



# BRAND GUIDELINES

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IDENTITY MANUAL

**SKINCARE  
FOR WOMEN  
BATTLING  
CANCER**





01

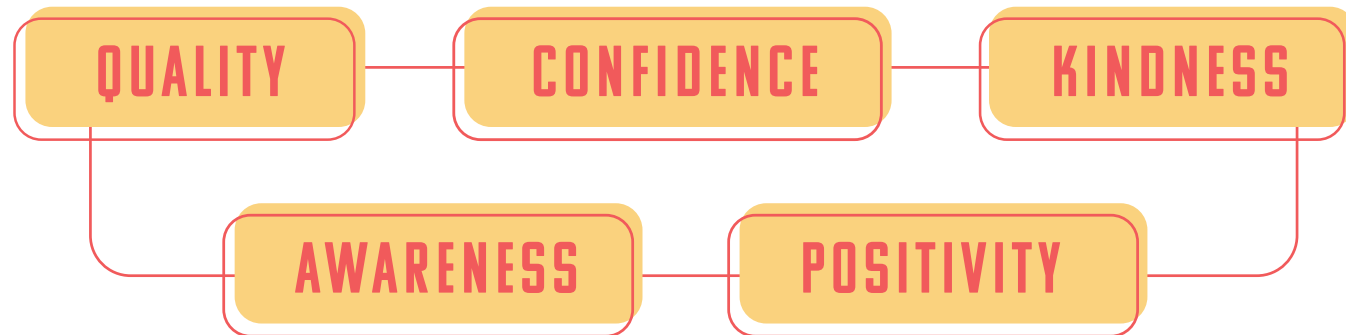
**BRAND MISSION**

# BRAND ESSENCE

Courageous Cosmetics is a brand dedicated to the *wellness* and *health* of female cancer warriors. Our mission is to remind each woman that she is *beautiful, brave, and resilient*. Our vision for the future is to continue reaching women all around the world and raise significant funds for the cancer research institute.

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## OUR VALUES



02

LOGO



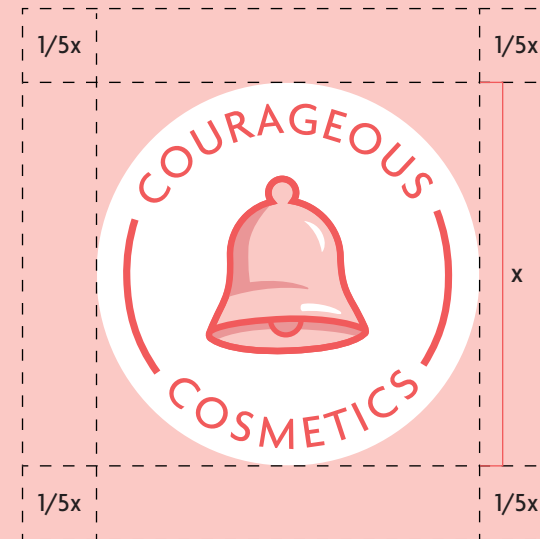
# PRIMARY LOGO

This **combination mark** consists of a representational icon, the bell, and the brand name wrapping around in a circular form. The bell represents the physical bell that patients ring after fully completing chemotherapy or radiation treatment. This is a commonly known symbol among cancer patients and is seen as a beacon of hope.

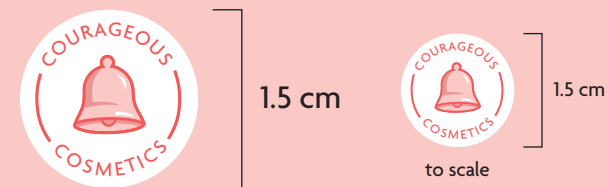
Regarding color within the logo, utilize the **white circle** behind the mark when placed on top of a **colored** background. When the mark is placed on top of a **white** background, you must make the circle the SAME color as the primary color of the bell.

**Please exercise care** when using our logo. **DO NOT** modify or change logo elements such as spacing, outside colors, proportions, etc. Reference our “incorrect usage” page if you have any other questions about how to use the mark.

## EXCLUSION ZONE



## MINIMUM SIZE



# INCORRECT USAGE



DO NOT stretch logo vertically or horizontally



DO NOT kern letters or adjust tracking



DO NOT invert logo colors or use colors outside of the brand guide

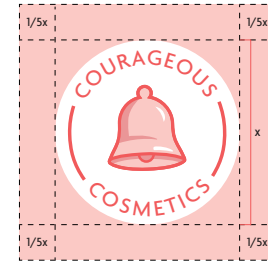


DO NOT add drop shadows to any part of the logo

# CORRECT USAGE



DO retain the brand colors and utilize our secondary colors



DO obey the exclusion zone rules and safe space

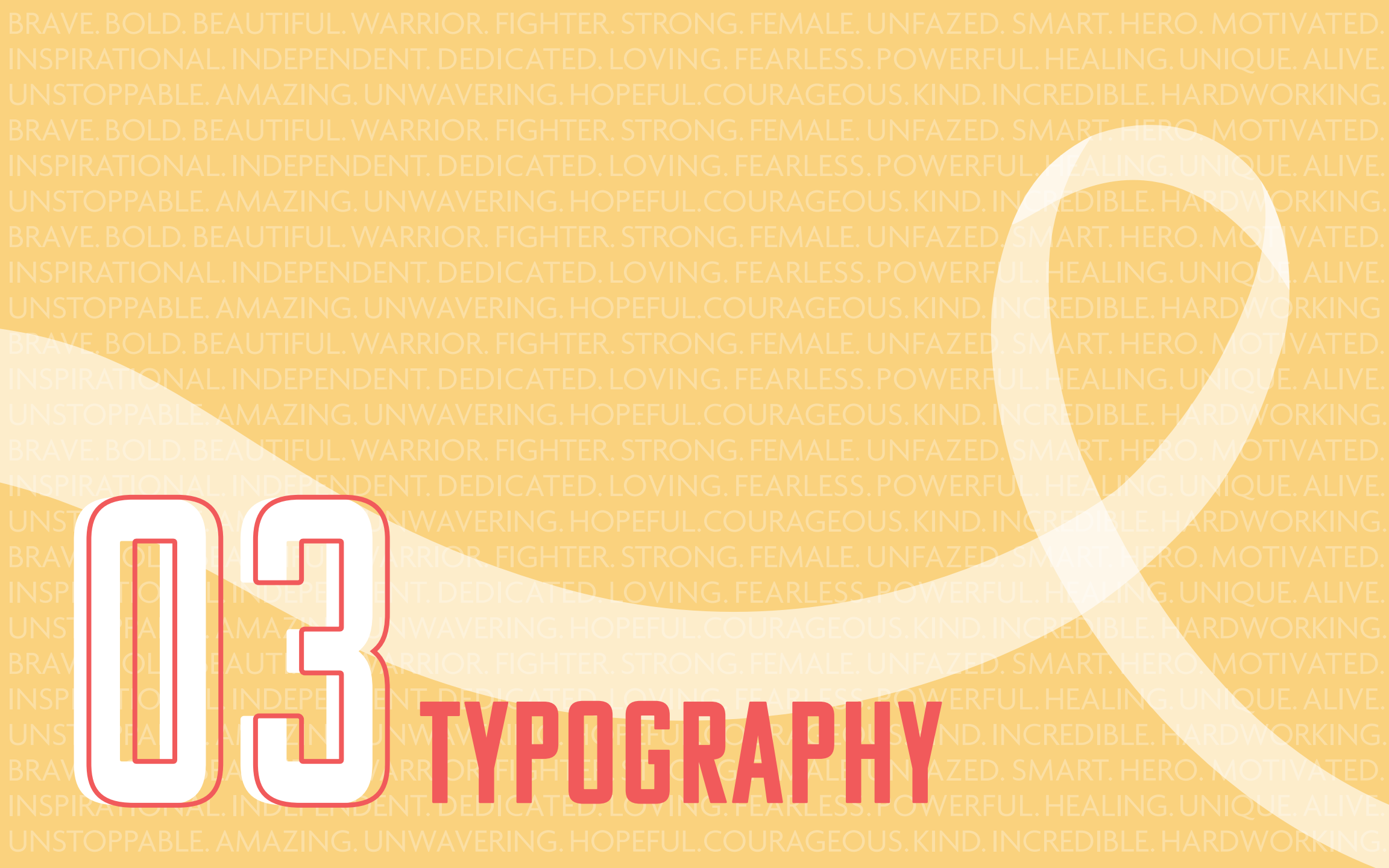


DO retain logo size, orientation, spacing, and layout



1.5 cm

DO make sure the logo is no smaller than 1.5cm



03

TYPOGRAPHY



## PRIMARY TYPEFACE

**Komu** is a display typeface that is distinctive and has a strong personality. The letterforms are squarish, bold, and attention-grabbing which is why we chose to use it as part of the Courageous Cosmetics brand. This typeface is used for headlines and other important key words to establish typographic hierarchy.

AB

KOMU

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#&\*-/

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## SECONDARY TYPEFACES

**Agenda** is a standard sans-serif typeface that is readable and used for body copy. The simplicity of Agenda compliments Komu well with the stark contrast in weight and form.

**Shelby** is a script typeface that is used minimally in our branding. The only time this font should be implemented is when imitating a signature, or paired tastefully with the display typeface.

Aa

Agenda

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#&\*-/

Aa

Shelby

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#&\*-/

BRAVE. BOLD. BEAUTIFUL. WARRIOR. FIGHTER. STRONG. FEMALE. UNFAZED. SMART. HERO. MOTIVATED. INSPIRATIONAL. INDEPENDENT. DEDICATED. LOVING. FEARLESS. POWERFUL. HEALING. UNIQUE. ALIVE. UNSTOPPABLE. AMAZING. UNWAVERING. HOPEFUL. COURAGEOUS. KIND. INCREDIBLE. HARDWORKING.

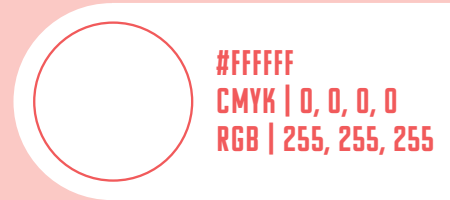
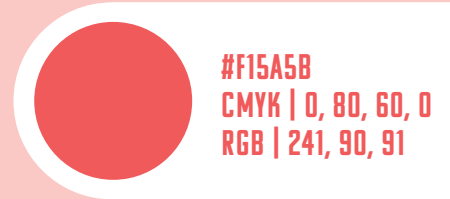
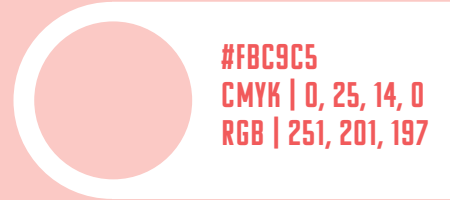
# 04 COLORS



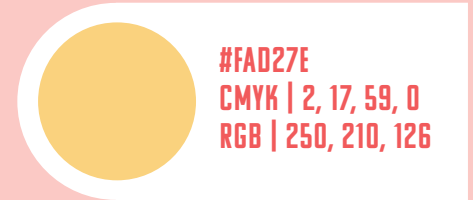
# COLOR PALETTE

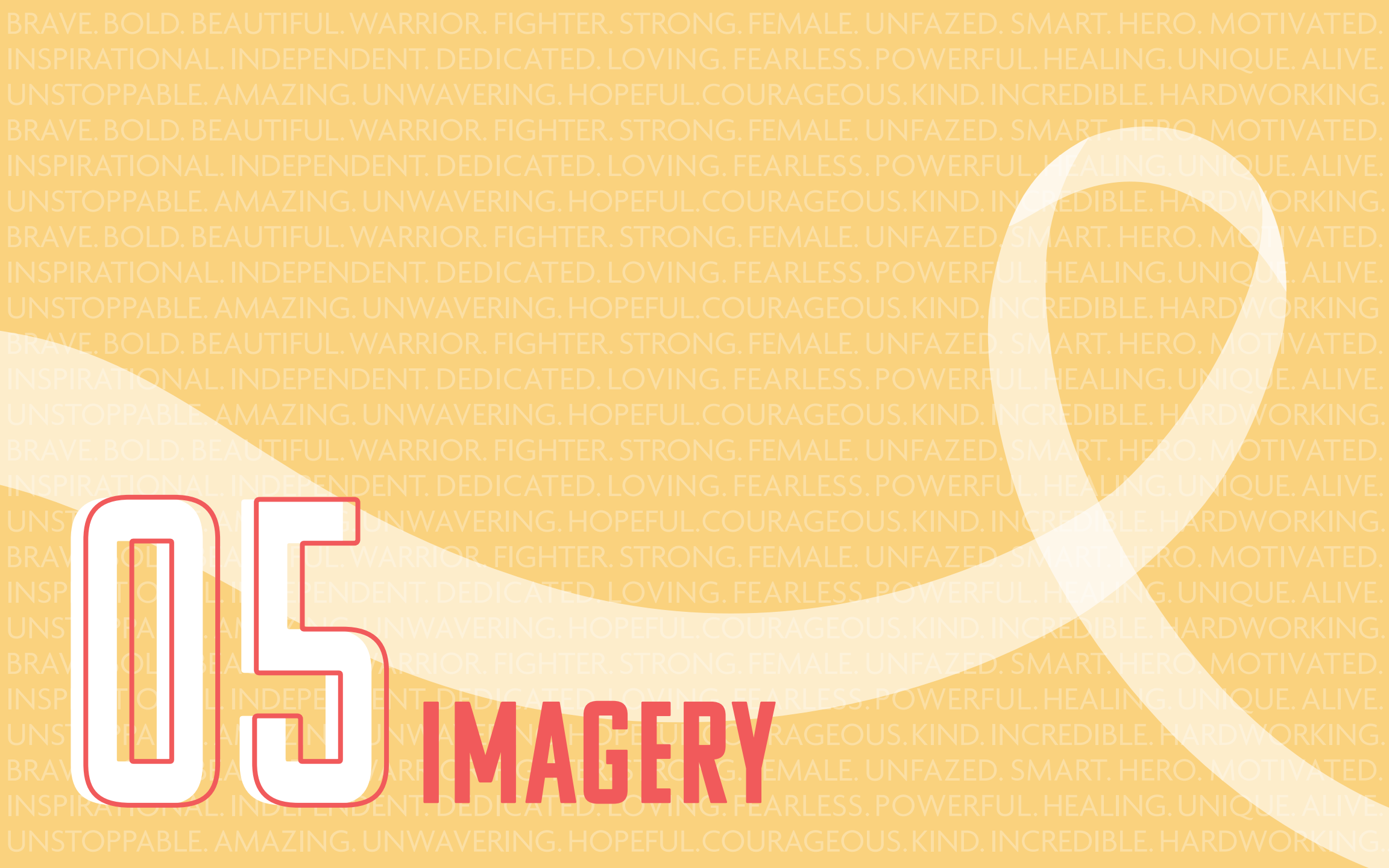
Our brand is **purposely pink!** Not only does pink reflect the feminine aspect of our brand, but more importantly represents the color for **breast cancer awareness**. This type of cancer is the most common in women, which represents a large portion of our audience. Our **secondary color** is a quiet, muted **yellow** which evokes a feeling of hope and happiness, which is what we desire for every woman's future.

PRIMARY



SECONDARY





05

IMAGERY

# ILLUSTRATION

Say hello to our female icons which you may from recognize Courageous Cosmetic's Resilience body lotions! These illustrated women embody the word "**resilience**" with their posture and presence as they look toward the future. The illustration style demonstrates both the flat aspect of vector art with semi-realistic shading.



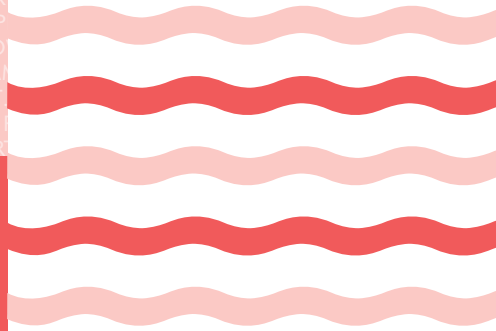
BRAVE. BOLD BEAUTIFUL. WARRIOR.  
STRONG. FEMALE. UNFAZED. SMART  
MOTIVATED. INSPIRATIONAL. INDEP  
DEDICATED. LOVING. FEARLESS. PO  
HEALING. UNIQUE. UNSTOPPABLE. AI  
UNWAVERING. HOPEFUL. RESILIENT  
BRAVE. BOLD BEAUTIFUL. WARRIOR.  
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# ICONOGRAPHY

These **icons and shapes** are all additions you can include in Courageous Cosmetics branding. Though simple and straightforward, these icons are recognizable to a wide audience and can be used in numerous ways. Please be wary of **contrast and readability** when implementing these icons into your designs.

*you are*  
**STRONG**  
*you are*  
**BRAVE**  
*you are*  
**RESILIENT**



# CANCER: 0 YOU: 1

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## REMEMBER

WHO we are creating for.  
WHY we are creating.  
WHAT we value most.

