



TAINA
COSMETICS

GUIDELINE FOR USING CORPORATE IDENTITY ELEMENTS

This guide is an open document regulating the rules and regulations for the use of corporate identity.

The recommendations were developed to eliminate possible errors when creating advertising and souvenir products.

CONTENT

Brand block

Corporate logo	04
Basic proportions	05
Security field	06
Logo style	07
Emblem	08
Color variations	09
Incorrect use	10

Corporate colors

Main palette	12
Additional palette	13

Corporate font

Display font	15
Typeface	16

Elements of brand identity

Liquid lipstick	18
Lipstick	19
Business card	21
Letterhead	22
Name badge	23
Signature block	24
T-shirt	25
Pen	26
Badge	27
Baller bands	28

BRAND BLOCK

Corporate logo

The Taina Cosmetics logo is the main element corporate identity of the company.

The logo forms the uniqueness of the company, positions the company's activities and increases customer confidence. The logo is an indivisible block with fixed proportions and colors. Use only the original version of the logo!

ATTENTION!

The Taina Cosmetics logo must be present on all company media.



Basic proportions

All versions of the logo regulated for use by these Guidelines are integral compositions, the proportions of the main elements between which are strictly defined. The diagrams show the exact ratios of the values of the main elements of the logo relative to each other.

ATTENTION!

The following diagrams should be used as a guide only if for some reason it is impossible to use the original electronic version of the logo. For example, when making a logo in an extra-large size.

In all other cases, to correctly reproduce the logo, you should use only original files.



Security field

The logo guard is an invisible area around the logo that must always remain free from any graphic elements.

The guard field scales according to changes in logo size and is of great importance, since it is it that allows you to calculate the width and height of the fields for any layouts.

In this document, the width of the security field (standard layout field) is designated as 2x from the horizontal version of the logo.



Logo style

In order to brand even the most complex media, logo variations have been developed - these are additional versions of the main logo for layouts where the main version does not fit.

- 01. Main style
- 03. Vertical style 2 lines
- 04. Vertical style 1 line



Emblem «TC»

The Taina Cosmetics emblem is the main element of the brand's identity. This logo represents all activities of the company and is used on all media.

The emblem is the basis of the company logo. It can also be used as an independent element.

ATTENTION!

All proportions of the emblem are fixed and cannot be changed. The emblem must be used only from original materials.



Color variations

In addition to the main version of the logo regulated by this manual, additional color variations are applicable using the example of the main logo layout.

EMBLEM «TC»

For the emblem, all the rules apply as for the main version of the logo.



Incorrect use

Corporate identity dictates certain standards that must be adhered to. The most common errors are shown.



COLOR

Not allowed to use other colors.



ELEMENTS POSITIONING

It is not allowed to change organization logo (positioning of elements).



LOW QUALITY

Incorrect information is not allowed pixelation of the logo.



DIFFERENT GRADIENTS

Not allowed to use other gradient fills.



TRANSPARENCY

It is not permitted to use any degree of transparency of logo elements.



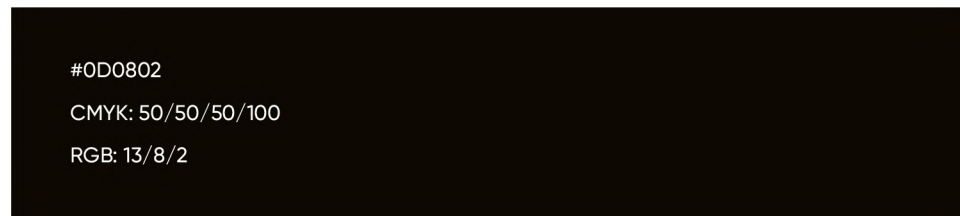
SHADOW

Not allowed to use shadow effect.

CORPORATE COLORS

Main palette

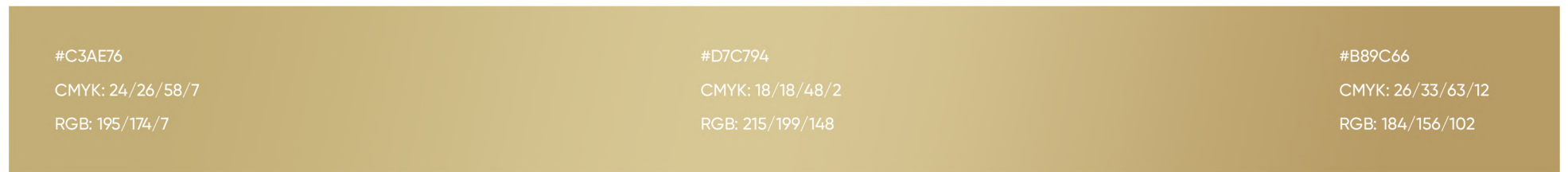
This page provides brand color specifications for the primary color models. The most preferred printing method is printing with Pantone inks; if printing with these inks is not possible, four-color printing (CMYK) can be used. When developing digital design, the RGB color system is used.



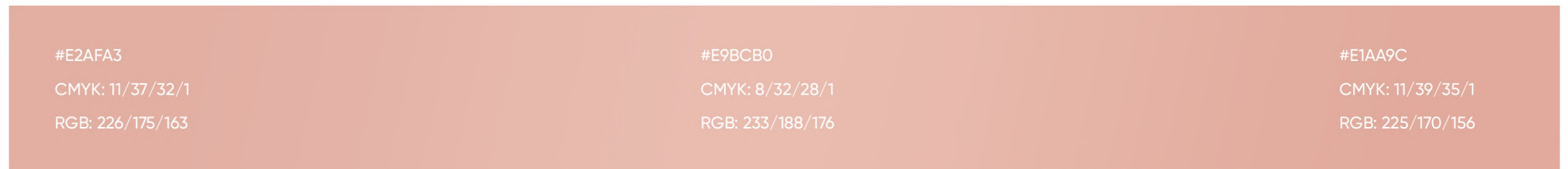
#0D0802
CMYK: 50/50/50/100
RGB: 13/8/2



#FFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255


















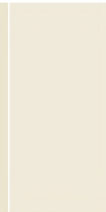





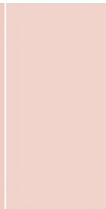

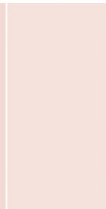
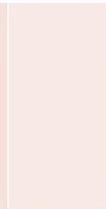
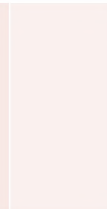

#C3AE76 CMYK: 24/26/58/7 RGB: 195/174/7	#D7C794 CMYK: 18/18/48/2 RGB: 215/199/148	#B89C66 CMYK: 26/33/63/12 RGB: 184/156/102
---	---	--



#E2AFA3 CMYK: 11/37/32/1 RGB: 226/175/163	#E9BCB0 CMYK: 8/32/28/1 RGB: 233/188/176	#E1AA9C CMYK: 11/39/35/1 RGB: 225/170/156
---	--	---

Additional palette

This page provides an additional palette of shades of corporate colors. The additional palette is used primarily in graphics and PowerPoint presentations when primary colors are not enough and there is a need to use additional ones.

	90%	80%	70%	60%	50%	40%	30%	20%	10%
<p>#0D0802 CMYK: 50/50/50/100 RGB: 13/8/2</p>									
<p>#CEBB85 CMYK: 21/22/53/4 RGB: 206/187/133</p>									
<p>#E5B6AA CMYK: 9/34/30/1 RGB: 229/182/170</p>									

CORPORATE FONT

Display font

Fonts are an important element of corporate identity. The GLAMOURS font is used to design texts in communications. Its systematic use helps to increase brand awareness. The color of the display font corresponds to the main color palette.



GLAMOURS

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

Typeface

«Gilroy» font is used for business documentation in Microsoft Word and Power Point presentations in Bold, Regular styles in acceptable colors.

Gilroy Bold

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
1 2 3 4 5 6 7 8 9 0

Gilroy Regular

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
1 2 3 4 5 6 7 8 9 0

ELEMENTS OF BRAND IDENTITY



Liquid lipstick



Lipstick



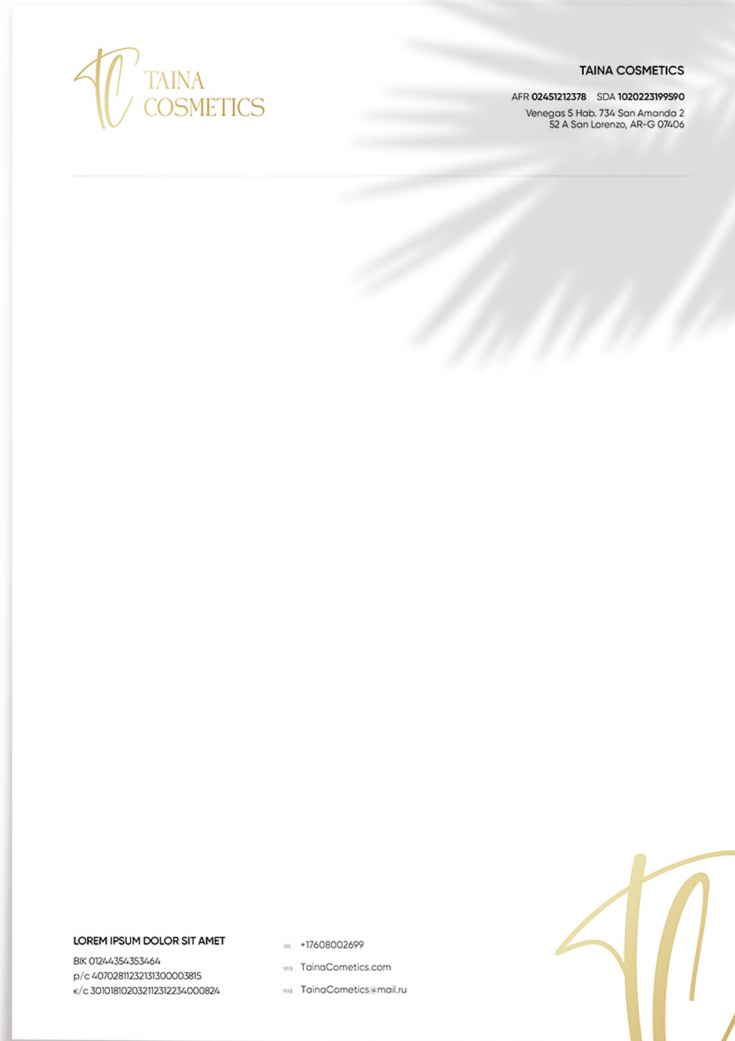
Lipstick



Business card



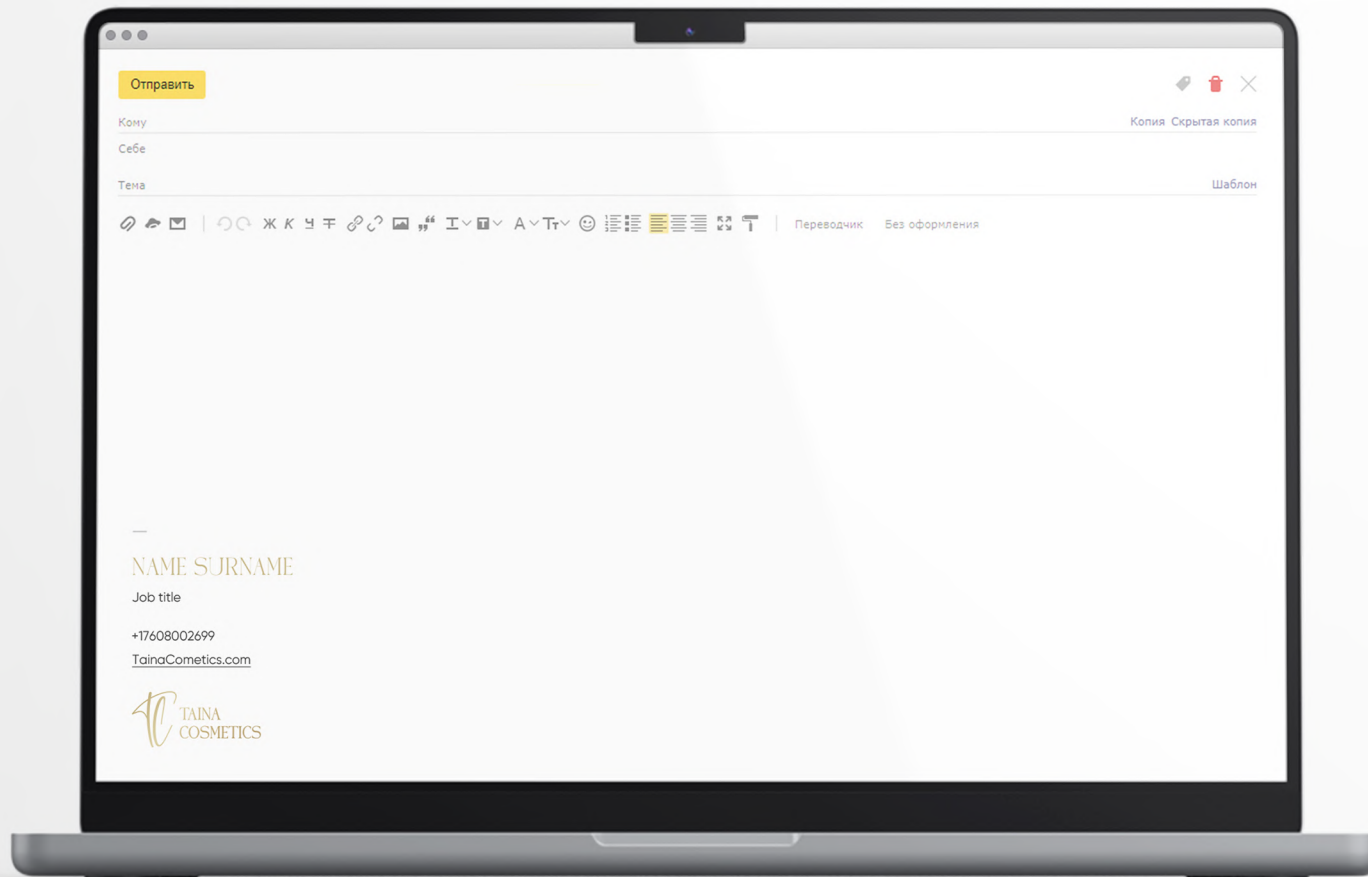
Letterhead



Name badge



Signature block



T-shirt



Pen



Badge



Baller bands





DESIGNED IN VERSALITY
2023