NOIDOL

BRAND IDENTITY + VISUAL GUIDELINES

TABLE OF CONTENTS

LOGO

The NO IDOL **primary logo** is the primary logo representation of the brand across all platforms. This logo is optimized for both digital and print application. Brand management should use this logo as often as possible for full context.

TYPOGRAPHY

Brand Bold is used in UPPERCASE as the **headline** font. This text is always the largest on the canvas and can include punctuation.

BRAND BOLD

AABBCCDDEEFFGGHHIIJJKKIILMM
NNOOPPQQRRSSTTUUVVWWXXYYZZ
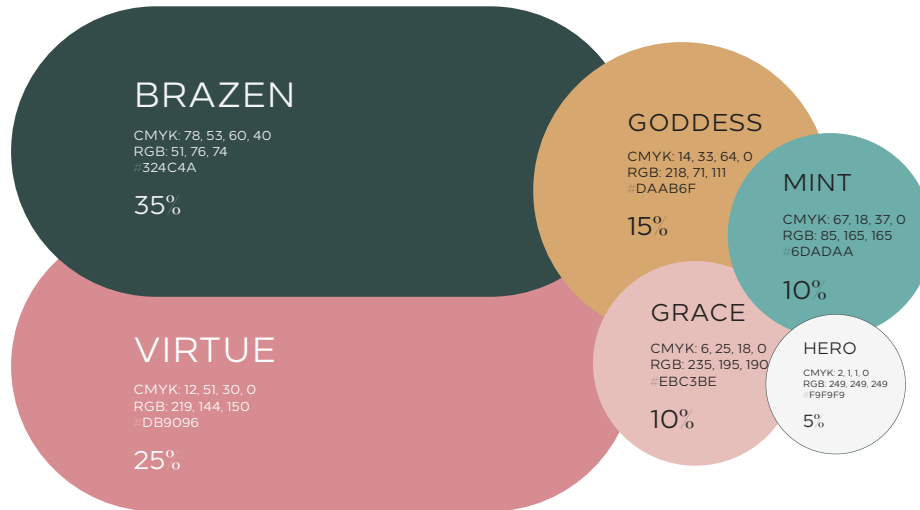0123456789!@#4A5^&*()_+
DOCO

TT Wellingtons Trl Regular is used in upper or lower, Title and Sentence case as the **subheader** font. This text is either 75 or 50% of the headline font on the canvas and can be paired with the headline font. This text can also be used as the paragraph font.

LOEW NEXT MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#4a5^&*()_+

COLORS

The **primary color palette** is to be used for any No Idol brand focused assets such as print and digital assets and merchandise. Brazen and Virtue should be used at 30-45% respectively. While Goddess should be used as accents at 15%. Additional colors should only be represented 5% in accents.

BRAZEN

CMYK: 78, 53, 60, 40
RGB: 51, 76, 74
#324C4A

35%

GODDESS

CMYK: 14, 33, 64, 0
RGB: 218, 71, 111
#DAAB6F

15%

MINT

CMYK: 67, 18, 37, 0
RGB: 85, 165, 165
#6DADAA

10%

VIRTUE

CMYK: 12, 51, 30, 0
RGB: 219, 144, 150
#DB9096

25%

GRACE

CMYK: 6, 25, 18, 0
RGB: 235, 195, 190
#EBC3BE

10%

HERO

CMYK: 2, 1, 1, 0
RGB: 249, 249, 249
#F9F9F9

5%

PATTERNS

NO IDOL COSMETICS

APPLICATION

NO IDOL COSMETICS

MOOD BOARD