

Brand Guidelines





About Brand Guidelines

Purpose and Importance

The Hauntingly Beautiful Cosmetics brand guidelines are designed to ensure a consistent and cohesive representation of our brand across all touch-points. These guidelines serve as a comprehensive resource for understanding and applying our brand's visual and verbal identity, helping to maintain the integrity and essence of what makes Hauntingly Beautiful Cosmetics unique.

Maintaining Brand Integrity

Our brand guidelines provide detailed instructions on the appropriate use of our logo, colour palette, typography, and other visual elements. By adhering to these standards, we ensure that every piece of communication, from packaging to marketing materials, reflects the darkly divine and luxurious nature of our products. This consistency strengthens our brand recognition and reinforces the enchanting allure that defines Hauntingly Beautiful Cosmetics.

Empowering Creativity

While these guidelines provide structure, they also empower creativity within the defined framework. We encourage you to explore innovative ways to express our brand's identity, always keeping in mind the core values and aesthetic that make Hauntingly Beautiful Cosmetics a beacon of timeless beauty and mystique. Whether designing for vampires, werewolves, or other mythical beings, these guidelines will help you create captivating and coherent brand experiences.



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Concept 1.0



Our Brand Slogan

Vision

Hauntingly Beautiful Cosmetics's vision is to reshape beauty standards with darkly divine cosmetics that inspire confidence and allure in all who embrace the shadows using only quality ingredients.

Mission

Our mission is to craft high-quality, cruelty-free cosmetics that highlight the haunting beauty of every vampire, ghost, and mythical creature, blending timeless glamour with modern elegance to empower self-expression and confidence in all who embrace the night.



Our Journey and Inspiration

At Hauntingly Beautiful Cosmetics, our journey began with a passion for blending the mystical allure of the night with the timeless elegance of beauty. Inspired by the ethereal beauty of vampires, werewolves, and other mythical creatures, our brand was created to offer products that enhance and celebrate the unique essence of every being. From the shadows of the night to the glow of the moon, our cosmetics are crafted to bring out the enchanting allure that lies within every supernatural soul.

Commitment to Excellence

We are dedicated to providing high-quality, cruelty-free products that embody the darkly divine and luxurious nature of our brand. Each product is meticulously designed to offer not only stunning results but also to inspire confidence and self-expression among our diverse clientele, from vampires to ghosts and beyond. Our commitment to excellence ensures that every creature experiences the magic and mystery that Hauntingly Beautiful Cosmetics brings to the world of beauty. We invite all beings of the night to join us on this enchanting journey and discover the timeless elegance that awaits.



Logo 2.0

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- 2.5 Logo and slogan
- 2.6 Logo exclusion zone
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Main Logo

The full logo of Hauntingly Beautiful Cosmetics integrates the brand name with our iconic symbol—a headstone intertwined with a rose. This cohesive design conveys the following meanings:

Headstone for Eternity: Representing timelessness and everlasting beauty, the headstone reflects our commitment to creating products that endure the test of time. It signifies the eternal allure that our cosmetics bestow upon every user.

Rose for Protected Beauty: The rose symbolizes delicate beauty and elegance, protected by the thorns that guard it. This element underscores our dedication to preserving and enhancing natural beauty with our high-quality, enchanting products.

Hauntingly Beautiful Cosmetics: Placed next to the headstone and rose, our brand name reinforces the combination of timeless glamour and modern elegance that defines our products. It serves as a constant reminder of our mission to inspire confidence and allure in every creature of the night.

Together, these elements form a powerful emblem of eternal, protected beauty, encapsulating the essence of Hauntingly Beautiful Cosmetics.



HAUNTINGLY
BEAUTIFUL
COSMETICS



Logo Anatomy

The position and proportions of the logo are strictly fixed.
They must not be changed or redrawn for any reason.





Brand-mark

The standalone icon of Hauntingly Beautiful Cosmetics, featuring the headstone and rose, serves as a distinct and recognizable symbol of our brand. Each element carries significant meaning:

Headstone for Eternity: This element represents timelessness and the everlasting beauty of our products, symbolizing the eternal allure we provide.

Rose for Protected Beauty: The rose signifies delicate beauty and elegance, with its thorns representing protection. It reflects our dedication to preserving and enhancing natural beauty with our enchanting products.

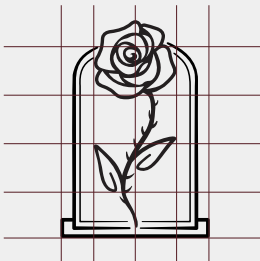
The combination of the headstone and rose in the icon embodies the essence of our brand, making it a versatile and memorable representation of Hauntingly Beautiful Cosmetics.





Brand-mark Anatomy

The position and proportions of the logo are strictly fixed. They must not be changed or redrawn for any reason.





Logo & Slogan

You can use these options as main part of a composition on Big layouts (e.g. poster, billboards, preloader screen, etc).





Logo Exclusion Zone

The exclusion zone is essential for your logo to be clearly distinguishable from other graphic elements.

Please avoid positioning any elements closer than the defined exclusion zone.





Minimal Logo Size

The exclusion zone is essential for your logo to be clearly distinguishable from other graphic elements.

Please avoid positioning any elements closer than the defined exclusion zone.



HAUNTINGLY
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25 mm / 24 px



15 mm / 24 px



Typo graphy

3.0

- 3.1 Primary Typeface
- 3.2 Logo Anatomy



Primary Typefaces

This Font is the perfect font to build a luxury brand. This font is mainly used in some text with few characters, headings or to create "art" for the designs. This is a very difficult font to use, so use caution.

IMPERATOR SMALL CAPS

AA BB CC DD EE FF GG HH II
JJ KK LL MM NN OOM PP QQ RR
SS TT UU VV WW XX YY ZZ

1234567890!@#%&'()

Red Hat Display

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

1234567890!@#%&*()



PRIMARY FONT REGULAR
PRIMARY FONT BOLD

Secondary Font Regular
Secondary Font Bold



Colour 4.0



Brand Colour

The colour palette of Hauntingly Beautiful Cosmetics is carefully chosen to reflect the mystical and timeless essence of our brand. Near Black embodies the colour of night, symbolizing the depth, mystery, and endlessness faced by our clientele. Silver Cloud evokes the serene and balanced neutrality of a marble tombstone or catacomb, providing a grounding elegance. Vino Tinto is a deep, rich red, representing both the life force and the luxurious quality of our products. Carbon Grey captures the essence of the moon and its magical power, highlighting the ever-changing yet reliable phases that inspire transformation. Antique Gold signifies the opulence and luxury of our offerings, as well as the enduring beauty achievable by our customers. Together, these colours create a visually captivating and meaningful brand identity.

NEAR BLACK

HEX : #000000
RGB : 0 0 0
CMYK : 100 100 100

SILVER CLOUD

HEX : #A9A9A9
RGB : 169 169 169
CMYK : 28 28 28 72

VINO TINTO

HEX : #800000
RGB : 128 0 0
CMYK : 60 100 100

CARBON GREY

HEX : #464646
RGB : 70 70 70
CMYK : 55 55 55 25

ANTIQUE GOLD

HEX : #D4AF37
RGB : 212 175 55
CMYK : 35 35 75 5



Brand Colour

Below are examples showcasing the effective use of our brand colours and their combinations. These palettes not only provide visual contrast but also embody the essence and mission of Hauntingly Beautiful Cosmetics. By integrating these colours, we create a cohesive and captivating aesthetic that reflects our commitment to timeless beauty, luxury, and the enchanting allure of the night.





A large, faint, light-brown watermark graphic in the center of the page. It features a large rose with a stem and leaves, enclosed within a decorative, arched frame that resembles a glass display case or a small shrine, similar to the one in the header.

Thank You



