

FOR THE GIRLS XO

Brand Guidelines

Created by
[Boss Girl Graphics](#)





Hello and welcome to For The Girls xo
Brand Guidelines!

For The Girls xo is a vibrant, playful brand that brings the ultimate Y2K nostalgia to life through it's girly and fun products such as Body Jewerly, Body Oils, Eyelashes, and more.



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The Brand

1.0



Mission

For The Girls xo is more than just a beauty brand; it's a full-on experience that celebrates the fun, girly, and nostalgic vibe of the early 2000s. With its playful tone and eye-catching visuals, it invites every girl to relive the best parts of Y2K fashion and beauty, while embracing their modern-day style. It's a brand that's here to make every girl feel confident, sparkly, and totally in touch with her inner Y2K diva.

Vision

For The Girls xo's visual identity is a throwback to the iconic Y2K aesthetic, blending past and present trends in a cohesive and eye-catching way. The brand's color palette features bright and bold shades of *pink*, *electric blue*, and *sunny yellow*.



The Logo





2.1 — The logo





2.2 — Logo Usage

Overview — Here you can see a number of colors from our color palette which can be combined with the For The Girls xo logo in our Brand identity system.





2.3 — Brandmark

Overview — For The Girls xo's brandmark is the Inflated Heart with Sparkles from the Primary Logo Design. This brandmark will be used on small digital & printed surfaces.





Color Palette

3.0



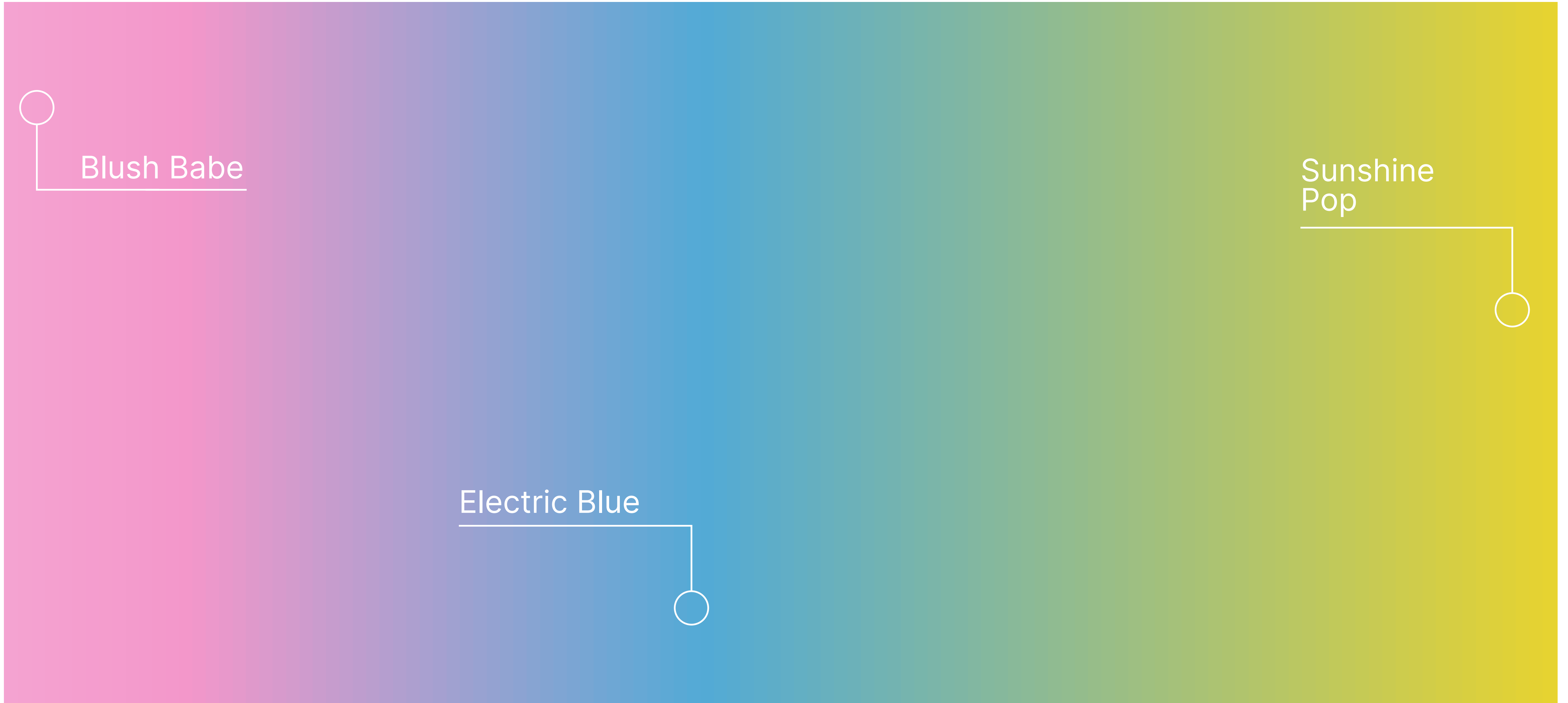
3.1 — Color Palette

Overview — These are our colors. The brand's color palette features bright and bold shades of *pink*, *electric blue*, and *sunny yellow*.

Lemon Fizz HEX bca911 R188 G169 B17	Sunshine Pop HEX eed528 R255 G255 B255	Powder Pink HEX f9d8f1 R249 G216 B241	Blush Babe HEX f397ca R243 G151 B252	Electric Blue HEX 6ac8f4 R106 G200 B244	Blueberry Blitz HEX 52aad6 R82 G170 B214
70%	70%	70%	70%	70%	70%
50%	50%	50%	50%	50%	50%
20%	20%	20%	20%	20%	20%



3.2 — Gradient



Blush Babe

Sunshine
Pop

Electric Blue



Typography

4.0



Gingies Bubble

Gingies Bubble — Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUuVvWwXxYyZz

0123456789!@#\$%^&*()_



ALLOY INK

ALLOY INK - REGULAR

**AABBCCDDEEFFGGHHIIJJKLLMMNN
OOPPQQRRSSSTTUUVVWWXXYYZZ
0123456789!@#\$%^&*()_**



Bitroad Demo

Bitroad Demo

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%^&*()_



Helvetica

Helvetica - Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%^&*()_

Helvetica - Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%^&*()_

Helvetica - Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789!@#\$%^&*()_**



4.2 — Typography Hierarchy

Overview — Here you can see how our hierarchy is used within our typography. It is clearly legible both digitally and in print. And will be used for both headers and our body text.

Display Headline

Font weight: Gingies Bubbles - Regular
Size: 175pt

FOR THE GIRLS XO

H1

Font weight: Alloy Ink - Regular
Size: 115pt

FOR THE GIRLS XO

H2

Font weight: Bitroad Demo - Regular
Size: 40pt

For The Girls xo

Sub Header

Font weight: Helvetica - Bold
Size: 30pt

For The Girls xo

Body text

Font weight: Helvetica - Regular
Size: 18pt

Sit eum el ipsam quibus amus explignis et unt pel mos
eate is adist aliquas maio volorporum, ullenis non rest
laborro bea sunditi onsecto odit fugite num imus cum
consedis veniam sinvelic tectur
autem. Borrovitem dit, te dolliquo doluptatur.



Mockups

5.0



5.1 — Visual Mockups



Created by
Boss Girl Graphics

Year
2024

FOR THE GIRLS XO

Contact

If you have any questions related to the brand identity system for For The Girls xo please do not hesitate to contact info@bossgirlgraphics.com

