

SEVEN STYLE GUIDE

2023

seven

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# Brand Characteristics

At Seven, our brand is an ode to the endless wonders of the ocean, a source of boundless inspiration for beauty and skincare. Through careful research, we take pride in our formulas catered towards sensitive skin types.

**Honesty:** Our commitment to honesty is unwavering. We carefully curate each product with clean, sea-derived ingredients to nourish your skin naturally. Whether it's our gentle ***Sea Foam Cleanser*** or our ***Seven Seas Revitalizing Night Cream***, you can trust that every Seven product is carefully dermatologist tested and recommended!

**Serenity:** We understand that skincare is a ritual, a moment of serenity in your busy life. That's why Seven products are designed to invoke the serene tranquility of the ocean. We offer you a slice of the tranquil ocean to elevate your daily routine. Dive into the essence of pure, natural ingredients!

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Logo Design

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Clear Space



# Colour Study

Brand colours chosen for Seven reflect a deliberate embrace of tranquility and elegance. Inspired by the soothing tones of the ocean, these soft, muted hues symbolize and reflect the soft, relaxing purity and serenity of the ocean, creating a harmonious link between nature's beauty and our skincare products. Each pastel shade represents a commitment to offering a serene and timeless skincare experience, inviting our customers to immerse themselves in the gentle allure of the sea with every Seven product.



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## SEVEN STYLE GUIDE

# Typography Study

### Header: Amandine

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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!@#S%^&\*(),

Amandine is our header font, chosen for its elegance and stylized thin curling lines. This font perfectly compliments our brand; focusing on elegance, simplicity, and the curling waves of the ocean.

### Body: Forma DJR Micro Light

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Forma DJR Micro Light is used primarily for our body text. It compliments our Amandine header serif font. Seven carefully makes deliberate efforts to evoke a sense of sophistication and grace, always maintaining a sense of tranquility. This chosen font is light, simple and minimalistic.





