



4 Creative Brief

Brief description of the company's mission.

5 Color Variations

Variations used for logo's color, including knockout, full and single color.

6 Dominant / Subordinant Element Relationships

Logo type and icon relationships.

7 Proper / Improper Logo Usage

Examples of the proper way and improper way to display the company's logo.

8 Metrics

Grid diagram of logo, surrounding space for logo, and minimum size the logo may be.

9 Typefaces

Display of each type face used in the logo and branding.

10 Stationery

A mockup of potential stationery for the brand.

11 Product Packaging

A mockup of potential packaging for the brand.

12 Advertising

A mockup of potential advertising for the brand.

Company History

We started out as a dream that our founder, Diana had. She had always been a makeup enthusiast and wanted to create a company of her own with all the ideas she had for makeup she would love to try.

So in 2011 she opened an online store with just an eyeshadow, and a hand-mirror with a rose on it to sell. It all went to there, people who bought the eyeshadow loved the deep pigmentation and demanded more. Before she knew it, Diana had a full fledged company making tons of different products.

The products ranged from hair to skin to nails. She never looked back, and continues to strive for the best, creating vegan and cruelty free products with an affordable price point.

Company Mission

Crimson Rose Cosmetics is a makeup company that strives to give the highest quality product with the lowest prices. We know that being a makeup addict can be a struggle, with the high pigment products made with high quality ingredients being priced at an astronomical point.

With this, we intend to sell our products as cheap as possible, so you can look beautiful and not break the bank. Our products are 100% cruelty free also as well as being vegan.

4

Full Color



Single Color



Reversed



Color Swatches



PANTONE P Process Black

C = 0

M= 0

Y = 0

K = 0

PANTONE P 48-16 U



C = O

M= 99

Y = 91

K = 11

Logo Symbol Stand Alone



Logo Type Stand Alone

Full Advertising Signature



Our rose is the dominant feature for this logo, being bright and red it is easy to spot and recognize.

The type for the name plays an important part as well, displaying what the company is and what it is about. With Crimson Rose being black, and cosmetics having a pop of red to bring it forward, it is easy to read at most sizes.

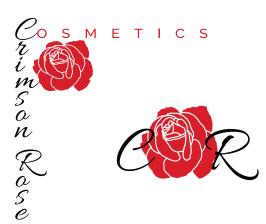
Proper Usage







Improper Usage





Porportional Grid



Surrounding Space



Minimum Size

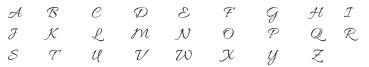


The logo is based on the cap height of the portion that says "Crimson Rose". The Rose is 3/4 of the cap height taller than the main text, and there is a space of 3/8 the cap height between Crimson Rose and Cosmetics, which is also 3/8 the cap height.

Around the logo there should be at least 3/8 the cap height of whitespace. The logo should be brought no smaller than 1.5 inches wide.

Main Font - Allura

Uppercase



Lowercase

a	в	c	d	e	f	g	h	i
							q	
						y		

Secondary Font - Raleway

Uppercase

Α	В	С	D	Ε	F	G	Н	- 1
J	Κ	L	М	Ν	0	Р	Q	R
S	Т	U	V	\X/	X	Υ	7	

Lowercase

a	b	С	d	е	f	g	h	i
j	k	l	m	n	0	р	q	r
S	t	u	V	W	X	У	Z	

Allure was chosen due to it's ability to be whimsicle yet readable. It gives the logo a feminine touch. Raleway was chosen for it's ability to be read at small sizes, making it a good choice for the secondary font.

Crimson Rose

una Black

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Subject

Nunc pretium nibh in elit blandit a aliquet

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Crimson Rese

Luna Black

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