

eternal life

uncompromised skin care for ageing

THE MAIN PRINCIPLES OF WORK

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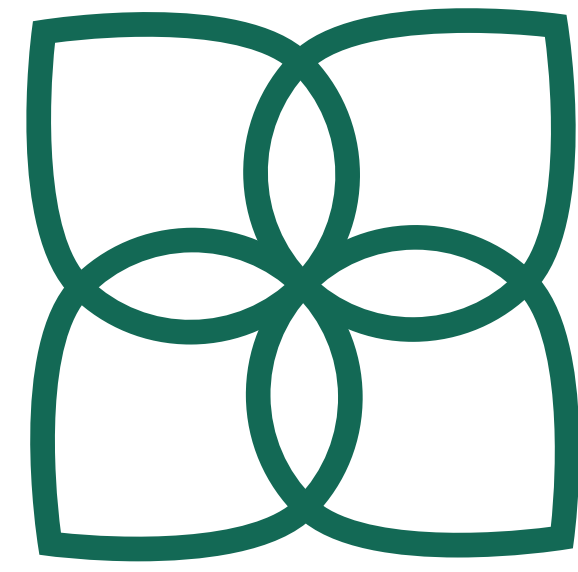
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01 LOGOTYPE

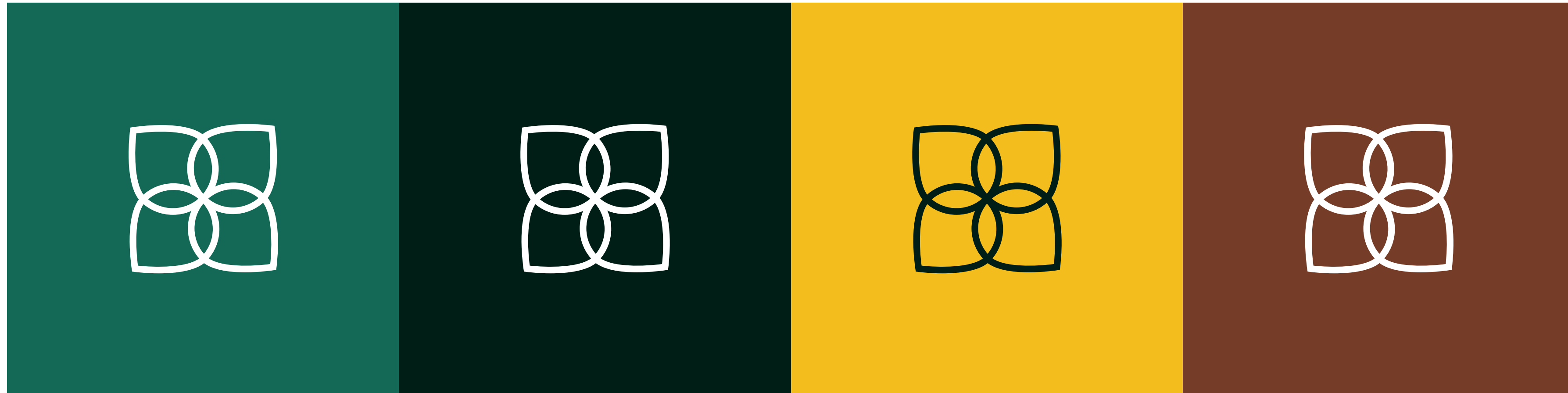
PRIMARY LOGO



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LOGO MARKS



MONOCHROME LOGO



CORRECT USAGE



INCORRECT USAGE



Use only the brand colors



Don't distort the design elements



Use only the brand fonts



Don't rotate design elements



Don't add a drop shadow



02 COLORS

PRIMARY COLORS



PANTONE P 132-8 U

HEX: #136955

RGB: 19, 105, 85

CMYK: 86, 33, 68, 25



PANTONE 627 C

HEX: #011E16

RGB: 1, 30, 22

CMYK: 91, 59, 72, 82

SECONDARY COLORS



PANTONE P 10-7 U

HEX: #F2BD1D

RGB: 242, 189, 29

CMYK: 6, 27, 91, 0



PANTONE P 32-16 U

HEX: #753C28

RGB: 117, 60, 40

CMYK: 34, 73, 79, 45



03 TYPOGRAPHY

PRIMARY FONT

Aa

Questrial

Aa Bb Cc Dd Ee Ff

Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

! @ # % < ? \

SECONDARY FONT

Aa

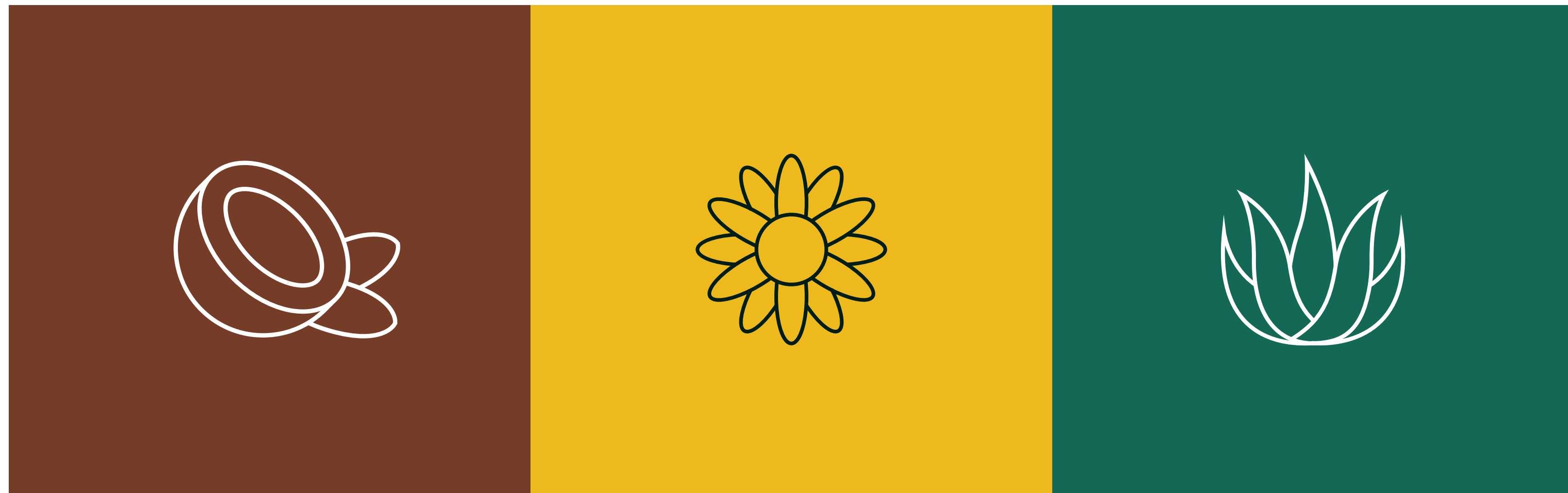
Montserrat

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
! @ # % < ? \



04 GRAPHICS

GRAPHICS



The background is a solid dark teal color. In the top-left and bottom-right corners, there are decorative floral patterns made of overlapping circles in a lighter teal shade. The text "05 APPLICATIONS" is centered horizontally in a bold, white, sans-serif font.

05 APPLICATIONS

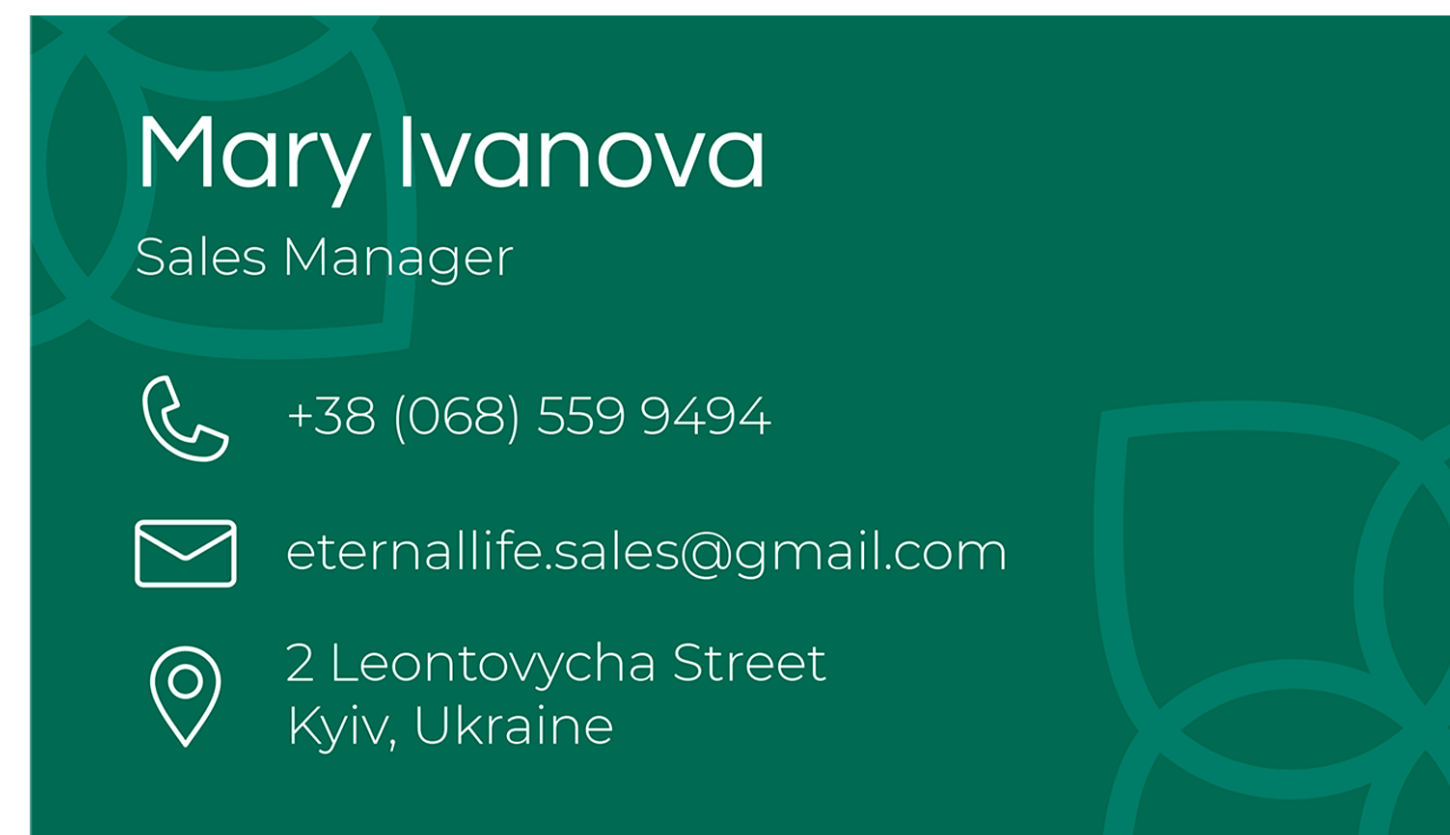
PACKAGING BOXES



COSMETIC JARS

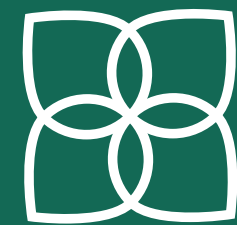


BUSINESS CARD



BAG





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Над дизайном гайдлайна працював Каліков Дмитро
Більше кейсів за [посиланням](#)