

Brand Guidelines

CECI

makeup Queen



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BRAND CHARACTERISTICS

CECI Cosmetic is a leader in global prestige retail, teaching and inspiring clients to play in a world of beauty. CECI has earned its reputation as a beauty trailblazer with its expertise, innovation, and entrepreneurial spirit.

This document is designed to accommodate all our offerings and audiences, meeting our needs for creativity and flexibility, while providing the structure and direction necessary to be recognized as a single cohesive brand.

A close-up photograph of a person's face, focusing on the forehead, bridge of the nose, and one eye. The person has dark hair and dark eyes. The skin tone is light brown. Overlaid on the center of the image is the text "COMPLETED LOGO DESIGN" in a large, white, sans-serif font.

COMPLETED
LOGO DESIGN

COMPLETED LOGO DESIGN

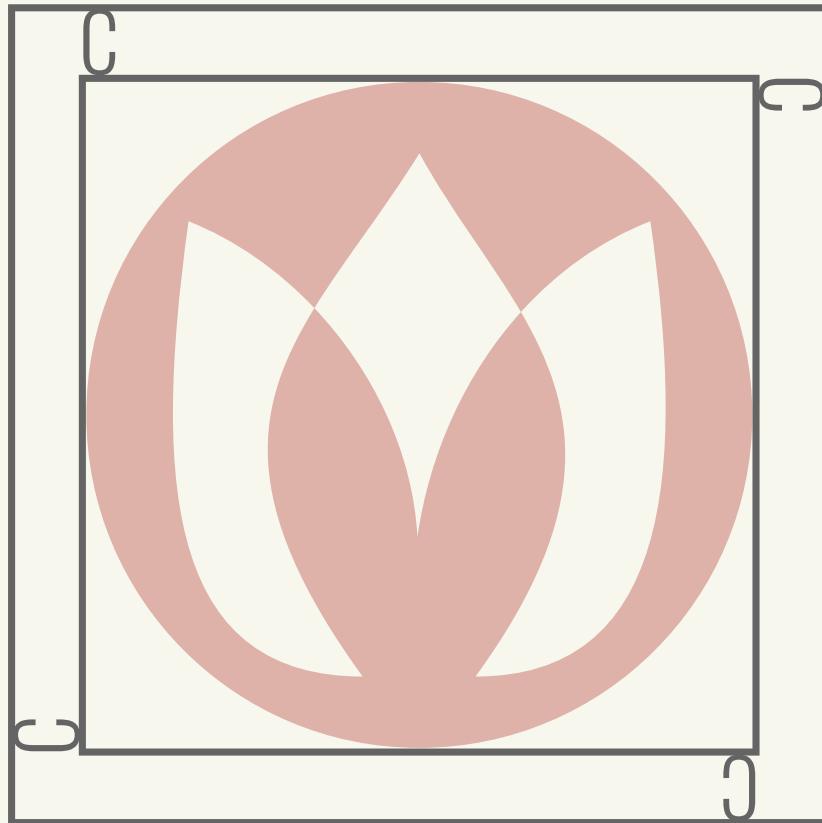
CECI Cosmetics' logo comes from the idea of the Lotus flower. In Eastern religions, the Lotus flower is a symbol of purity, enlightenment, self-regeneration and rebirth.

As a beauty product brand, our concept is hoping every woman could take self-care first. By using CECI Cosmetic's skincare products to build more confidence.

The illustration of "hand" is a symbol of a woman who wants to control their destiny on their own. We believe that there are no ugly women, only lazy ones.



LOGO CLEAR SPACE



Clear space is the area surrounding the logo that is kept free of all extraneous elements such as other logos, symbols or text. Clear space ensures that the logo is easy to recognize in all communications.

The measurement for CECI's logo clear space is by using the height of letter 'C' in the wordmark, surrounding the whole logo.

The logo is a part of CECI Cosmetics' website and should be used thoughtfully and consistently.

List of don'ts:

1. Do not rotate the logo to any degree.
2. The logo shape should never be filled with patterns, textures or other special effects.
3. Do not skew or scale the width or height.

LOGO SIZES

DIGITAL

Largest to smallest size for digital. Web & Video.



.5" in



.25" in

PRINT

Largest to smallest size for print. Serigraph & offset.



2" in



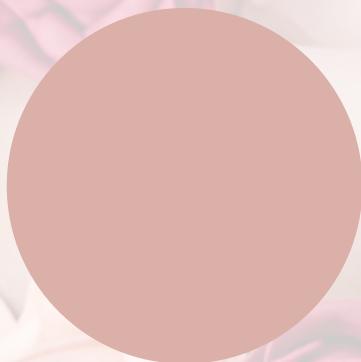
1" in

A close-up portrait of a woman with long, wavy blonde hair and striking blue eyes. She is looking directly at the camera with a soft expression. Her right hand is gently resting against her chin, supporting it. Her nails are painted a light pink color. The background is a neutral, light gray.

COLOUR STUDY

COLOUR STUDY

The Colour theme is mostly based on classic and elegant colours. The two colours (Pastel Pink & Night Rider) vibrate together creating a mature but also keep the princessy feeling in the logo. These colours are perfect combination of colours and apply to all ages of women.



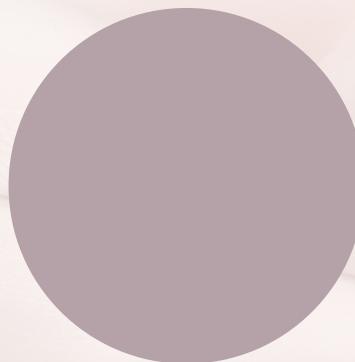
PASTEL PINK

HEX #DAB0A8
RGB 218, 176, 168
CMYK 0%, 19%, 23%, 15%



NIGHT RIDER

HEX #2C2C2C
RGB 44, 44, 44
CMYK 0%, 0%, 0%, 83%



LILY

HEX #B4A2A8
RGB 180, 162, 168
CMYK 0%, 10%, 7%, 29%



IVORY

HEX #F7F7EE
RGB 247, 247, 238
CMYK 0%, 0%, 4%, 3%

A close-up, high-contrast photograph of a woman's face. Her brown hair is visible at the top and sides. Her right eye is looking directly at the camera with a neutral expression. Her lips are painted with a vibrant red color. Overlaid on the center of her face is the text "TYPOGRAPHIC STUDY" in a large, bold, white sans-serif font.

TYPOGRAPHIC
STUDY

TYPOGRAPHIC STUDY

Brand Headlines:

When using Gill Sans - SemiBold to create headings on embedded or printed collateral for CECI, always typeset it with Optical kerning, set the tracking to 0, and set in title case or sentence case (as determined by the content). Do not set in all-caps or all-lowercase.

When using Gill Sans - SemiBold to typeset headings on the web, set the letterspacing to -1px for smaller headlines and -2px for larger headlines.

Brand Text:

When using Brandon Grotesque - Light to set text on embedded or printed collateral for CECI, always typeset it with Optical kerning, set the tracking to -10, and set in title case or sentence case (as determined by the content). Do not set in all-caps or all-lowercase.

When using Brandon Grotesque - Light to typeset text on the web, set the letterspacing to 0px for normal paragraphs and -0.2px for hero paragraphs.

CECI headlines are set in **Gill Sans - SemiBold**, shown at 24pt.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; : " < > ? , . /

Typeset all text and paragraph text in Brandon Grotesque - Light, shown at 24pt.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 0
= ~ ! @ # \$ % ^ & * () + [] \ { } | : ; : " < > ? , . /

THANK YOU.



Thanks for taking the time to view our work.

Any appreciations or comments are welcome.