

Beauty Angels

Brand Guidelines

Created by
[Boss Girl Graphics](#)





Introduction

Hello and welcome to Beauty Angels
Brand Guidelines!

These guidelines reflect our commitment to creating beautiful, dreamy transformations that inspire confidence and highlight the unique beauty of every client. Rooted in a girly, pink aesthetic, our brand is dedicated to delivering an experience that leaves each person feeling truly special.



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The Brand

10



Mission

Our mission is to bring out the inner beauty of every client, creating a magical transformation that enhances their natural glow.

We aim to provide an unforgettable experience where everyone leaves feeling beautiful and confident

Vision

Our vision is to create a makeup artistry experience that embodies a girly and dreamy aesthetic



The Logo





2.1 – Primary Logo





2.2 – Secondary Logo





2.2 – Primary Logo Usage

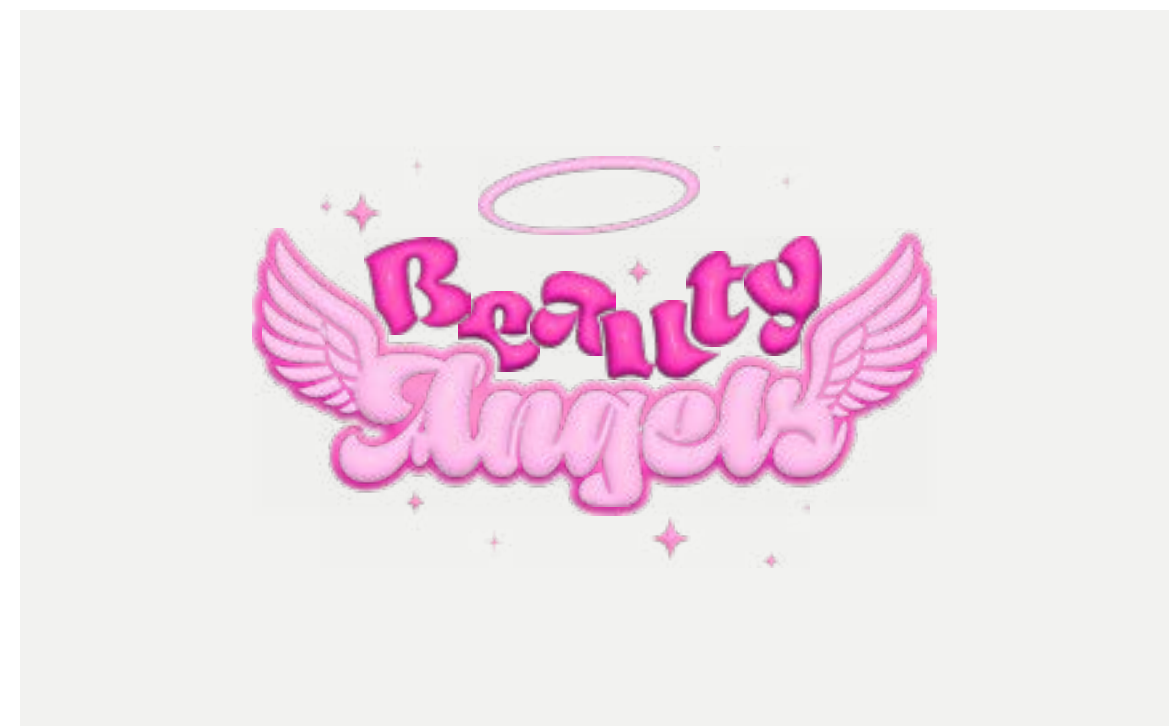
Overview— Here you can see a number of colors from our color palette which can be combined with the Beauty Angels logo in our Brand identity system.





2.3 – Secondary Logo Usage

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





Color Palette

3.0



3.1 – Color Palette

Overview — These are our colors. The brand’s color palette features various pink shades.

White
HEX
ffffff

R0
G0
B0

Light Mist
HEX
f2f2f0

R242
G242
B240

Sugar Rush
HEX
ff69d5

R255
G105
B213

Dreamy Pink
HEX fc59d2
R252 G89 B210

Vibin'
HEX fe28b8
R254 G40 B184

Pink Pedals
HEX ffa8e4
R255 G168 B228

70%

70%

70%

70%

70%

70%

50%

50%

50%

50%

50%

50%

20%

20%

20%

20%

20%

20%

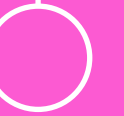


3.2 – Gradient



Pink Pedals

Dreamy
Pink



Vibin'





Typography

4.C



Anton

Anton - Regular

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



Opake

Opake - Regular

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



Suttwale

Suttwale

**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: Anton - Regular
Size: 175pt

Beauty Angels

H1

Font weight: Opake - Regular
Size: 115pt

Beauty Angels

H2

Font weight: Sutturah - Regular
Size: 40pt

Beauty Angels

Sub Header

Font weight: Helvetica - Bold
Size: 30pt

Beauty Angels

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



Beauty Angels

Contact

If you have any questions related to the brand identity system for Beauty Angels Branding please do not hesitate to contact info@bossgirlgraphics.com

