

Contents

- 1. Core Elements**
- 2. Typography**
- 3. Color**
- 4. Layout**
- 5. Brand Showcase**
- 6. Tone of Voice**
- 7. Packaging**



A close-up photograph of a person's face, focusing on the forehead and eye area. A hand is holding a clear glass dropper with a white cap, dispensing a single drop of clear liquid onto the person's forehead. The person has dark skin and is looking slightly to the right. A gold hoop earring is visible on the left side of the face. The background is dark and out of focus.

Core Elements

Brand Marks

EcoFabulous is made up of two parts. The eco-friendly, vegan and clean nature of product derives “Eco” and the vegan friendly Squalene makes it “Fabulous.”

ECOFABULOUS™

Brand Marks

These log should never be re-typed or modified from their original form shown here. The lock ups below account for (1) a more rectangular form factor and (2) a more square form.

Brand Mark lock-up 1 (Rectangular)

ECOFABULOUS™

Brand Mark lock-up 2 (Square)

**ECO
FAB
ULOUS™**

*TM symbol only required for print & packaging applications.
Digital to be evaluated on a case-by-case basis.

Brand Marks

These log should never be re-typed or modified from their

Brand Mark lock-up 1 (Rectangular)



ECOFABULOUS™

Brand Mark lock-up 2 (Square)



**ECO
FAB
ULOUS™**

*TM symbol only required for print & packaging applications.
Digital to be evaluated on a case-by-case basis.

Brand Marks

Never use the brand mark smaller than the minimum scale.

Minimum Scale



Minimum Scale



Tagline

The Brand Mark uses the Tagline “Beauty For All Of Us” in combination with the Ecofabulous logo lock-up and on its own. The Tagline lockup must use the artwork below.

Logo + Tagline Lockup (Do not typeset) Rectangle Form

ECOFABULOUS™
Beauty For All Of Us

Logo + Tagline Lockup (Do not typeset) Square Form

**ECO
FAB
ULOUS™**
Beauty For All Of Us

Tagline

When used on it's own the Tagline may be re-typeset, but should only occupy one line of copy when used in isolation.

Solo Tagline (May be typeset)

BEAUTY FOR ALL OF US

Beauty For All Of Us

#hashtags (May be typeset)

#BeautyForAllOfUs

#BEAUTYFORALLOFUS

Typography



Typography

'Helvetica Neue Condensed Bold' is a primary font which must be used for all packaging and Social assets header. 'Arial Regular' for body copy.

Primary Font: Helvetica Neue Condensed Bold (Header)

**ABCDEFGHIJ
KLMNOPQRS
TVWXYZ**

Primary Font: Arial Regular (Body Copy)

ABCDEFGH
IJKLMNOP
QRSTUVWXYZ
WXYZ

Typography

'Barlow Condensed Bold' is a secondary font must be used for all web and presentation assets. Display should be considered 'default' and used in all cases except long, running text, or small, caption text.

Secondary Font: Barlow Condensed Bold (Header)

**ABCDEFGHIJ
KLMNOPQRS
TVWXYZ**

Secondary Font: Arial Regular (Body Copy)

ABCDEFGH
IJKLMNOP
QRSTUVWXYZ
WXYZ

Type Hierarchy

Helvetica Condensed Bold Display 425

Centered headline, for brand messaging – max 5 words. Centered headline should always remain on 1 line.+5 Tracking

A single centered headline.

Helvetica Condensed Bold Display 450

Left aligned headline or product name – max 8 words. Left aligned headlines should sit on a minimum of 2 lines or a maximum of 3 lines. +5 Tracking 100% Leading (Set Solid)

Left aligned
headline
on 3 lines

Left Aligned
Headline
on 2 Line

Helvetica Condensed Bold Display 310

Sub headlines – Sub text should remain left aligned and sit on maximum of 3 lines. Should appear 50% scale of the corresponding headline.+5 Tracking 110–130% Leading

Left aligned
Sub text
Maximum 3 lines.

Arial Regular Text 310

Body text - Longer form text+5 Tracking Leading: 110%

Long Paragraph, Our Purpose is to empower consumers to turn up their inner volume with science-backed curl-care that works beautifully without harming your health or the planet's. With the guidance of Tia Mowry an arbiter of curl-care and direct consumer with this need.

Color

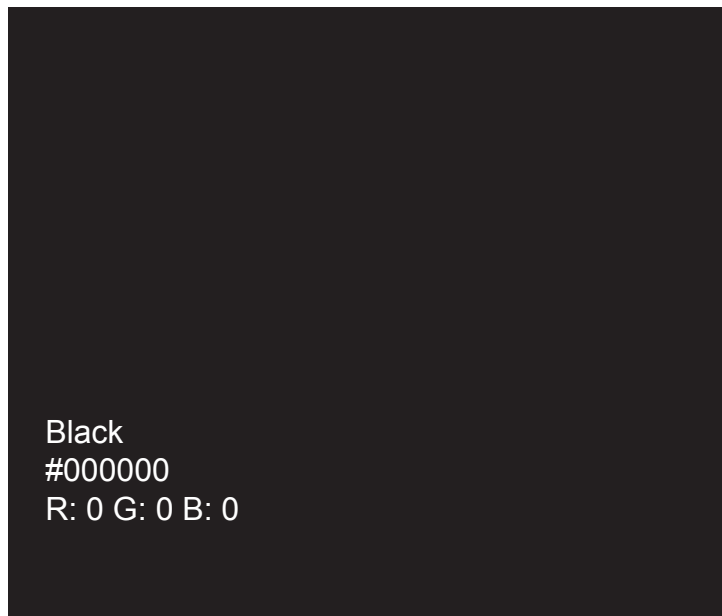


Color Palette

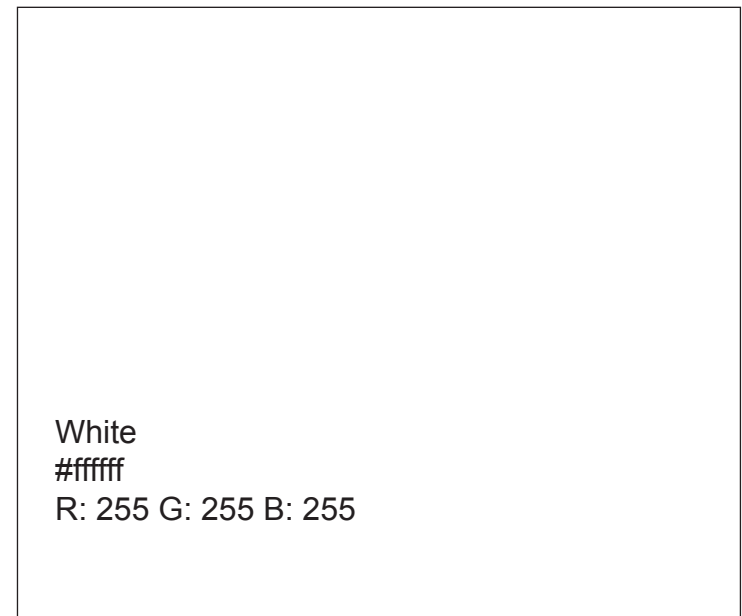
To reflect our radical, bold, and transparent voice, we'll lean into base colors of black and white for can't-miss, straightforward typography and messaging.

Primary Colors:

Black is our dark base and appears as a type and logo color.



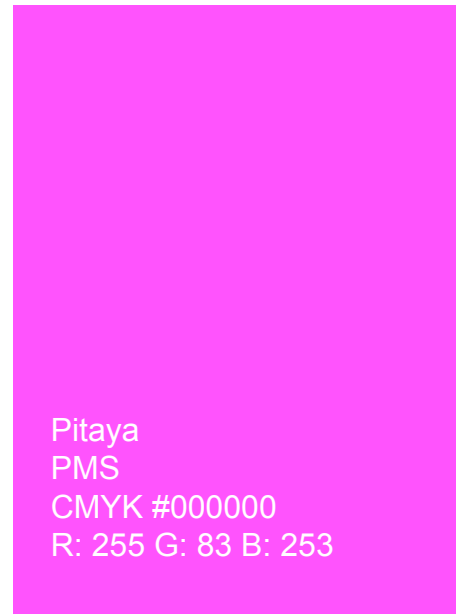
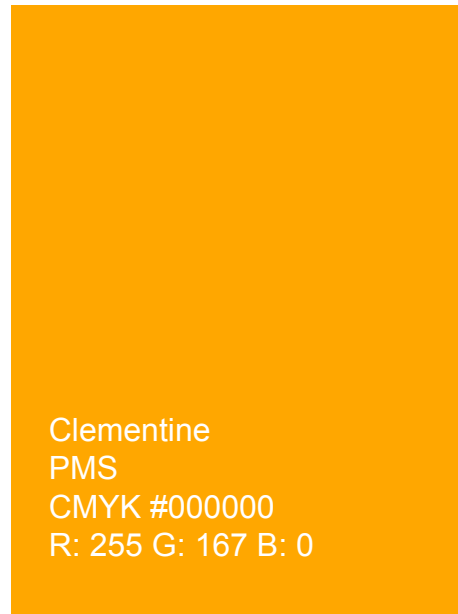
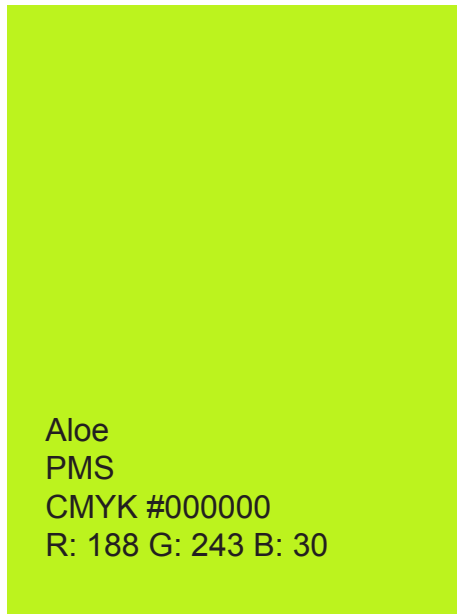
White is our light base color and appears as a type and logo color.



Secondary Color Palette

EcoFabulous employs intersperse a rich secondary neon color palette to invoke joy, youthfulness, and vibrancy throughout brand expressions, e.g. digital kinetic typography.. These can be paired with ample white space and rich black when a richer background tone is needed and/or pure white feels too harsh.

Secondary Colors:



Logo Color

EcoFabulous is used in white (reversed out), black in most cases and with discretion in the 3 brand colors. It must always be legible, and only be used in color on neutral or photographic backgrounds which are not overly saturated.

Primary: White/Reversed out is preferred



Color System

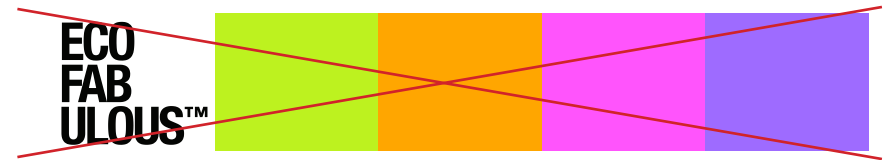
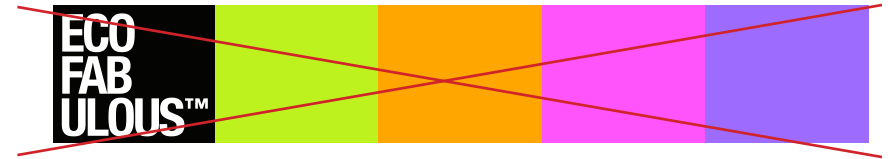
One of the 3 secondary brand colors may be selected for use along side the primary colors, they may never be used in combination with other secondary colors on a single application.

Primary

+ Secondary



DO NOT: Combine primary colors with MULTIPLE secondary colors



DO NOT: Use secondary on top of black (Avoid solid flood black)



Logo Image-Fill

In very select executions the 'EcoFabulous' logo may be filled with image. This is always done on white or putty backgrounds and the logo must be the hero element of the artwork. The ™ symbol is discretionary based on application.



Photography



**ECO
FAB+
ULOUS™**
CLEAN BEAUTY
WITH RECYCLABLE, SUSTAINABLE
OR POST-CONSUMER PACKAGING
ULTRA-HYD

**ECO
FAB+
ULOUS™**
ORIGINAL FACE OIL
WITH SQUALANE, VITAMIN E & ROSEHIP
HUILE ORIGINALE POUR LE VISAGE
AVEC DU SQUALANE, VITAMINE E ET ROSE
30 mL e / 1 FL OZ

Product Photography Colorful

As a juxtaposition to our environmental beauty shots, we'll shoot our product in-studio, always showcasing multiple colorways, tints and/or shades. Our lighting is direct with intentional shadows. Our backgrounds have a light gray tone that helps the colors pop. And our compositions are straightforward and boldly simple. No need for smoke and mirrors here! We've got nothing to hide.



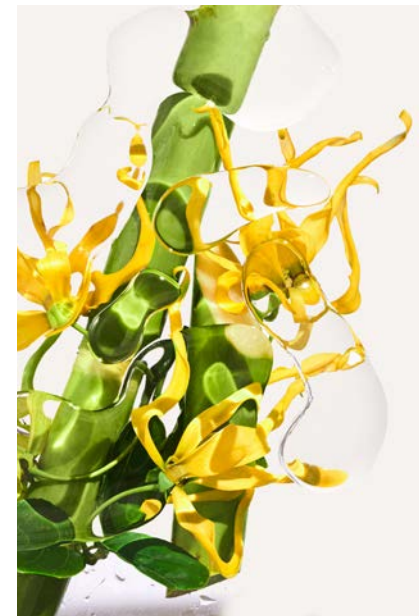
Product Photography Black & White

For our product in white packaging (e.g. toner, moisturizer) or black packaging (e.g. skin tints, concealer), we'll also shoot on white backgrounds for a consistent execution across all products.



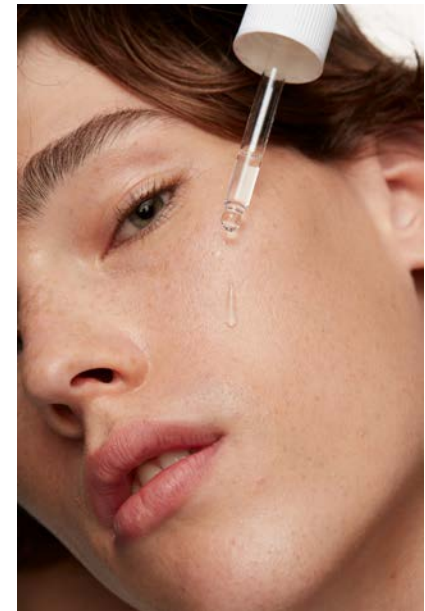
Product Photography
Textures

Textures include liquids, serums, powders, solids, and nature elements. Textures should be shot to emphasize the textures strength—think color, consistency, benefit, etc. Textures should be shot on neutral backgrounds, unless the texture is clear/transparent.



Casting Models

We uplift emerging faces that are redefining sophisticated beauty to join our iconic cast. They represent real, inclusive, individual style and embody a creative spirit with a new, open interpretation of what it means to be “put together”.





Layout Structures

Logo Layout

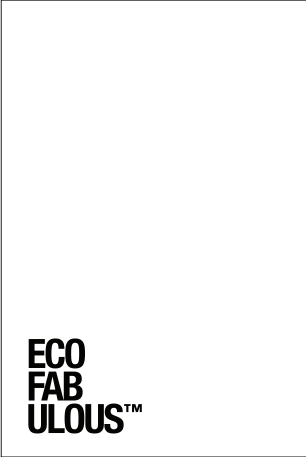
The EcoFabulous horizontal or stacked logo with or without tagline can appear in layout for more dynamic use across visual communications. Allowing for more varied and accommodating composition.

EcoFabulous logo

EcoFabulous should increase by 200–250% in scale when use in stacked form in communications to account for legibility in varied layouts.



Vertical



Social 9 x 16



Social 1x1



Horizontal

Logo Layout Examples

In the case of logo over photography similar rules are applied; light type over dark image, and dark type over light image.



Vertical



Social 9 x 16



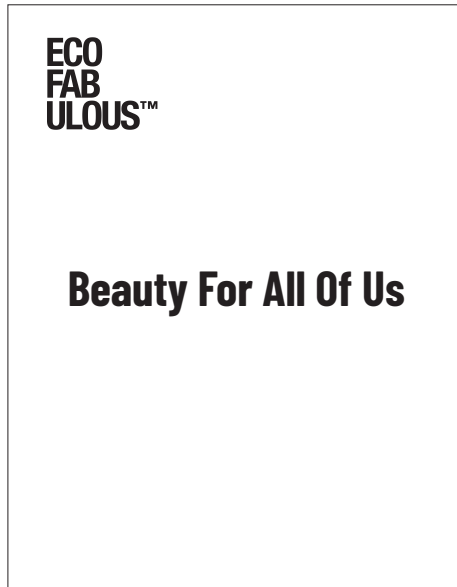
Social 1x1



Horizontal

Combined Typographic Layouts

Brand communications can be as varied as necessary and used to highlight product benefit, name, brand messaging, or brand marks as needed.



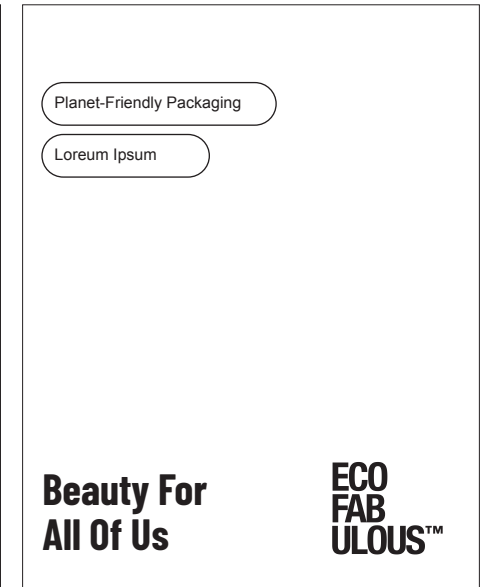
Vertical



Vertical



Vertical



Vertical

Combined Typographic Layouts

Brand communications can be as varied as necessary and used to highlight product benefit, name, brand messaging, or brand marks as needed.



Vertical



Vertical



Vertical



Vertical

A close-up photograph of three diverse women. The woman on the left has dark skin and is wearing purple eye makeup and a blue necklace. The woman in the center has curly brown hair and is wearing yellow eye makeup and a gold chain necklace. The woman on the right has light skin and is wearing yellow and blue eye makeup. The word "Manifesto" is written in white text inside a white rounded rectangle in the upper right corner.

Manifesto



**They say bold color
can't be clean,
And the best
ingredients can't
be accessible to all.**

Well, watch us. _____



**BECAUSE eco-friendly
just got fabulous.** _____

**We're transforming
the world of beauty**

**With beauty made
for the world. _____**



**Artist quality?
We've got it.**

**Compromise? Never
heard of it. _____**





**Because we believe
that people (and
the planet) deserve
more. _____**

**And that you
shouldn't have
to choose between
looking great and
doing good._____**



**A lip here,
a cheek there.**

**Every formula is full
of intention. _____**



Get ready to FAB FORWARD.



Tone of Voice



Tone of voice

Ecofabulous: Brand Voice Summary

TLDR: WE'RE FABULOUS WITH A FOCUS

Like our brand, our language and communications merge the worlds of eco-friendly and fabulous. We talk to our consumers in a way that keeps them inspired, always combining our mission with a wink or a clever turn of phrase.

While we always have our finger on the pulse of culture, we never try too hard and are not forceful about how we incorporate current cultural speak. Instead, we keep our communications authentic, playful and optimistic, making eco and fabulous go hand-in-hand.

HOW WE SPEAK:

Brand:

Eco your fab

Fill (and refill) your fab

The future looks fabulous

Eco is a vibe 39

Product:

We stan sustainable skincare

Welcome to a cleaner cleanser

Seriously sustainable. Effortlessly fab.

TFW your makeup means more

Tone of voice

Ecofabulous: OUR VIBE IS...

PLAYFUL WIT

We like to get playful with how we speak about our brand and products. After all, being fabulous should be fun. A wink here, a clever turn of phrase there – we're a brand with personality and purpose.

RADICAL OPTIMISM

We believe in an unwavering power to create a more beautiful world. At EcoFab, our power is fueled by positivity, a radical sense of optimism and a belief that we can make the world a more fabulous place by changing how people see and use beauty.

TRUSTWORTHY TRANSPARENCY

Just as we're free from harmful ingredients, we're also free from BS. In a category full of smoke and mirrors, we speak to our consumers in a way they can trust, giving them the clarity and simplicity they need to feel fabulously free.

BRIGHT IDEAS

This isn't just a new beauty brand, it's a new take on beauty. When it comes to being fabulous and environmentally-focused, we're revolutionizing the category by always staying one step ahead. We infuse a sense of inspiring expertise and innovative thinking into everything we do, giving our customers everything they want – before they even know they want it.