

JUNYA

VISUAL IDENTITY





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Junya Cosmetics

Right out of business school, the swedish cousins Mia and Wilda decided to start a company. Growing up in Handen, Stockholm, the cousins always had a strong relationship and they always knew they wanted to work together. Both of them were always into cosmetics and skincare so it was obvious for them to branch into that market. Mia and Wilda also had quite a strong connection to the environment and being aware of the change that is needed for a better future. They also decided that they their new company were going to be of high quality comparing themselves to high quality fashion brands like Gucci, Fendi and Prada. The cousins will launch their high quality, eco-friendly cosmetics line in February 2023. As of right now, they have only produced make-up. However, the product line will eventually contain everything from quality skin care products to make-up tools. The plan is also for the products to be Vegan; therefore no testing on animals, which is quite common for other companies. Another plan is also to be a prominent philanthropist; supporting charity and standing for a better environment, whilst making women and men feel pretty.

"For a brighter smile, and an even brighter future."

A handwritten signature in black ink, reading "Junya Cosmetics". The signature is fluid and cursive, with a mix of uppercase and lowercase letters.

Brand strategy

All companies need a vision. We believe that you as a customer wanted effective products. Natural, fresh, and we didn't want to spend more money on the packaging than on the contents whilst it still felt like high quality. So, above all, we believed you wanted good value products, not cheap, but loads of face and makeup products for your money that's not destroying the planet. We have been fighting against animal testing since before we created our first line and the fight continues. Animal testing is poor science and its results are irrelevant for humans. Eating an apple picked straight off the tree is of course best for a healthy body; handmade cosmetics are much like food in the way that they provide goodness to feed your skin. The finest fresh ingredients have a far more nutritious and effective action on the skin, hair and mind than long-lasting, heavily preserved beauty products.



Brand Keywords

It is important for every company to have some brand keywords. These are the four words we chose for Junya Cosmetics:

1. Elegant
2. Earthy
3. Aware
4. Ethical

Logotype

Logotype

The way we signify our brand is through the use of our logotype. It's the best way to visualize the presence of Junya Cosmetics. The wordmark should be used whilst communicating with customer and other brands; everyone needs to know who they are in contact with.

Colours

The logo works best with a high contrast between the logo itself and the background color. The backgrounds that you are allowed to put the logo on is: white logo on black and green backgrounds, black logo on white backgrounds.

Clearspace

To preserve the integrity of our logo, no other logos, type or other graphical elements can be placed too close to our logo. The minimum clearspace around the logo is the x and y size of the N (see image).

Black Logo - White Background



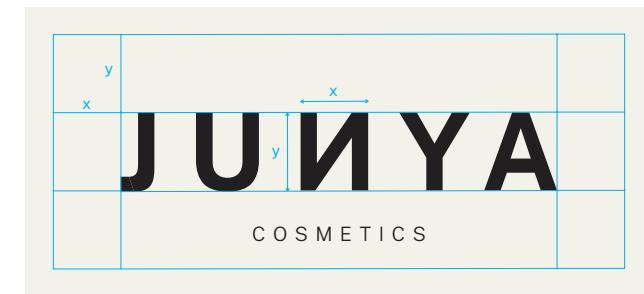
White Logo - Black Background



White Logo - Green Background



Clearspace



Logotype

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the supplied files of the artwork.

Logotype Don't's

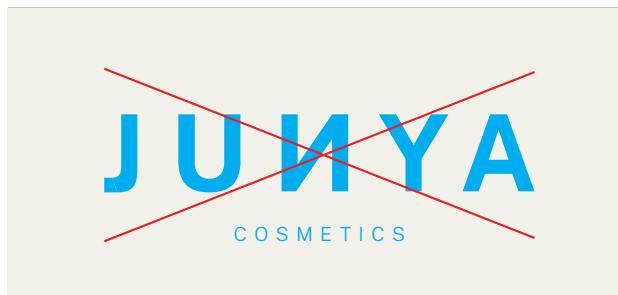
To make sure our logotype appears as consistently as possible throughout our communications, we've identified a few ways we don't want our logotype to appear:

1. Only use specified colours to represent the logotype.
2. Avoid stylizing the logotype with outlines, glows, or any other techniques.
3. Don't skew, rotate or stretch the logotype.

Minimum size

The minimum size the logotype can be used for print is 20 mm (.8") wide. For digital applications, the minimum size is 80 pixels wide.

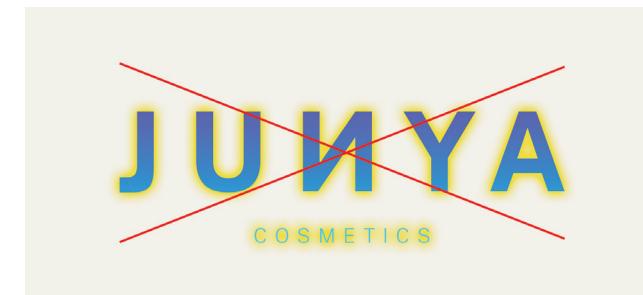
1. Only use specified colours to represent the logotype.



3. Don't skew, rotate or stretch the logotype.



2. Stylizing the logotype with outlines, glows, etc.



Minimum Size



↔
20mm wide
.8" wide
80px wide

Typography

Main Typography - AkzidenzGrotesk

AkzidenzGrotesk

ABCDEFGHIJKLM
NOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzwx
yzåäö

1234567890

We recommend you to use the default AkzidenzGrotesk font for whatever you are working on. In cases when you can't use AkzidenzGrotesk, you have to choose one of our fallback fonts.

Secondary Typography - Founders Grotesk

ABCDEFGHIJKLM
NOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzwx
yzåäö

1234567890

The first fallback font is Founders Grotesk, which is used for the bread text in this document and works perfectly fine together with AkzidenzGrotesk (as headers and subheaders). If you can't use any of the chosen fonts in your work, try commonly available defaults in this order:

1. Helvetica
2. Helvetica Neue
3. Proxima Nova

Logo Typography - Cheyenne Sans

Cheyenne Sans

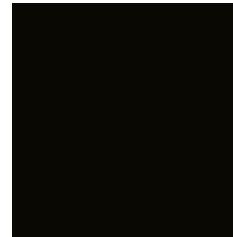
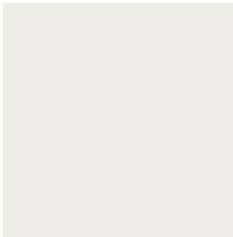
ABCDEFGHIJKLM
NOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzst
vwxyzåäö

1234567890 JUNYA

The logo is based on the typeface Cheyenne Sans, however it is modified. This font should not normally be used. If you want to use it, maybe for some sort of special event, then contact the design team.

Colours



Primary colours

Our temporary colours (the top row) are Pantone 417 C, Pantone 11-1001 TCX and Pantone 412 U. The green are supposed to be the main colour used on packaging and other branded things. The rest are for more monochromatic uses.

PANTONE

417 C

CMYK

60/46/55/19

RGB

108/112/103

HEX

#666d66

PANTONE

11-1001 TCX

CMYK

7/7/10/0

RGB

239/236/231

HEX

#edeb6

PANTONE

412 U

CMYK

83/73/64/93

RGB

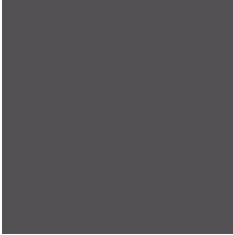
9/8/3

HEX

#090803

Secondary colours

Our secondary colours are Pantone 7579 C and Pantone 18-3907 TCX. The orange colour is supposed to be used as an highlight colour, whilst the grey is a support color for the black and white. This can for instance be used on the official brand website.



PANTONE

7579 C

CMYK

12/71/81/2

RGB

214/97/57

HEX

#e7572a

PANTONE

18-3907 TCX

CMYK

61/53/48/43

RGB

83/81/84

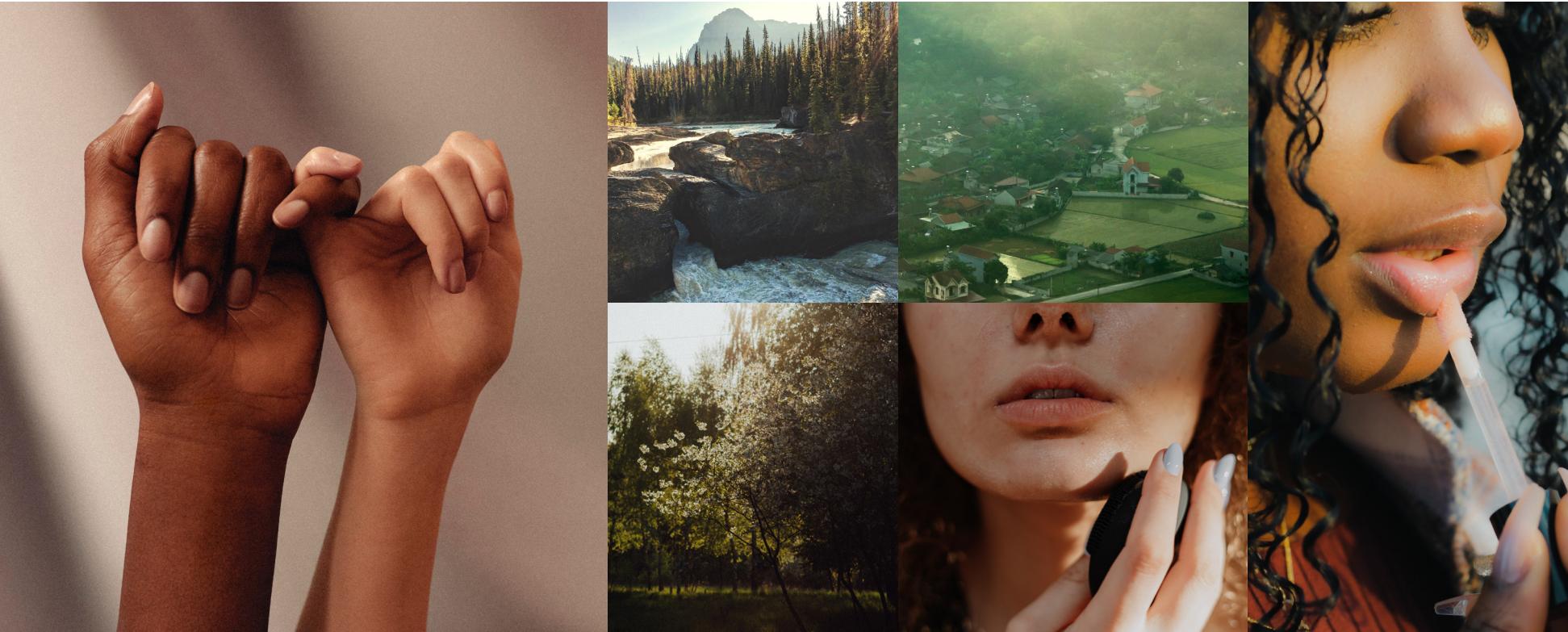
HEX

#535154

Moodboard



Moodboard



JUNYA

VISUAL IDENTITY

