



# Glo Styleguide

# About the guide

This style guide is designed to help express Glo's brand, and to ensure continuity with styling elements. We believe we've covered the most important points, but if you have any questions, please feel free to reach out to us at [brand@glo.com](mailto:brand@glo.com).

The Glo brand is all about clarity, freshness and playfulness. It's a conversation between friends. It's simple solutions to an age-old problem. We want to unite Glo-ers with knowledge building and sharing. (And of course, "Glo-ers" are the amazing people who use Glo!)

Glo: Skincare, together.



# Logo

The Glo logo is simple, uncluttered and fun - just like Glo!



---

Black logo



---

Colour logo

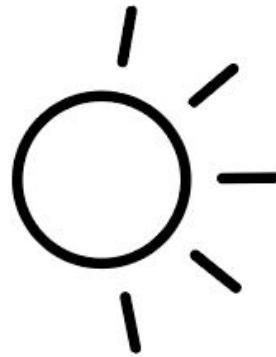


# Logo mark

The Glo logo mark is the “o” from the main logo, with radiating beams.

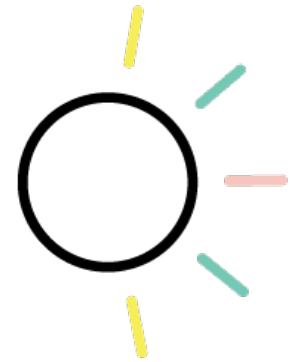
This represents the key Glo concepts:

- Fresh
- Radiant
- Playful



---

Black mark



---

Colour mark



# Tagline

The Glo tagline is “Skincare, together”.

Please see how to use it with the logo and logo mark.

 Skincare, together.

---

With the logo

 Skincare, together.

---

With the logo mark

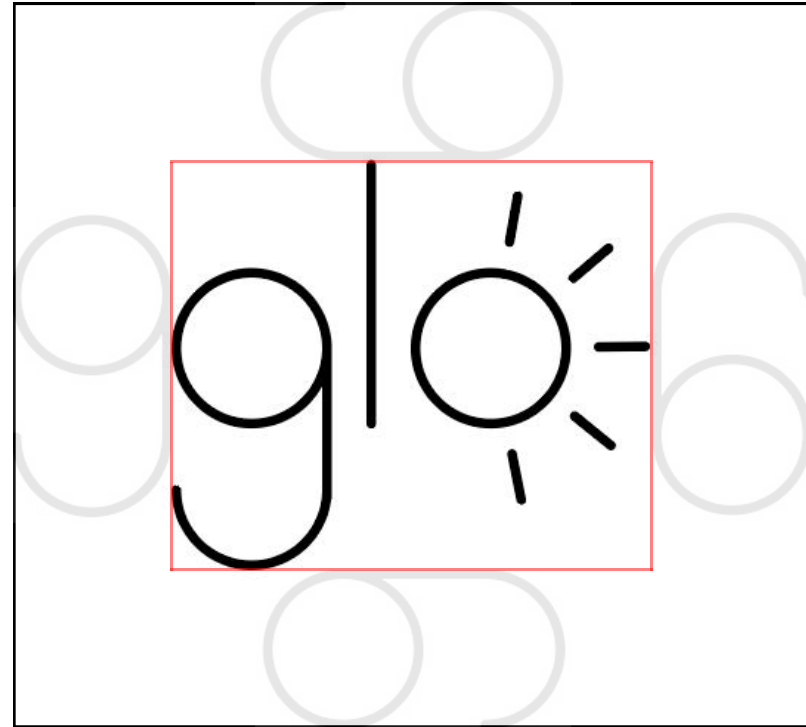


# White space

Ensure there is adequate space between the logo and any surrounding elements.

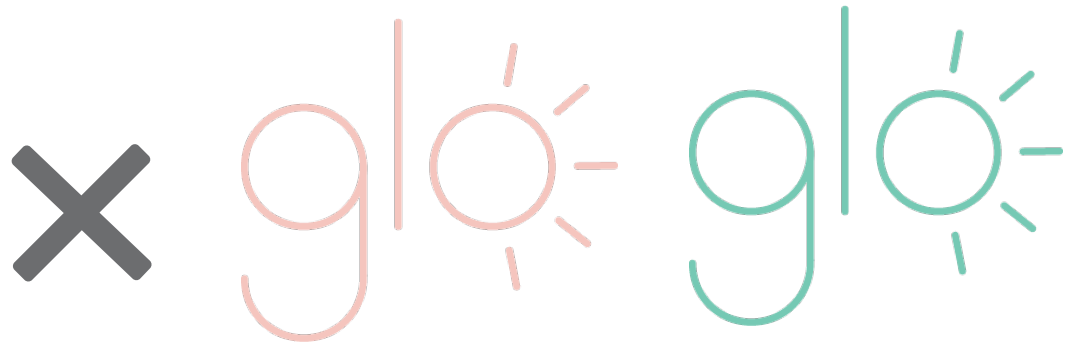
It's important the logo has space to breathe.

Use the 'g' from the logo as a guideline, as illustrated here.



# Logo usage

Please take note of the correct usage of the logo, and some examples of incorrect usage.



Do not change the colour of the logo.



Do not change the weight of the logo



# Palatte

The brand colours are broken into 3 primary colours and 3 secondary colours.

The primary colours are brighter, and should be used more sparingly.

The secondary colours are neutrals, and can make up the bulk of background colours.

## Primary Colours



## Secondary Colours





# Colour Values

Please see the colour names and hex values.



Marigold

# FAED56



Mint

# D4ECEF



Seafoam

# 65DCBE



Slate

# 6C6D6F



Peony

# F3C4BE



Oyster

# F3F3F5



# Typeface

Comfortaa, the brand typeface, is geometric, clean and crisp. It bears a resemblance to the logo.

The complementary typeface was chosen for it's readability. It also had a sense of lightness and playfulness, when compared to serif typefaces.

## Brand typeface - Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@&

## Complementary typeface - Monserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@&



# Typeface examples

Here's an example of the  
typefaces, as seen in the wild.

Join Glo,  
and let's talk skincare!

Create an account for free to get  
started.

We'll start you on this journey with  
an online skin analysis, and then  
recommend some products to try  
which are suited to you.



# Typeface Styles

Use the accompanying table when assigning text size and weight.

## Comfortaa

Style	Weight	Size (pts)
Title	Bold	30 pts
Subtitle1	Regular	30 pts

## Montserrat

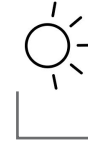
Style	Weight	Size (pts)
Title	Light	30 pts
Subtitle2	Light	24 pts
Body	Light	16 pts
Caption	Ultralight	16 pts



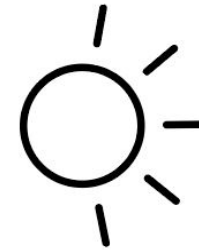
# Favicon

The logo mark is used for the favicon due to its scalability.

For clarity the plain black version is used.



34px



## Glo: Skincare



# CTA Buttons

CTA's (Call-to-action) buttons get users to take action.

limit button text to 10-15 characters.

Main CTA

---

primary state

main CTA

---

hovered state

main CTA

---

clicked state

