



OPTIMUM DERMA ACIDITATE BRAND GUIDELINES

v1.1 | September 2022

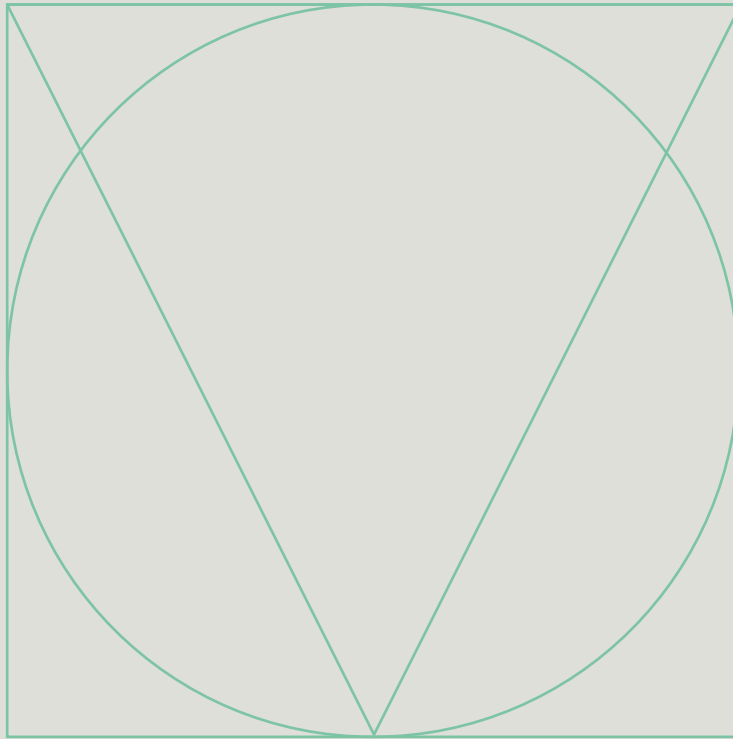
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LOGO

OPTIMUM DERMA ACIDITATE

These cosmetic products have been developed by professional biochemists and tested by cosmetologists. The graphic symbol consists of 3 graphically represented acids: lactic, glycolic and amber. The inseparable graphic symbol creates an image of professionalism. The logo should be used in a minimalist graphic design, with uncluttered backgrounds, keeping cleanliness and plenty of white space.



Shapes that make up a graphic symbol

OPTIMUM DERMA ACIDITATE

The logo has 3 parts. A graphic (non-divisible) symbol, a text part and a line separating the word PROFESSIONAL.

OPTIMUM DERMA ACIDITATE

There are two types of logo. Vertical or horizontal.



SAFE ZONES AND SIZES

SAFE ZONES

The logo should stay clear, visible and legible by keeping the area around the logo clear in all versions.



OPTIMUM DERMA ACIDITATE

Safe zones for the horizontal logo. The size of the graphic symbol, in proportion, defines the safe zones of the logo.



OPTIMUM DERMA ACIDITATE

Safe zones for the vertical logo. The size of the graphic symbol, in proportion, defines the safe zones of the logo.

Minimum size of the horizontal logo



Minimum size of the vertical logo



SAFE ZONES AND SIZES (PACKAGES)

OPTIMUM DERMA ACIDITATE

In packaging where it is not possible to ensure the full distance of the graphic symbol, may be used half of the graphic symbol.

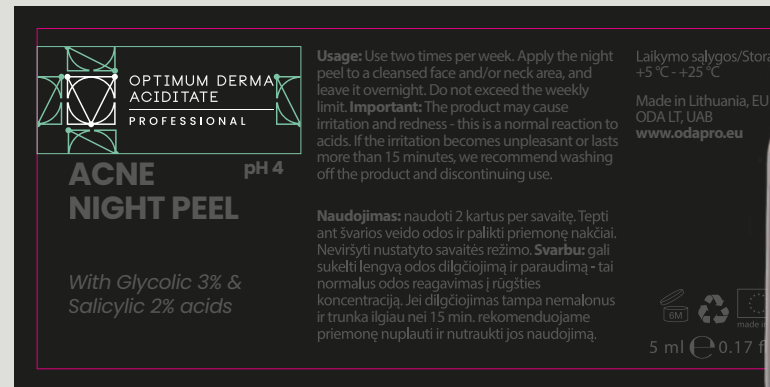


OPTIMUM DERMA ACIDITATE

In packaging where it is not possible to ensure the full distance of the graphic symbol, may be used half of the graphic symbol.



1/2



Example



USE OF THE BRAND

DARK HORIZONTAL LOGO

Use this version when the logo needs to be placed on a light background.



DARK VERTICAL LOGO

Use this version when the logo needs to be placed on a light background.

WHITE HORIZONTAL LOGO

Use this version when the logo needs to be placed on a dark background.



WHITE VERTICAL LOGO

Use this version when the logo needs to be placed on a dark background.

USE OF THE BRAND

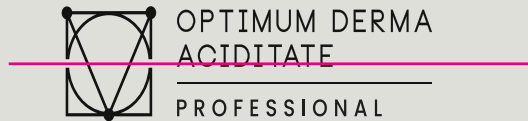
CONTRAST

The colour versions of the logo should only be used on matching contrasting backgrounds.

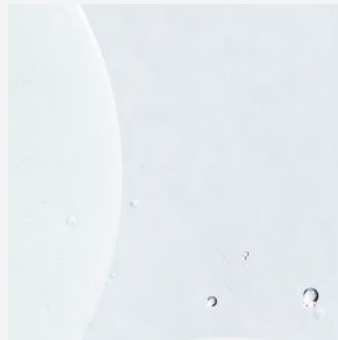


INCORRECT USE

The logo may not be rotated, inverted or distorted in proportion. The colour and shade may not be changed. The details must be preserved and the logo must be kept whole. In case of exceptional need, a separate graphic symbol, distinct from the textual part of the logo, may be used in visual communication.

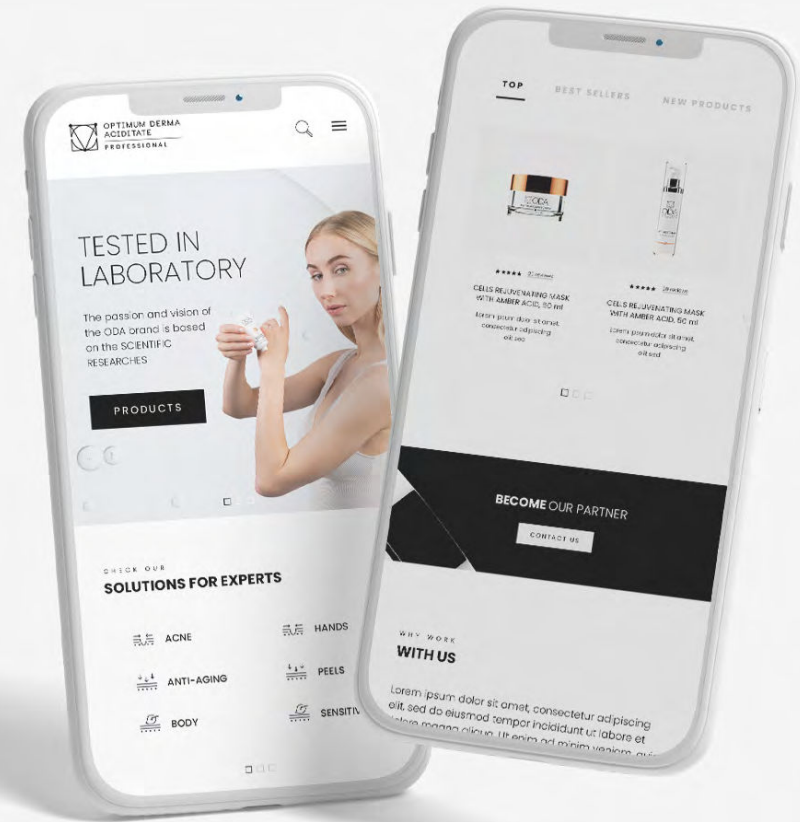


COLORS



COLOR HARMONY

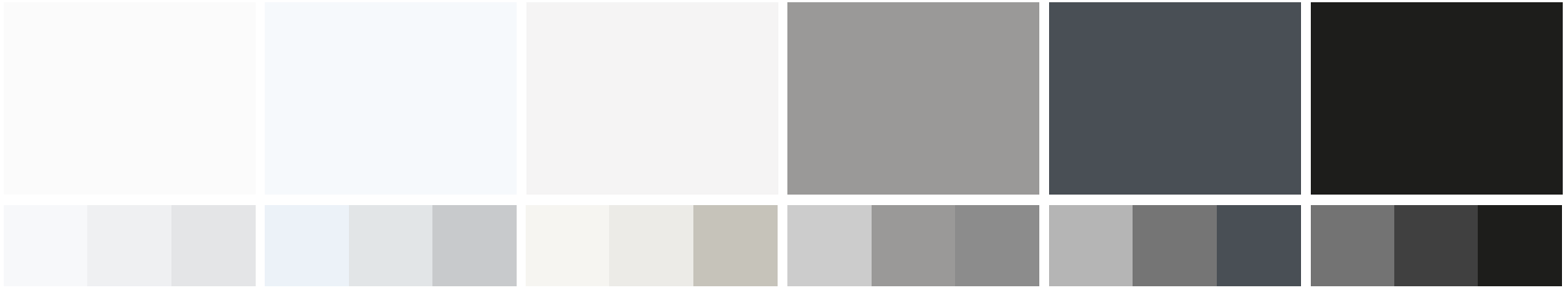
In graphic communication, very dark colours are avoided or used minimally. The communication framework: soft, monochromatic, monotone colors (grey, light grey, etc.) Possibly blue or beige.



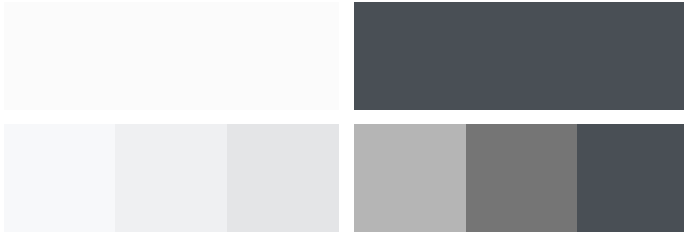
COLOR TONES

OPTIMUM DERMA ACIDITATE

In the colour scheme use solid colors. Gradient colours shall be avoided. Try to keep the tone consistent from light grey to a contrasting dark color.



COLORS

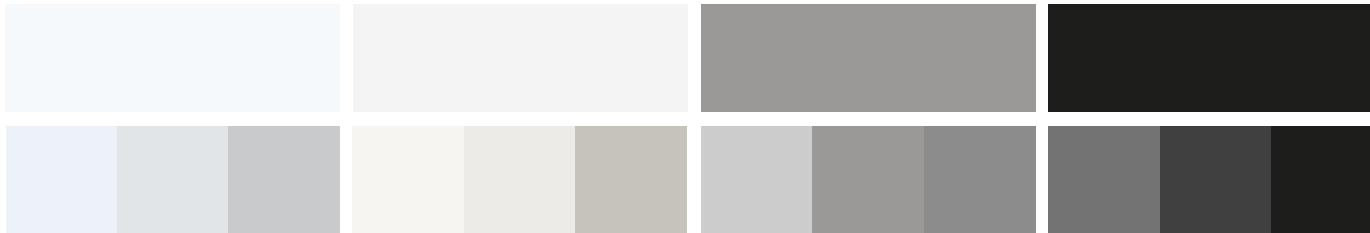


PRIMARY COLORS

Primary colors are used in packaging and graphic communication. Also, dark color is used as the primary color for text.

SECONDARY COLORS

These color tones can be used as support colors to help boost graphic communication or to maintain a solid color palette.





EXTRA COLORS

Particularly contrasting colors used to highlight elements of packaging and to draw attention in layouts. The use of these colors should be moderate and not take up more than 10% of the total layout area.



COLOR CODES






PRIMARY COLORS

	HEX #FBFBFB RGB 251/251/251 CMYK 2/1/1/0 PANTONE 663 C		HEX #494F56 RGB 73/79/86 CMYK 68/54/47/42 PANTONE 7540 C
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SECONDARY COLORS

	HEX #F6F9FC RGB 246/249/252 CMYK 4/1/1/0 PANTONE COOL GRAY 1 C		HEX #F5F4F4 RGB 245/244/244 CMYK 5/4/4/0 PANTONE COOL GRAY 2 C		HEX #9A9998 RGB 154/153/152 CMYK 41/32/33/11 PANTONE COOL GRAY 7 C		HEX #000000 RGB 0/0/0 CMYK 0/0/0/100 PANTONE NEUTRAL BLACK C
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EXTRA COLORS

	HEX #EE907B RGB 238/144/123 CMYK 3/54/48/0 PANTONE 486 C		HEX #F5F4F4 RGB 245/244/244 CMYK 5/4/4/0 PANTONE 158 C		HEX #F6F9FC RGB 246/249/252 CMYK 4/1/1/0 PANTONE 485 C		HEX #F5F4F4 RGB 245/244/244 CMYK 5/4/4/0 PANTONE 7687 C		HEX #F5F4F4 RGB 245/244/244 CMYK 5/4/4/0 PANTONE 7695 C
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TESTED IN LABORATORIES & VERIFIED IN CLINICS

Lasting impact, effective results - these are the most important challenges we face as inventors and manufacturers. We take complete care of your skin so that you can enjoy it not only today, but also tomorrow. O.D.A is more than cosmetics, it's the start of a new life.



FONTS

POPPINS

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

PRIMARY FONT

Used on the website, in visual communication (advertising), in video material, for layout. Also, this font is used on the covers of home line packages (boxes and labels).

LATO

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

PRO LINE FONT

The font is used to separate the home line from the professional line. Used on the label covers of the professional line.

MYRIAD PRO

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

SECONDARY FONT

Used on the back of all labels (both home line and professional) for small text.

MYRIAD PRO CONDENSED

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

SECONDARY FONT

Used on the back of all labels if the labels are small or the space available for text is very narrow.

FONTS

HEADING 1

PRIMARY FONT
Use only capital letters in headings.

HEADING 2

HEADING 3 HEADING 3

HEADING 4

HEADING 5

HEADING 6



“

I used it only for a couple days and I already see the results! My skin is very soft and moisturized. I recommend it.

Marija

“

Easily absorbs into the skin, moisturizes well. Somewhere after four weeks of use, I noticed that the skin became smoother.

Jolita

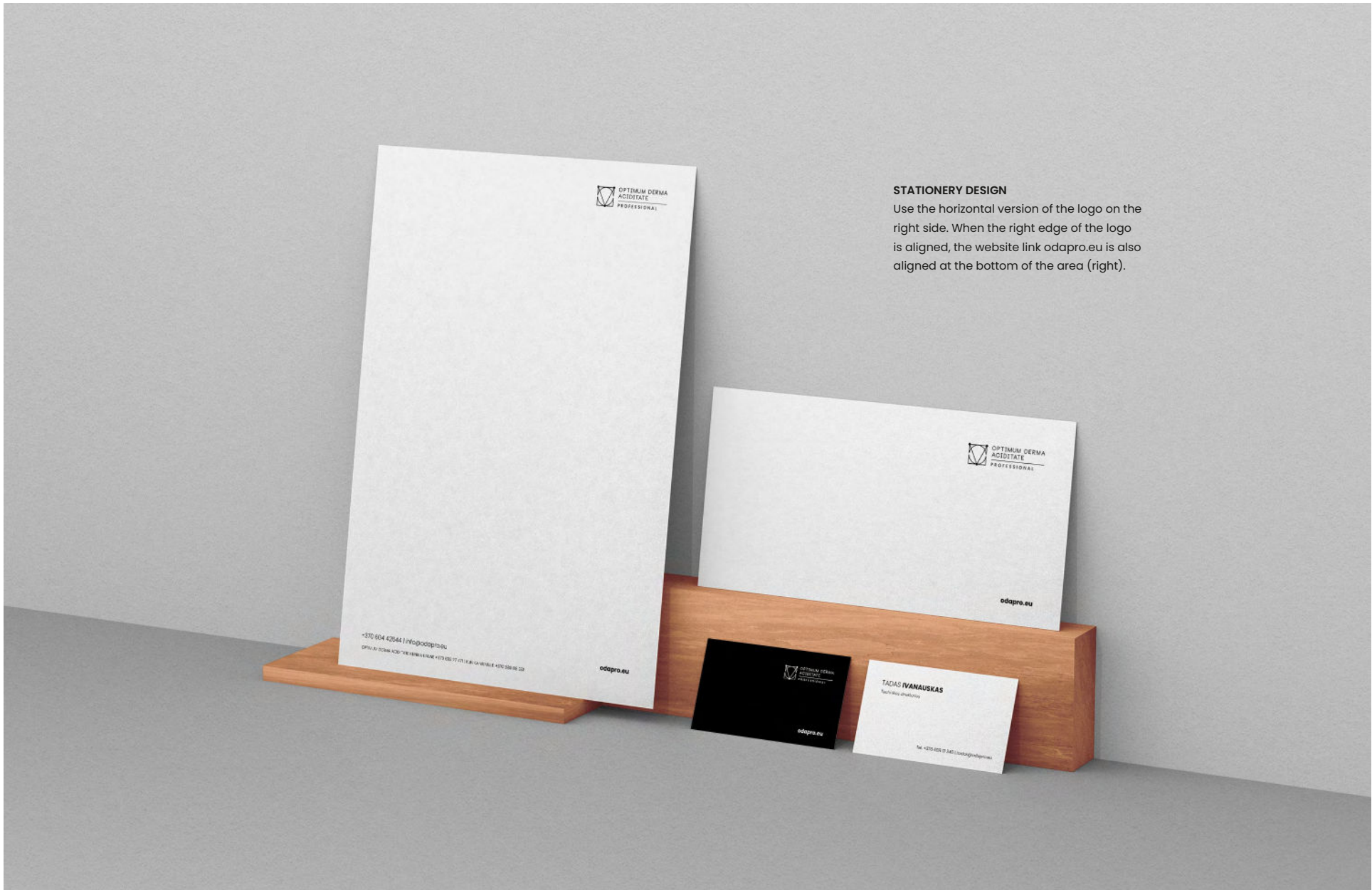


CONTENT

The text is written in normal lowercase, with line spacing (Leading) of about 60% of the text size. E.g. text size 6 pt, line spacing 10 pt.



BRANDING



STATIONERY DESIGN

Use the horizontal version of the logo on the right side. When the right edge of the logo is aligned, the website link odapro.eu is also aligned at the bottom of the area (right).



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