

# Brand

## Guideline



l o g o

Logotype / Logomark / Spacing

# Type.

## Our Logo



**Brand personality**

Primal — The word "Primal" can resonate with both men and women looking for a skincare product by evoking a sense of natural, organic, and timeless qualities. The word "Primal" can suggest that the product is made with simple, nourishing ingredients that are inspired by nature and not filled with artificial additives.



## Logotype

Black foreground

01  
PRIMAL

White foreground

02  
PRIMAL

# Logo Mark.

## Our Logo

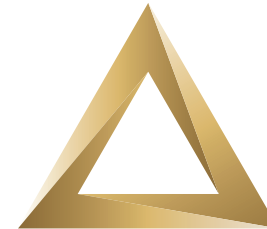


**01** Woman — For women, the word "Primal" can evoke a sense of purity and authenticity, which are highly valued qualities in the skincare industry. It can also suggest that the product is free from harsh ingredients and is gentle on the skin, making it suitable for women with sensitive skin.

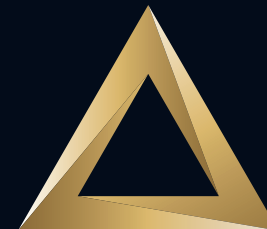
**02** Man — For men, the word "Primal" can appeal to their desire for straightforward and effective grooming solutions that are simple and easy to use. It can also align with the growing trend of men seeking natural and organic skincare products that are free from harmful chemicals.

## Logomark

**01**



**02**



typo.

Colors / Type

# Color.

## Color palette



## Global colors



01.  
**Rich Black**

Pantone — Black 6 C  
HEX #101820  
CMYK 93 77 56 78  
RGB 16 24 32



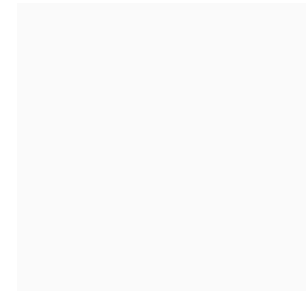
02.  
**Golden Brown**

HEX #957034  
CMYK 32 47 83 28  
RGB 149 112 52



03.  
**Gold Metallic**

HEX #e1be69  
CMYK 13 24 66 2  
RGB 225 190 105



04.  
**White**

HEX #ffffff  
CMYK 0 0 0 0  
RGB 255 255 255



Typography

# Type.

AaBbCc

Fontname

Font size

180pt

Tenor<sup>56</sup>  
pt  
Sans

Secondary type — Montserrat

// Extra Light

// Semi Bold

// Thin

// Bold

// Light

// Extra Bold

// Regular

// Black

// Medium

9

weight / faces

AaBbCcDdEeFfGgHhIiJj  
KkLlMmNnOoPpQqRrSsTt  
UuVvWwXxYyZz

ped.

Label / Tube

POD

# Label.



POD

# Tube.



# Primal — 2023

[irynafedak.com](http://irynafedak.com)