L'OREAL
Brand Guidelines Manual

Delaney Broad
12/16/21

L'ORÉAL
Brand Guidelines Manual

Table of Contents

About the Brand

L'OREAL is a cosmetics brand that has recently rebranded itself. L'OREAL is no longer just plain and simple makeup made for older women, but by the same token, bold colors and exciting choices are not just for younger women. We are encouraging women of all ages to be bold and classy all at the same time.

L'ORÉAL

beauty with no bounds

The Brand Signature

The new logo focuses around a lipstick kiss in a nice pink shade. It has the name overlaid in a rounded and interesting font. Below the lipstick kiss and name is the tagline in a thin font. Beauty with no bounds is the new tagline and it perfectly describes what the brand wants women to feel. The logo can feature a variety of colors for the lipstick kiss. The brand focuses on fun self expression.

Logo

Name

L'ORÉAL

beauty with no bounds
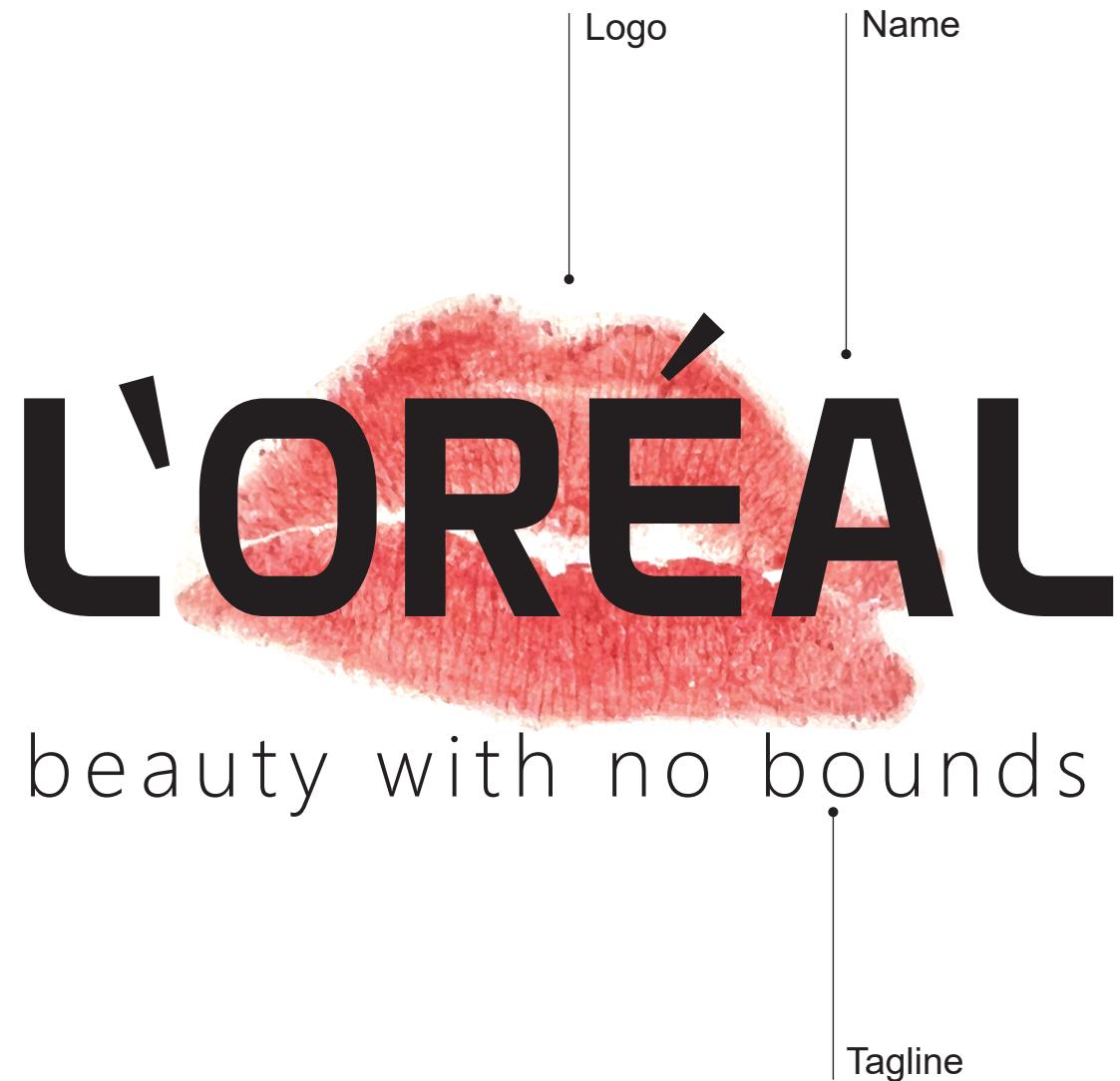
Tagline

Signature Configurations

The vertical logo features the brand name over top of the lipstick kiss. The tagline sits right below the bottom of the kiss. The logo is all the same width, which is as wide as the brand name. This logo is fit for skinnier areas. The horizontal logo features the brand name to the left, the lipstick kiss in the center, and the tag line to the left.This logo can be used for thinner applications.

Vertical signature

L'ORÉAL

beauty with no bounds

Horizontal signature

L'ORÉAL

beauty with no bounds

Color Variations

The logo was designed for color, so it looks best that way. The logo feels more bold when there is color. The color on black features some white lips with red type on type. This creates a different, bold yet classic look. The logo in grayscale looks best on white because of the overlapping with words and image. On the black it seems cluttered, but it works well enough.

Grayscale on white

Grayscale on black

Color on white
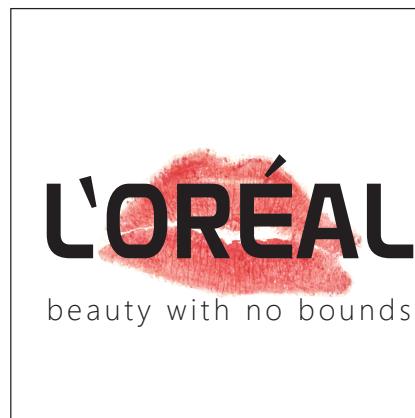
Color on black

Signature Free Space

The logo does not require a whole lot of white space around the logo because of its open feeling. The major need for white space is next to the end of the brand name. The bold letters need room to breath to the sides. There needs to be a length of the little b in the tagline of white space around all of the logo.

b

b

q

L'ORÉAL

beauty with no bounds

q

Non-interference zone

Minimum Size

For print, the logo cannot be any smaller than .58 inches. For web, the image should be no smaller than 66 pixels.

Minimum size for print application

L'ORÉAL
beauty with no bounds

.58 inches
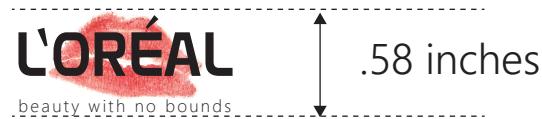
Minimum size for digital application

L'ORÉAL
beauty with no bounds

66 pixels

Type Fonts

The primary font for my website is Domyouji. It only comes in a regular weight, so that is the only acceptable version. The secondary font is Segoe UI. This font has a variety of weights but the two to use are semilight and regular. The fonts contrast well with one another. The primary font being bold and the secondary font being thin creates a nice balance. There are no serif fonts because they do not go well with the brand identity.

Primary font: Domyouji

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 @ & ?

Regular

Secondary font: Segoe UI

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 @ & ?

Semilight
Regular

Color Palette

The primary color is the the red shade of the bolder lipstick kiss. The secondary color is black. I chose those two because they contrast with one another well. These two colors also make up the bold logo. The tertiary colors come from the othe twolips that are used in the brand applications as well as a compli-mentary grey. Those three colors also go together well.

Primary color

CMYK   C00 M100 Y100 K00
RGB   R252 G00 B19
HEX #   ED1C24

Secondary color
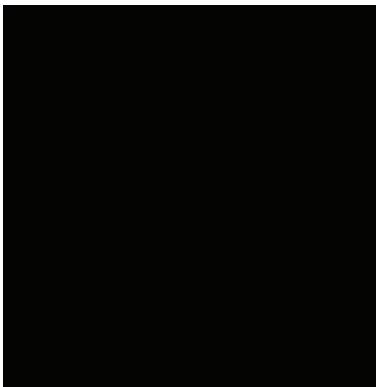
CMYK   C00 M00 Y00 K00
RGB   R0 G0 B0
HEX #   000000

Tertiary colors

CMYK   C01 M06 Y64 K00
RGB   R255 G231 B121
HEX #   FEE679
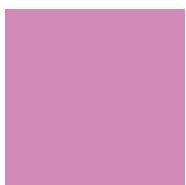
CMYK   C14 M54 Y00 K00
RGB   R174 G197 B231
HEX #   D28ABB

CMYK   C40 M32 Y33 K00
RGB   R205 G203 B180
HEX #   A09F9F

Brand "Don't Do's"

The logo cannot be stretch or shortened in any way. Dark grey backgrounds make the logo difficult to read and hard to understand, while accenting the white outline of the lip. There are a select group of colors that the logo can be changed to, no other colors are allowed outside of those choices. While the brand welcomes bold choices, there are also some colors that don't work together. The logo style should work in all layout set-tings, so it should not be changed.

Do not compress or stretch signature.

Do not alter signature colors.

Do not place signature on background that makes it unreadable.

Do not redraw or change style and layout of signature.

Brand Applications

Letterhead

The whole brand signature is situated in the top left corner of the page. It is lined up with the bottom of the sender information. There is also a bright red kiss that is tilted in the bottom right corner. The back features three of the original lipstick kiss color on each of the fold panels.

8-1/2 x 11 inches

Front
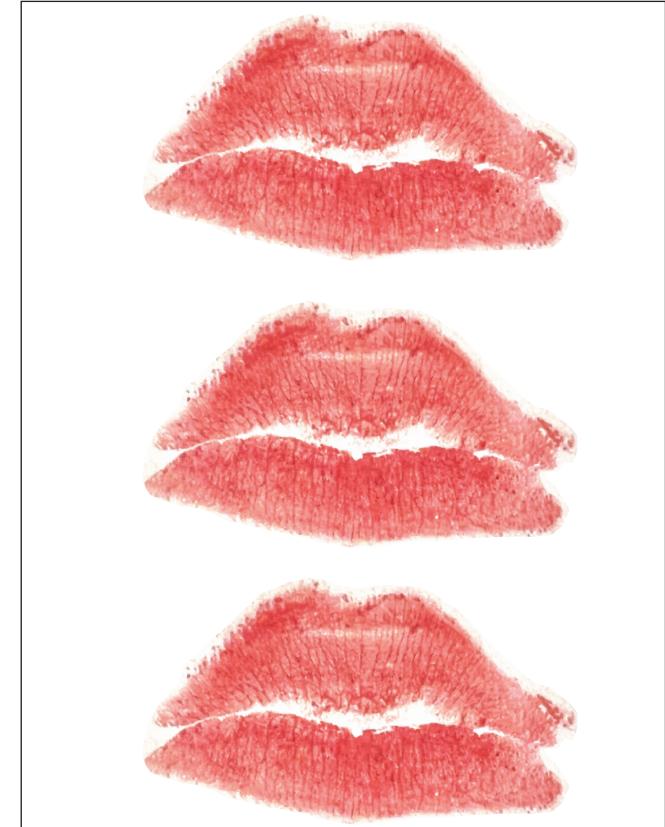

Back

Brand Applications continued

**#10 Business
Envelope
and Business Card**

The business
envelopes feature the
company logo situated
in the bottom corner.
There is also some
lipstick like smears in
the top right corner of
the envelope.The busi-
ness card is black and
has the black back-
ground color logo on
the front. On the back,
we have a white lipstick
kiss.

4-1/8 x 9-1/2 inches

L'OREAL
10th Avenue New
York, NY 10001

Abigail Marks
Cosmetics Tester
L'OREAL
10th Avenue New York,
NY 10001

L'ORÉAL
beauty with no bounds

2 x 3-1/2 inches

Delaney Broad
Brand Manager
c 412.944.7285

L'OREAL
10th Avenue New
York, NY 10001
p 412.123.4567
f 412.123.8989
lorealbeauty.com

L'ORÉAL
beauty with no bounds
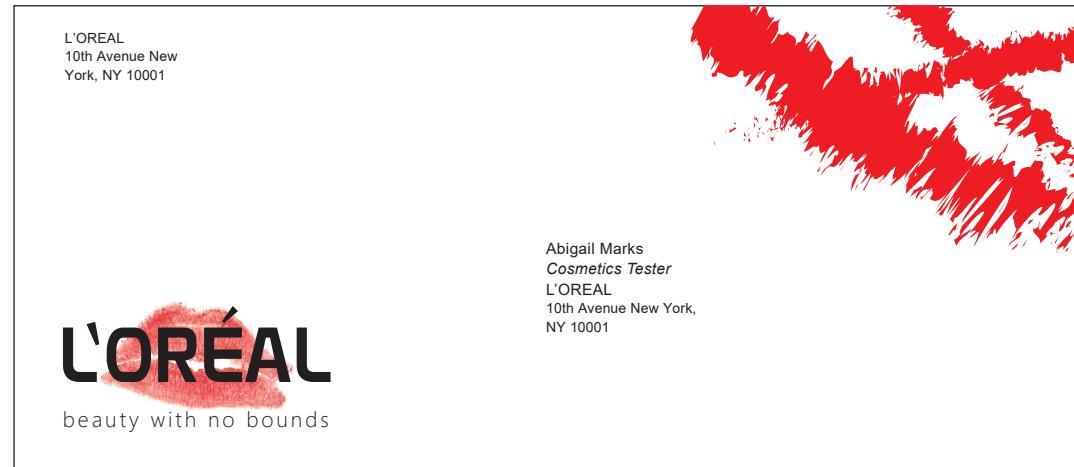
Front

Back

Brand Applications continued

Inside spread

Back cover   Front cover

L'ORÉAL
beauty with no bounds

L'ORÉAL

Pocket Folder

The front and back of the pocket folder have red lisptick smears that run whimsically around the page. The front cover has the logo, but with the dark red kiss behind it. On the inside, there is a traditional poclet on the left. The pocket is red and has the name written on it in white. The right side has a full edge pocket that is patterend with the tertiary colors on the side.

Brand Applications continued

Web Homepage

The modile homepage starts with the traditional logo on top. The next section features on of the new L'OREAL women and a little profile feature on them. Below that, there is the new L'OREAL mission statement. Below that is a navigation tab to show women inspiration on using bold colors.

Mobile App Homepage