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# COSTMETIKA

## BRAND IDENTITY GUIDE

Anti-Luxury Beauty Marketplace

Visual Identity System & Design Tokens

Version 1.0 | 2025

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# Brand Colors

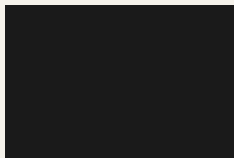
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## VOID

HEX: #000000 RGB: 0, 0, 0

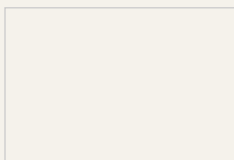
Primary Dark. Use for text on light backgrounds, borders, and high-contrast elements.



## NEAR-BLACK

HEX: #1A1A1A RGB: 26, 26, 26

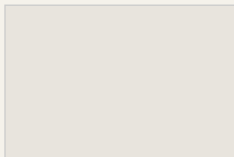
Body text color. Softer than pure black, used for all readable text content.



## BONE

HEX: #F5F2EB RGB: 245, 242, 235

Primary light. Main background for cards, pages, and content areas.



## BG-WARM

HEX: #E8E4DD RGB: 232, 228, 221

Secondary background. The warm base tone for the overall site/content backdrop.



## BLUSH

HEX: #C9908C RGB: 201, 144, 140

Primary accent. CTAs, highlights, labels, badges, status indicators, and brand accents.



## BLUSH-GLOW

HEX: #E5B5B1 RGB: 229, 181, 177

Glow variant. Hover states, orb effects, soft overlays, and ambient light effects.

# Type System

## DM Sans

PRIMARY / DISPLAY FONT

Source: Google Fonts (Free, Open Source)  
URL: [fonts.google.com/specimen/DM+Sans](https://fonts.google.com/specimen/DM+Sans)  
Weights: 400 Regular | 700 Bold | 900 Black  
Use: Headlines, titles, body text, CTAs, product names  
Style: ALL CAPS + tight tracking for headlines; Sentence case for body  
Letter Spacing: -0.05em (hero), -0.03em (sections), -0.02em (cards)

## Space Mono

SYSTEM / UTILITY FONT

Source: Google Fonts (Free, Open Source)  
URL: [fonts.google.com/specimen/Space+Mono](https://fonts.google.com/specimen/Space+Mono)  
Weights: 400 Regular | 700 Bold  
Use: Labels, badges, captions, coordinates, system text, metadata  
Style: ALWAYS UPPERCASE with wide letter spacing  
Letter Spacing: 0.1em (status), 0.15em (badges), 0.2em (labels), 0.25em (brand name)

## Type Scale

ELEMENT	FONT	SIZE	TRACKING
Hero Display	DM Sans Black	clamp(3rem, 12vw, 8rem)	-0.05em
Section Title	DM Sans Black	clamp(2rem, 5vw, 4rem)	-0.03em
Stat Number	DM Sans Black	3.5rem (56px)	0
Card Title	DM Sans Black	1.25rem (20px)	-0.02em
Body Text	DM Sans Regular	0.875rem (14px)	0
Section Label	Space Mono Bold	0.7rem (11.2px)	0.2em
Badge Text	Space Mono Bold	0.65rem (10.4px)	0.15em
Footer/System	Space Mono Regular	0.625rem (10px)	0.1em

# Visual Effects

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## GRAIN TEXTURE OVERLAY

- SVG fractal noise filter applied as fixed overlay
- Opacity: 15% (0.15) — subtle, never overpowering
- Animation: 0.8s steps(10) infinite — creates TV static flicker
- Coverage: 200% width/height with random translate offsets
- Purpose: Adds analog, anti-digital texture to the brutalist aesthetic
- Video: Add film grain effect at 10-15% in Premiere Pro / CapCut

## FLOATING BLUSH ORBS

- Radial gradient circles using BLUSH-GLOW (#E5B5B1)
- Opacity: 20% with 40px blur filter
- Sizes: 250px, 300px, 400px — distributed across background
- Animation: Slow sine wave movement (7-10s cycles, yoyo)
- Purpose: Ambient warmth, organic contrast to hard brutalist grid
- Video: Replicate with soft blurred circle overlays, blend mode: Multiply

## SCAN LINE ANIMATION

- Horizontal gradient line sweeping across card top borders
- Gradient: transparent → BLUSH (#C9908C) → transparent
- Animation: 3s ease-in-out infinite, left-to-right sweep
- Height: 2px — thin, precise, utilitarian
- Purpose: Suggests scanning/digital processing aesthetic
- Video: Add horizontal light sweep transition at 2-3s interval

## CURSOR & INTERACTION

- Custom cursor: 40px circle, 2px BLUSH border, mix-blend: multiply
- Cursor dot: 6px solid BLUSH circle
- Hover: Cards scale 1.02x with back.out(2) easing via GSAP
- Entrance: Hero fades in with rotation(-5deg) + scale(0.8) → normal
- Float: Hero title gently bobs 15px on 2.5s sine wave loop

## GLASSMORPHISM CARDS

- Background: rgba(245, 242, 235, 0.3) — semi-transparent BONE
- Backdrop filter: blur(10px) — frosted glass effect
- Border: 1px solid NEAR-BLACK (#1A1A1A) — sharp, zero radius
- NO rounded corners — this is critical to the brutalist identity
- Hover: translateY(-5px) + background opacity increase to 0.5

# Identity Rules

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## NAMING

Always COSTMETIKA with a T. Never COSMETIKA. All caps in all contexts.

## COLOR INTEGRITY

BLUSH (#C9908C) is the locked accent. Never drift toward magenta, hot pink, or orange-red.

## ZERO RADIUS

No rounded corners anywhere. Sharp edges only. This is non-negotiable brutalist identity.

## TYPOGRAPHY CASE

DM Sans headlines: UPPERCASE. Space Mono labels: ALWAYS UPPERCASE. Body text: Sentence case.

## TEXTURE PRESENCE

Grain overlay should appear on all brand touchpoints. It defines the analog-digital tension.

## CONTRAST

Primary pairing is NEAR-BLACK on BONE. BLUSH is accent only, never used for body text.

## MOTION LANGUAGE

Slow, deliberate animations. GSAP easing: power4.out for entrance, sine.inOut for ambient loops.

## ANTI-LUXURY PRINCIPLE

Function over ornament. Warehouse over gallery. System aesthetic, not precious design.

## GLASS CARDS

Semi-transparent BONE with backdrop blur. Borders are always 1px solid, never dashed or gradient.

## SPACING PHILOSOPHY

Generous whitespace. 2rem+ padding on containers. Let content breathe against the warm background.