



Brand Guideline

INDEX

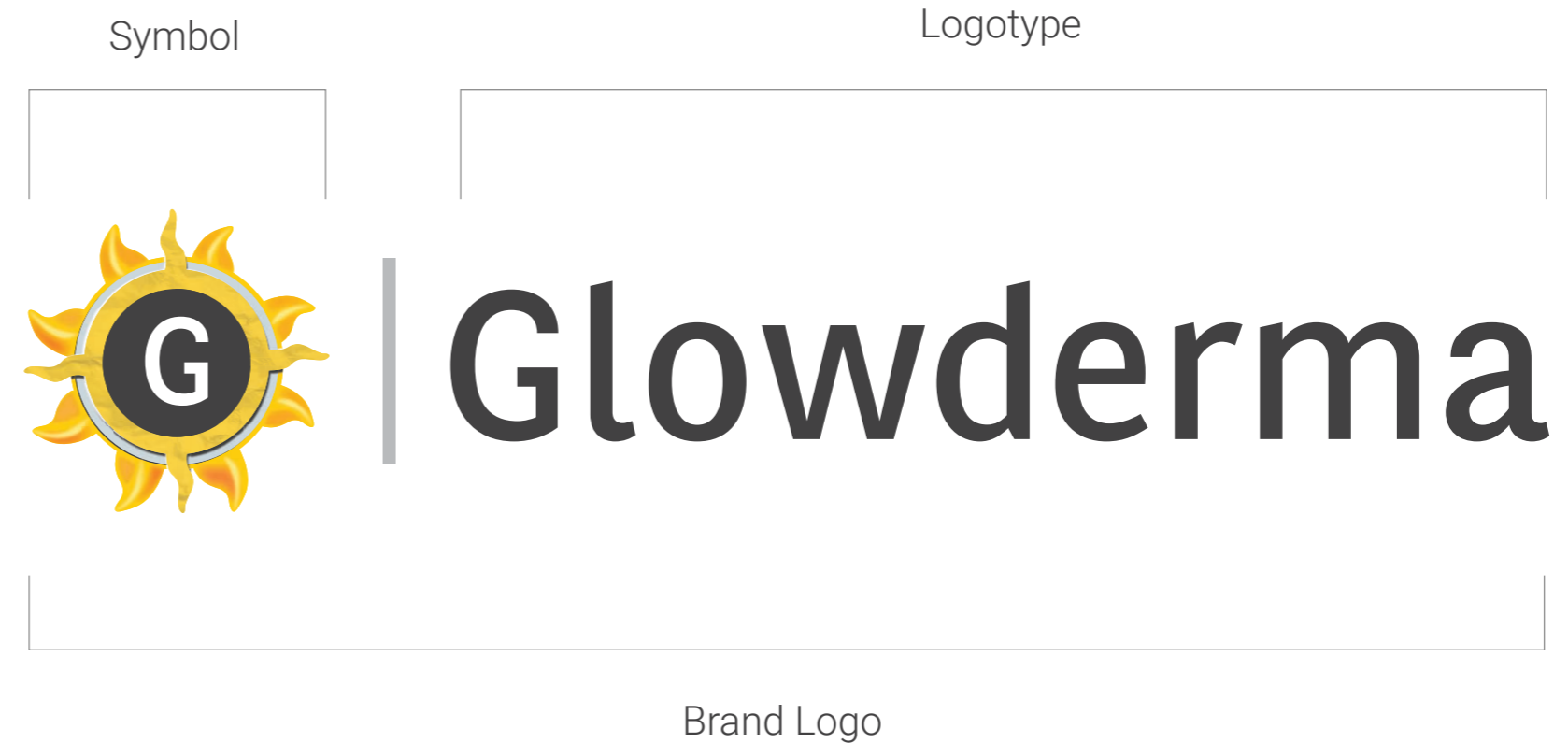
- Brand Logo
- Clear Space
- Colour Variations
- Colour Variations
- Brand Logo Don'ts

- Minimum Sizes
- Colour Palette
- Brand Logo Typeface
- Print & Web Typeface
- Logo Placement

Brand Logo = Symbol + Typeface

Our brand logo, a radiant fusion of the outermost sunburst, four guiding points in every direction, and the elegant 'G' at its core, reflects Glowderma's commitment to illuminating the path to skincare excellence. Just as the sun's rays reach every corner of the world, our brand's unwavering dedication touches every facet of dermatology, inspiring a glow of confidence and well-being in our clients.

The symbol must be used as part of the logo in all communications.



Brand Logo - Primary

The first way we signify the presence of Glowderma is with our Primary Logotype. It's the clearest way we can identify our company visually. We should be signing off all of our communications with this logotype; our partner messages must be identified as coming from us, and you!

Note: Do not attempt to redraw or recreate any element of the logotype. Use the approved files of the artwork.



Brand Logo - Secondary

If it's impossible to use the primary logotype for some reason, you have the option of using the vertical logotype. It's still an excellent way to showcase us.

Note: Do not attempt to redraw or recreate any logotype element. Use the approved files for the artwork.



Glowderma



Glowderma Lab Pvt. Ltd.

Brand Logo - Ony Typeface

In exceptional cases, if there is only minimal space, the lettering can be decoupled from the symbol part.

Glowderma

Glowderma Lab Pvt. Ltd.

Brand Logo - Only Symbol

When there is limited space, we can use this format. Mostly for digital creatives such as posts, videos, or internal festive communication. Only the symbol without the brand typeface is not to be used on any official communication or branding material.

Note: Do not attempt to redraw or recreate any logotype element. Use the approved files for the artwork.



Let the Logo Breathe

Clearspace

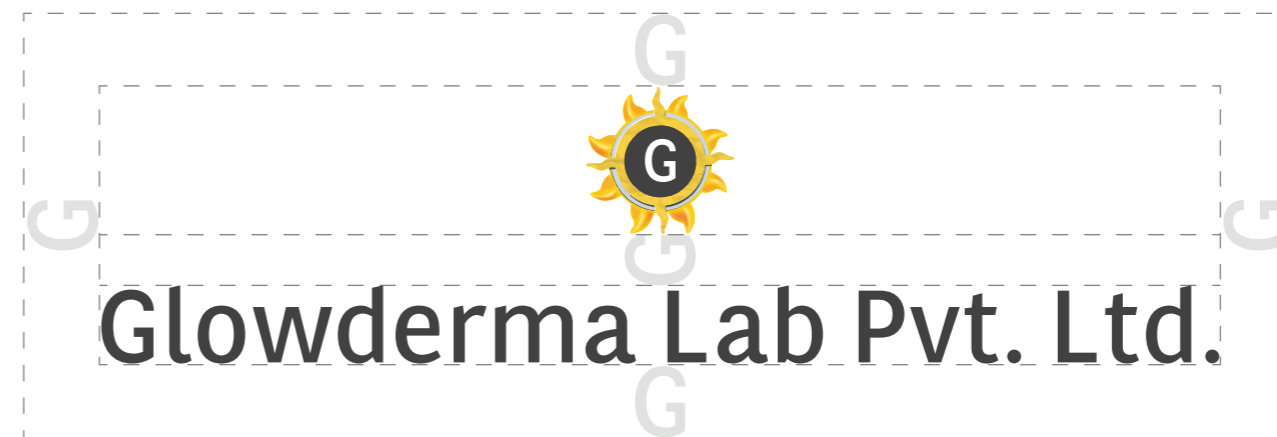
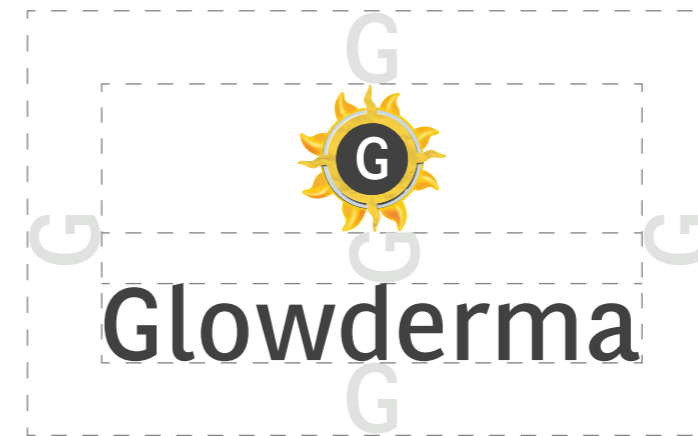
We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its capital G. Whereas the space before and after the vertical line between the symbol and logotype is half the width of the capital G.



Let the Logo Breathe

Clearspace

We respect the logo by giving it some space. The minimum clear space that must surround the logo is equivalent to the height of its capital G. Whereas the space between the symbol and logotype is the width of the capital G.



Colour Variations

Use the full-color logo. Use the positive version (logotype in 90% gray) on light or white backgrounds.

The full-color reverse logo may be used on dark color backgrounds, as well as dark areas within photographs.

Full Colour Positive



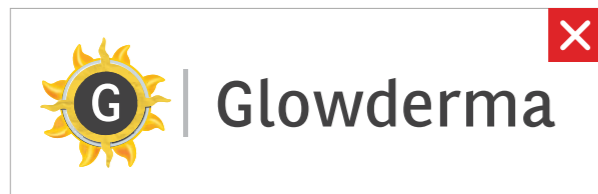
Full Reverse



Colour Formats



Brand Logo - Don'ts



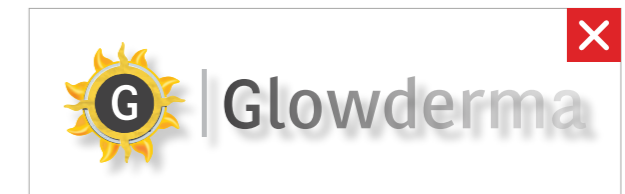
Do not change the size relationship of the symbol to the logotype.



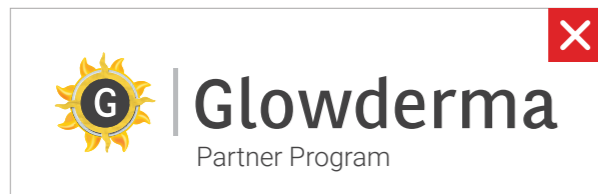
Don't place the logo on backgrounds that provide insufficient contrast.



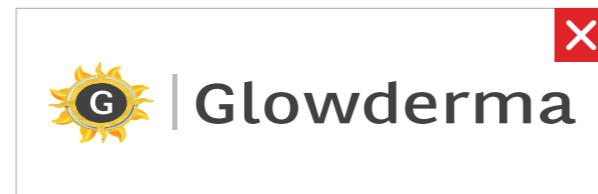
Don't place the logo on backgrounds that provide insufficient contrast.



Don't add effects like shadows, dimensions, and gradients to the logo.



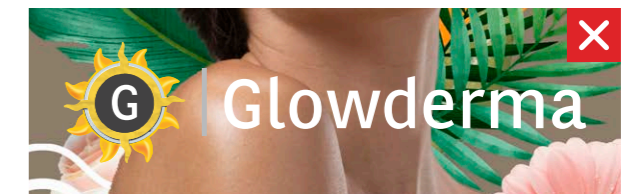
Don't create logo "lockups" by adding text in close proximity to the logo.



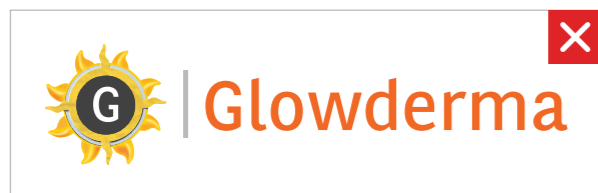
Don't stretch the logo.



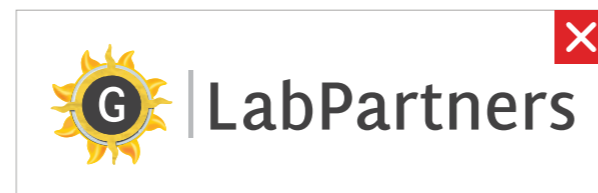
Don't compress the logo.



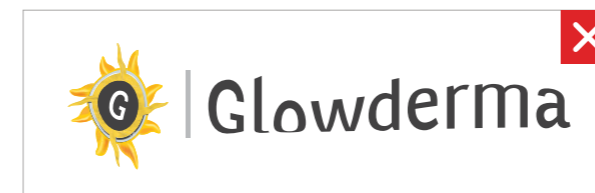
Don't place the logo over busy photographic backgrounds.



Don't alter the color specifications within the symbol or the logotype.








Do not attach text of any kind to the symbol.



Do not alter, change or distort the symbol.

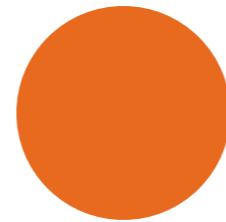
Brand Logo - Sizes

Our logo is designed to scale and work in small sizes. We recommend using 32px vertical as the smallest full logo use case. Anything below that should be scaled down to the mark in digital usage. Anything below 35 pixels in print will not be legible.

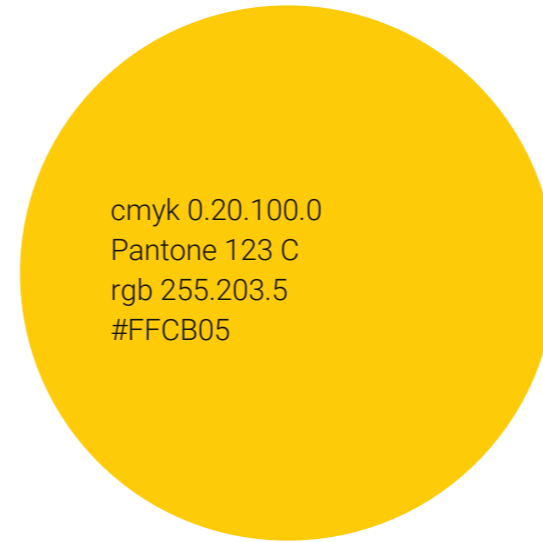
96px	
64px	
48px	
32px	
24px	

Colour Palette

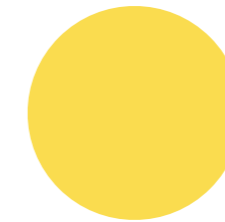
Our primary brand colors are white, grey, and yellow. They are used to provide accessibility, simplicity, and consistency throughout all communications.



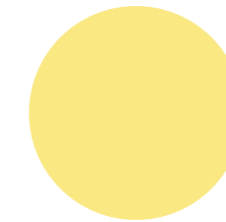
cmyk 0.70.100.5
Pantone 716 C
rgb 232.110.37
#E86E25



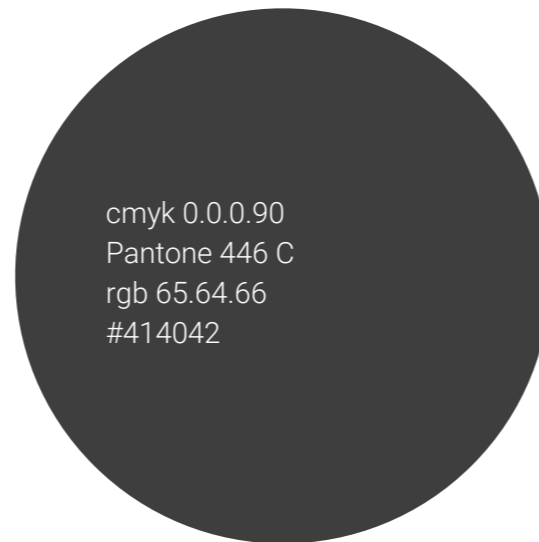
cmyk 0.20.100.0
Pantone 123 C
rgb 255.203.5
#FFCB05



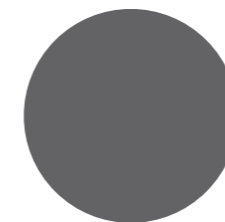
cmyk 2.10.80.0
Pantone 122 C
rgb 251.220.82
#FBDC52



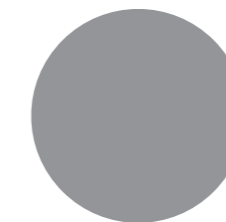
cmyk 2.5.60.0
Pantone 120 C
rgb 252.232.131
#FCE883



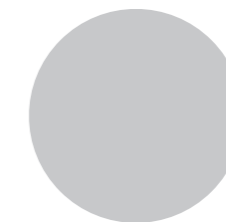
cmyk 0.0.0.90
Pantone 446 C
rgb 65.64.66
#414042



cmyk 0.0.0.75
Pantone 7540 C
rgb 99.100.102
#636466



cmyk 0.0.0.50
Pantone Cool Gray 8 C
rgb 147.149.152
#939598



cmyk 0.0.0.25
Pantone 428 C
rgb 199.200.202
#C7C8CA

Logo Typeface

Logo Typeface: Multitext Semibold

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

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Print & Web Typeface

Proxima Nova Typeface

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnopq

rstuvwxyz

1 2 3 4 5 6 7 8 9 0

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> ~ ; : ß

Font Family Available

Proxima Nova Thin

Proxima Nova Light

Proxima Nova Regular

Proxima Nova Italic

Proxima Nova Medium

Proxima Nova Semibold

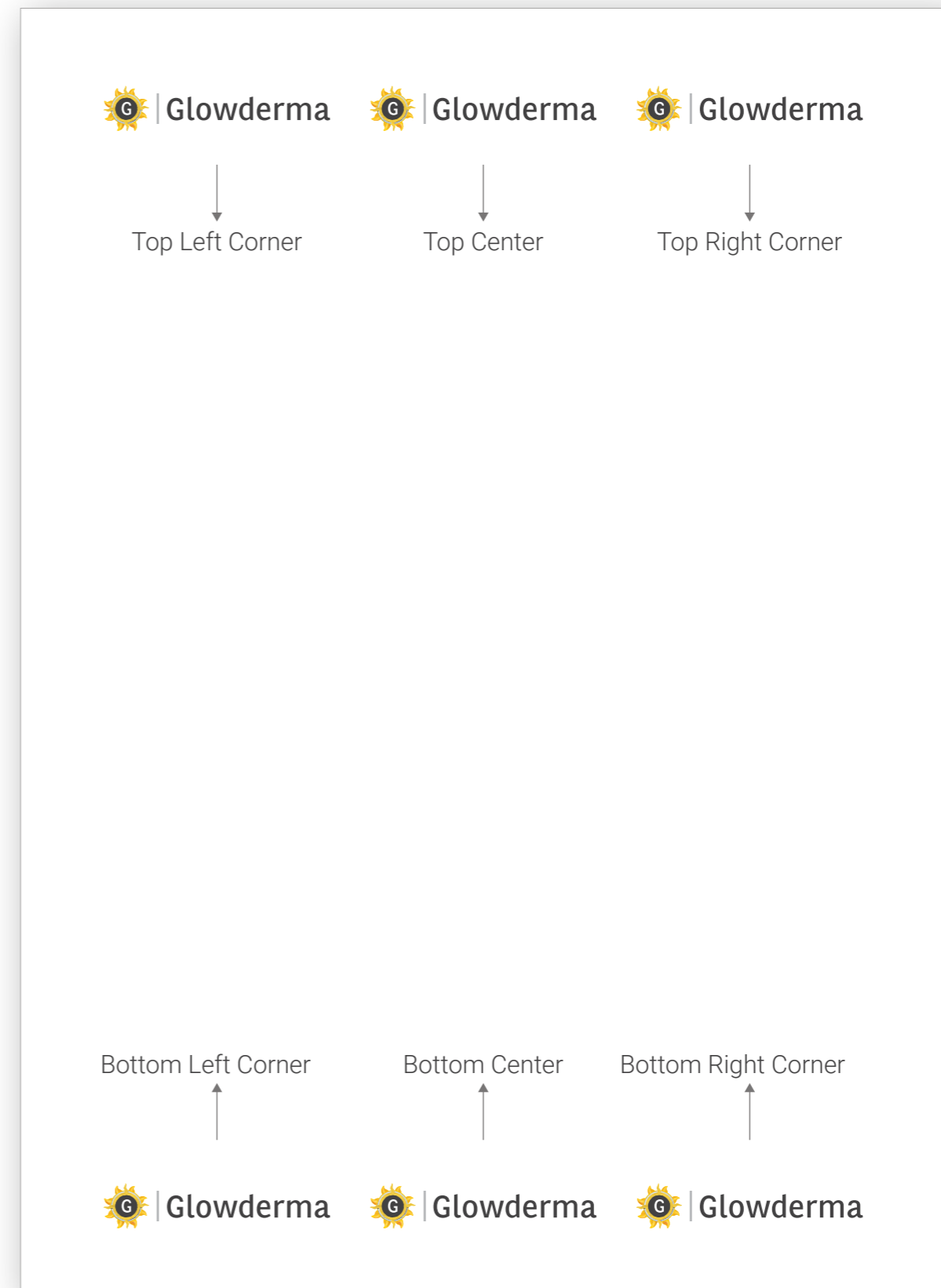
Proxima Nova Bold

Proxima Nova Extrabold

Primary Logo Placement

Do's for Primary Logo Placement

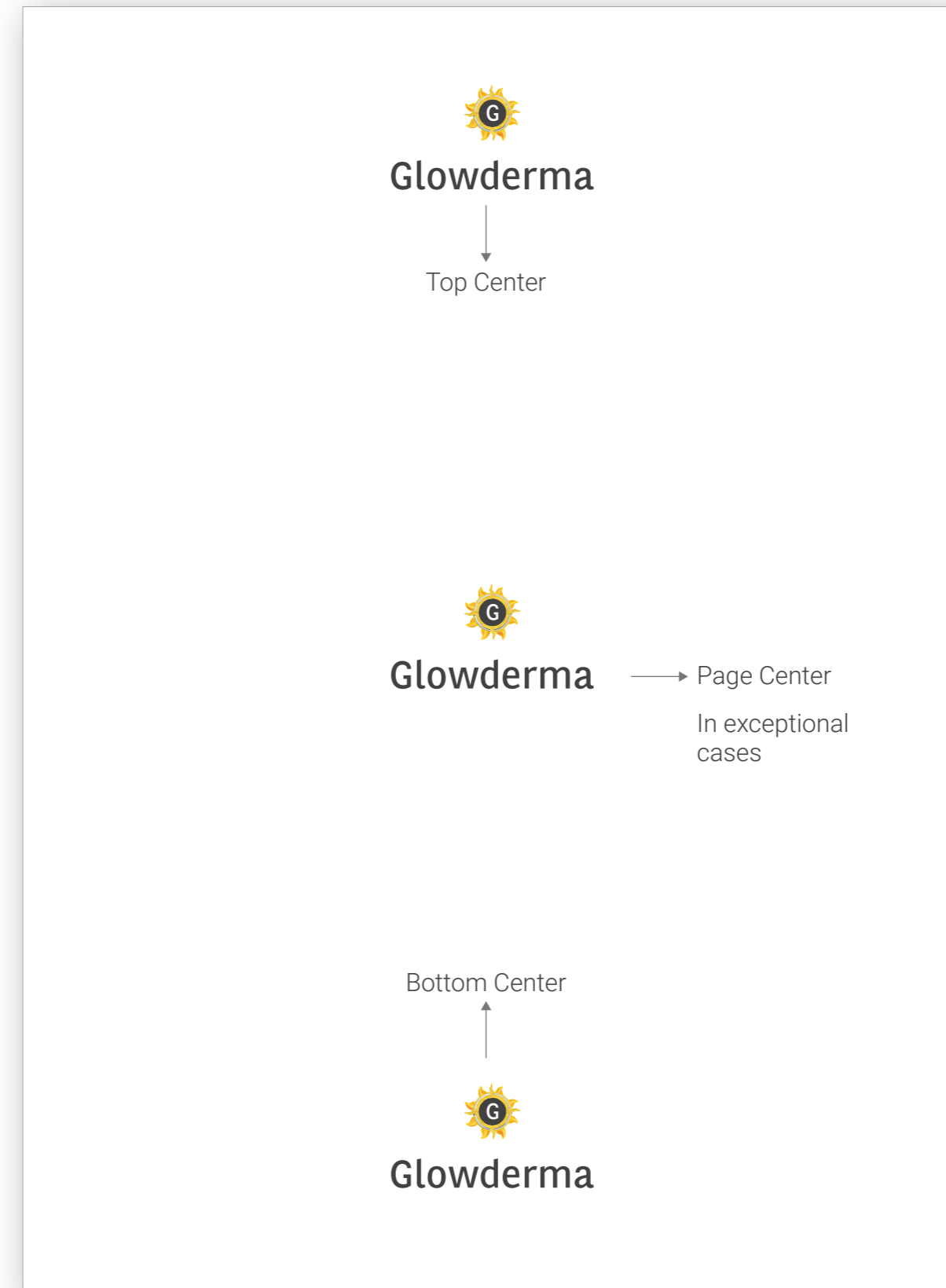
The logo should not be used anywhere on a page. The logo can lose its structure if used randomly anywhere on the page. Please follow these placements for the primary logo.



Secondary Logo Placement

Do's for Secondary Logo Placement

The logo should not be used anywhere on a page. The logo can lose its structure if used randomly anywhere on the page. Please follow these placements for the secondary logo.



Thank You