

TOO FACED

BRAND GUIDELINE

This brand guideline addresses the identity of the brand and its visual representation across different contexts.

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# FRAMEWORK

This framework forms the heart of the brand's design system, embodying its essence and guiding principles with thoughtful intention.

CURRENT BRAND



Current Logo

American cosmetic brand founded in 1998 by  
Jerrod Brandino & Jeremy Johnson

About

“We believe makeup is power, giving  
women the freedom to express themselves  
and the confidence to take on the world”

Mission Statement

TARGET AUDIENCE

GROWING UP WITH THE BRAND

Individuals who have a history with our brand but may now feel they have outgrown it. They still admire our adventurous and daring spirit and are keen to explore new trends. However, quality remains crucial. They're trendsetters who value differentiation and seek products that reflect their unique tastes.

BRAND IDEA

**DARING SOPHISTICATION**

**Core Purpose**

We enable bold self-expression through makeup, inspiring confidence and creativity in every brushstroke.

**Difference**

We defy conventional notions of sophistication by infusing luxury with a bold edge. We rebel against the status quo, rewriting the rules of beauty.

**Value Proposition**

Our innovative formula offers unrivaled quality and performance, empowering you to embrace your individuality boldly.

PERSONALITY



**Fearless**

Not afraid to take actions different from other luxurious competitors.



**Chic**

Makes you stand out effortlessly.



**Exquisite**

Ensuring that every purchase delivers unmatched value and quality.

# MOOD BOARD

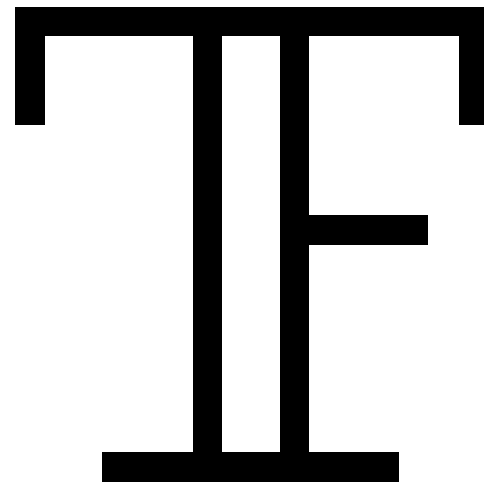
Utilize this mood board as the cornerstone for all visual elements associated with the brand. Each visual component should resonate with and reflect the essence captured within this board.



LOGO

This logo embodies the essence of the brand,  
symbolizing a fresh form of boldness and sophistication.

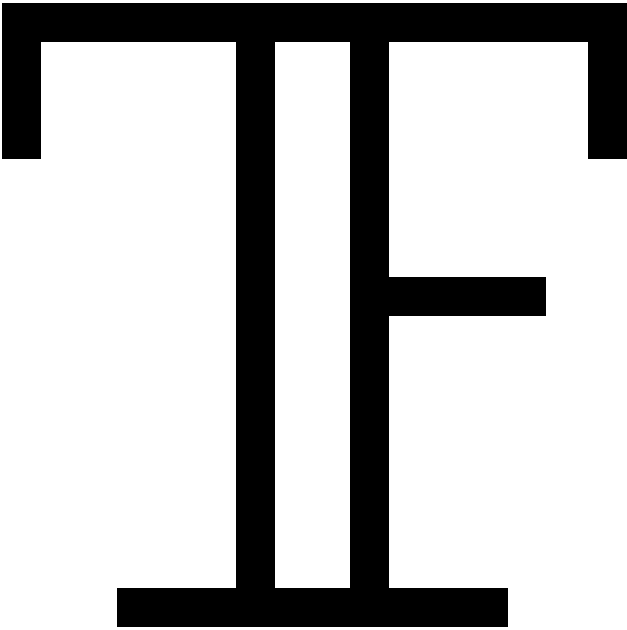
**NEW LOGO**



**TOO FACED**

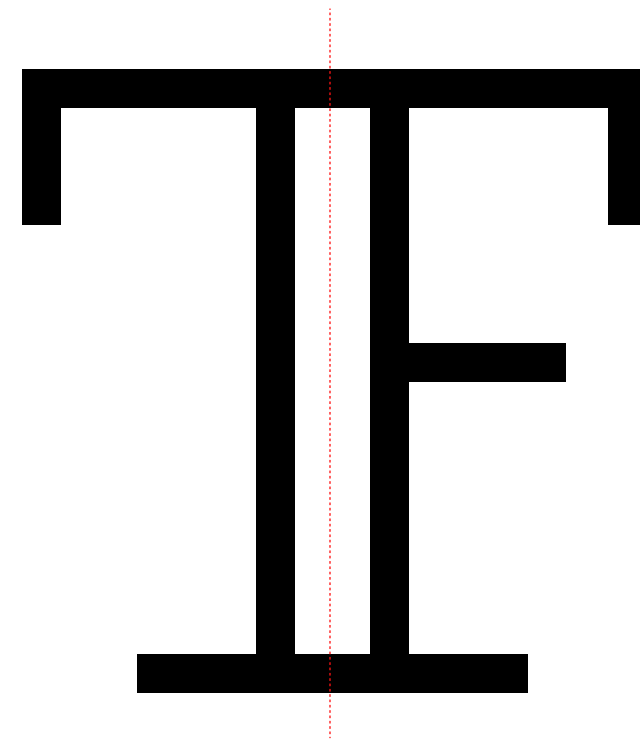
**MONOGRAM SYMBOL**

Our monogram symbol is a geometric representation blending the letters T and F. Drawing inspiration from the slab serif type style, this monogram encapsulates both elegance and daring.



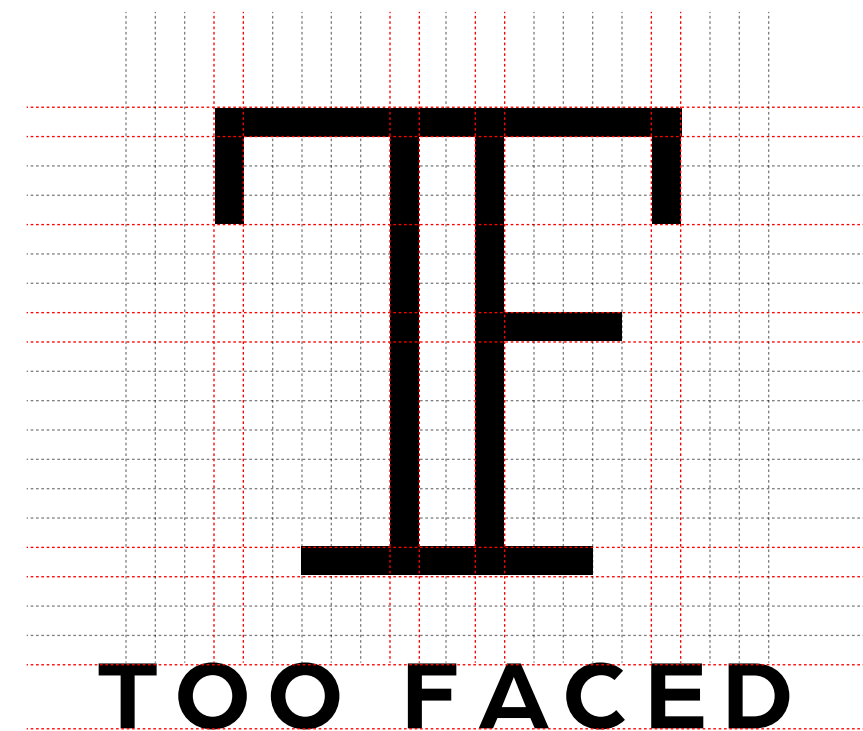
## TOO (TWO) FACED

This monogram also serves as a homage to the origins of the brand's name, which was inspired by Jerrod Blandino's observation of customers' dual personas with makeup. Too Faced now provides products with transformative abilities, empowering individuals to express themselves. The combination of the letters T and F symbolizes the concept of two faces, juxtaposed side by side.



## ATTENTION TO DETAIL

Crafted with meticulous attention to detail and adhering to the principles of the grid system, this monogram embodies precision in its slab construction and proportions. The full logo should consistently adhere to this proportion system.

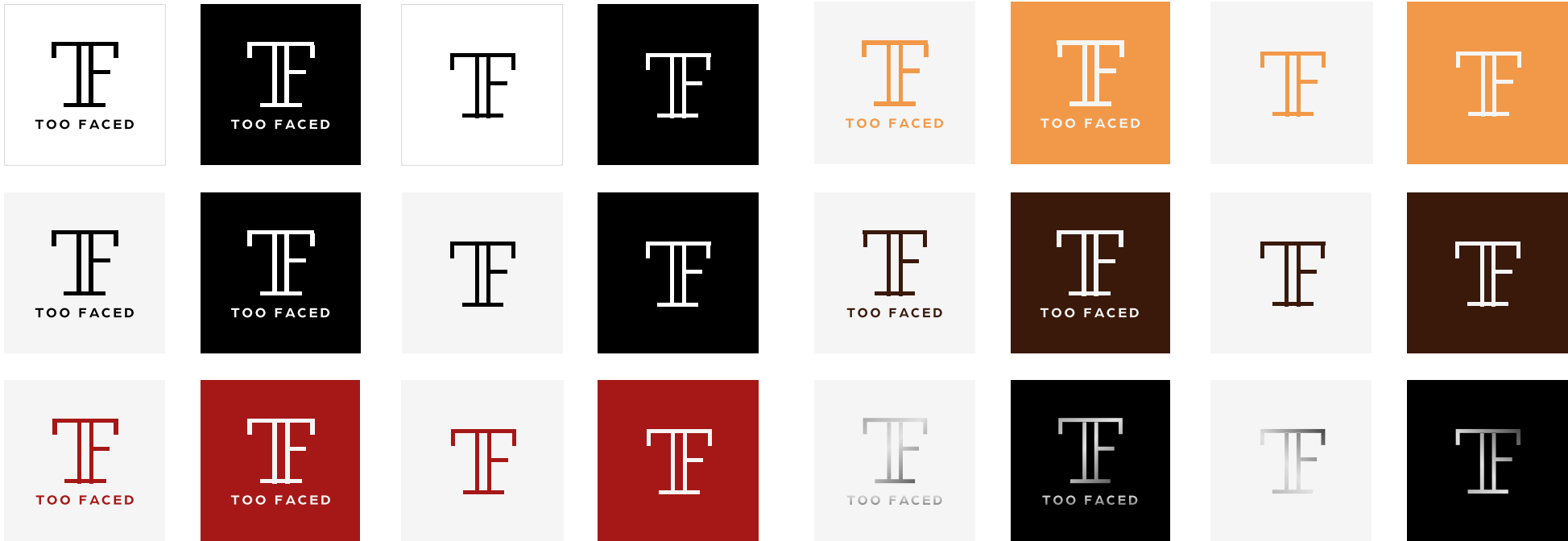


# COLOR WAYS

Logo color variations are limited to these sets. Any other colors are not permitted for use with the logo.

## Exception

Only exception is the product packaging, where the logo can be used in chrome finish with any of these background colors.



Primary Use

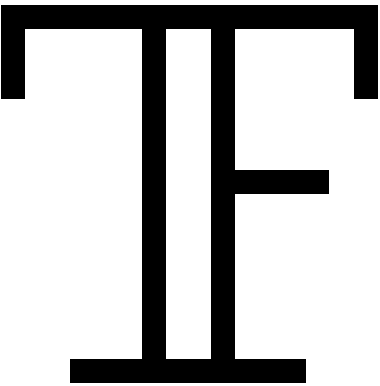
Secondary Use & Exception

USAGE TYPE



Monogram + Text

Mobile Web Icon, Social Media Profile, Poster, Merchandise



Monogram Only

Desktop Web Icon, Packaging

MINIMUM SIZE & CLEAR SPACE



**Minimum Size (Screen)**

No Less Than 20 px Height



**Minimum Size (Print)**

No Less Than 0.75 in Height

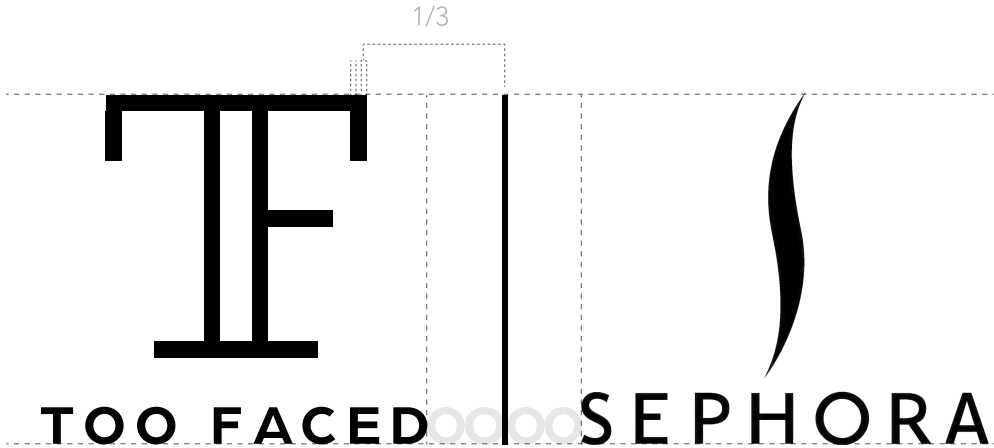


**Minimum Margin**

Formula for minimum margin around the logo

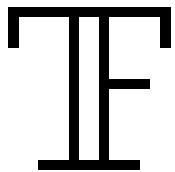
PARTNERSHIP

Any collaborations with third parties must adhere to these guidelines, ensuring that the full logo is prominently featured. The thickness of the middle line should always be one-third of the monogram's thickness.

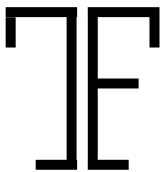


INCORRECT USAGE

TOO FACED



✗ Don't change logo lockup

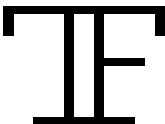


✗ Don't recreate the logo

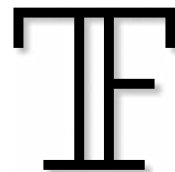
TOO FACED

✗ Don't use the word mark alone

TOO FACED



✗ Don't distort the logo



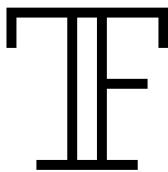
TOO FACED

✗ Don't apply effects to the logo



TOO FACED

✗ Don't use unapproved color ways

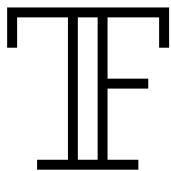


TOO FACED

✗ Don't change the word mark

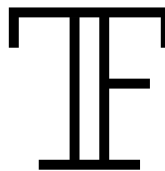


✗ Don't tilt the logo



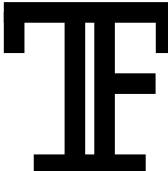
TOO FACED .COM

✗ Don't add any elements to the logo



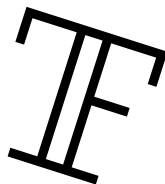
JOIN TOO FACED MEMBER NOW!

✗ Don't use the logo in a sentence



TOO FACED

✗ Don't change the monogram thickness



✗ Don't tilt the monogram

# SOCIAL ICONS

The primary social icons should be in the approved color scheme. Icon colors may vary depending on the type of new launches. For example, the icons for the Deep Cocoa Collection would be brown.



Primary Icon



New Launch Icons

# COLOR

The new color scheme radiates fearlessness and luxury,  
injecting a unique twist into the brand's identity.

PRIMARY COLORS

The Off White hue represents the primary white tone within the brand's color palette. Deep Red serves as an accent color, enhancing the brand's vibrancy and injecting a bold element into its identity.

Off White

#F7F7F7

R 247  
B 247  
G 247

CMYK  
(0%, 0%, 0%, 3.14%)

Deep Red

#A61817

R 166  
B 24  
G 23

CMYK  
(0%, 85.54%, 86.14%, 34.9%)

Black

#000000

R 0  
B 0  
G 0

CMYK  
(0%, 0%, 0%, 100%)

# SECONDARY COLORS

The secondary colors draw inspiration from the brand's peach and chocolate collections. Nectar reimagines the iconic peach palette, while Cocoa embodies the essence of the chocolate palette.

Nectar

#F29949

R 242  
B 153  
G 23

CMYK  
(0%, 36.78%, 69.83%, 5.1%)

Cocoa

#3A190B

R 58  
B 25  
G 11

CMYK  
(0%, 81.03%, 77.59%, 77.25%)

TYPOGRAPHIC COLOR

Text is always in either Off White or Black.  
Do not mix colors.

AaBbCc

AaBbCc

AaBbCc

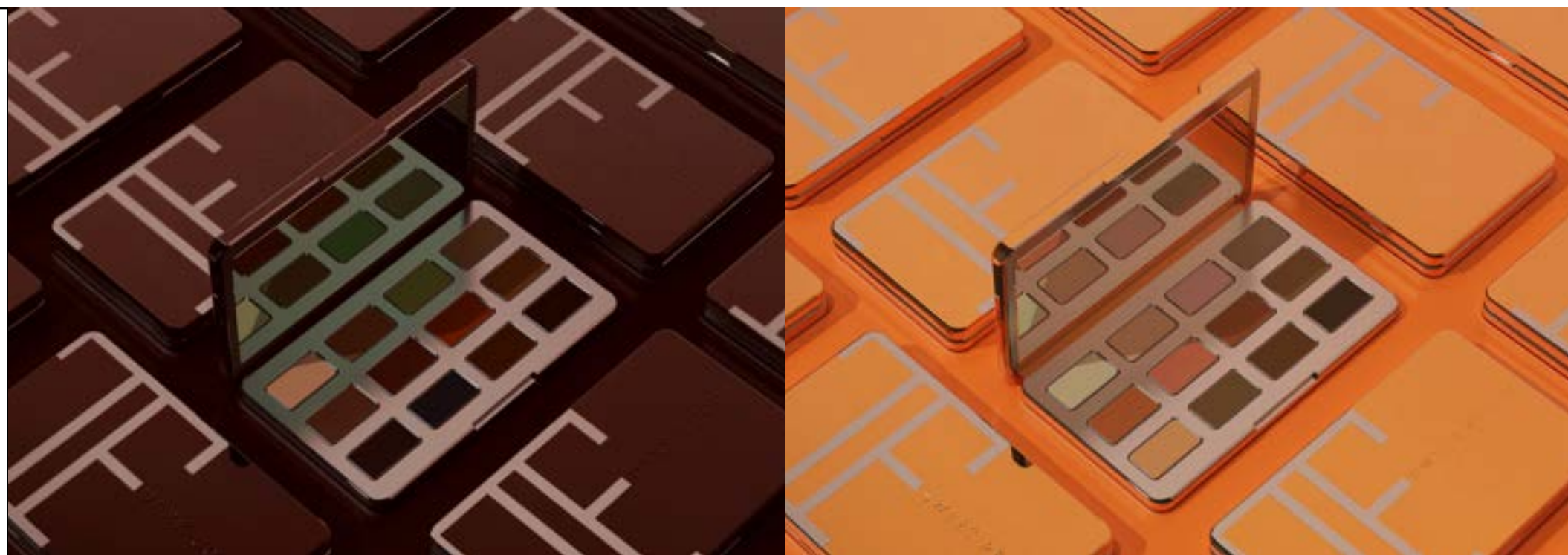
AaBbCc

AaBbCc

AaBbCc

## COLOR USAGE

Both primary and secondary colors are suitable for use as backgrounds in product photography or as the foundational colors of the product, depending on its concept.



# TYPOGRAPHY

Combining a distinctive slab serif typeface with a contemporary sans serif font results in a distinctive fusion of typography.

**LEXIA VF**

Lexia VF is a slab serif variable typeface used for main headings, headlines, posters, and product names.

**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**  
**1 2 3 4 5 6 7 8 9 0**

Weight: 670      Tracking: 200      All caps

# AVENIR

Avenir is a sans serif typeface mainly used for sub headings and body texts for better readability.

Avenir Heavy is used for sub headings, buttons, eyebrows, and other texts that falls right under the hierarchy of the main heading.

Avenir Light is used for any type of body copy texts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Weight: Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Weight: Light

TYPE HIERARCHY

Case

All caps for main heading, eyebrows, title & catchphrase, sub headings, and buttons.  
Title case for body heading and short descriptions.  
Sentence case for all other types.

Justification

Always left or center justified.

Proportions

Type sizes are calculated using headline point size.

Tracking

Only Lexia VF has tracking. Avenir should be always 0.

EYEBROW IS 1/2 HEADING

MAIN HEADING

TITLE & CATCHPHRASE IS  
3/5 HEADING

SUB HEADING IS 1/2 HEADING

BUTTON IS 8/25 HEADING

Body heading is 8/25 heading

Body text is 8/25 heading

INCORRECT USAGE

ADD TO CART

✗ Don't use unapproved typefaces

ADD TO CART

✗ Don't use unapproved colors

ADD TO CART

✗ Don't mix weights

For the strongest, boldest application, apply Lady Bold Lipstick directly onto clean, dry lips. Use the tip to perfectly outline the lip line, then fill in lips using the flat side.

✗ Don't use headline weights for body

aDd to cARt

✗ Don't mix cases within words

ADD TO CART

✗ Don't apply effects on typefaces

ADD TO CART

✗ Don't tilt typefaces

DISCOVER YOUR BEAUTY WITH  
OUR EXCEPTIONAL PRODUCT

✗ Don't use all caps other than approved

# PHOTOGRAPHY

Photography captures the brand's fundamental values by embodying boldness while preserving its inherent playfulness.

PHOTOGRAPHY PRINCIPLES

✓ Our Photography Is	Striking Bold Crisp & Clean
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✗ Our Photography Is Not	Muted Soft Blurry & Grainy
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PHOTOGRAPHY TIERS



Model Focused



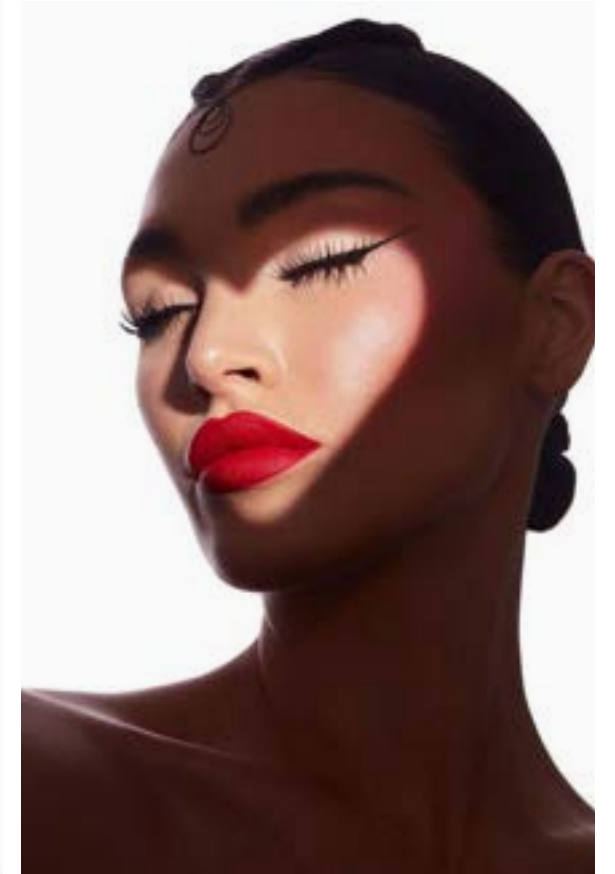
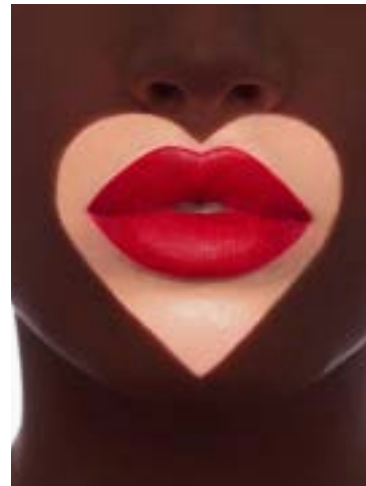
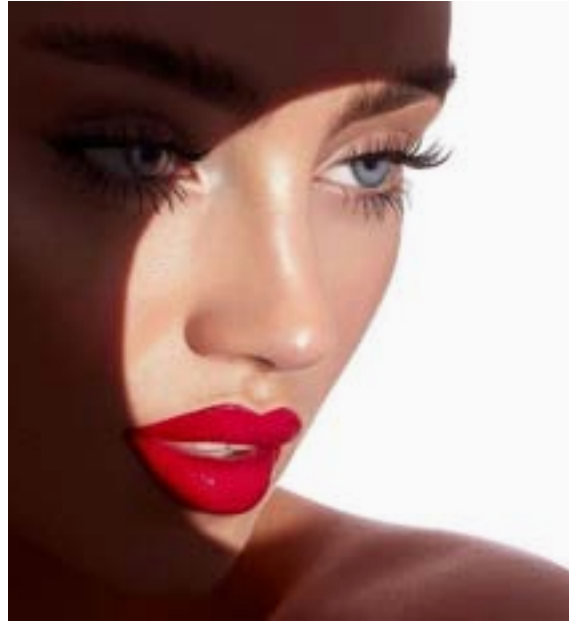
Spotlight Images



Product Images

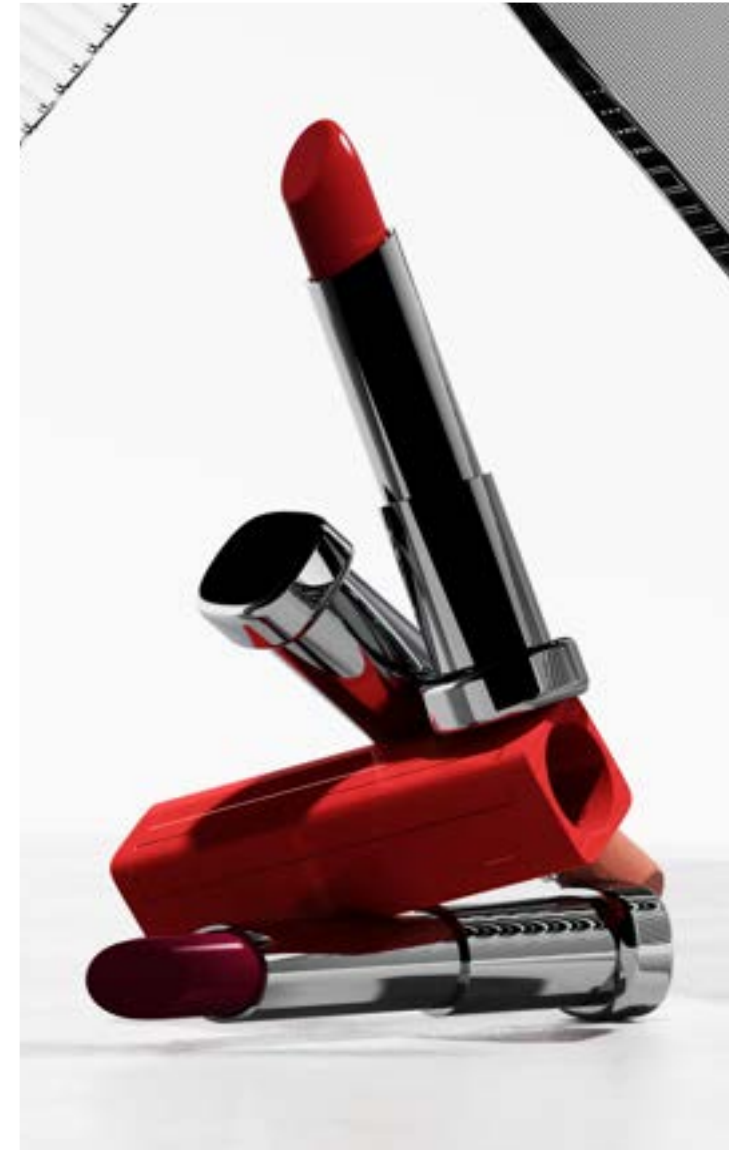
## MODEL FOCUSED

As a cosmetics brand, demonstrating product application is essential. All models should evoke a sense of fearlessness and chicness. Heart imagery is utilized to reinforce the brand's established values while also enhancing its distinctiveness.



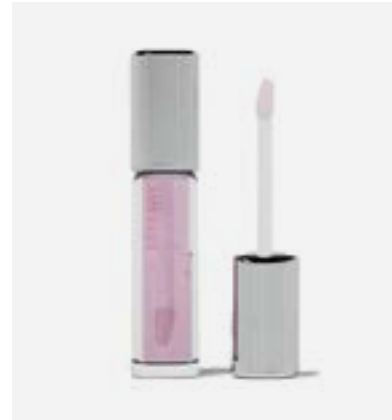
## SPOTLIGHT IMAGES

Spotlight images are designed to capture attention and should possess dynamism. They can range from dynamic product shots to abstract imagery that aligns with the product's concept.



## PRODUCT IMAGES

Product images must be clear and effectively communicate information about the product. Products should always be displayed in a frontal orientation.



## PRODUCT FAMILY

Group shots of product families should also be sharp and tidy. Shadows should be present, and the products should be neatly arranged in sequence.

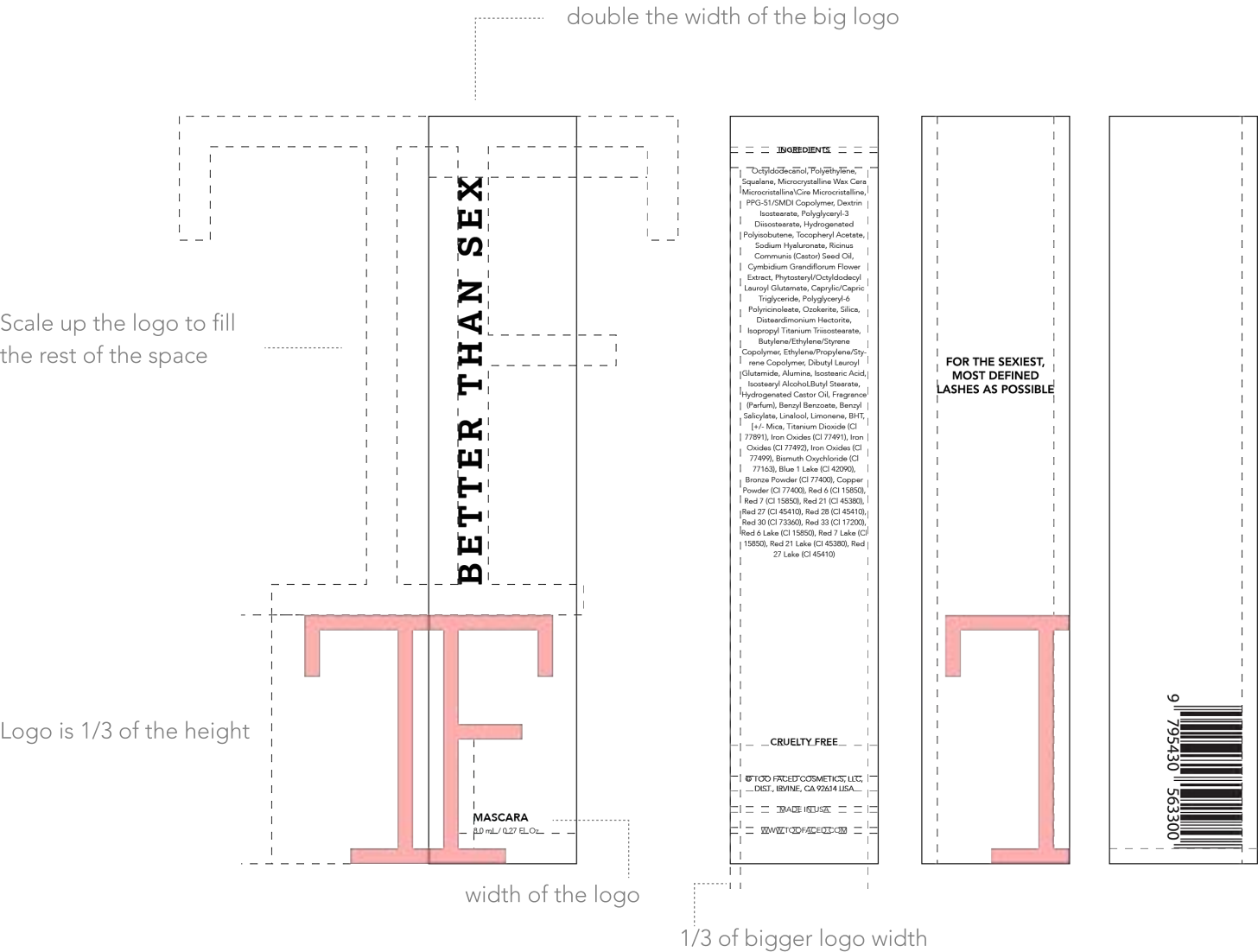


# PACKAGING

Packaging serves as the initial impression of the brand's product, aiming to captivate attention.

# PACKAGING LAYOUT

For any vertically-oriented products, packaging should adhere to this layout guideline. This guide uses the geometric logo as the foundation for measurements, with all margins determined accordingly.



# PACKAGING COLOR

The color of the top lid of the packaging varies based on the shade of the product. The text changes color only when it represents a subcategory within the product line.

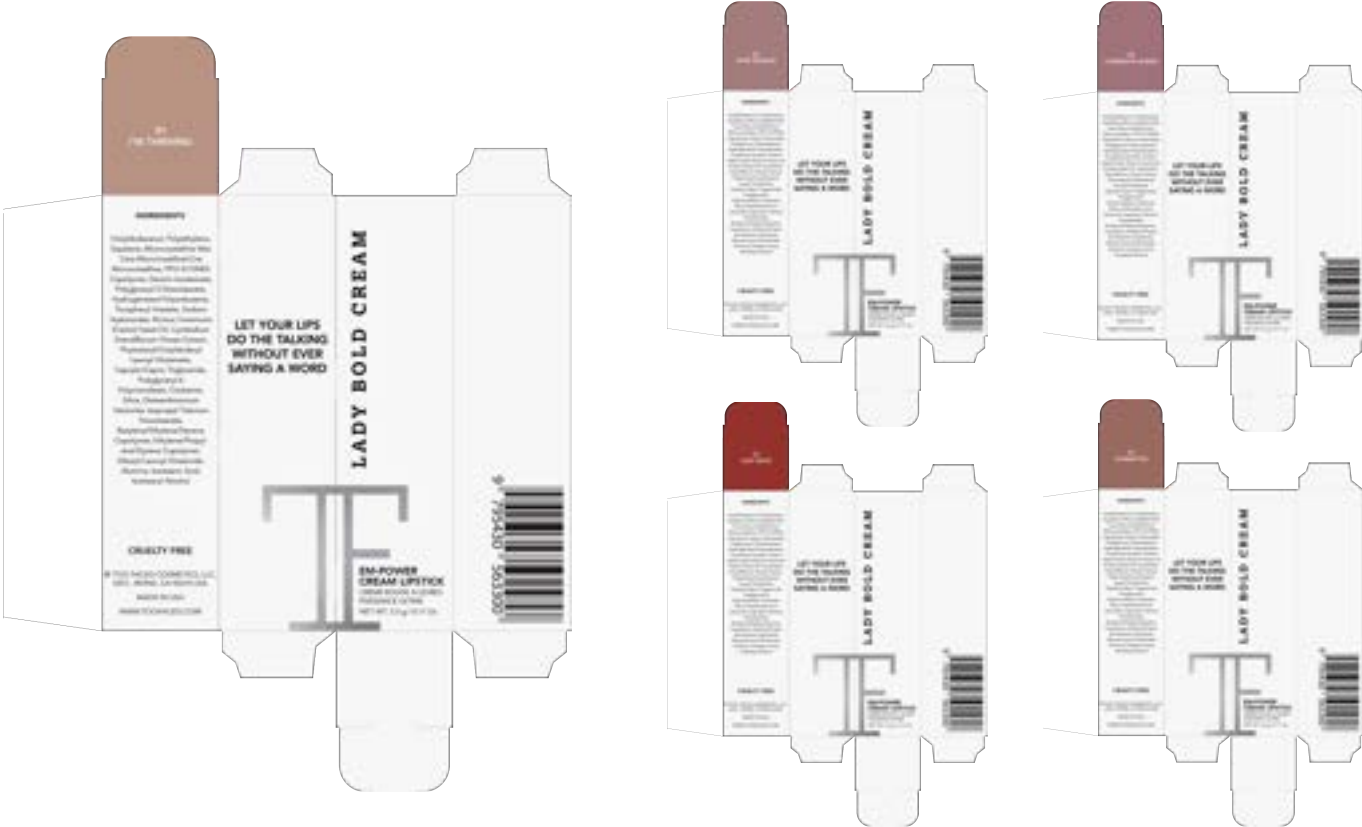
Top lid color is the shade of the product .....  
Number of the shade and its name should always be in two separate lines .....



Extreme is a sub category within Lip Injection collection so the text is in red.

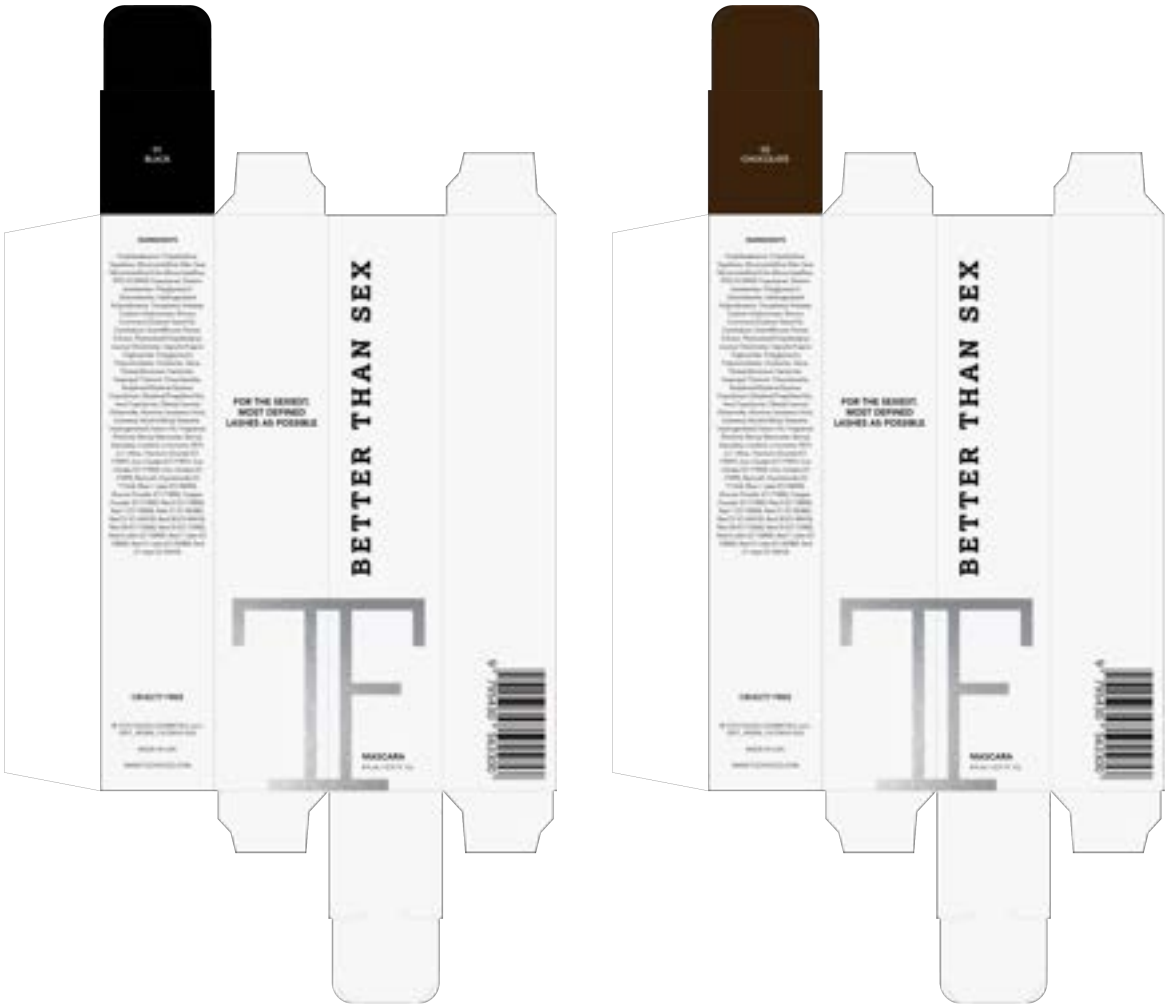
# LADY BOLD CREAM

These are the samples of the Lady Bold Cream Lipstick packaging with various shades. Additional shades follow the same format with different top lid color and text.



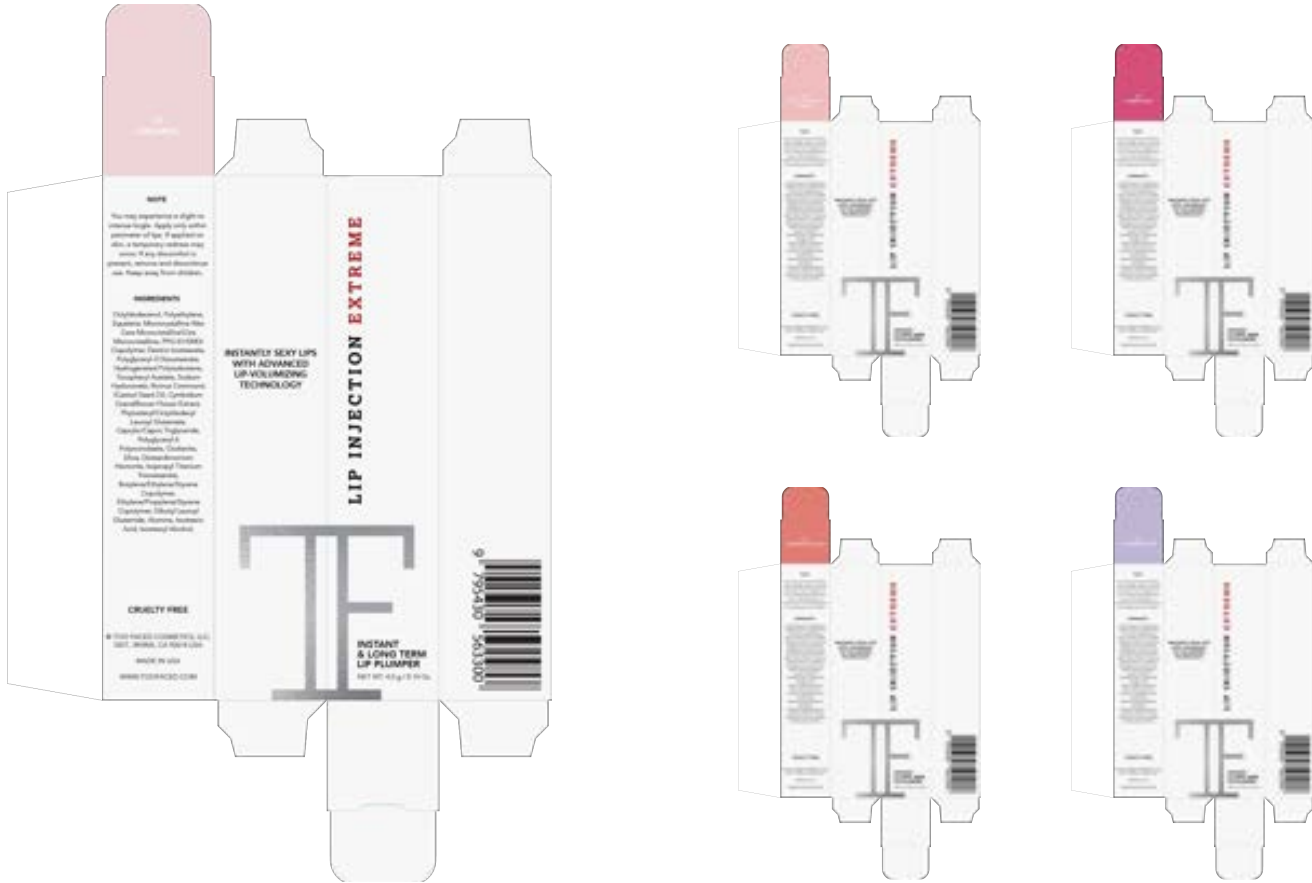
# BETTER THAN SEX

These are the samples of the Better Than Sex Mascara packaging in two different shades. Other variations should follow the same format and dimension.



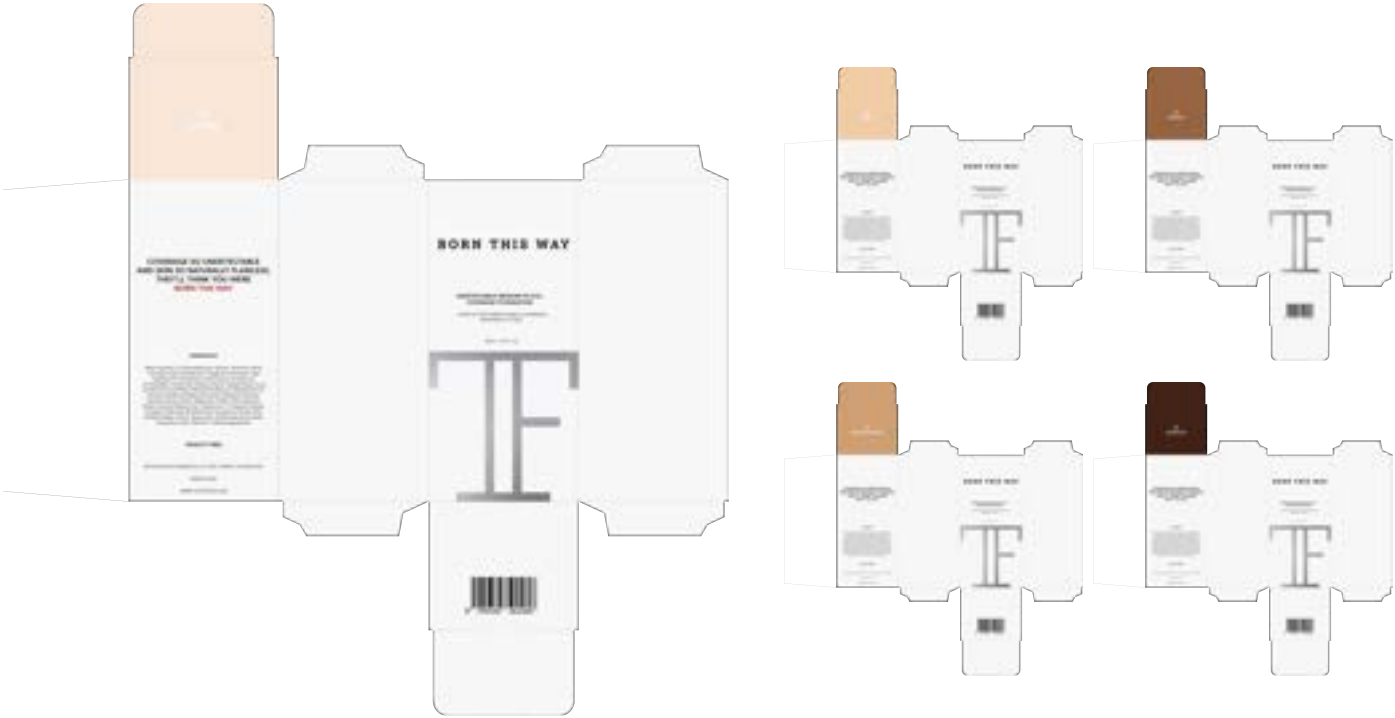
# LIP INJECTION EXTREME

These are the samples of the Lip Injection Extreme Lip Plumper Gloss packaging in five different shades. Other variations should follow the same format and dimension.



# BORN THIS WAY

These are the samples of the Born This Way Foundation. Foundation is the only exception to the vertical packaging guideline but still follows general margin format based on the monogram’s width.



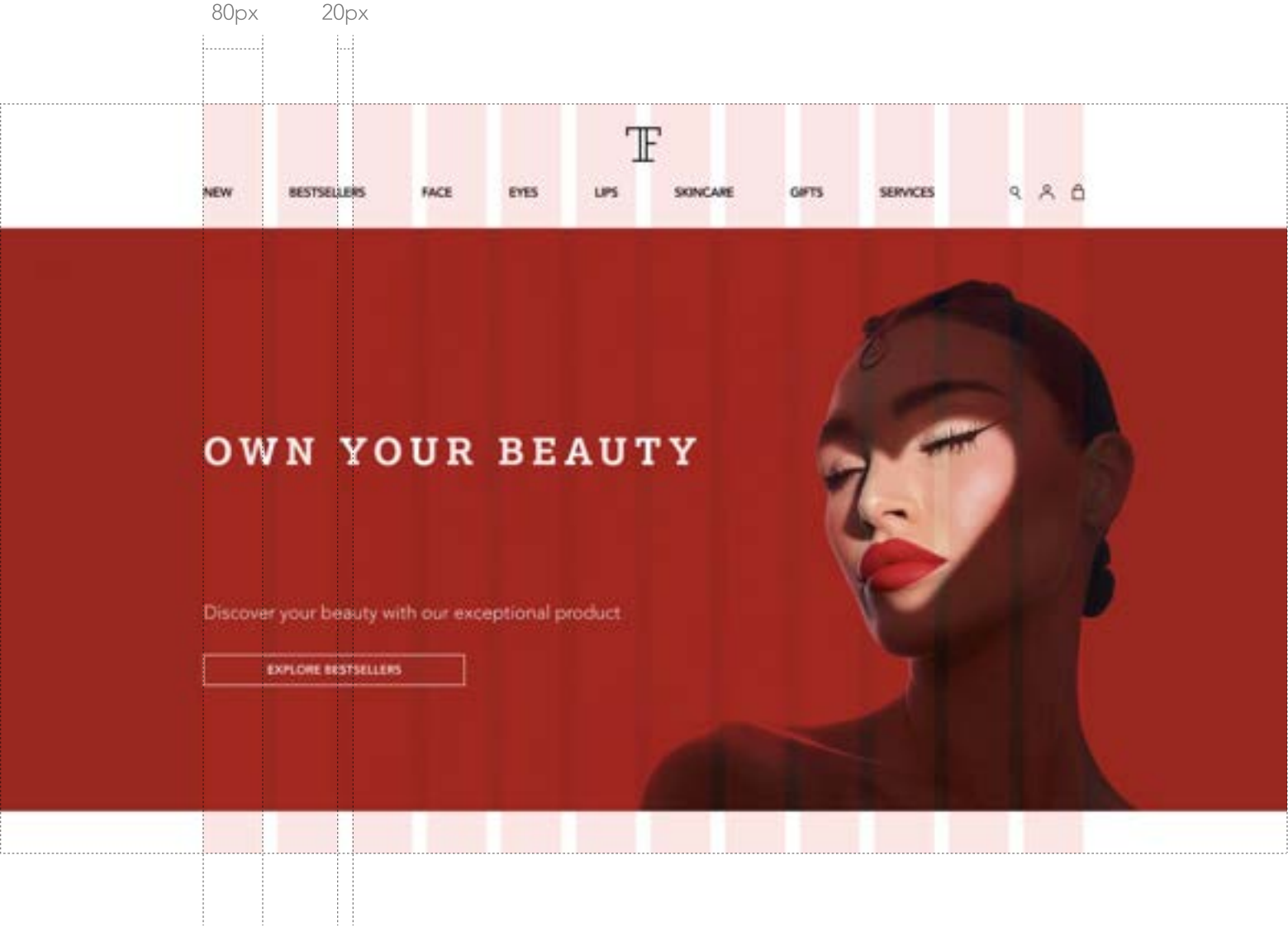
# PRODUCT PACKAGING

# LAYOUT & COMPONENTS

The layout forms the foundation for the various applications of the brand's product.

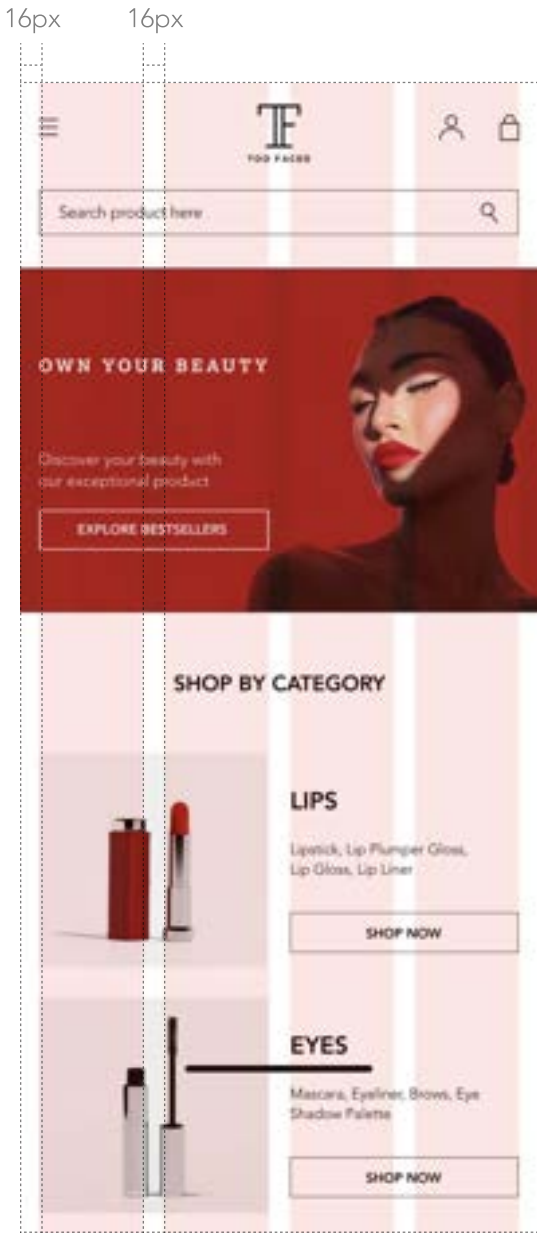
# DESKTOP WEBPAGE

Desktop webpage follows 12 column centered grid with 80px column width and 20px gutter.



# MOBILE WEBPAGE

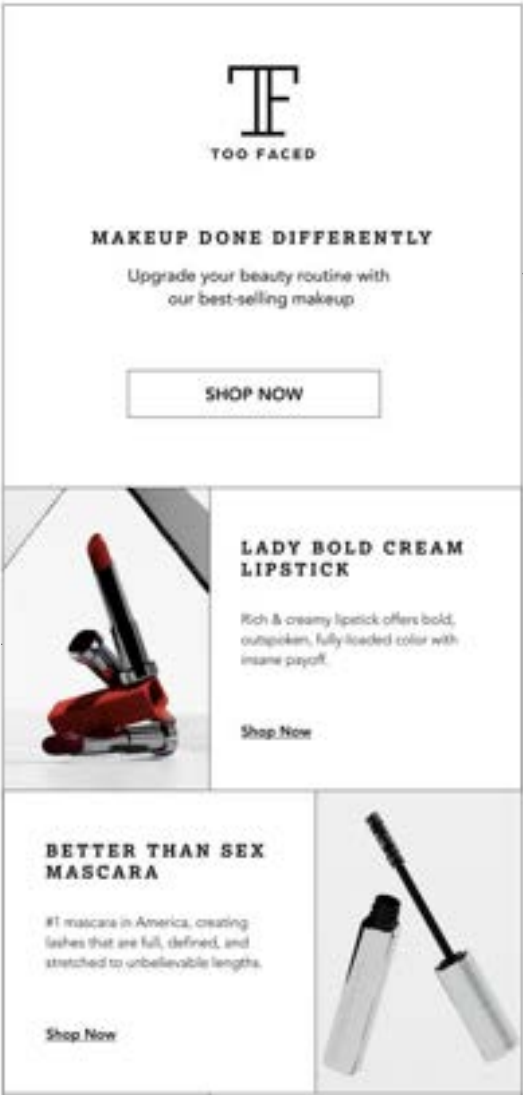
Mobile Webpage follows 4 column stretched grid with 16px margin and 16px gutter.



# NEWSLETTER

The newsletter content should consistently reside within the outlined rectangle frame. The initial header must feature the full logo, and all elements should be center-aligned. While other components may vary depending on the context, they should always be contained within rectangular frames.

Rectangular frame system



Center justified

POSTERS

Main poster is inspired by the vertical type alignment of the packaging.

Other product poster should always follow the format shown.



Product picture always dynamic and not static

Name of the product bottom left aligned

Full logo bottom right aligned

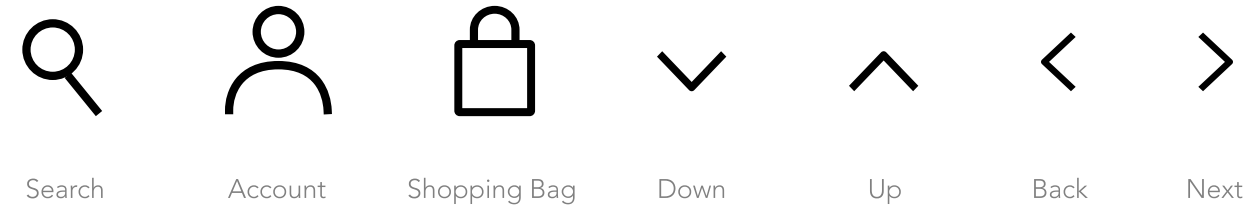
# ICONOGRAPHY

All icons should feature sharp-edged strokes, reflecting the geometric design of the logo.

Buttons should consistently be enclosed within rectangles, maintaining the specified top and bottom margins. Side margins may vary slightly based on the design context.

The heart symbol is employed to perpetuate the brand's ethos. It replaces stars in certain instances, such as within the review section.

## Main Icons



## Button



## Heart



# APPLICATION

This is an overview of the brand's real-world design.

WALL POSTER



## SEPHORA STORE



STATIONERY



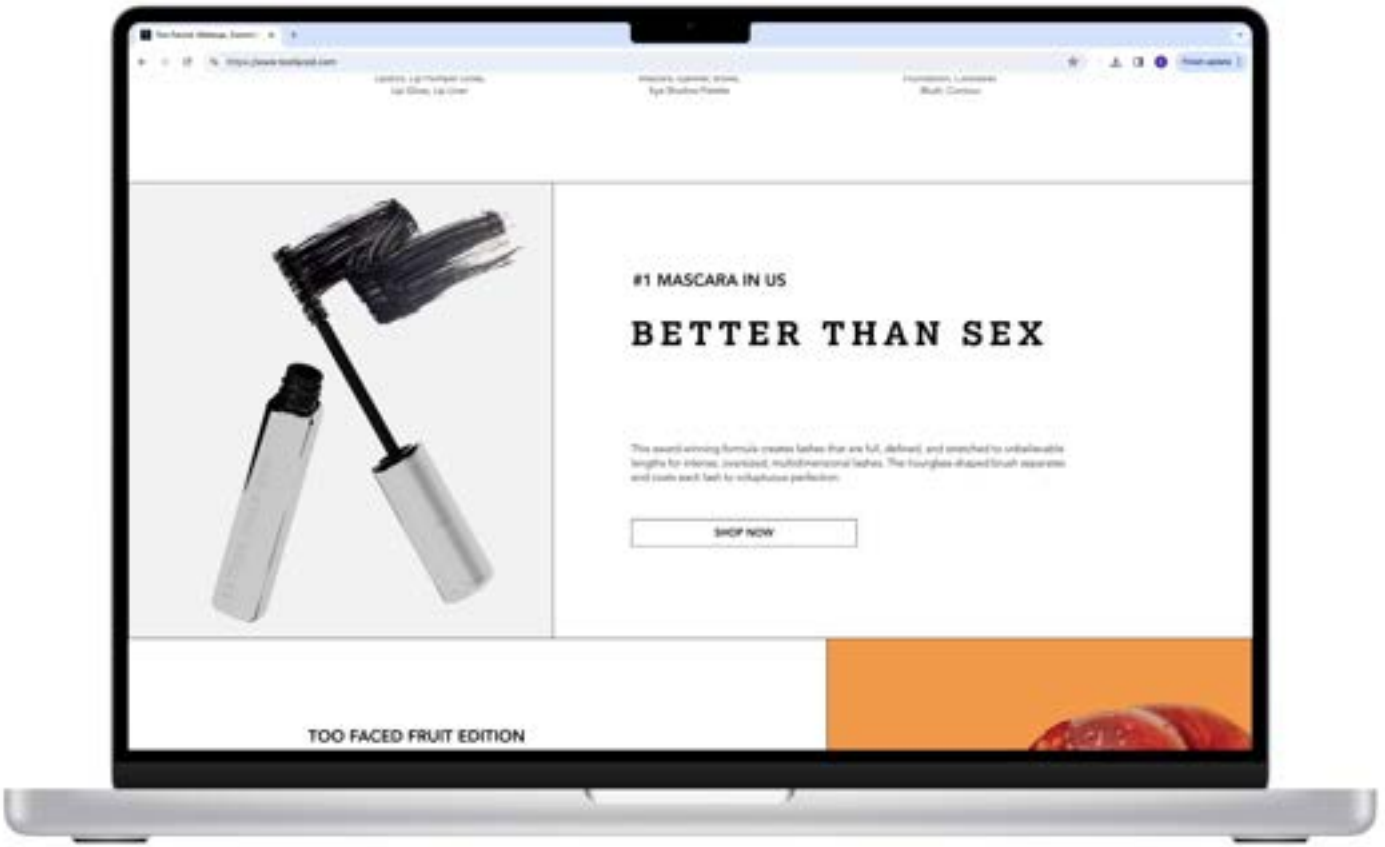
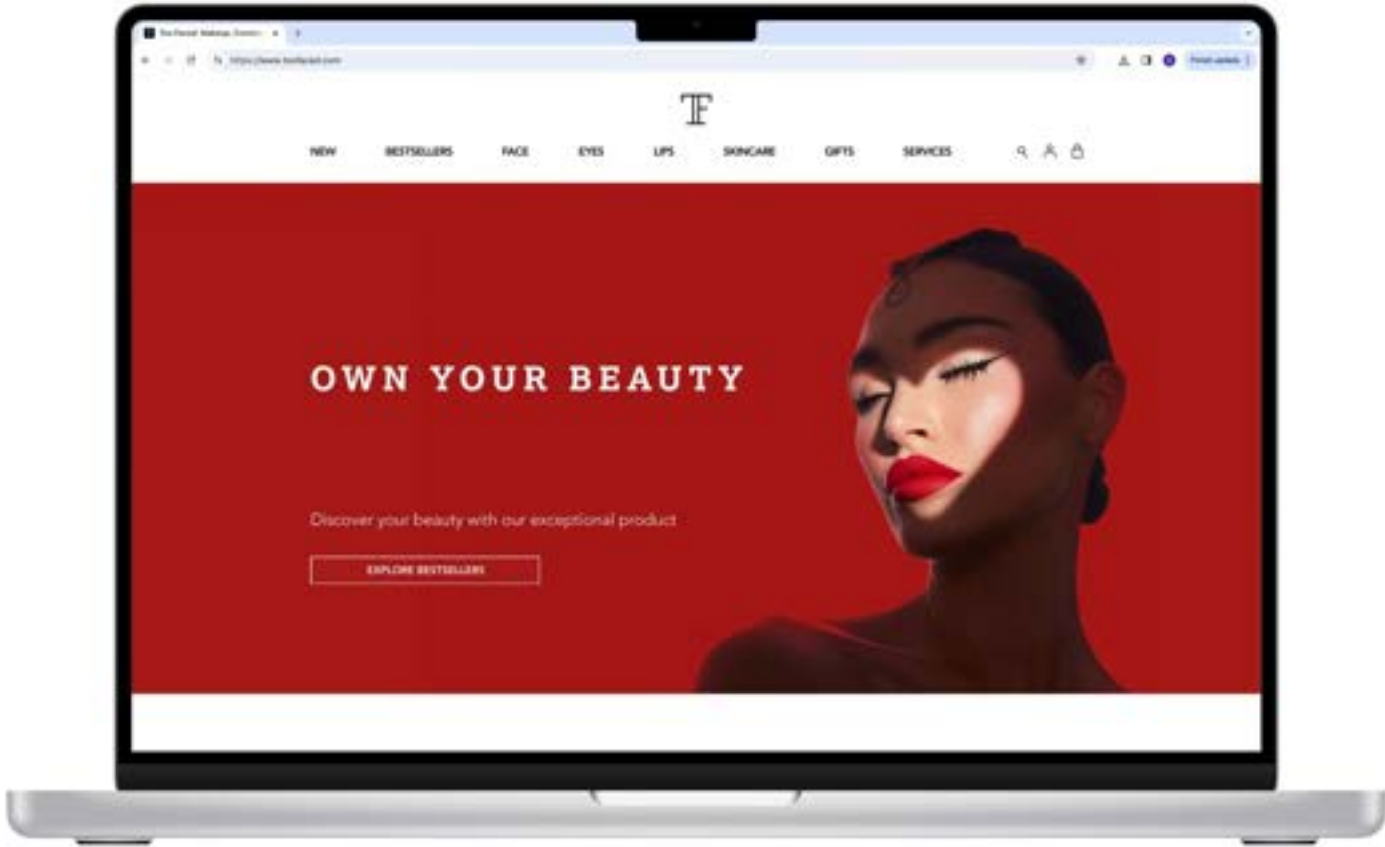
Name Card



Makeup Pouch

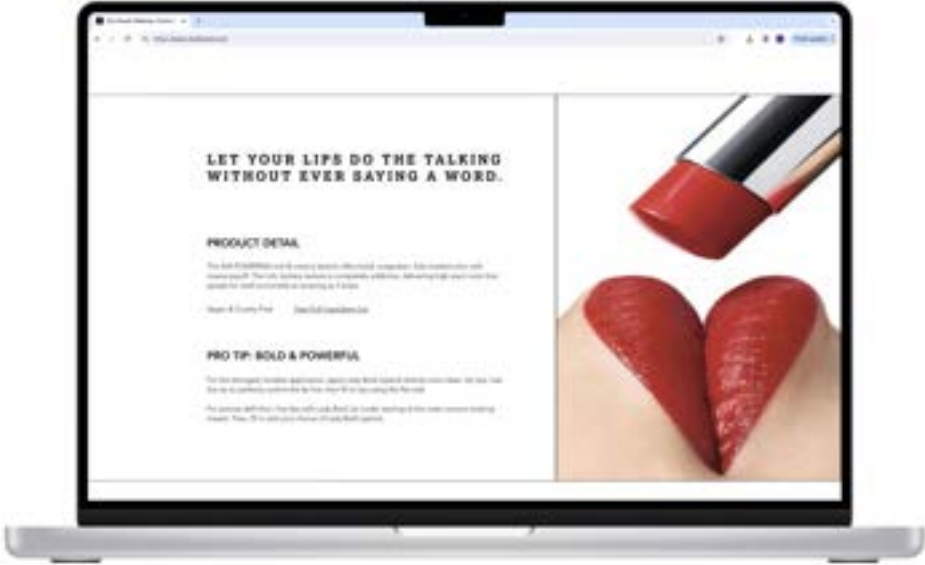
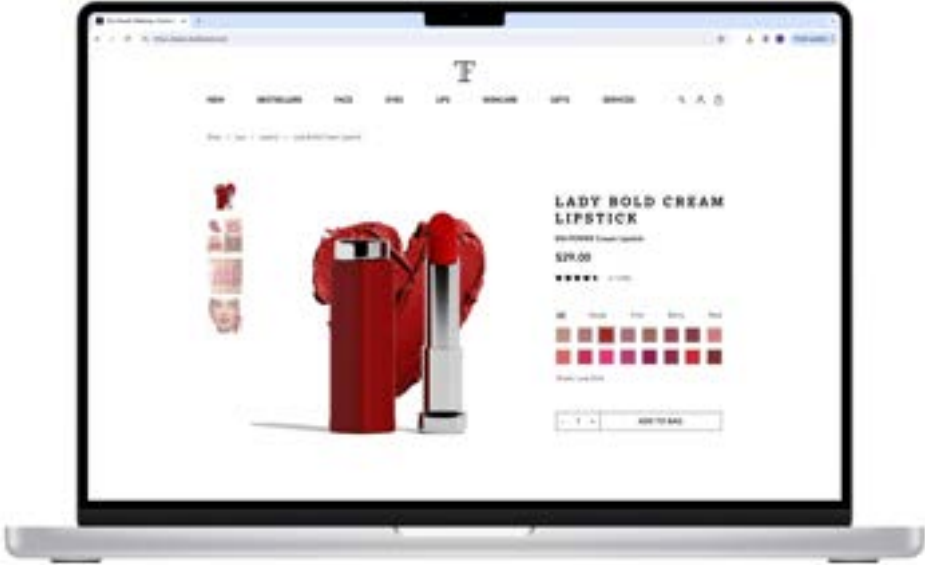
# DESKTOP WEBPAGE

## Homepage

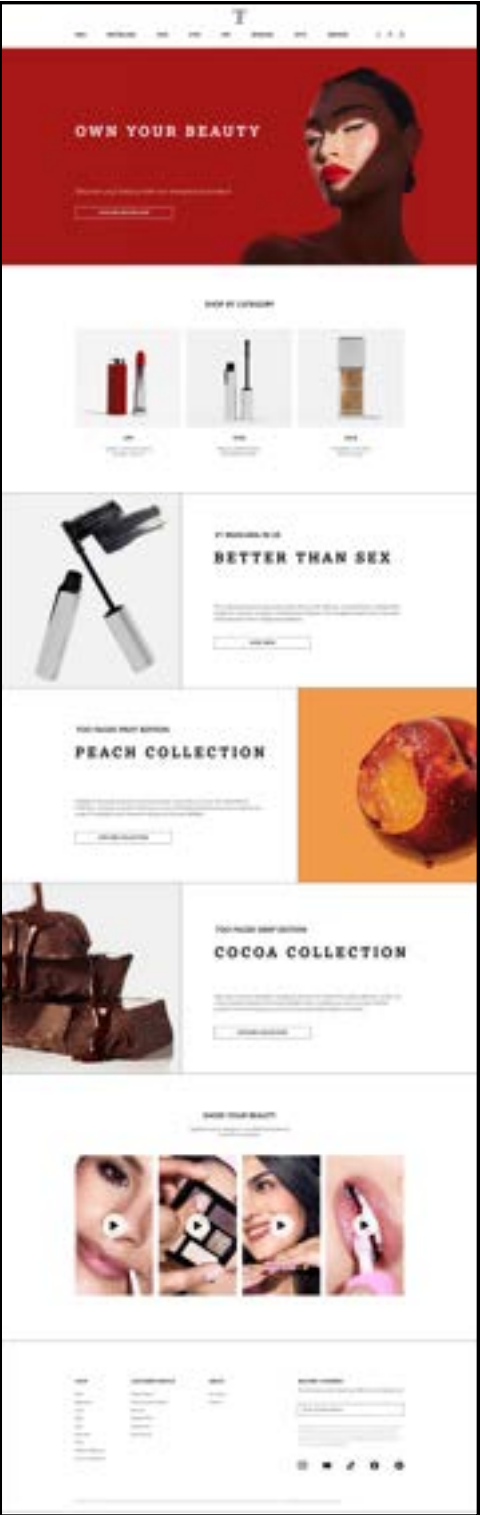


# DESKTOP WEBPAGE

## Product Page

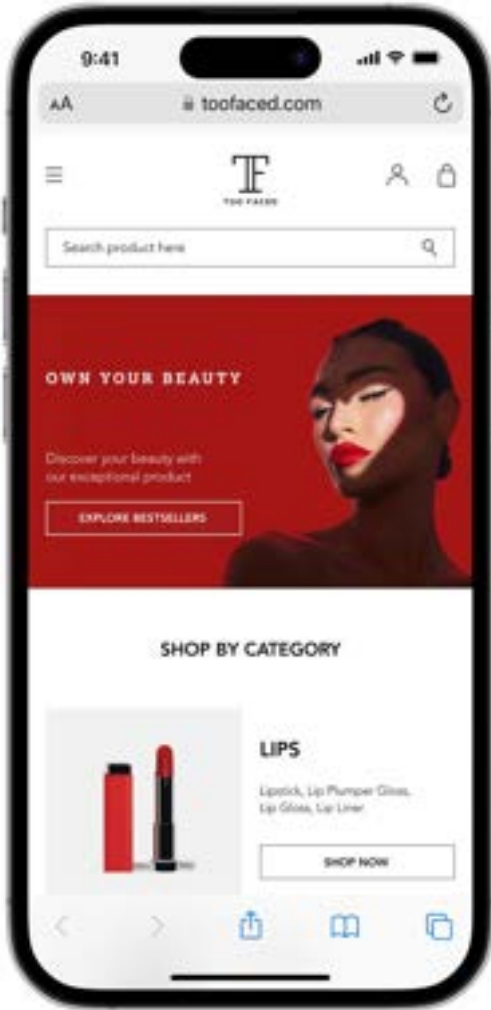


DESKTOP WEBPAGE OVERVIEW

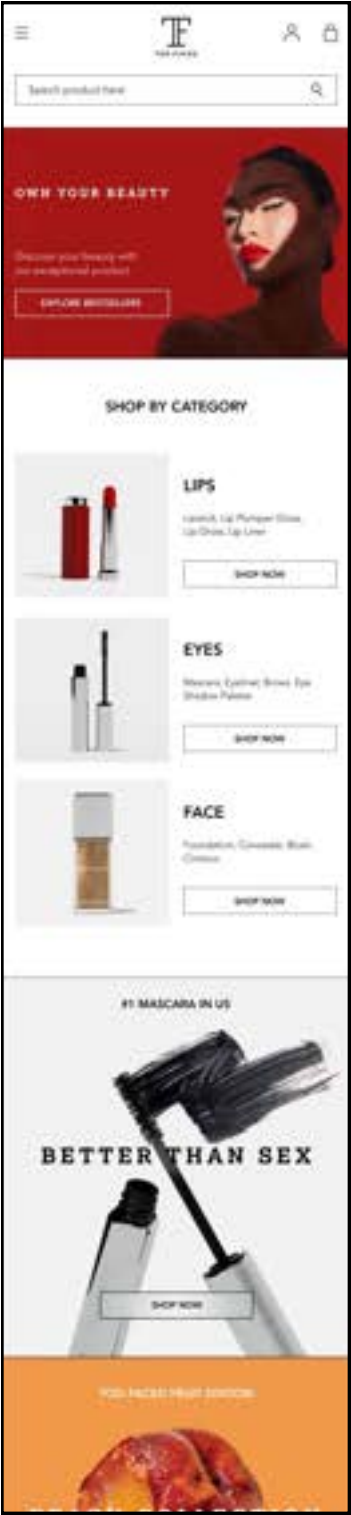


MOBILE WEBPAGE

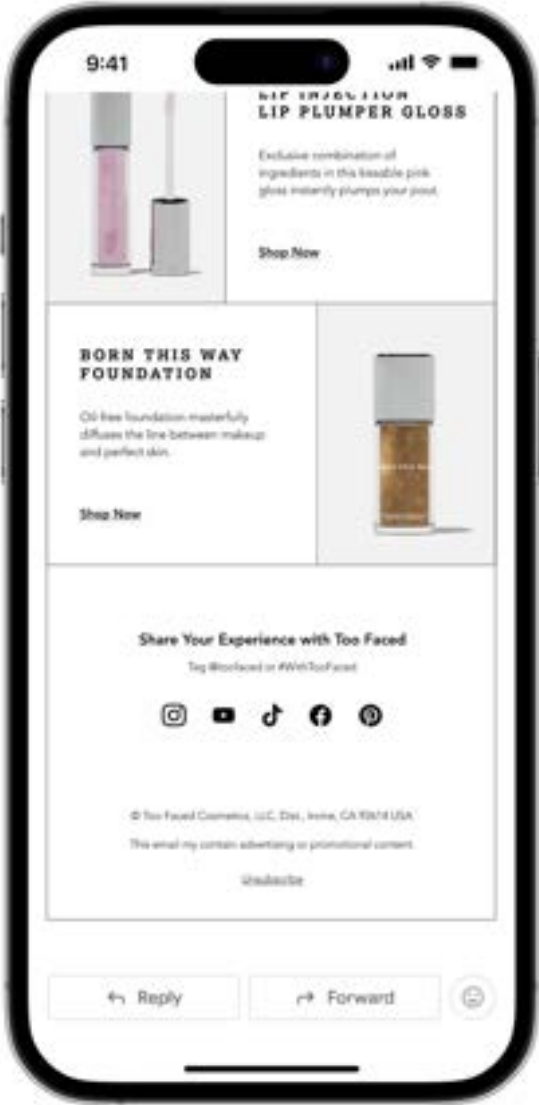
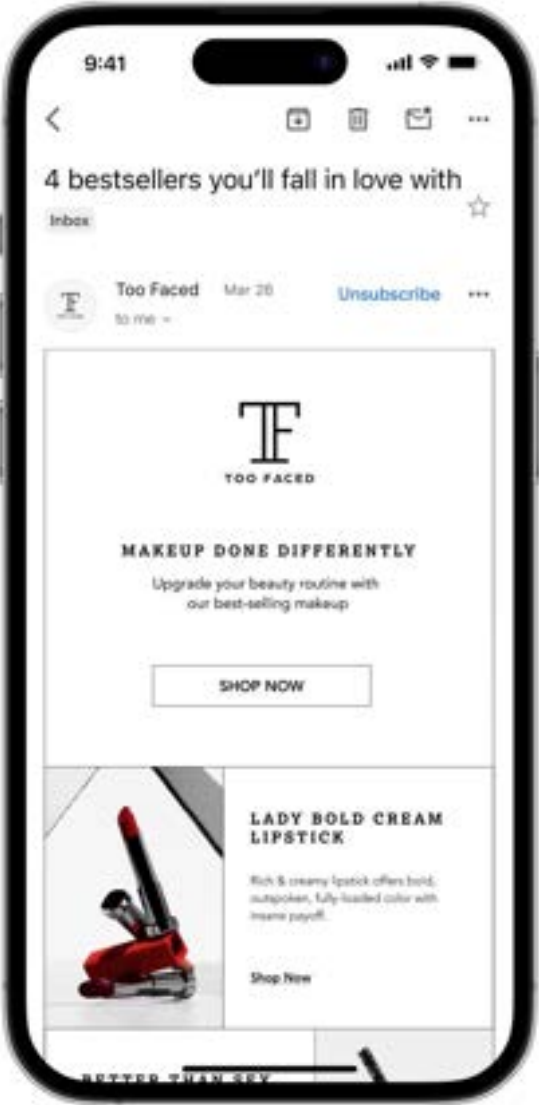
Homepage



MOBILE WEBPAGE OVERVIEW



NEWSLETTER



NEWSLETTER OVERVIEW



TOO FACED

MAKEUP DONE DIFFERENTLY

Upgrade your beauty routine with our best selling makeup.

SHOP NOW



LADY BOLD CREAM LIPSTICK


Rich & creamy lipstick offers bold, unapologetic, fully loaded color with insane payoff!

Shop Now

BETTER THAN SEX MASCARA

#1 mascara in America, creating lashes that are full, defined, and stretched to unbelievable lengths.

Shop Now





LIP INJECTION LIP PLUMPER GLOSS

Exclusive combination of ingredients in this kissable gloss instantly plumps your pout.

Shop Now

BORN THIS WAY FOUNDATION




Oil-free foundation masterfully diffuses the line between makeup and perfect skin.

Shop Now



Share Your Experience with Too Faced

Tag #TooFaced or #BornThisWay

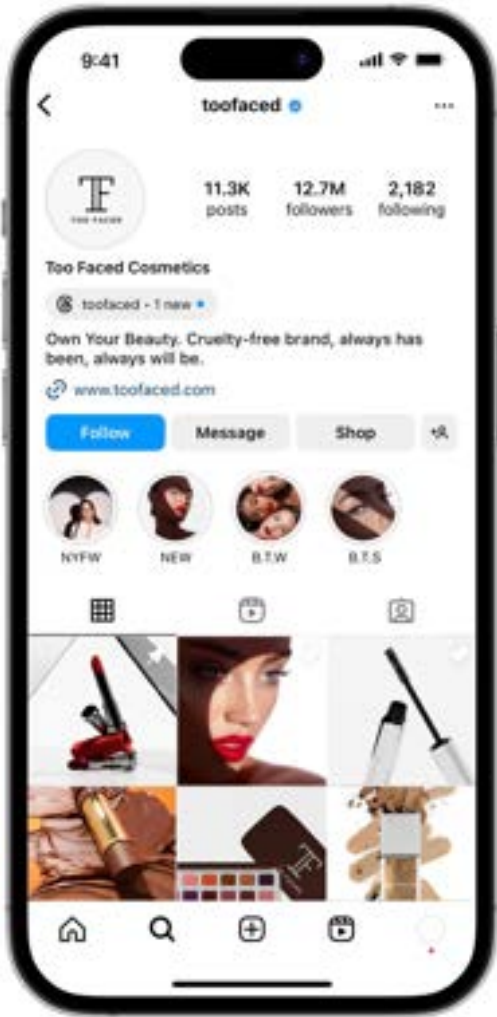


© Too Faced Cosmetics, LLC. San, Irvine, CA 92618-1024.

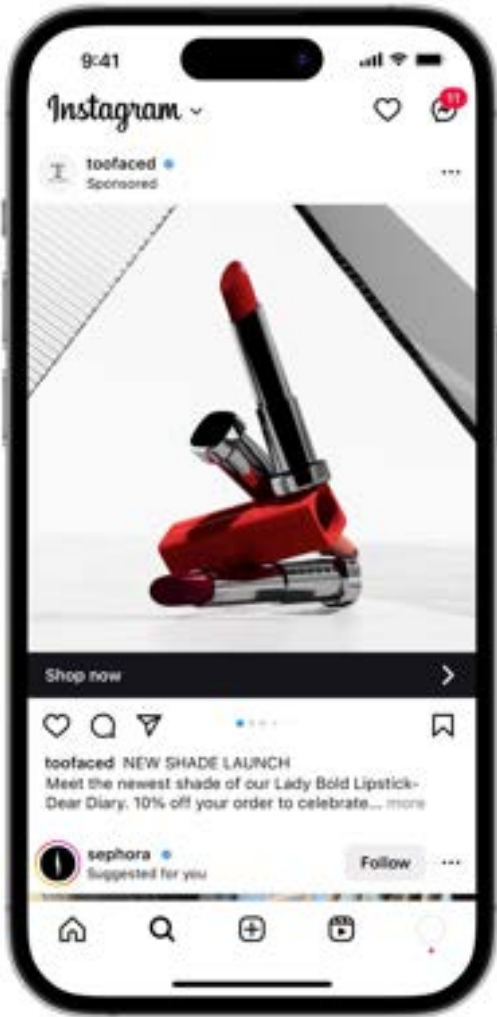
The small tag system advertising is prohibited system.

0000000000

SOCIAL MEDIA



Instagram Profile



Instagram Promotion Post

**OWN YOUR BEAUTY**

**WWW.TOOFACED.COM**