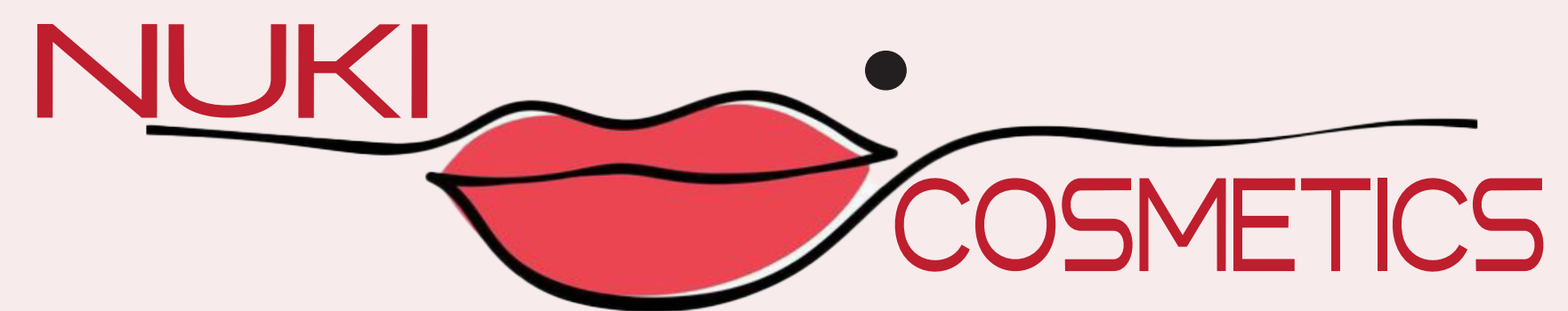




BRAND GUIDLINE

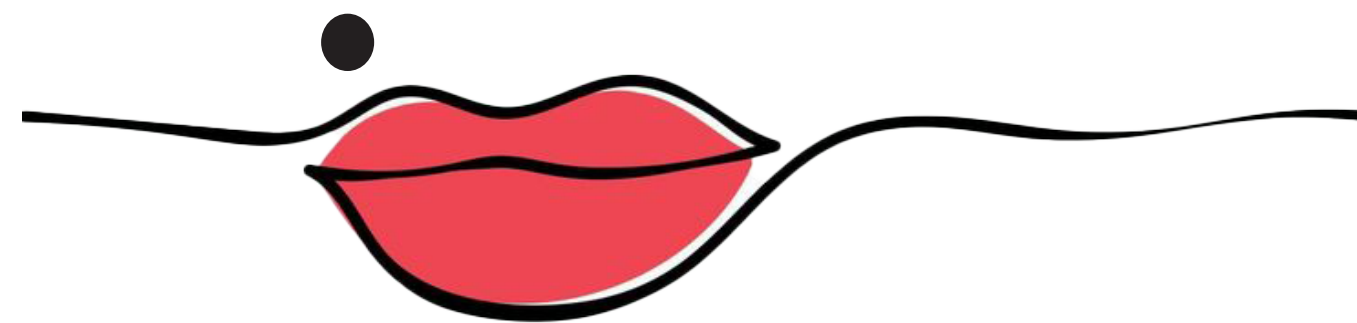


OUR VISION

AT NUKI COSMETICS, OUR VISION IS TO REVOLUTIONIZE THE COSMETICS INDUSTRY BY CREATING PRODUCTS THAT ARE NOT ONLY SAFE AND EFFECTIVE BUT ALSO SUSTAINABLE AND AFFORDABLE FOR EVERYONE. WE AIM TO EMPOWER OUR CUSTOMERS TO EXPRESS THEMSELVES THROUGH COMPROMISING THE HEALTH OF THEIR SKIN OR THE PLANET.



LOGO STORY

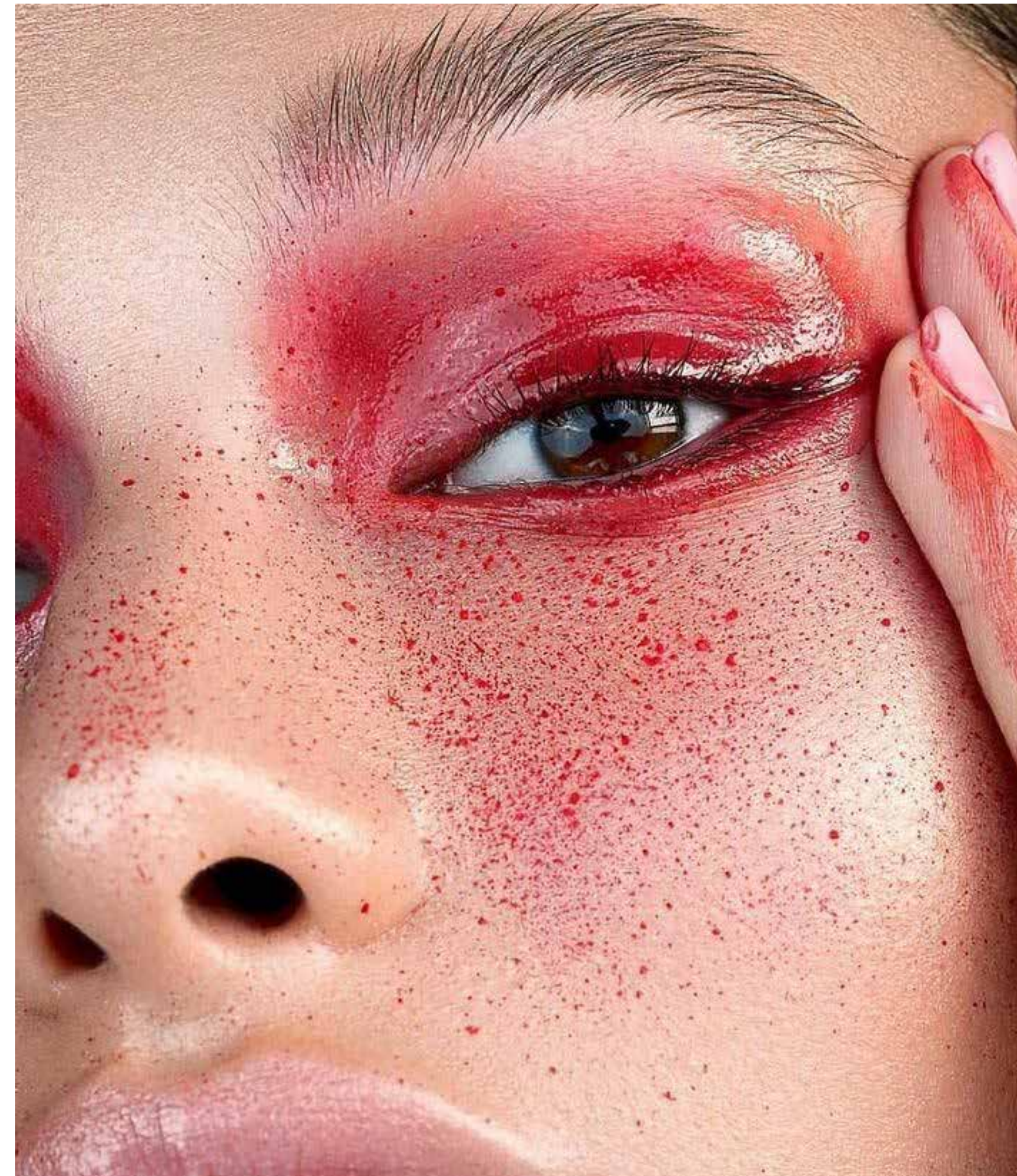


TYPOGRAPHY

PRIMARY TYPEFACE

**SANSET:
NUKI COSMETICS**

CLEAN AND MODERN FONT APPEARANCE.



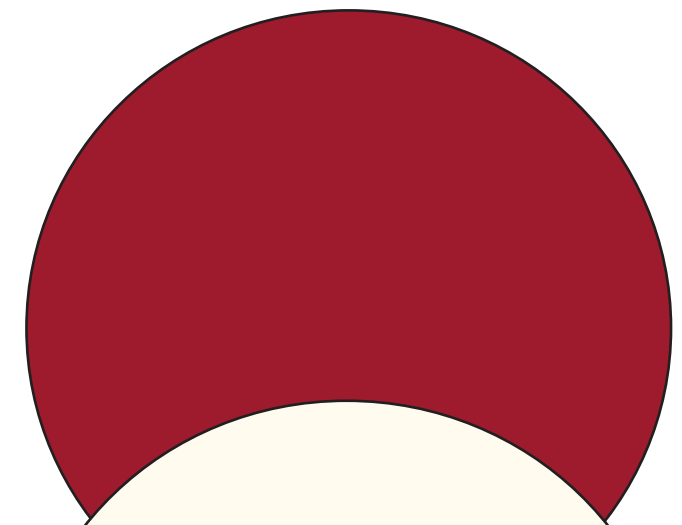
SECONDARY TYPEFACE

ELEPHANT:

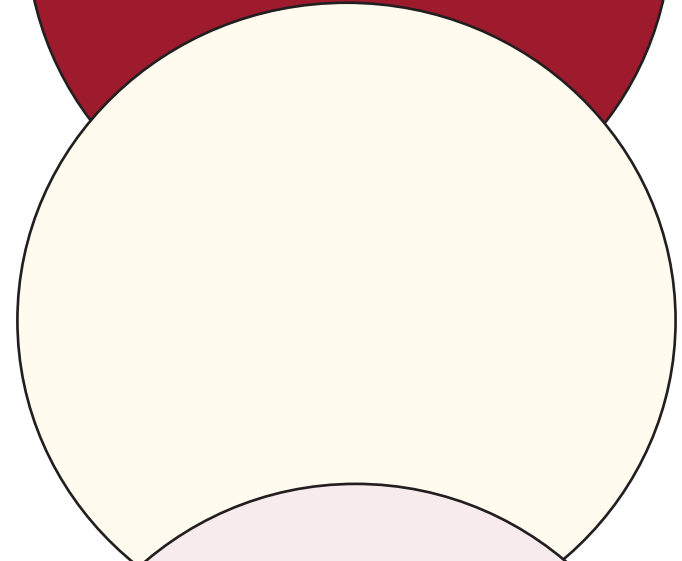
**A SERIF FONT WITH A CLASSIC
AND ELEGANT AESTHETIC.**



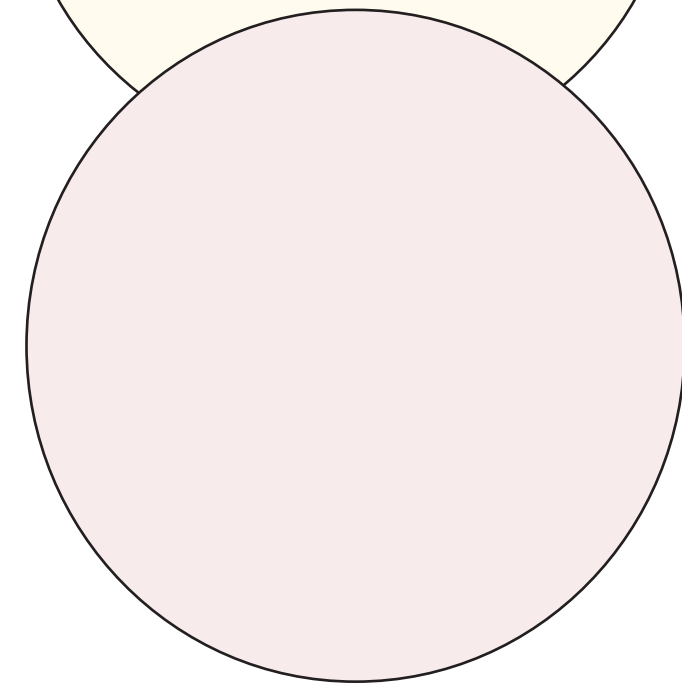
COLOR PALLETTE:



BLOOD RED #9E1B2E



TASTY VANILLA #FFFCEB



SPRING PINK #F7EBEB





VEGAN
GLUTEN-FREE
CRUELTY-FREE





ELEVATING BEAUTY WITH HEART.

