# Rincon

*beauty*
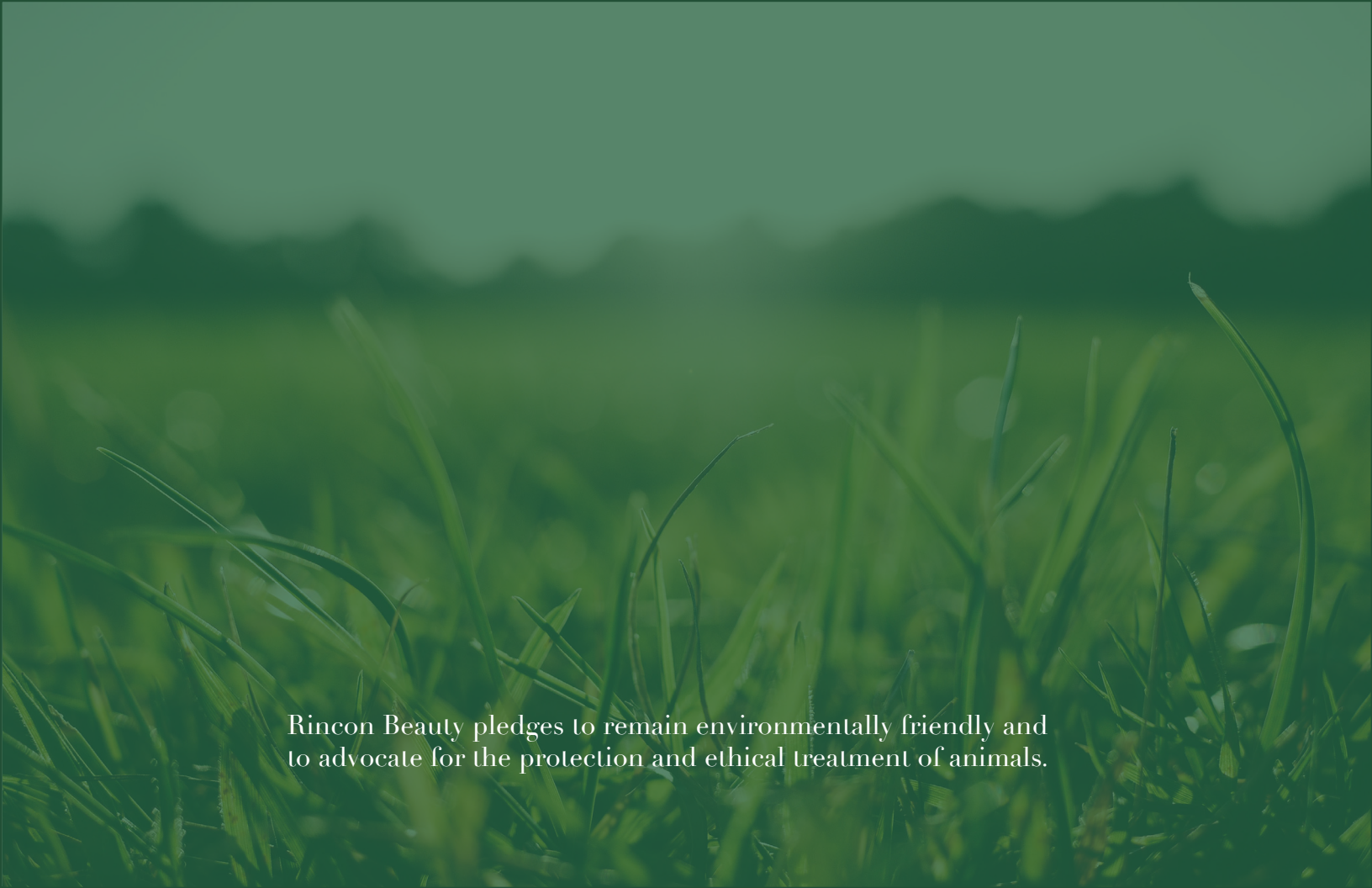
Brand Standards Guide 2020

Rincon Beauty pledges to remain environmentally friendly and to advocate for the protection and ethical treatment of animals.

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# About Us

Rincon beauty was founded by Cheryl Rincon in 1992. A self professed "hippy", Cheryl often sat out under a large tree in her grandmother's back yard. It is under this tree where she decided to embark on the journey of creating Rincon beauty, with intent to create an environmentally friendly skincare brand which did not test on animals.

Today Rincon is a global brand that unites it's customers together through a desire to protect the planet and have great skin.

# Introduction

In this Brand Standards Guide you will find all of the necessary information to help you as a designer meet Rincon Beauty's standards for communication with the public.

This document has been prepared to standardize how Rincon Beauty is to be visually communicated globally across all media types . For answers to any design related questions that may arise, please reach out to your local creative director.

The Rincon Beauty logo has three portions. The first is the top portion of the logo which Contains the brand mark of the tree. This tree signifies not only nature but is the birth place of the brand.

The Second portion of the logo contains the logo type which consists of two type faces. The top level is Didot Regular, and the bottom is Optima Bold Italic together these typefaces are meant to attract the eye of our key customer the young Millenial woman, who is typically attracted to clean typefaces.

Primary

C M Y K
81 55 72 65

C M Y K
77 40 84 34

Secondary

C M Y K
35 09 42 0

C M Y K
24 04 43 0

C M Y K
12 03 33 0

Colors selected for Rincon Beauty are meant to give observers of the brand a calming feeling.

We use colors prominent in nature to emphasize that we provide natural goods.

When placing the logo on a dark background the secondary color can be used for the entire logo.

Primary

Secondary

# Clear Space



When the rincon beauty logo is going to be placed on a dark background please place the logo on a square equivalent to the inner clear space as shown above.

No other design elements should enter the clear space defined above.

# Don't

A. Reverse colors

B. Squash or Stretch the logo

C. Rotate the logo

D. Put elements in clear space

E. Re-Arrange logo elements

F. Separate elements of logo

A



B



C



D



Sale!

E



F

# Didot Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Didot Regular is to be used for body copy which should be no larger than 14pt, and no smaller than 12pt.

Didot Bold is used for Headings and should be used at a size of 24pt, 36pt, or 48pt.

Optima Bold Italic is a typeface that should be used for product names, and should only appear after the brand name.

# Didot Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

# *Otima Bold Italic*

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz*

Rincon
*beauty*