



HIRAYA  
COSMETICS

## PRIMARY USAGE

The primary colors for the Hiraya logo are Whiskey, Chamois and Luxor gold. The base foundation color of the logo is Whiskey white. Luxor gold is used for the darker gradient as it gradually lightens to Chamois. The logo is featured on the color papaya whip or pure white as its background, however refrain from displaying the logo on brighter and the more vibrant palettes as they can be too overpowering and will clash with the golden hues, rather it is best more appropriately suitable to be applied in dark and neutral themed backgrounds.





## SECONDARY USAGE

Our alternate dalisay palette is generally used for packaging and brand merchandise, the logo palette still remains the same however it is applied on Eden rather than Papaya whip or White.



## LIMITED USAGE

Hiraya's logo can be presented in black and white, can also be inverted, and be done on monochromatic scale.

## COLORS

The colors of the Hiraya logo were carefully chosen to represent our brand's aesthetics. Their purpose is to project the nature of the brand's identity to further convey the message of our stand for natural beauty. Hiraya's colors aspires to stimulate peace and simplicity yet with an accent of sophistication, in correlation to our customer's preference for a classy, minimal and natural look. Color plays an essential part in defining our brand's value and is used as a means of enhancing and establishing our brand positioning, enable greater awareness of our identity, and distinguish our brand among other competitors.

The Hiraya color palette follows two color schemes. The primary and secondary palette.

The primary palette is categorized into two separate sub-groups; Dalisay and Alternative Dalisay. The secondary palette, on the other hand, are divided into four groups: neutrals, vibrants, brights and darks. The following pages showcase the groups of color palettes being broken down to display the palette's versatility and the possible ways it can be applied to create brand new color combinations while still preserving the essence of Hiraya's theme and image.



**Papaya  
Whip**  
**#ffebdc**

R **255**  
G **235**  
B **220**

C **0.00**  
M **0.08**  
Y **0.14**  
K **0.00**

**Chamois**  
**#e7cc9a**

R **231**  
G **204**  
B **154**

C **0.00**  
M **0.12**  
Y **0.33**  
K **0.09**

**Luxor  
Gold**  
**#a57d2e**

R **165**  
G **125**  
B **46**

C **0.00**  
M **0.24**  
Y **0.72**  
K **0.35**

**Whiskey**  
**#d1ae6c**

R **209**  
G **174**  
B **108**

C **0.00**  
M **0.17**  
Y **0.48**  
K **0.18**

## **Eden**

#276f5f

R 39  
G 111  
B 95

C 0.65  
M 0.00  
Y 0.14  
K 0.56

## **Chamois**

#e7cc9a

R 231  
G 204  
B 154

C 0.00  
M 0.12  
Y 0.33  
K 0.09

## **Luxor Gold**

#a57d2e

R 165  
G 125  
B 46

C 0.00  
M 0.24  
Y 0.72  
K 0.35

## **Whiskey**

#d1ae6c

R 209  
G 174  
B 108

C 0.00  
M 0.17  
Y 0.48  
K 0.18

**Porsche**  
#e5ae68

R 229  
G 174  
B 104

C 0.00  
M 0.24  
Y 0.55  
K 0.100

**Highland**  
#6e8d63

R 110  
G 141  
B 99

C 0.22  
M 0.00  
Y 0.30  
K 0.45

**Apricot**  
#fbc5b7

R 251  
G 197  
B 183

C 0.00  
M 0.22  
Y 0.27  
K 0.02

## Fiji Green

#6c6f1f

R 108

G 111

B 31

C 0.03

M 0.00

Y 0.72

K 0.56

## Barossa

#503842

R 80

G 56

B 66

C 0.00

M 0.30

Y 0.18

K 0.69

## Froly

#e4736c

R 228

G 115

B 108

C 0.00

M 0.50

Y 0.53

K 0.11

**Spray**

#87e1dd

R 135

G 225

B 221

C 0.40

M 0.00

Y 0.02

K 0.12

**Persian  
Green**

#019e93

R 1

G 158

B 147

C 0.99

M 0.00

Y 0.07

K 0.38

**French  
Rose**

#ef5dgb

R 239

G 93

B 155

C 0.00

M 0.61

Y 0.35

K 0.06

COLOR | 32

## **Chelsea Cucumber**

#909e56

R 144  
G 158  
B 86

C 0.09  
M 0.00  
Y 0.46  
K 0.38

## **Sirocco**

#627169

R 98  
G 113  
B 105

C 0.13  
M 0.00  
Y 0.07  
K 0.56

## **Ecru White**

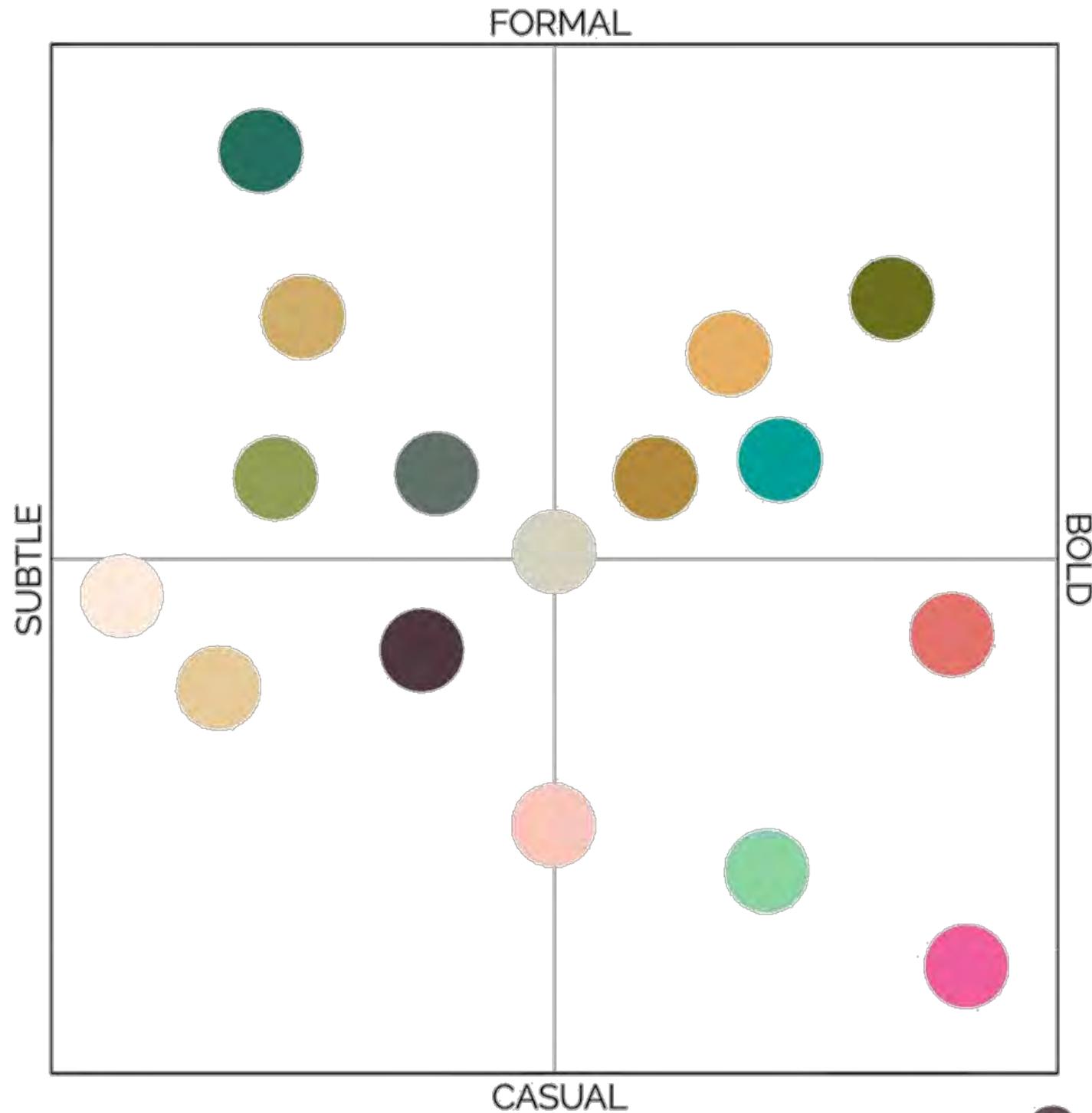
#d5d1bf

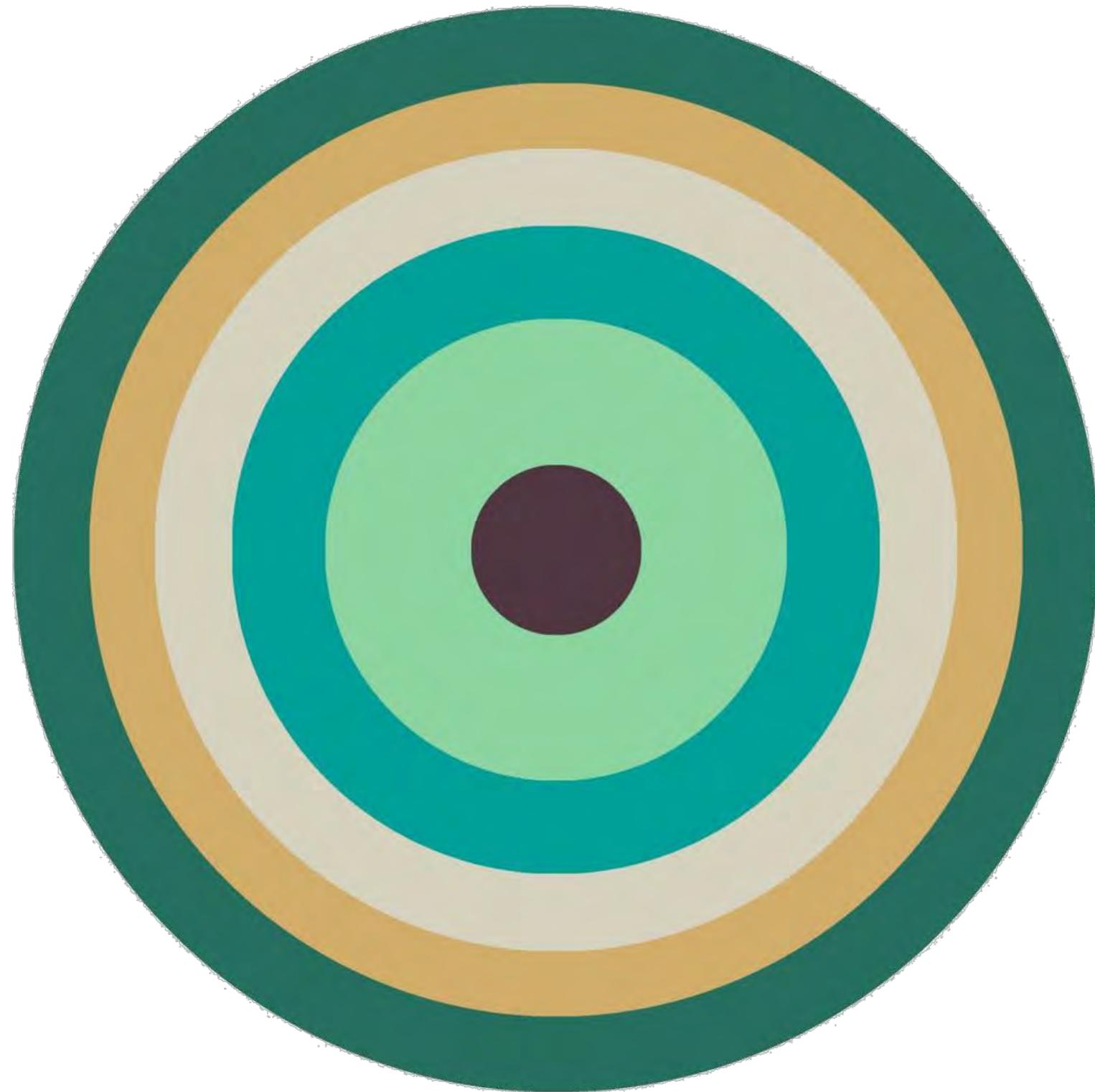
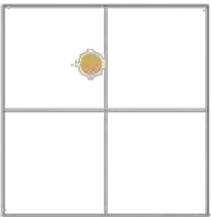
R 213  
G 209  
B 191

C 0.00  
M 0.02  
Y 0.10  
K 0.16

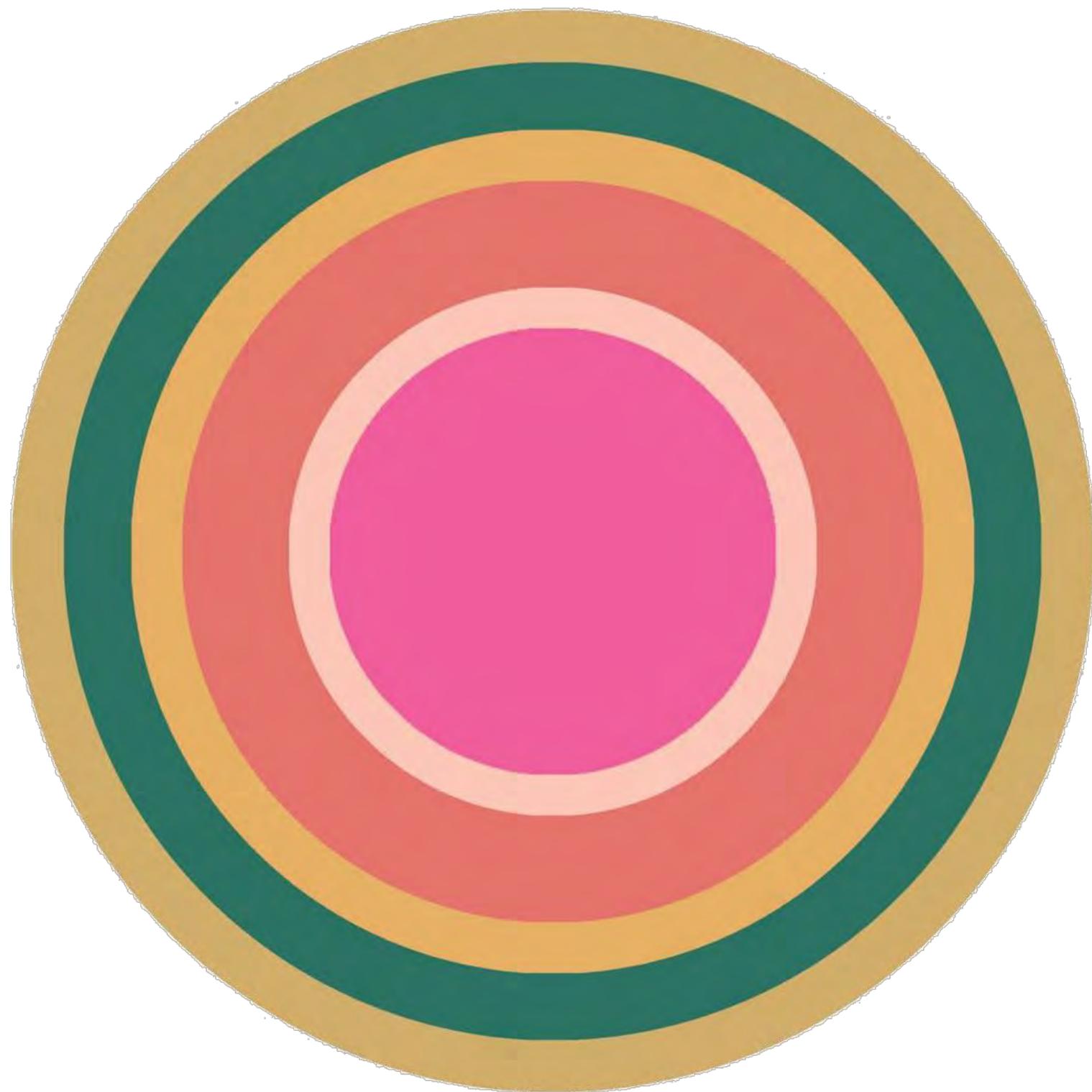
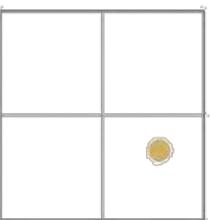
This chart serves as a guide of the ranges of moods to what the colors convey. Each individual placement of color on the graph correlates to the scale of the mood on the spectrum. The measure of colors range from formal to casual and subtle to bold.

The purpose of this graph is to serve as a guide for the selection of colors to be put in a palette, given the appropriate use of application to the temperament of the hues.

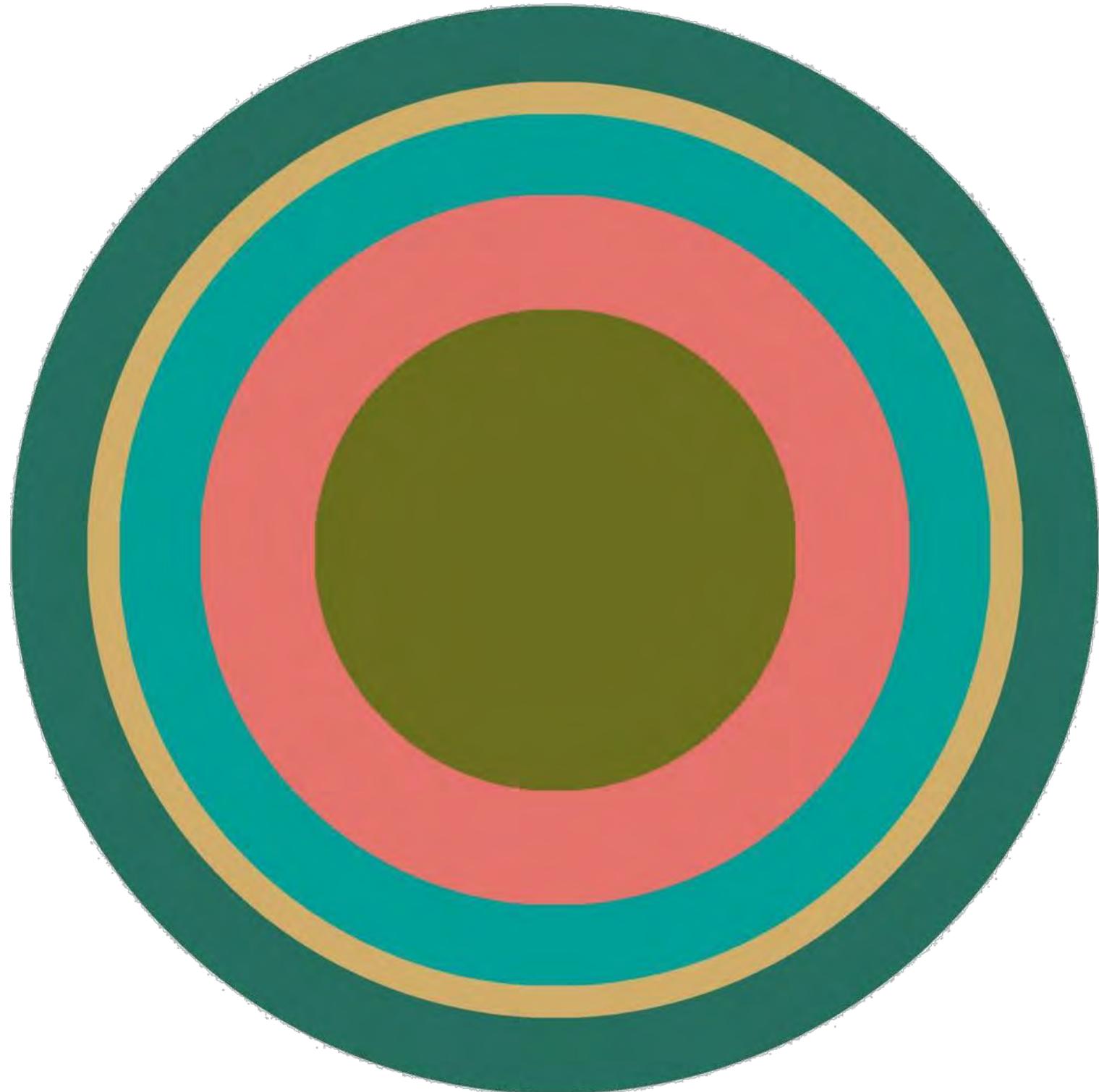
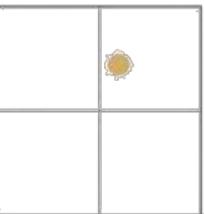


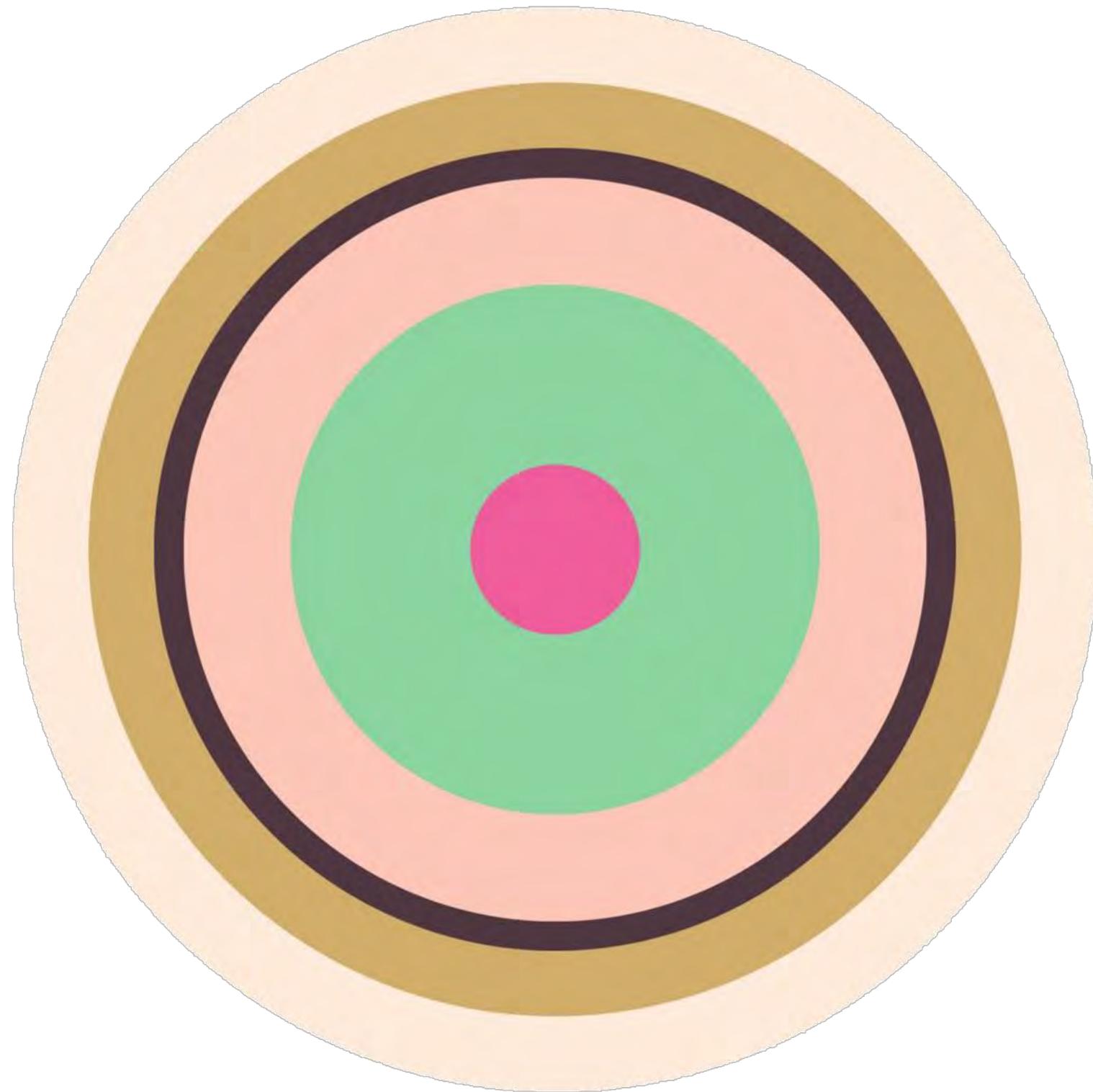
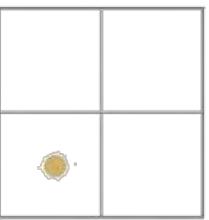


COLOR | 35



COLOR | 36





COLOR | 38

# CAMMRON

## LIGHT

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 3 2 5 4 6 7 8 9

LIGHT FAUX ITALIC  
*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 3 2 5 4 6 7 8 9*

{[({~!@#\$%^&\*-+=|\';?>,.</})]}

LIGHT SMALL CAPS  
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 3 2 5 4 6 7 8 9

## BOLD

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

BOLD FAUX ITALIC  
*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*

{[({~!@#\$%^&\*-+=|\';?>,.</})]}

## CAMMRON

Cammon is our serif font and our primary typeface. Its primary usage is for headlines and titles. The default weight to use is Cammon Light. If legibility is an issue, use Cammon Bold. In cases where Cammon is unavailable, use Baskerville as alternative typeface

# Swis721 LtEx BT

## LIGHT

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 3 2 5 4 6 7 8 9

### LIGHT FAUX ITALIC

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 3 2 5 4 6 7 8 9

### LIGHT SMALL CAPS

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 3 2 5 4 6 7 8 9  
{{[({~!@#\$%^&\*-+=|\.;?>,.</})]}}

## BOLD

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

### BOLD FAUX ITALIC

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

### BOLD SMALL CAPS

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  
{{[({~!@#\$%^&\*-+=|\.;?>,.</})]}}

## Swis721 LtEx BT

Swis721 LtEx BT is our secondary typeface and sans serif font. It's appropriate for secondary headers and captions. The default weight to use is Swis721 LtEx BT Light. If Swis721 LtEx BT is unavailable, use Metropolis Light.

## Raleway

Raleway is our assisting, sans serif typeface. It's versatile, and can be used from captions to texts. The appropriate weight to be used is Raleway Regular. The alternative typeface for Raleway is Roboto Light, in cases of unavailability.

Aa Aa Aa **Aa**  
Aq Aa Aa **Aa**

Light Regular Medium Bold

[[({~!@#\$%^&\*  
-+=|\.;?>,.</>)]]

# Raleway

### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0132546789

### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0132546789

### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0132546789

### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0132546789

# Tw Cen MT

## REGULAR

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 3 2 5 4 6 7 8 9

## REGULAR ITALIC

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 3 2 5 4 6 7 8 9

## REGULAR SMALL CAPS

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 3 2 5 4 6 7 8 9  
{[({~!@#\$%^&\*-+=|\:;?>,.</})]}

## BOLD

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 3 2 5 4 6 7 8 9

## BOLD ITALIC

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 3 2 5 4 6 7 8 9

## BOLD SMALL CAPS

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 3 2 5 4 6 7 8 9  
{[({~!@#\$%^&\*-+=|\:;?>,.</})]}

## Tw Cent MT

Tw Cen MT is our secondary assisting, sans serif typeface. Both Raleway and Tw Cen Mt share a trait of versatility, and can be used for captions, texts, and articles. The default weight to be used is TW Cen MT Regular. Should there be any instances of unavailability, substitute Tw Cen MT with Levenim MT.

The image features two circular photographs. The top circle shows a woman with dark skin and curly hair, wearing a black jacket over a white shirt, resting her head against a backdrop of dense green foliage. The bottom circle shows a woman with dark skin and straight hair, wearing a white top, surrounded by yellow flowers and green leaves, with her hand near her face.

## NATURAL PHOTOGRAPHY

Natural photography is the best way to capture HIRAYA's commitment of using 100% real organic constituents. These images are landscapes and wonders seen in nature, and natural light should be utilized correctly.

# PRODUCT PHOTOGRAPHY

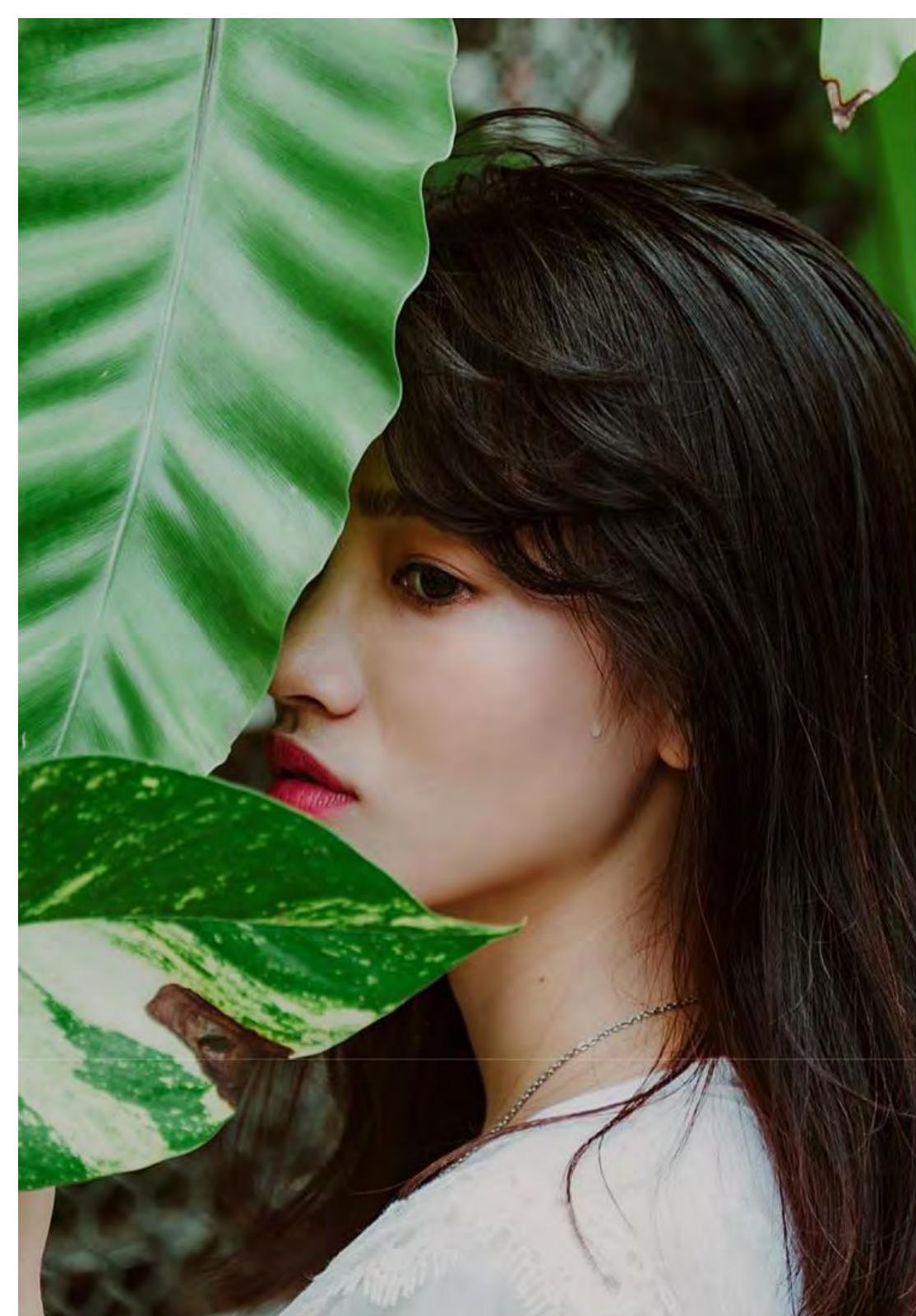
HIRAYA's products are to be captured in artistic styles if not intended for editorial shots. The products can be grouped or taken individually. Proper lighting should be evident when capturing the products.





## FEMININE PHOTOGRAPHY

Femininity is the epitome of HIRAYA's subject matter. These photos should reflect all raw form of femininity – candid shots, unfiltered smiles, and inborn features should be highlighted. Proper usage of light will accent the unrefined emotions of women.



PHOTOGRAPHY USAGE

## OBSTRUCTION

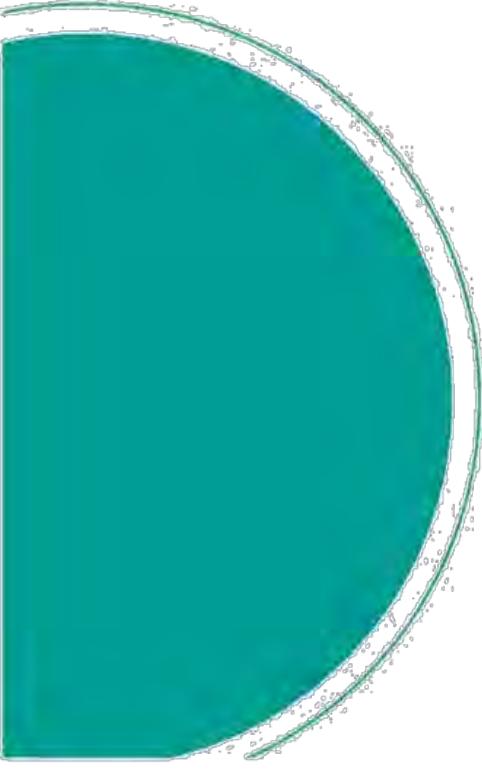
Nature elements can obstruct a subject matter – typically a woman's face – and emulates the illusion of being in one with nature.

## PHOTOGRAPHY USAGE

# DEPTH OF FIELD

Focal points are one of the major options in HIRAYA's photography. In order to obtain the accepted standard, either blur the background and highlight the captured focal point, or blur the foreground and emphasize the focal point at the background





## SPHERICAL ELEMENTS

Circles are all about emphasizing what has already been given. They are a visual representation of what HIRAYA Cosmetics functions to be.

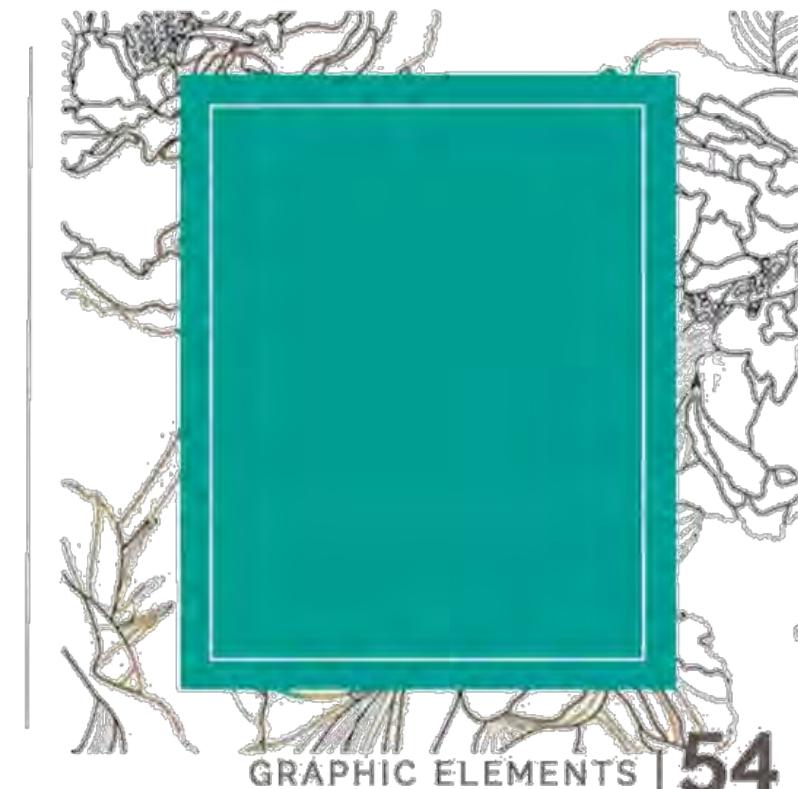
Small circles serve well as background textures or in info graphics. They can be filled, or can just plainly be outlines.

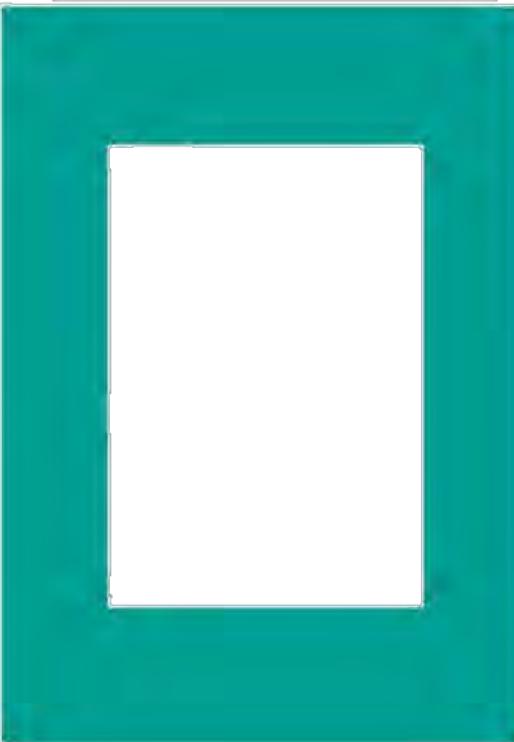
Larger circles, on the other hand, can be used as bearers for the actual photos.

## FLORAL AND GEOMETRIC SHAPES

Derived from our logo, the sampaguita flower can be used with or without the stems. Usage of the flowers can vary, but they're best used as a compliment for the natural, authentic features of our clients. At its heart, the flower icon represents femininity, and thus should be appropriately used for women and for feminine characteristics.

When used as background texture, the flowers should remain as an outline, and not filled.





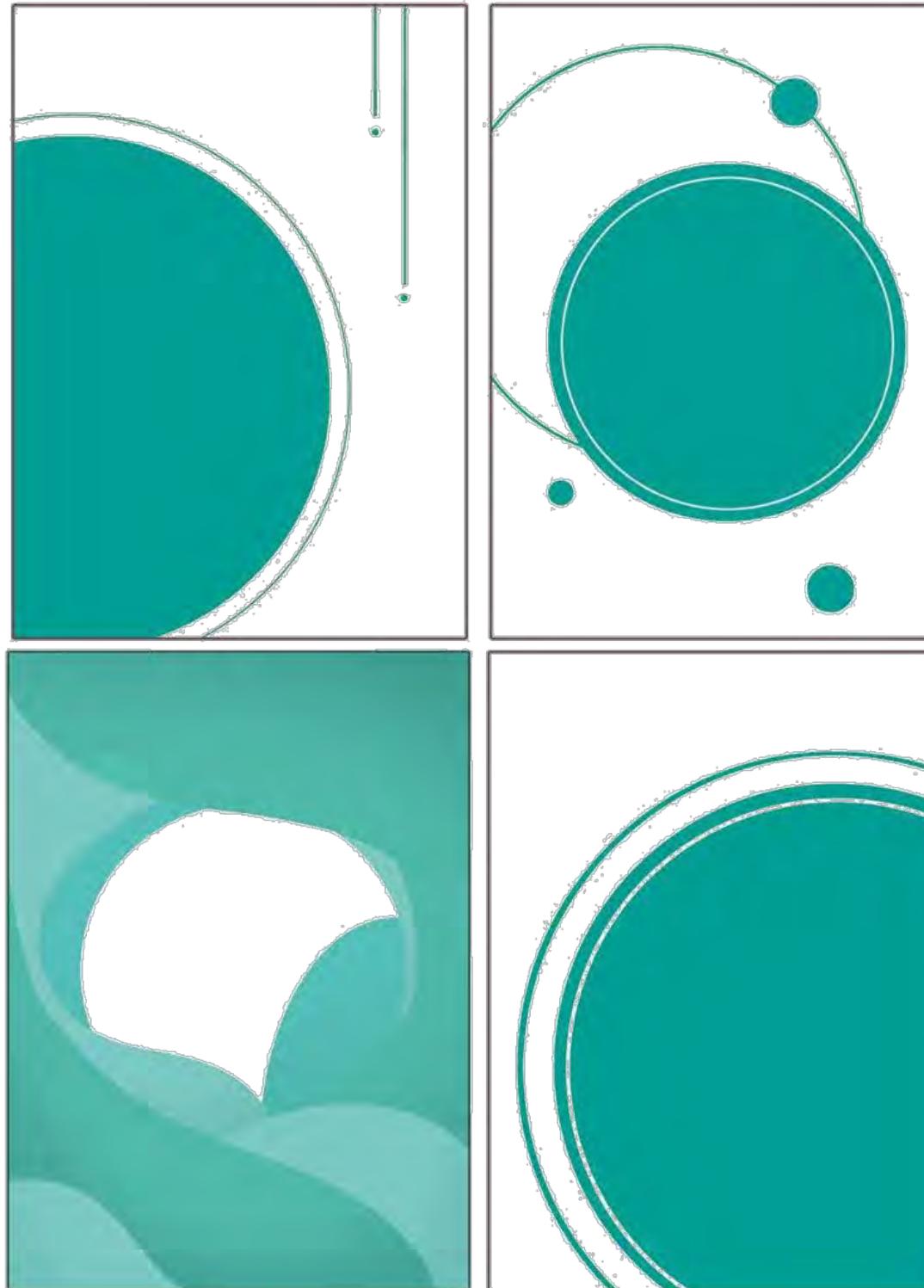
## FRAMES/BORDERS

Thin lines serve as an additive element which augment HIRAYA's overall aesthetics, like borders and strokes.

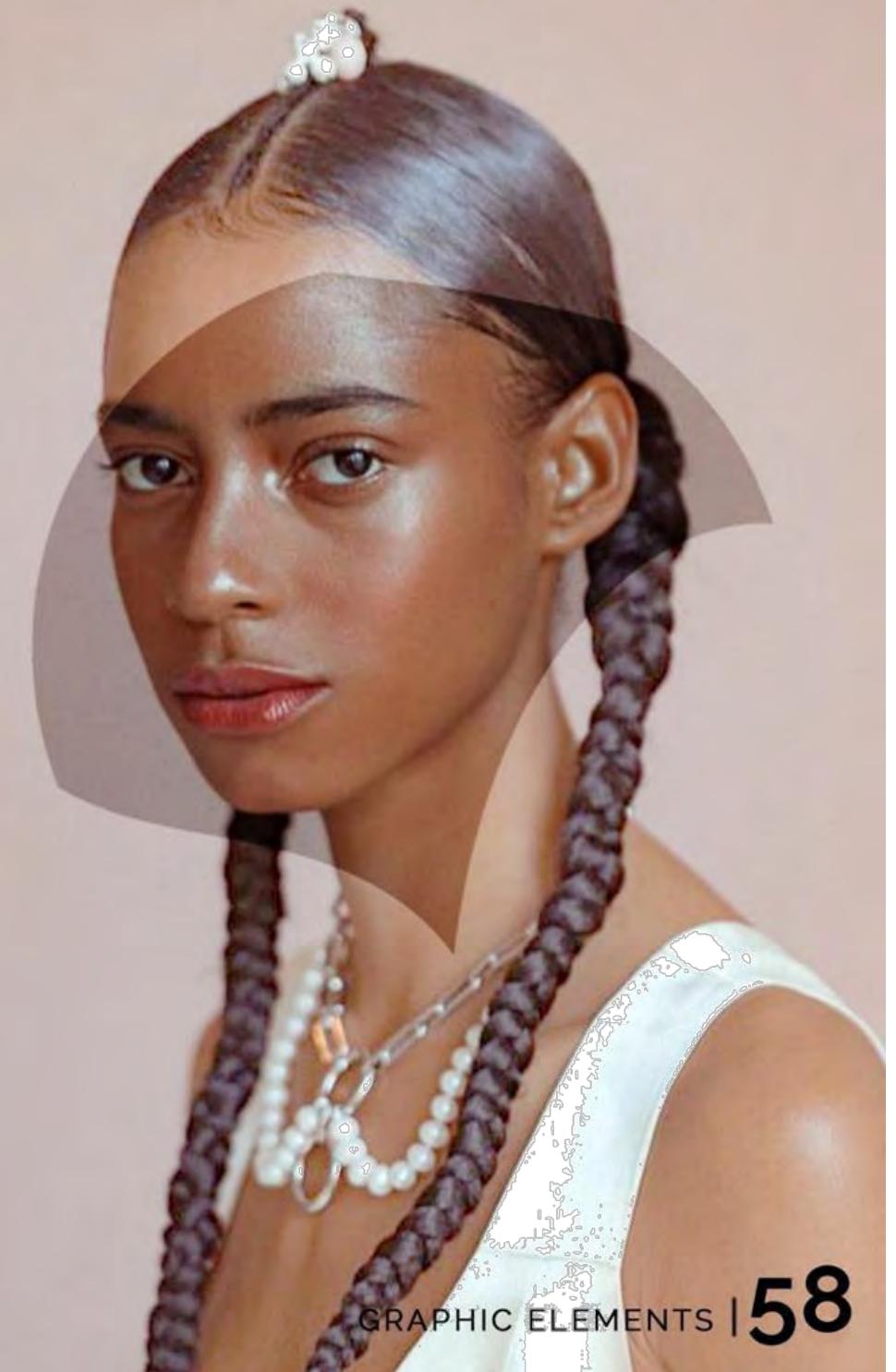
Meanwhile, extremely thick lines with added pigmentation forms a shape -- like the rectangle -- which can serve as a strike through that divides the actual photo and the text. They utilize negative space, thus giving off the feeling of minimalism and simplicity.

Lines should not distract the reader's view from the actual subject matter, but rather function as a tool that helps accentuate the focus of attention.

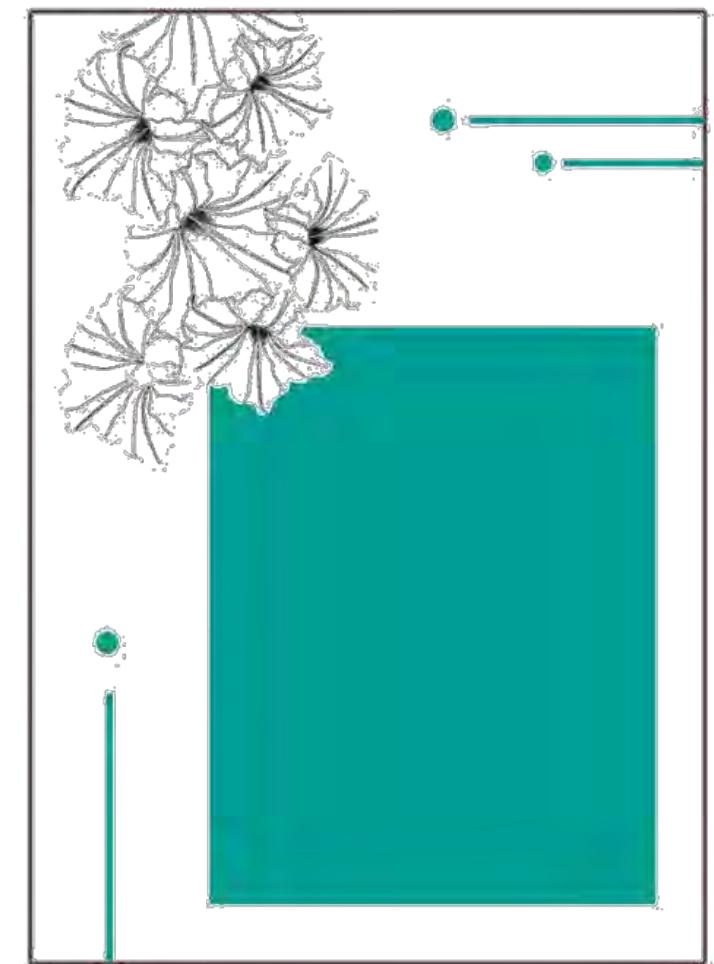
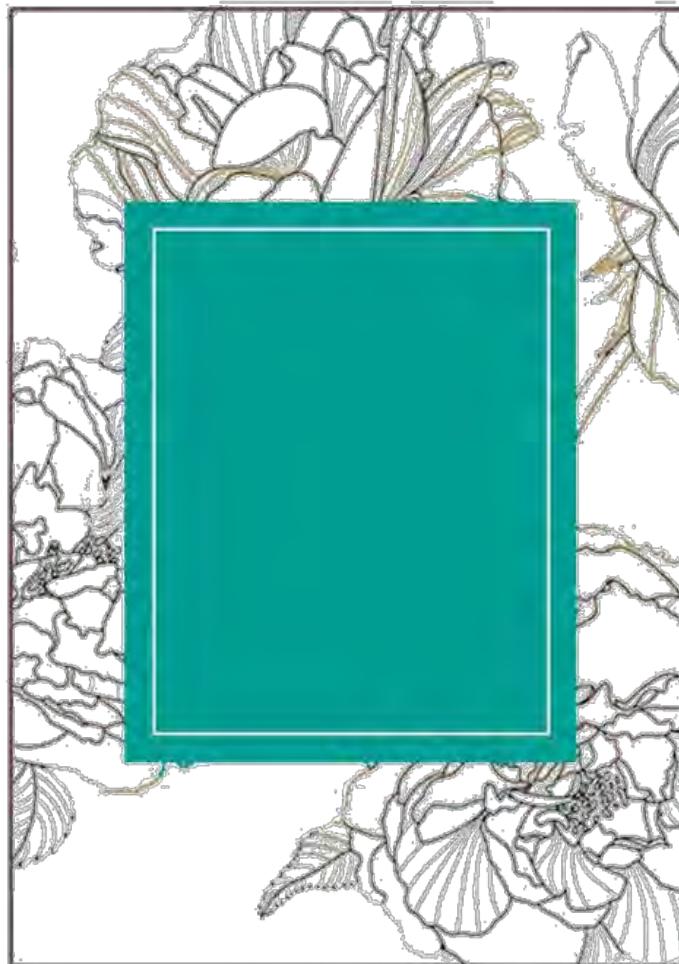
## Spherical/Organic

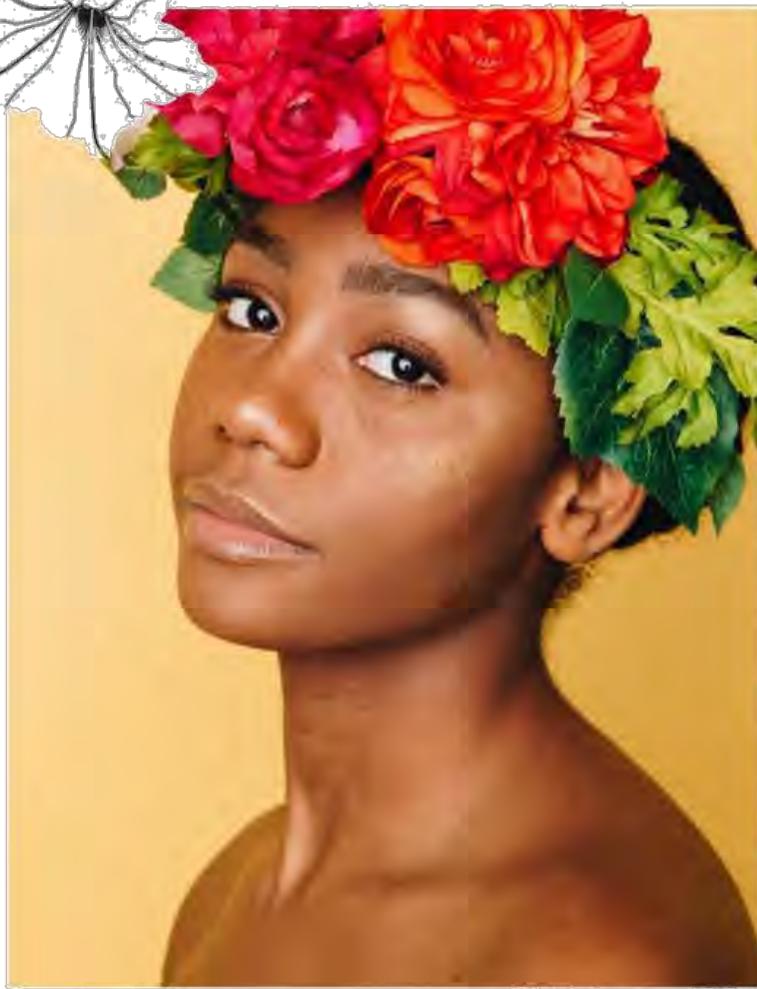






GRAPHIC ELEMENTS | 58





## Frames/Borders

