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# cece cosmetics

Cece cosmetics was founded in 2020 by two cousins Maya and Noa. Since they were little kids they have always been interested in skincare and make-up. As they got older the interest grew and they both wanted to make a living by doing what they loved. Maya started studying to become a make-up artist and Noa a skin therapist. During this time they started to discuss the market and how it was lacking good high-end products that were 100% eco-friendly and at the same time cruelty-free and vegan. This was the time when their thoughts of starting their own cosmetics brand started to bloom. The conversations about it got more and more serious, but they did not get the support from their family as they were hoping for, except from their Grandmother Cecilia. Cecilia has always supported them in everything they have done through life, and has always said to them to follow their dreams. She is one of the reasons Maya and Noa ventured to quit their jobs and become independent. Picking the name was therefore easy, Cece has always been there.



## Beauty that Glows From Inside And Out

Cece cosmetics is 100 percent vegan and refuses to use any animal-derived ingredients in their products. The products are made with naturally-derived and organic ingredients to help both the skin and the environment. Everything from the production to the packaging is environmentally friendly.

The aim is to set industry-wide sustainability standards, and also to inspire other leading companies to work together to bring down environmental impacts.

Cece cosmetics will not sell their products where animal testing is required by law. The goal is to show that cruelty-free and vegan cosmetics can both be organic but also luxurious with premium formulations and higher quality ingredients.

### 100% Natural 0% Compromise

Cece cosmetics proves that 100 percent natural doesn't compromise on quality or performance. It is important to know what we are putting on our skin, the makeup products are infused with botanical extracts that benefit the skin, unpleasant chemicals are not preferred. Cece feels light and weightless for a neutral look but is also buildable for a desired level of coverage.

Cece cosmetics wants their brand to associate with self love and self care for both men and women to make them feel confident everyday. Confidence with healthy skin that glows from inside and out.



# the cece cosmetics logo



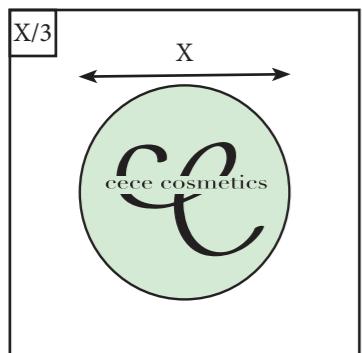
## Primary logo

The primary logo are going to be used for example as a header on a website, on brochures and signs. The minimum size for the logo for print is 20mm.



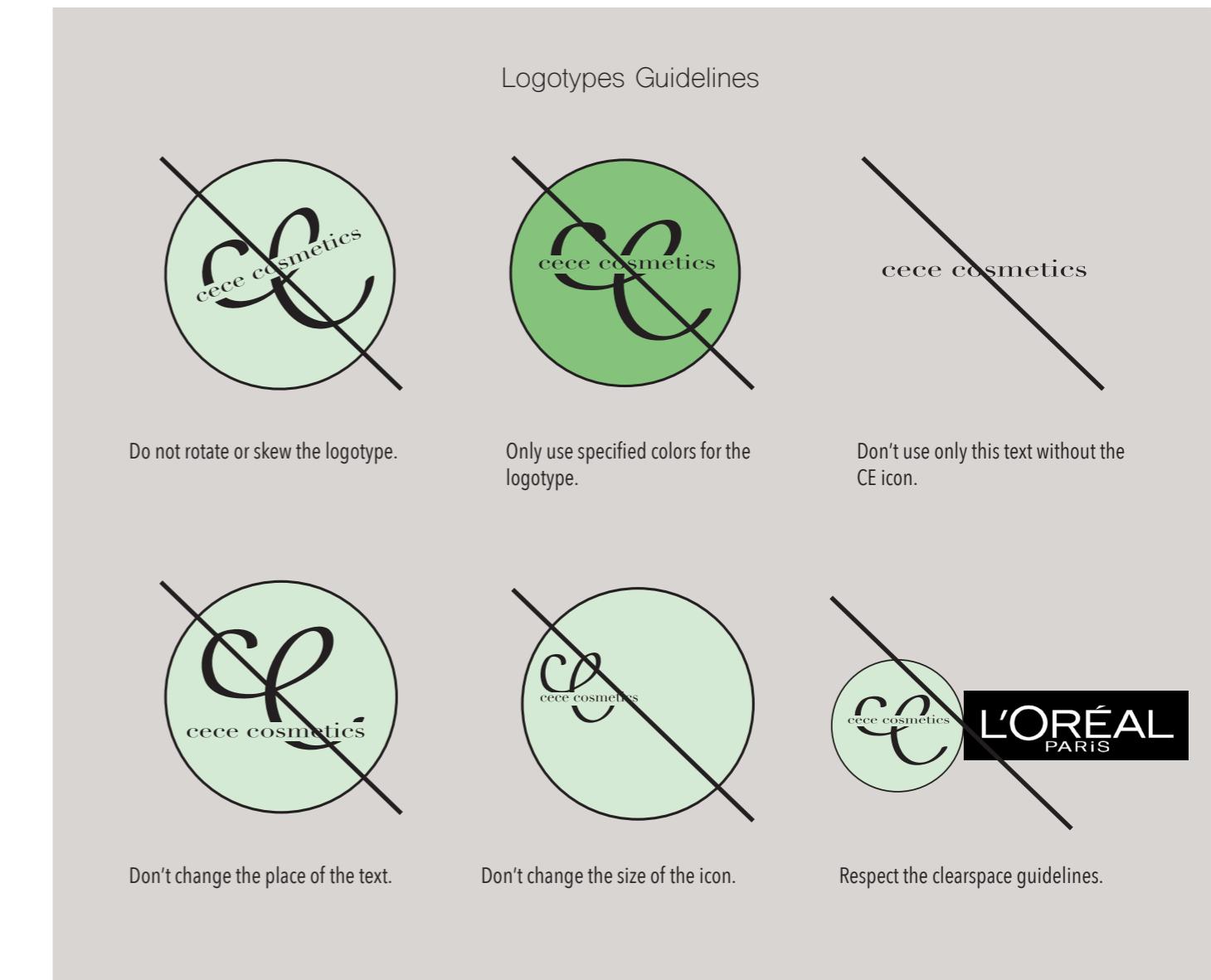
## Icon

The icon is used when the primary logo is too big. For example as the icon in the browsing tab next to the website title. It will also be used on the makeup tools.



## Clearspace

If the primary logo is conjunction with other elements it should have the minimum 1/3 clear space all around of the logotype.



- Logotypes Guidelines
- Do not rotate or skew the logotype.
  - Only use specified colors for the logotype.
  - Don't use only this text without the CE icon.
  - Don't change the place of the text.
  - Don't change the size of the icon.
  - Respect the clearspace guidelines.

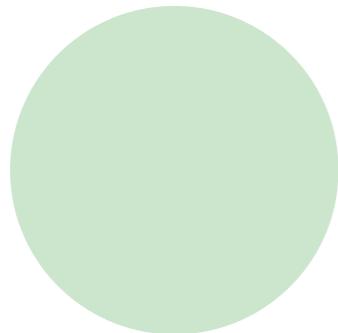
Black and White logo  
Black and white logo should only be used if there is no possibility to print colors.



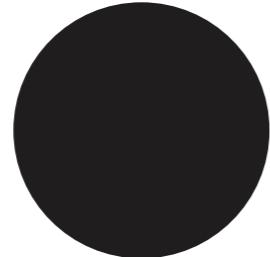
Horizontal logo  
You have the option to use the horizontal logo if it is unworkable to use the primary logotype.



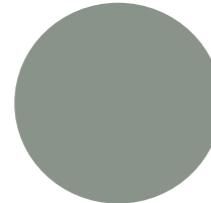
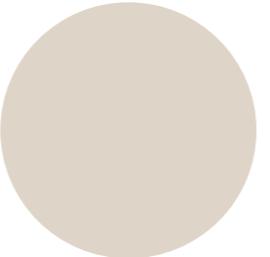
# Typography & Brand colors.



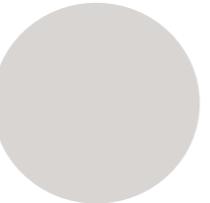
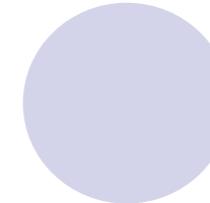
Primary color



Secondary colors



Complementary colors



Color	Pantone	C	M	Y	K	R	G	B
● Green	P 145-1 C	20	0	23	0	213	235	212
● Black	Process Black C	0	0	0	100	35	31	32
● Beige	P 13-1 C	12	13	19	0	223	213	200
● Pink	P 73-2 C	0	30	4	0	249	193	208
● Gray green	P 177-5 C	51	36	47	0	138	148	137
● Purple	P 99-2 C	15	14	0	0	211	211	234
● Light grey	P 169-2 C	14	12	13	0	217	214	211

## Primary headline - Bodoni Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Yy Vv Ww Xx Yy Zz  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | ; : " < > ? , /

Bodoni font should be used for headlines and subheadings.

The Bodoni font is a well-known typeface series and is seen in almost every kind of typesetting situation, but it is particularly suited for fonts and logos. The Bodoni font was first designed by Giambattista Bodoni in 1798. The font is considered a “transitional” font type and was influenced by John Baskerville and his work. The original design had a bold look with contrasting strokes and an upper case that was a bit more condensed than its stylistic influence Baskerville.

## Primary typeface - Baskerville

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Yy Vv Ww Xx Yy Zz  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | ; : " < > ? , /

Baskerville is the primary typeface for the body text.

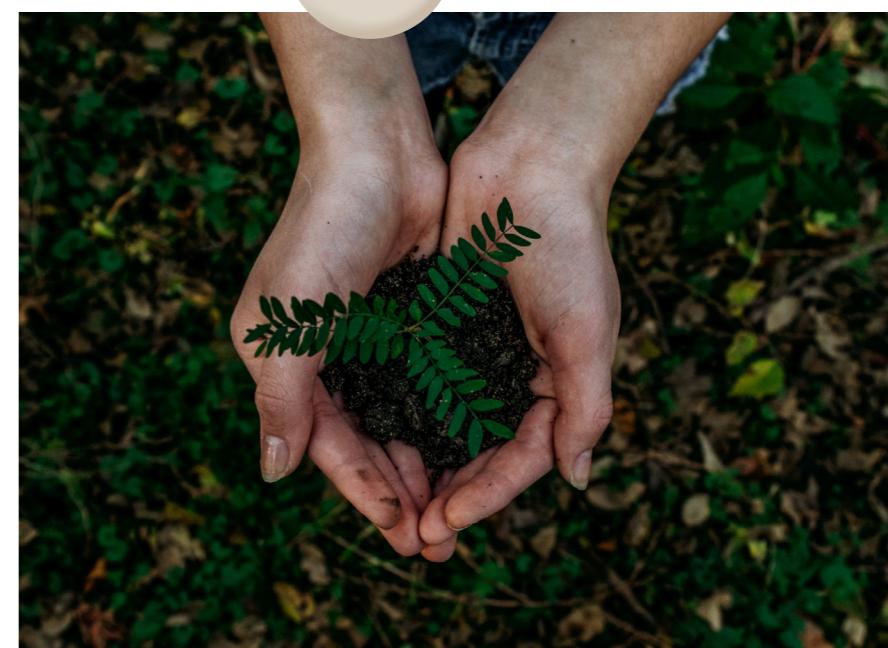
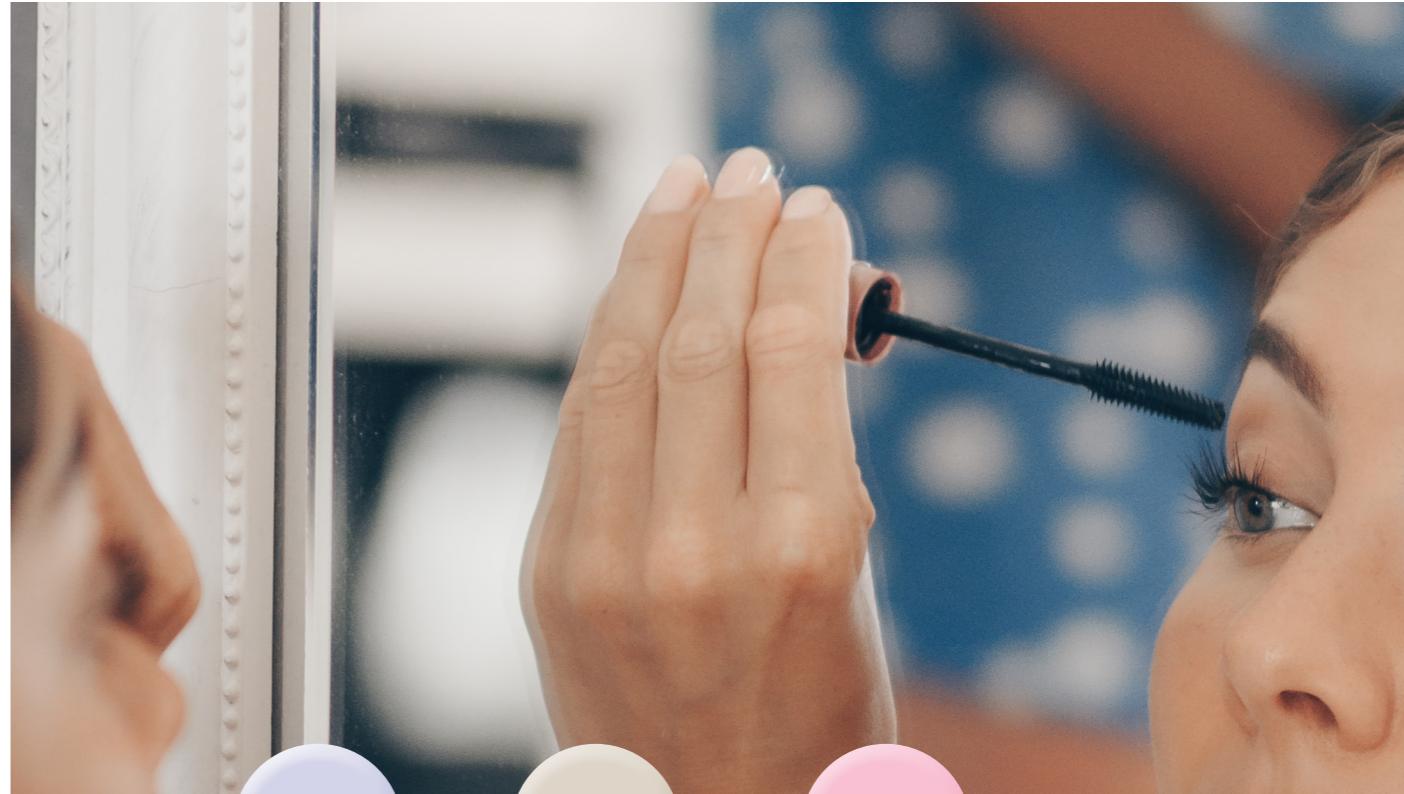
Baskerville is a serif typeface designed in the 1750s by John Baskerville. Baskerville is classified as a transitional typeface. When John Baskerville designed his typeface, his goal was to perfect the styles of the much older typeface Caslon. As people were so used to traditional type, the new changes seemed too drastic to them. However today, the typeface is very appreciated because it is one step down in contrast from the modern typeface.

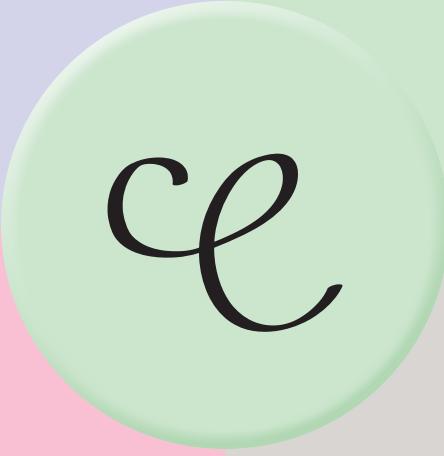
## Secondary typeface - Georgia regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Yy Vv Ww Xx Yy Zz  
= ~ ! @ # \$ % ^ & \* ( ) + [ ] \ { } | ; : " < > ? , /

Georgia is the secondary typeface that will be used if the users can't access either one of the primary typeface.

Georgia is a serif typeface designed in 1993 by Matthew Carter. It was intended as a serif typeface that would appear elegant but legible when printed small or on low-resolution screens. The typeface's name is referred to a tabloid headline “alien heads found in Georgia”.





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