

**honeyskin** 

plant-derived natural skincare.

2023

**BRAND GUIDELINES**

# Logo Usage

The Honey Skin logo is the most important element of our branding. Therefore, it must never be altered, distorted, or changed in any way that does not fit within these guidelines.



**honeyskin**

At its smallest sizes, graphic elements of the logo must be removed for legibility.

*See examples below.*

**honeyskin** 

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**honeyskin** 

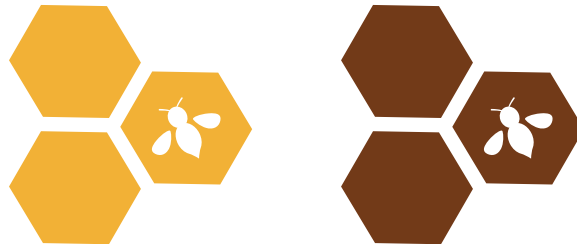
**honeyskin**

**honeyskin**

**honeyskin**

# The Essentials

Our graphics are also used to make up our submark, additional patterns, etc. These elements, however, may not be distorted or pieced together to make imagery that we do not approve.



No other colors outside of our palette are permitted to be used, that is, unless we declare it so. The following are the four colors that make up our main palette.

#723A18

#F2B136

#CA7129

#FFFFFF

We have carefully selected Calibri as our primary typeface. Below are some examples of how we use it.

Calibri Regular - Body Text

**Calibri Bold - Header Text**

*Calibri Italic - Separation from Body Text*

***Calibri Bold Italic - Separation and to Highlight***

**Healing Honey**

ultra hydrating face serum  
brightening and nourishing

# The Message

Honey Skin started as a husband and wife duo, who created the company as a means of filling a very clear hole that was present to us in the beauty and cosmetic industry. The problem we sought to solve was the severe lack of any plant-based skincare and beauty products that were **natural, good-for-the-skin, cruelty free**, and targeted towards **everyone**- regardless of gender, ethnicity, and so on.

Below is a selection of our photography style when it comes to portraying us and our message. Diversity is a **must** when it comes to our imagery. It is best advised to use photos featuring colors from our palette- neutral browns, yellows + oranges, and whites.



We are **Honey Skin**,  
and here we prioritize creating safe,  
plant-derived natural skincare.  
**for everyone.**