want to present our brand across campaigns, social platforms, and digital touchpoints.

## Mood & Tone

### Authentic Emotion

Real smiles, genuine laughter, and effortless expressions, never forced.

### Natural Light

Bright, soft lighting that enhances skin tones and creates a warm, inviting atmosphere.

### Minimal Styling

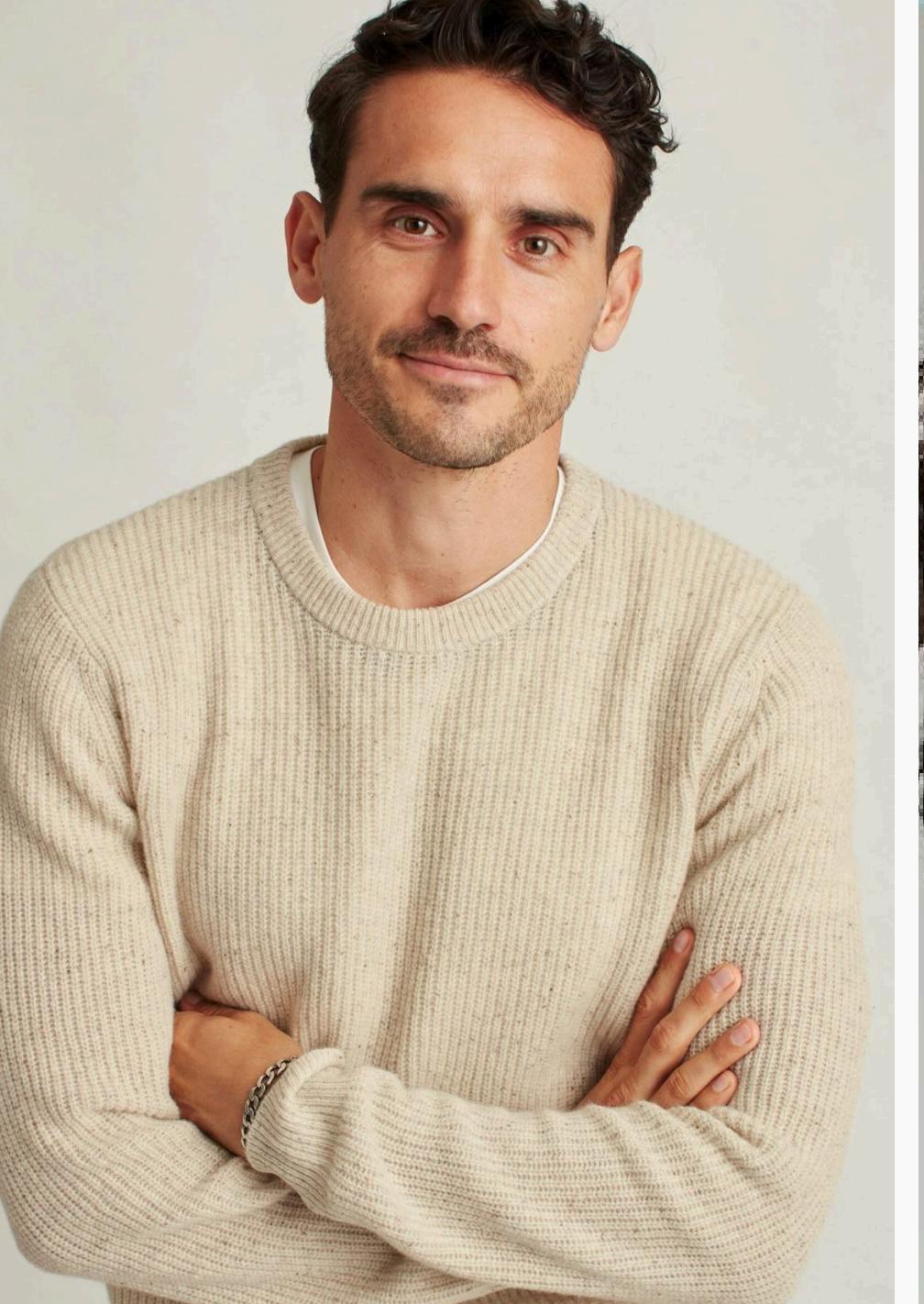
Clean backgrounds and simple settings to keep focus on people and the product.

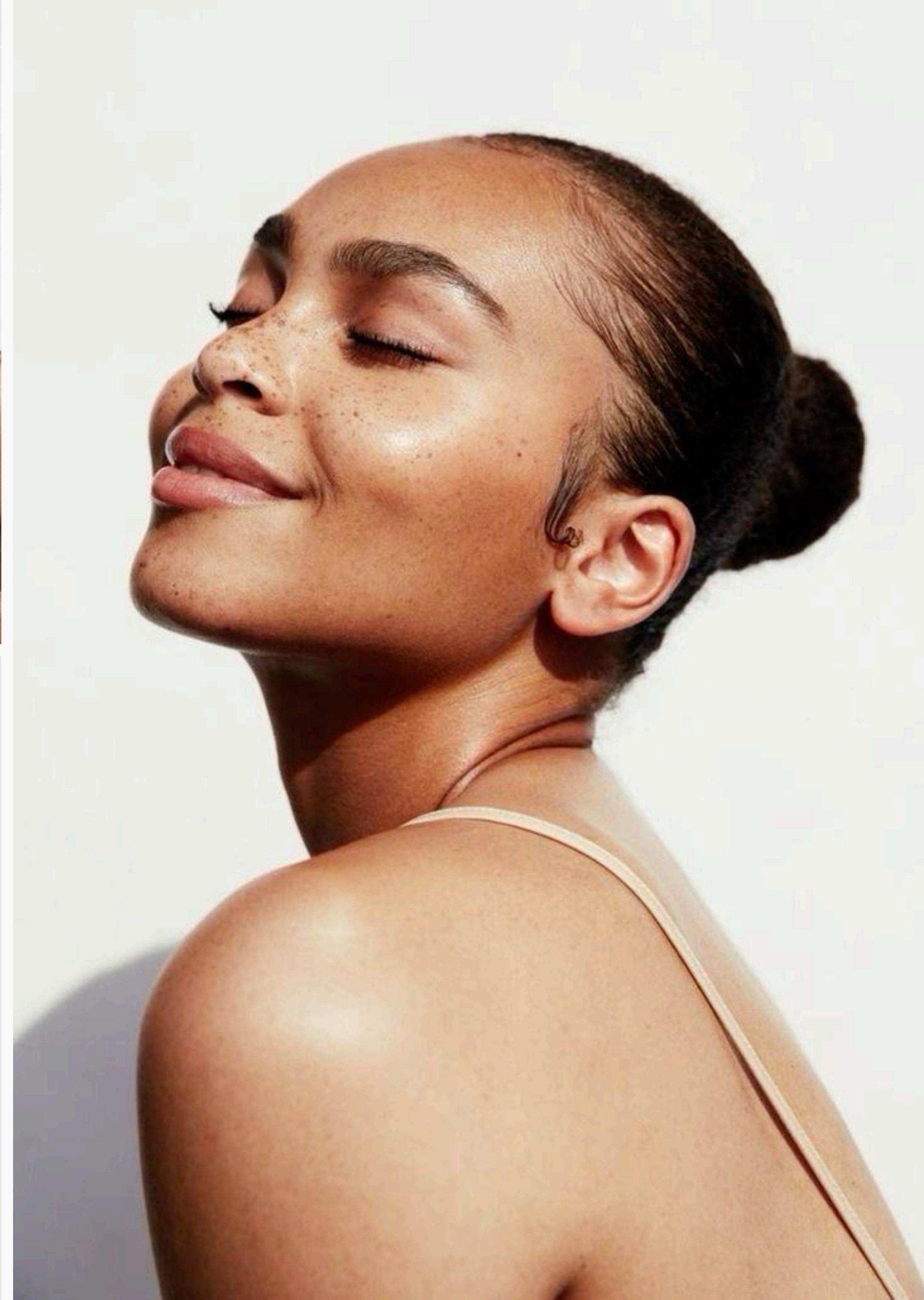
### Modern Intimacy

Close-ups and cropped compositions that highlight personal connection and subtle details.

### Inclusive & Relatable

A range of diverse faces and personalities that reflect modern, thoughtful consumers.

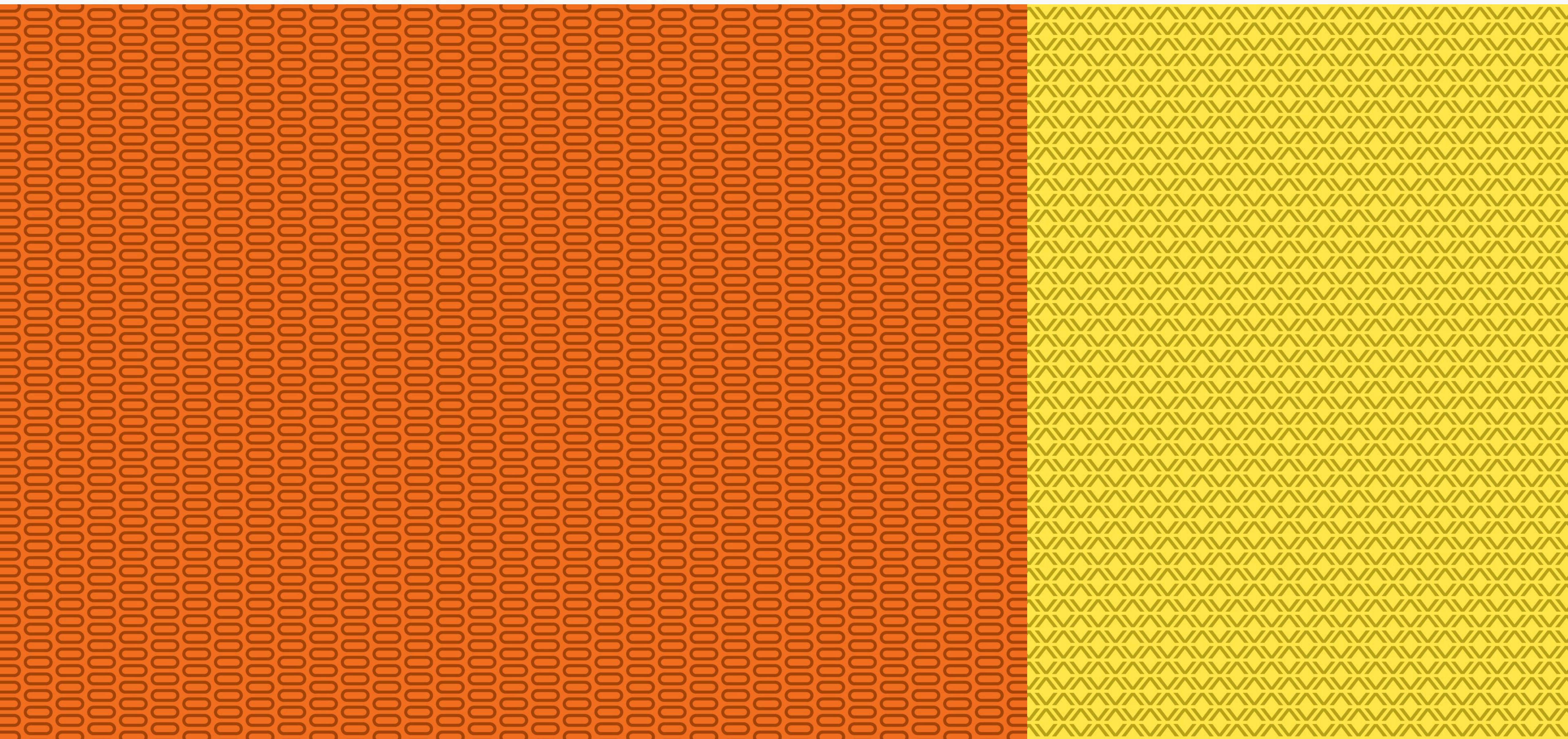




# 08. Pattern

# Pattern System

Oval's pattern language draws from its frosted aesthetic and geometric core shapes. These patterns are designed to provide subtle texture and visual rhythm across digital and physical touchpoints without overwhelming the clean, modern identity.



9.

# Packaging

# Packaging Philosophy

Oval's packaging is designed to embody our frosted philosophy, modern, minimal, and premium. Every package balances clarity with texture, delivering a tactile experience that feels sophisticated yet approachable.



# Core Principles

## Frosted Consistency

Every package uses a frosted finish to unify the brand across all categories.

## Function Meets Form

Designs ensure usability and clarity, never compromising practicality for style.

## Minimal Branding

Clean layouts with Oval's custom logotype as the hero element.

## Color Hierarchy

Primary, secondary, and neutral palettes applied consistently across product ranges.

# Packaging Architecture

## Capsules & Tablets

Frosted jars with bold yet subtle branding.

## Sprays

Minimal frosted bottles emphasizing clarity and ease of use.

## Serums & Droppers

Sleek frosted glass droppers for a refined, clinical feel.

## Creams & Topicals

Compact frosted jars with smooth, tactile lids.



GLP-1 Semiglutide



Metformin Hydration



Hormone Support



Topical Finasteride & Minoxidil



Theophylline & L-arginine



Finasteride & Minoxidil

OVAL

sertraline &  
tadalafil

RX Sex

OVAL

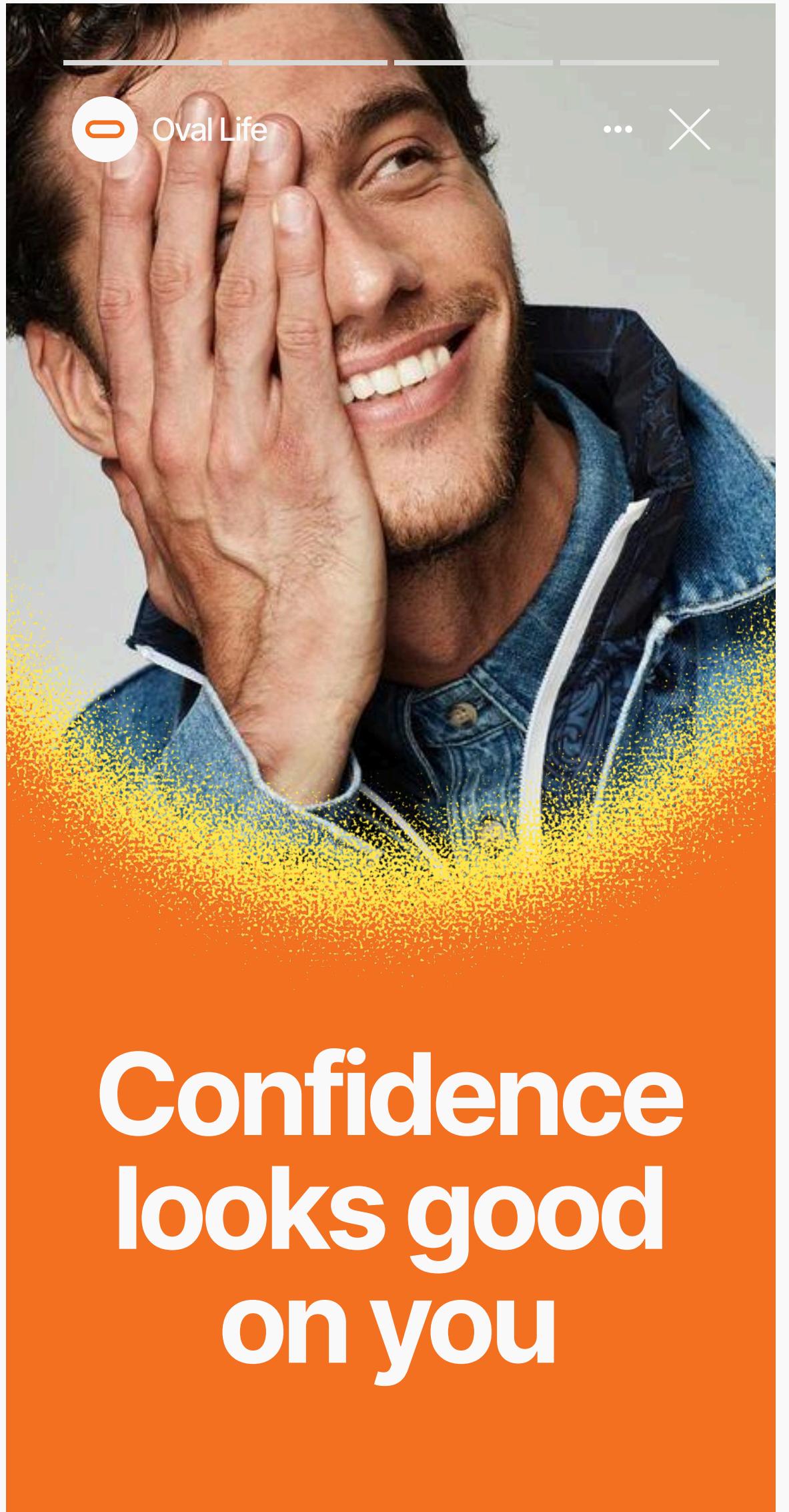
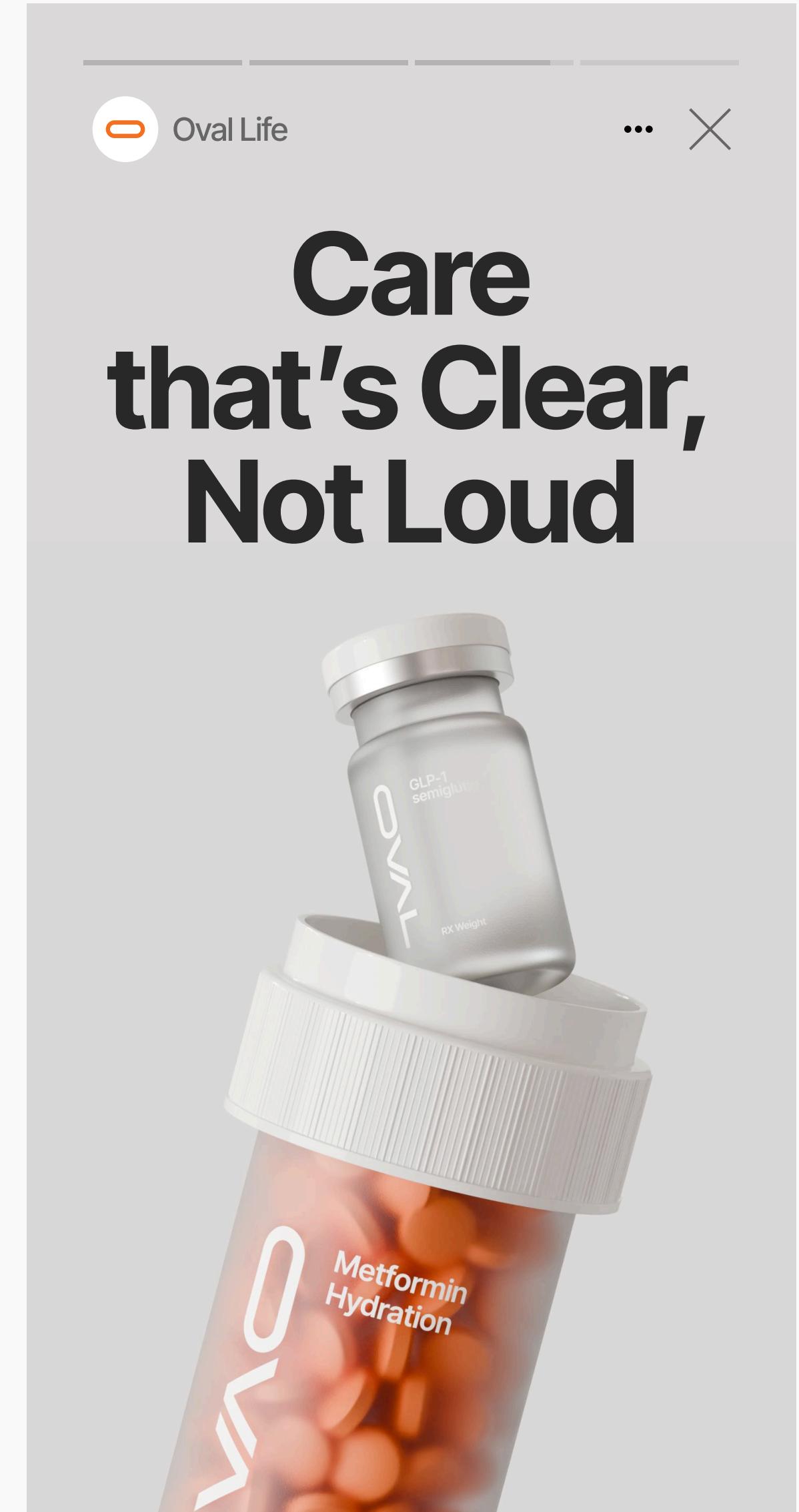
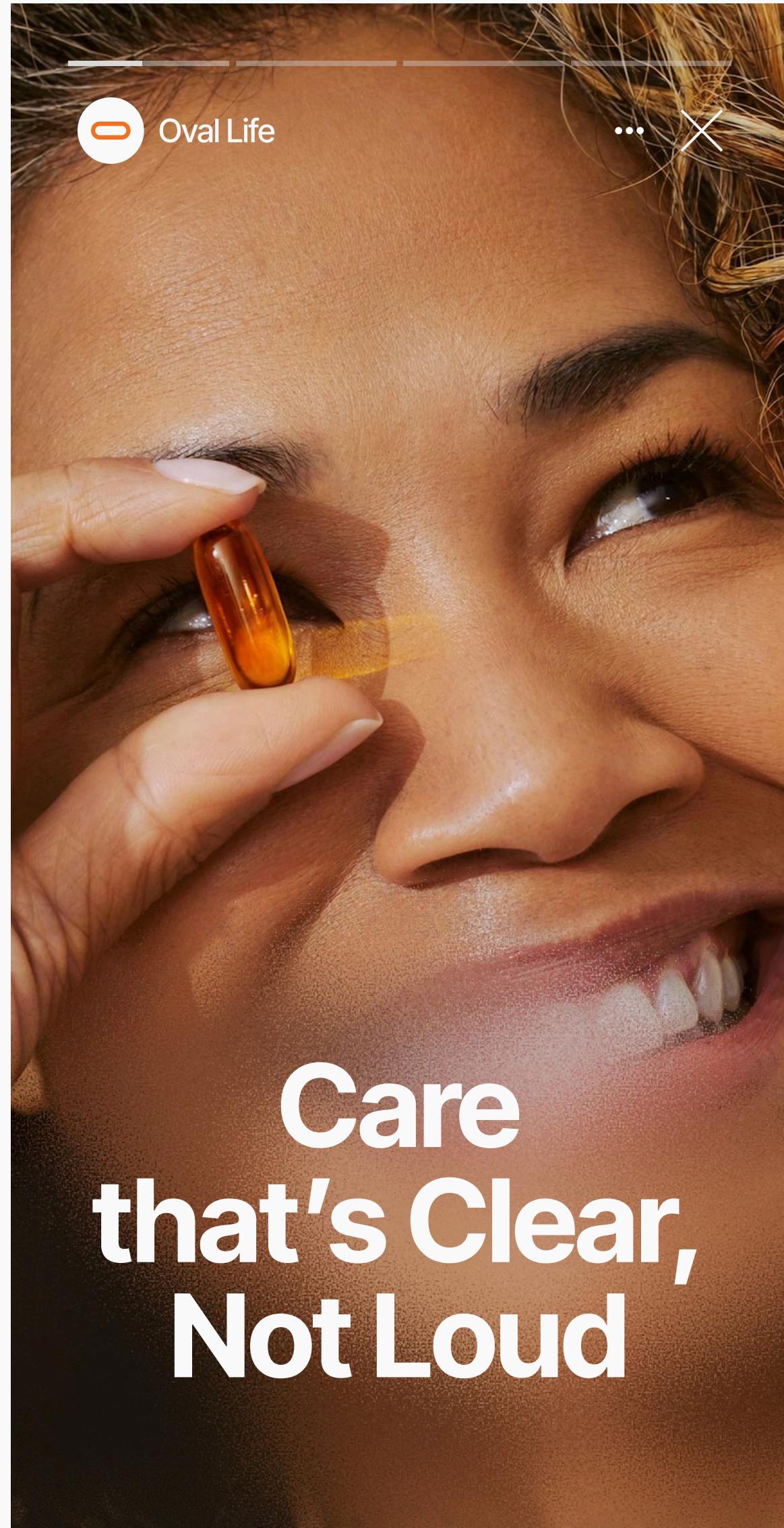
sertraline &  
tadalafil

RX Sex

# 10. Media

# IG Story Theme

Focuses on Oval's packaging and product range, showcasing the frosted aesthetic and premium design. Ideal for highlighting innovation, product launches, or campaigns centered around solutions.



# Email Template Theme

Focuses on Oval's packaging and product range, showcasing the frosted aesthetic and premium design. Ideal for highlighting innovation, product launches, or campaigns centered around solutions.



We're happy to welcome you to Oval. You are now part of a growing community of people taking charge of their health; backed by experts, built around you.

You'll now be the first to hear about

New meds drops

Exclusive member-only offers

Refill reminders & early access promos



Metformin Hydration



Theophylline & L-arginine

Thanks for choosing OVAL.  
We're glad you're here.

## 20% OFF

On select supplements

[Shop All Products](#)

# 11. Website Design

# Website Product Hero

Focuses on Oval's packaging and product range, showcasing the frosted aesthetic and premium design. Ideal for highlighting innovation, product launches, or campaigns centered around solutions.



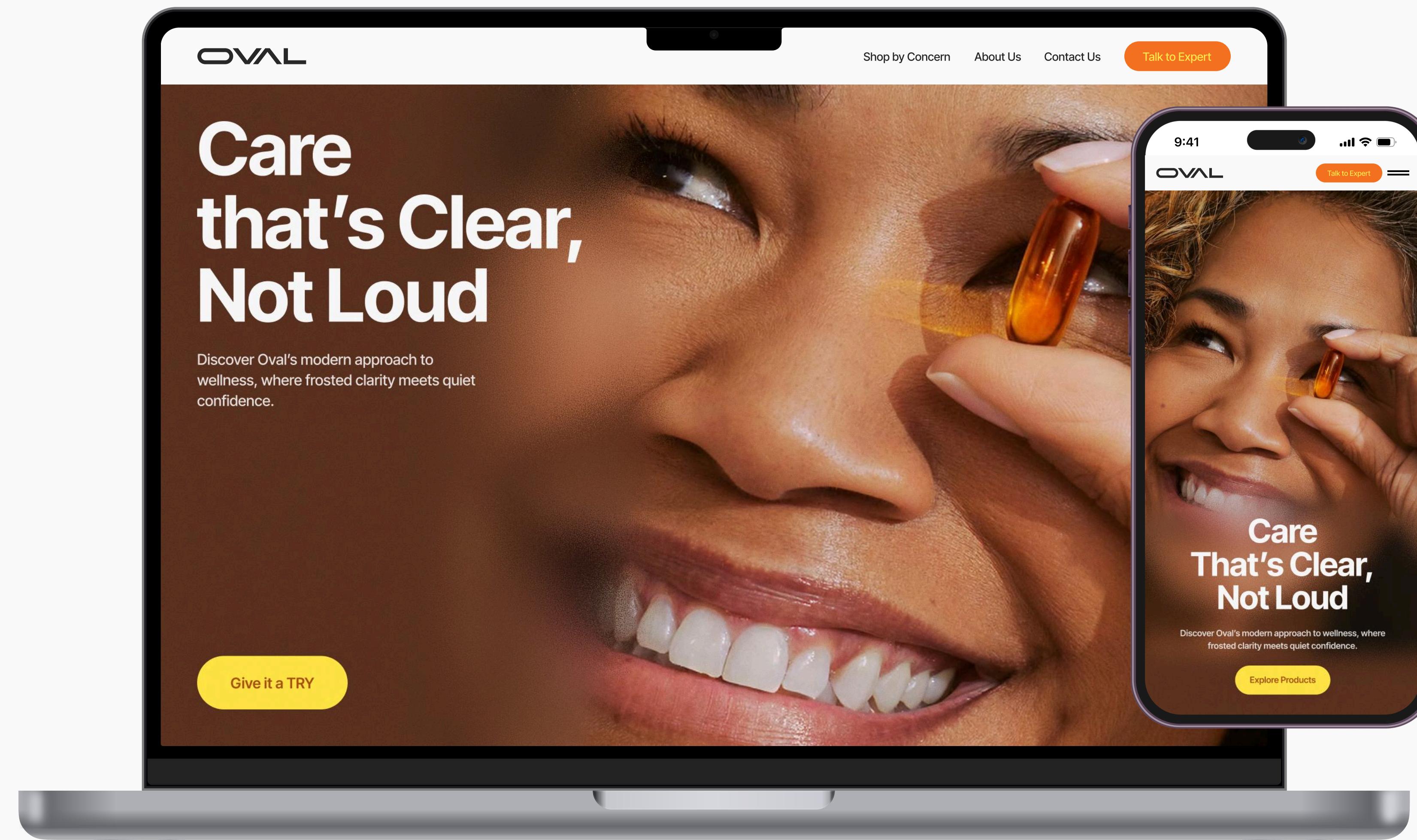
The image displays two devices showing the Oval website. The larger device is a desktop or tablet, and the smaller one is a smartphone. Both screens show the same homepage for 'OVAL' science-led personal care products.

**Desktop/Smartphone View:**

- Header:** The word 'OVAL' in a bold, black, sans-serif font at the top left. At the top right, there are three navigation links: 'Shop by Concern', 'About Us', and 'Contact Us', followed by a yellow 'Talk to Expert' button.
- Text and Image:** Below the header, a large orange background image features several Oval products: a clear weekly pill organizer labeled 'M T W T F S', several frosted plastic bottles (one labeled 'sertraline & tadalafil'), and a small sachet labeled 'Vagira'. To the left of these products, the words 'Clarity. Care. Confidence.' are written in a large, white, sans-serif font. Below this main text is a yellow 'Explore Products' button.
- Mobile View:** The smaller smartphone shows a mobile-optimized version of the same page. The 'Talk to Expert' button is located at the top right of the mobile screen. The main headline 'Clarity. Care. Confidence.' and the product image are visible.

# Website Lifestyle Hero

Captures real people and authentic moments, expressing the emotional benefits of care, confidence, and modern wellness. Best for storytelling and creating a personal connection with the audience.



# 12. Mockups

# Wear The Brand

Oval apparel translates our frosted clarity into everyday fashion. Minimal design, soft tones, and bold typography ensure the brand feels modern, confident, and approachable. Apparel becomes a walking expression of Oval's identity, merging comfort with sophistication.



TO ELEVATE EVERYDAY PERSONAL CARE THROUGH  
DESIGN-LED, CLINICALLY BACKED PRODUCTS THAT ARE  
CLEAR IN PURPOSE AND CLEAN IN COMPOSITION.



# Care On-The-Go

Oval's small carry bag is designed for portability and convenience. Compact enough to fit inside a backpack or handbag, it allows users to take their medicines, creams, or daily essentials anywhere with ease. With frosted textures and clean branding, it embodies both practicality and premium design.



# Everyday Touchpoints

Stationery reflects Oval's attention to detail and premium minimalism. Frosted textures and structured layouts on notebooks, pens, and office essentials reinforce brand values of clarity, care, and sophistication in daily routines.



# Sip in Style

Drinkware combines functionality with Oval's frosted aesthetic. Whether a sleek water bottle or a morning mug, the brand lives in moments of personal care and routine, reinforcing a balanced and thoughtful lifestyle.



**Bold  
in Public**

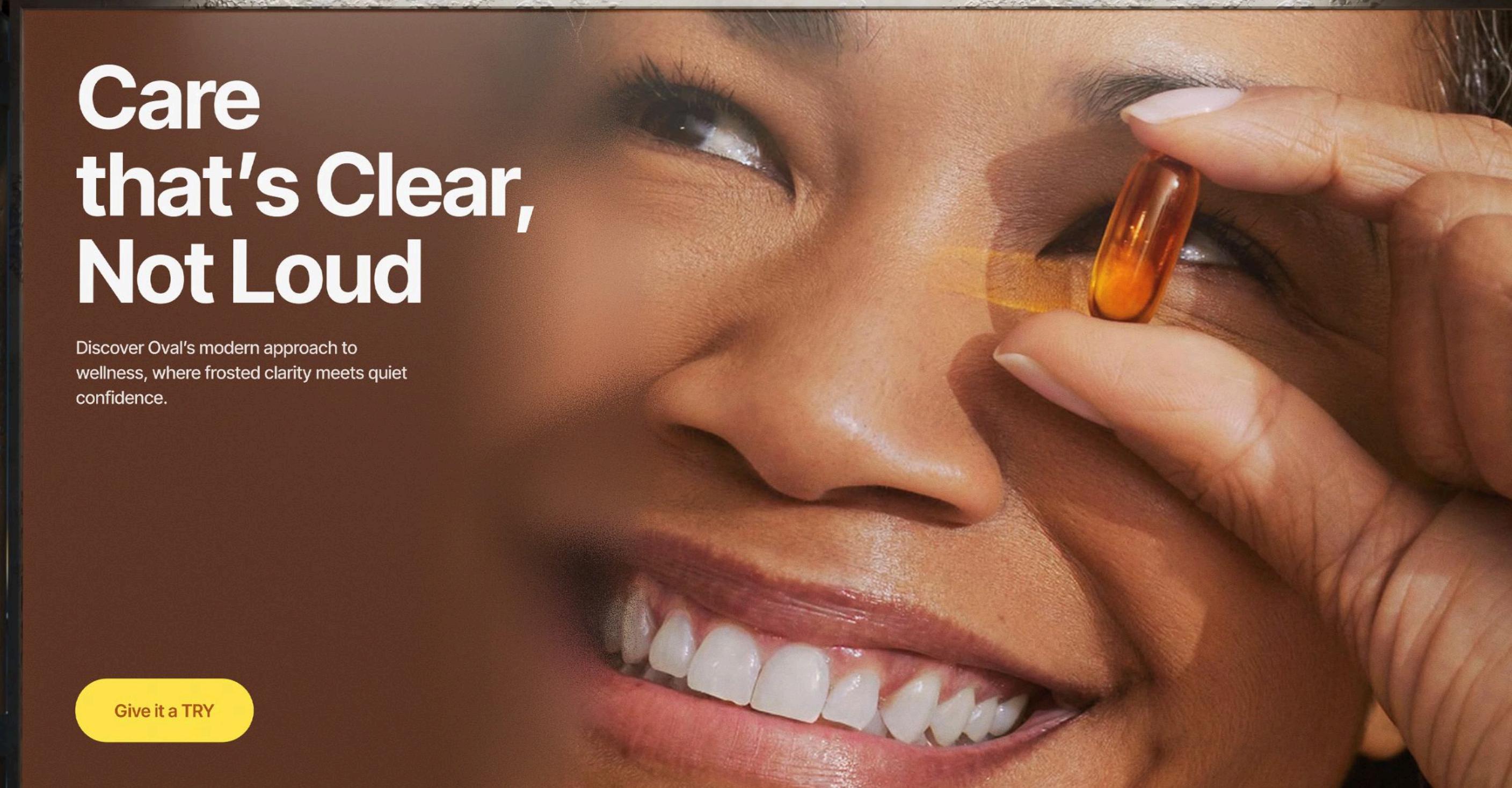
Posters and print collateral amplify Oval's frosted visuals at scale. Clean compositions, vivid brand colors, and tactile textures ensure high visibility while maintaining a modern and sophisticated feel.



# Care that's Clear, Not Loud

Discover Oval's modern approach to wellness, where frosted clarity meets quiet confidence.

Give it a TRY



oval

Thank You!