



Crimson  *Rose*
C O S M E T I C S

Graphics Standards Manual



4	Creative Brief Brief description of the company's mission.
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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.

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 = 0

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



Proportional 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

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

Lowercase

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 - Raleway

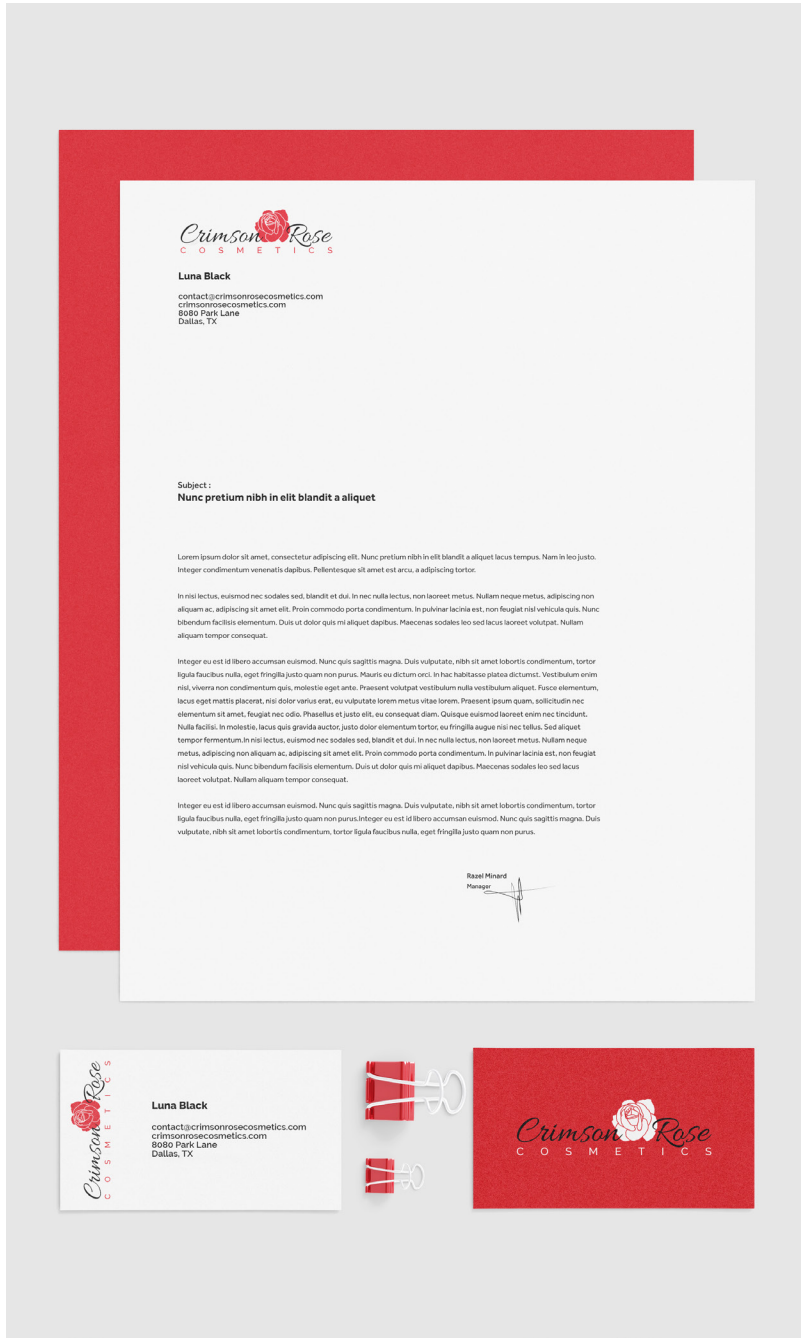
Uppercase

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

Lowercase

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

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



Advertising



...by any other name.

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