



After Dark

Brand Identity slide deck by Hunter Johnson

MOOD BOARD



Key Words

Sophisticated
Elegant
Environmentally friendly
Modern
Gentle

What sets AD apart?

Every product sold, \$1 goes to endangered moth reserves

Take a skin type test on website to receive a bottle tailored to your skin's needs

Gender Inclusivity

Colored Bottles Distinguish different skin typed products

Inexpensive

Brand Promises

After Dark promises to keep your skin feeling healthy and fresh when included in your nightly skincare routine

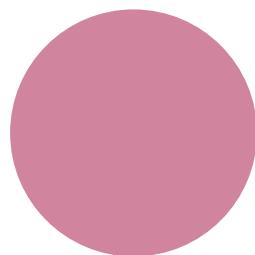
After Dark promises to donate \$1 for every product sold to endangered moth reserves

After Dark promises that our products are cruelty free

After Dark promises fast shipping

After Dark promises that all products are recyclable after complete use

COLOR PALETTE



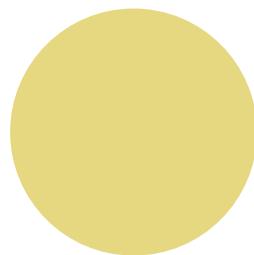
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C: 16 R: 209

M: 56 G: 133

Y: 20 B: 157

K: 0



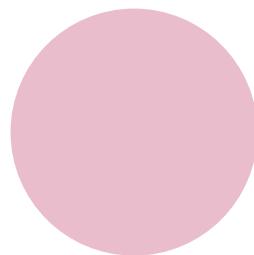
#: e5d681

C: 11 R: 229

M: 10 G: 214

Y: 60 B: 129

K: 0



#: e9bdcb

C: 6 R: 233

M: 29 G: 189

Y: 8 B: 203

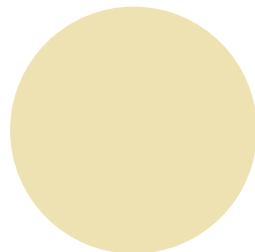
K: 0



main colors
(rosy maple moth)



secondary colors
(rosy maple moth)



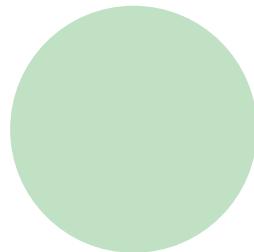
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C: 6 R: 239

M: 8 G: 225

Y: 34 B: 178

K: 0



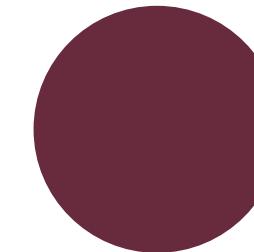
#: bdeec8

C: 25 R: 189

M: 0 G: 238

Y: 28 B: 200

K: 0



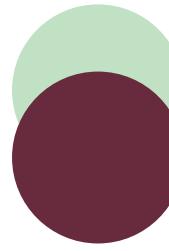
#: 682a3d

C: 43 R: 104

M: 87 G: 42

Y: 55 B: 61

K: 41



terciary colors
(luna moth)

GEORGIA BOLD

ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890!@#\$%^&*

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GEORGIA REGULAR

abcdefghijklmnopqrstuvwxyz
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Use this for page sub-headings in accent color

FUTURA PT

abcdefghijklmnopqrstuvwxyz
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TYPE SYSTEM

MOISTURIZER for oily skin

non-comedogenic, water-based,
non-acnegenic, glycolic acid,
hyaluronic acid

FACIAL CLEANSER for oily skin

benzol peroxide, salicylic acid, alpha
hydroxy acids, vitamin c, tea tree oil,
azelaic acid, sulfur, adapalene

MOISTURIZER for dry skin

rose water, aloe, oils, shea butter,
cocoa butter, glycerin, squalane,
hyaluronic acid, ceramides

FACIAL CLEANSER for dry skin

hyaluronic acid, ceramides, glycerin,
urea, antioxidants, aquaporins
salicylic acid

MOISTURIZER for eudermic skin

dimethicone, glycolic acid,
hyaluronic acid, niacinamide,
retinol, jojoba oil, grapeseed
oil, hazelnut oil

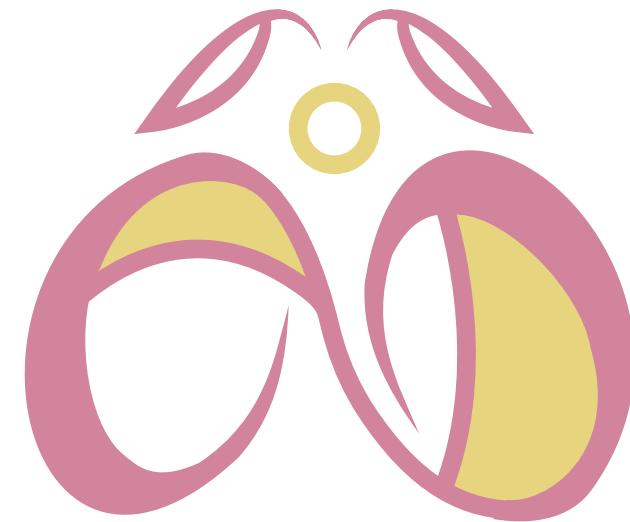
FACIAL CLEANSER for eudermic skin

retinol, salicylic acid, ceramides, vitamin
c, glycolic acid, exfoliants, glycerin,

DO NOT USE SECONDARY LOGOS

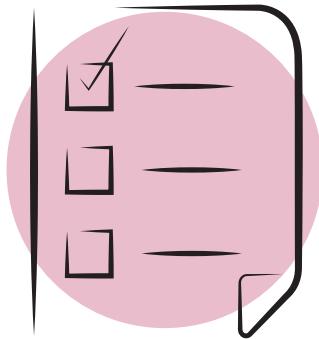


LOGO SYSTEM



After Dark

PRIMARY LOGO



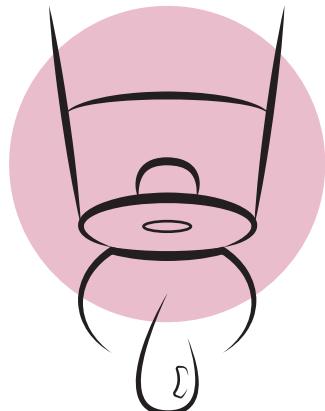
Skin Profile



Ingredients



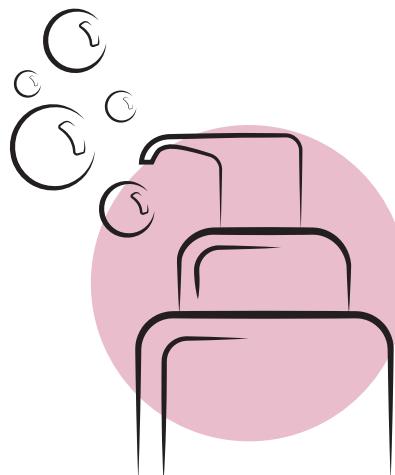
Locations



Moisturizers



Sanctuaries



Facial Cleanser

ICONOGRAPHY

Skin Profile

Survey on After Dark's Website for matching ingredients to client's skin type

Ingredients

A list of all ingredients used in After Dark's line of products

Locations

A list of all stores that sell After Dark products, search by zip code

Moisturizers

A list of all moisturizers After Dark carries, if the client does not want to take a skin profile quiz

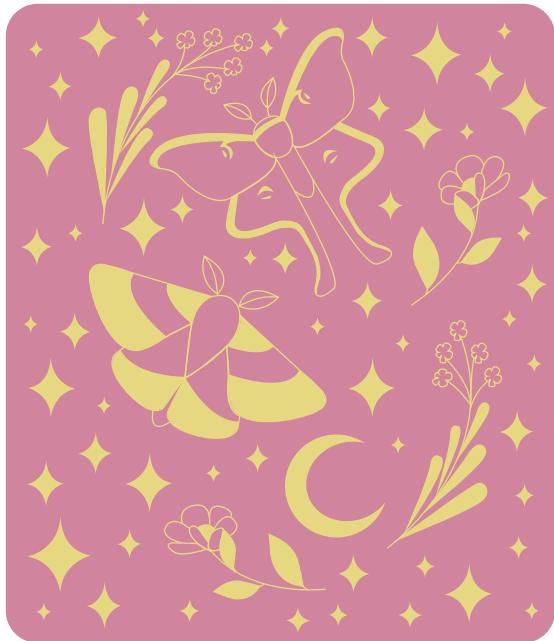
Sanctuaries

A list of all moth sanctuaries that a portion of After Dark's income are donated to

Facial Cleanser

A list of all facial cleansers After Dark carries, if the client does not want to take a skin profile quiz

PATTERNS



Pattern Usage

Meant to be used on the side of packaging

Pink with yellow: Product for oily skin

Yellow with pink: Product for dry skin

Pink: Product for eudermic skin

PACKAGING





PRODUCT MOCKUP

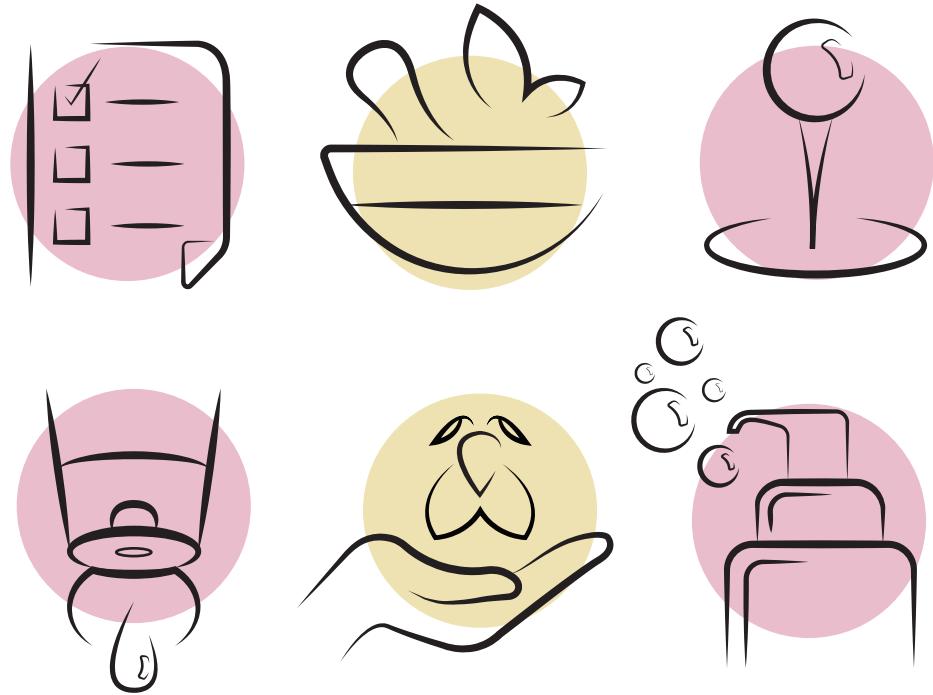




PRODUCT EFFECTS



BRAND SUMMARY



GEORGIA BOLD

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GEORGIA REGULAR

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FUTURA PT

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1234567890!@#\$%^&*

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main colors
(rosy maple moth)

secondary colors
(rosy maple moth)

tertiary colors
(luna moth)