

TM

eyederm

COSMETICS



BRAND GUIDELINES

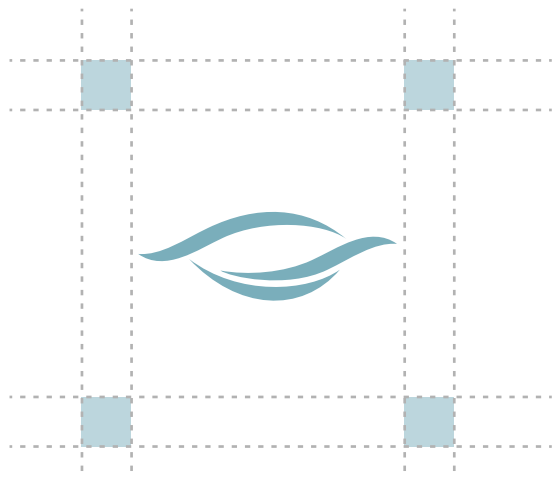
New eye doctor-designed
products in accordance
with TFOS standards.



LOGO CLEARSPACE

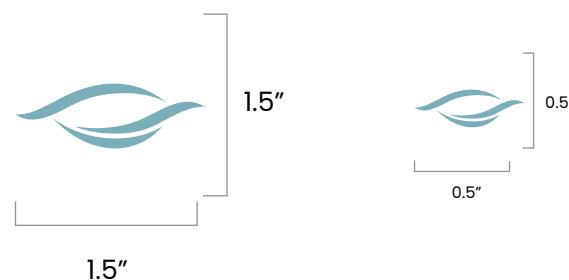
What is logo clear space?

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.



Minimum size

The wordmark logo may be reproduced at a minimum size of 1.5" wide to ensure legibility

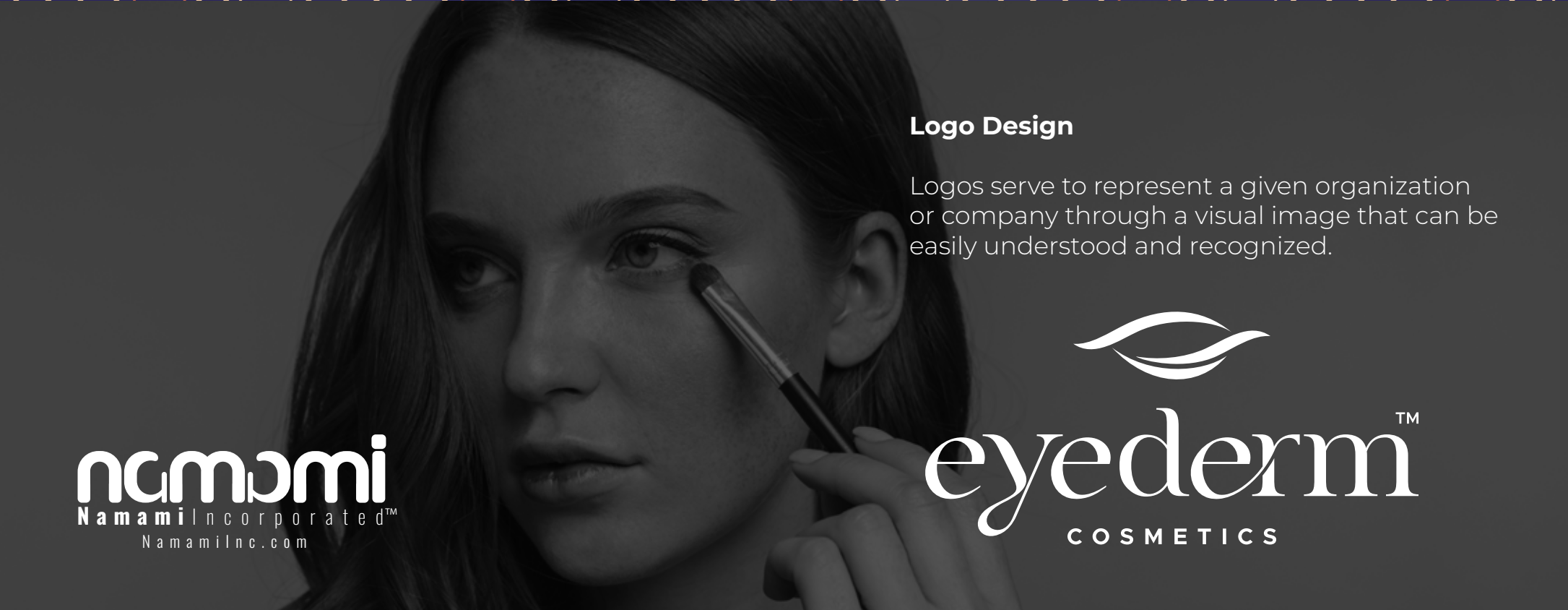


PRIMARY LOGO



Logo Design

Logos serve to represent a given organization or company through a visual image that can be easily understood and recognized.

A grayscale background image of a woman's face, looking slightly to the side, with her hand holding an eye makeup brush near her eye.

namami
Namami Incorporated™
NamamiInc.com



LOGO COLOR VARIANTS

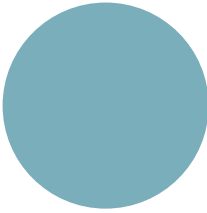


LOGO ICON

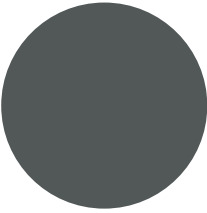


COLOR PALETTE-2

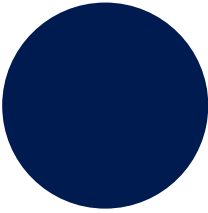
PRIMARY COLOR



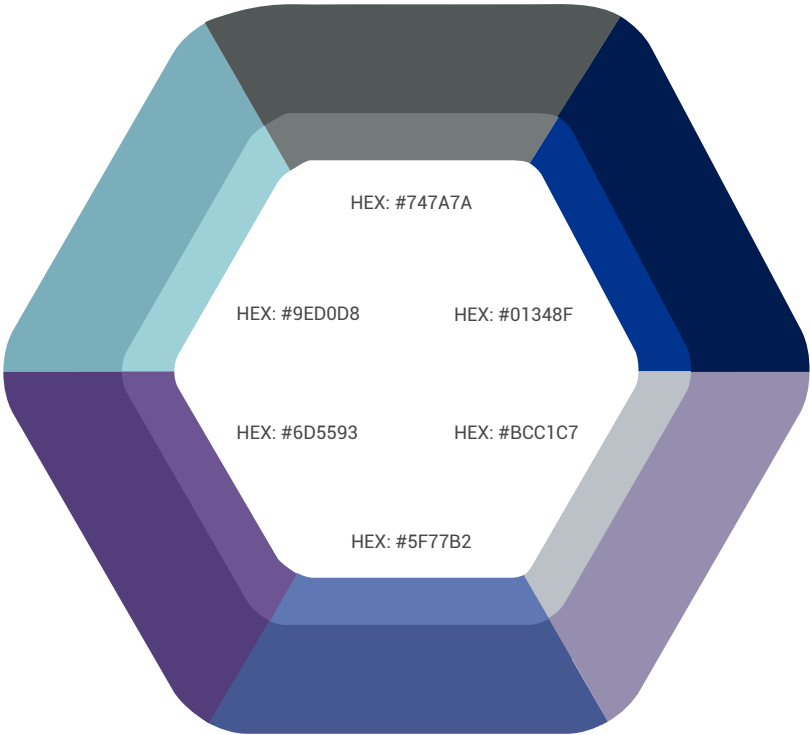
PANTONE 5493 C
CMYK: 53.19.23.0
RGB: 122.174.187
HEX: #7AAEBB



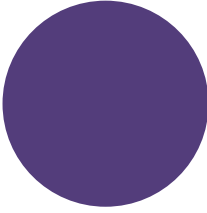
PANTONE 425 C
CMYK: 66.54.55.29
RGB: 82.88.88
HEX: #525858



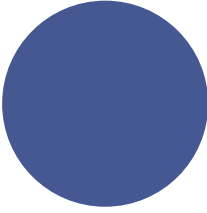
PANTONE 2766 C
CMYK: 100.93.34.41
RGB: 0.27.80
HEX: #001B50



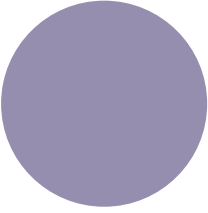
SECONDARY COLOR



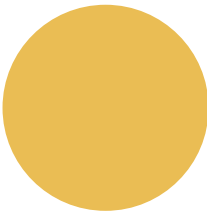
PANTONE 7679 C
CMYK: 80.88.22.7
RGB: 83.61.123
HEX: #533D7B



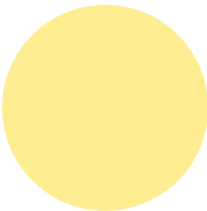
PANTONE 7684 C
CMYK: 83.72.16.2
RGB: 69.88.146
HEX: #455892



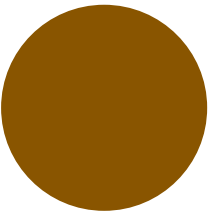
PANTONE 5285 C
CMYK: 45.43.15.0
RGB: 149.142.175
HEX: #958EAF



PANTONE 141 C
CMYK: 8.25.79.0
RGB: 234.189.84
HEX: #EABD54



PANTONE 601 C
CMYK: 1.3.53.0
RGB: 255.237.145
HEX: #FFED91



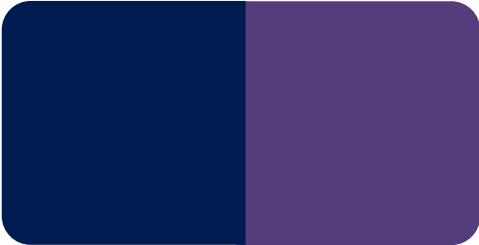
PANTONE 1395 C
CMYK: 35.64.100.27
RGB: 137.85.0
HEX: #895500



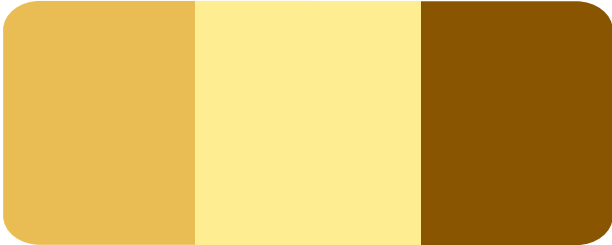
GRADIENT COLOR PALETTE



HEX: #7AAEBB HEX: #525858



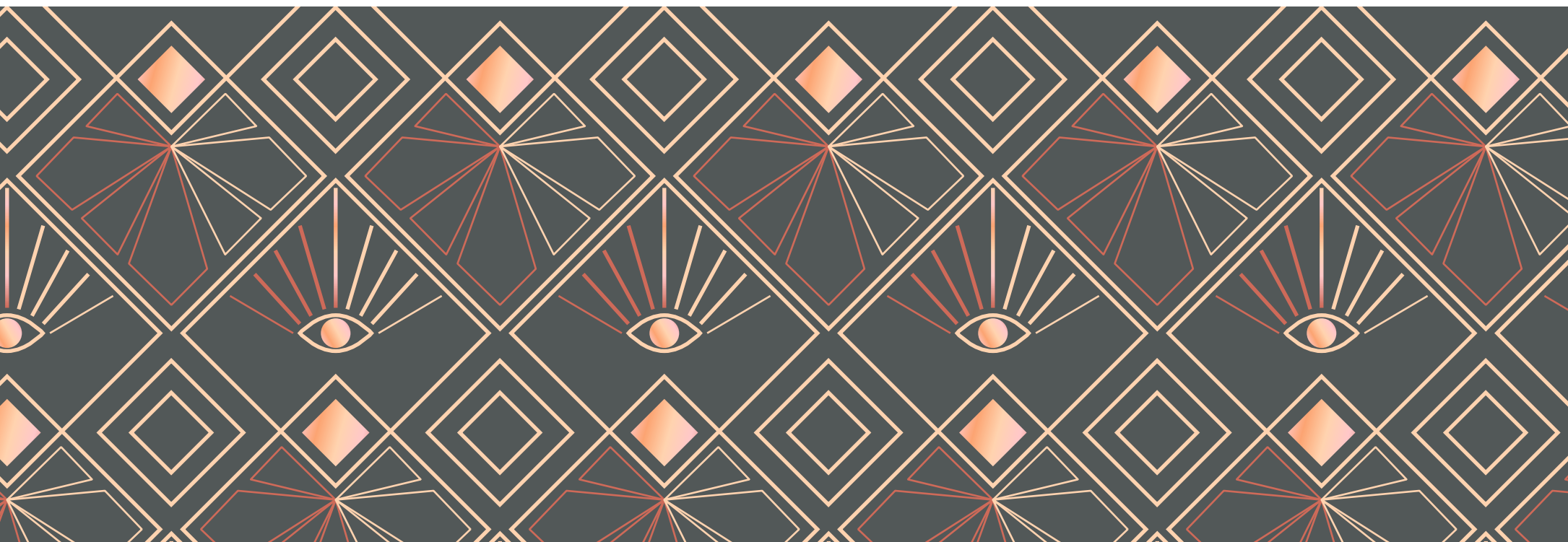
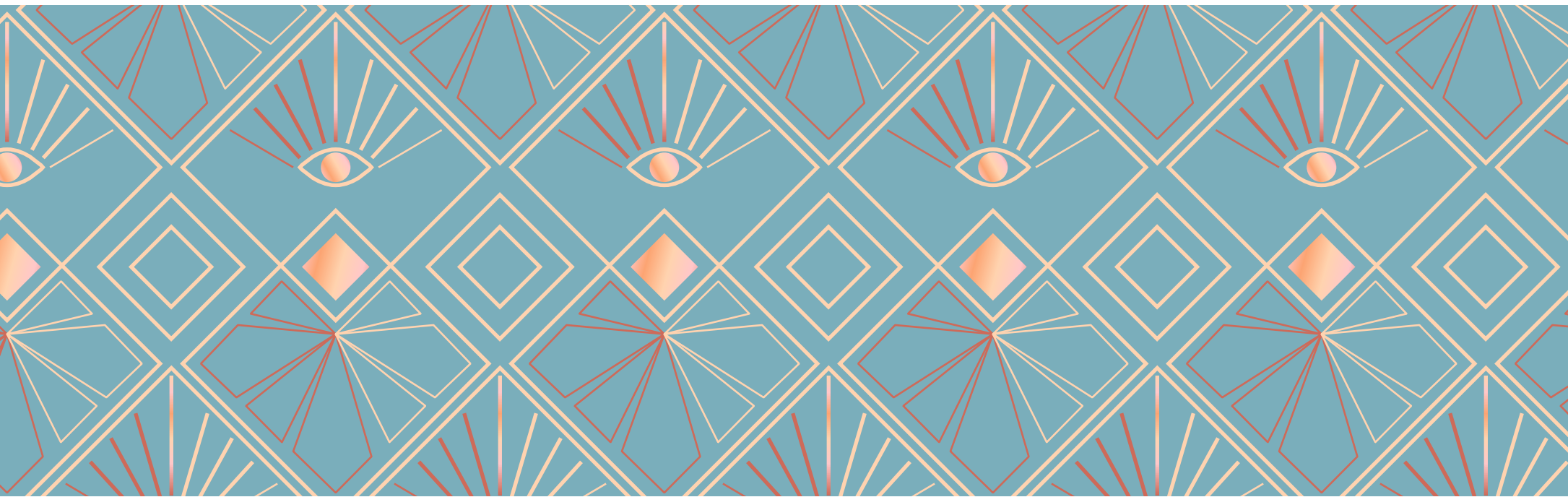
HEX: #001B50 HEX: #533D7B



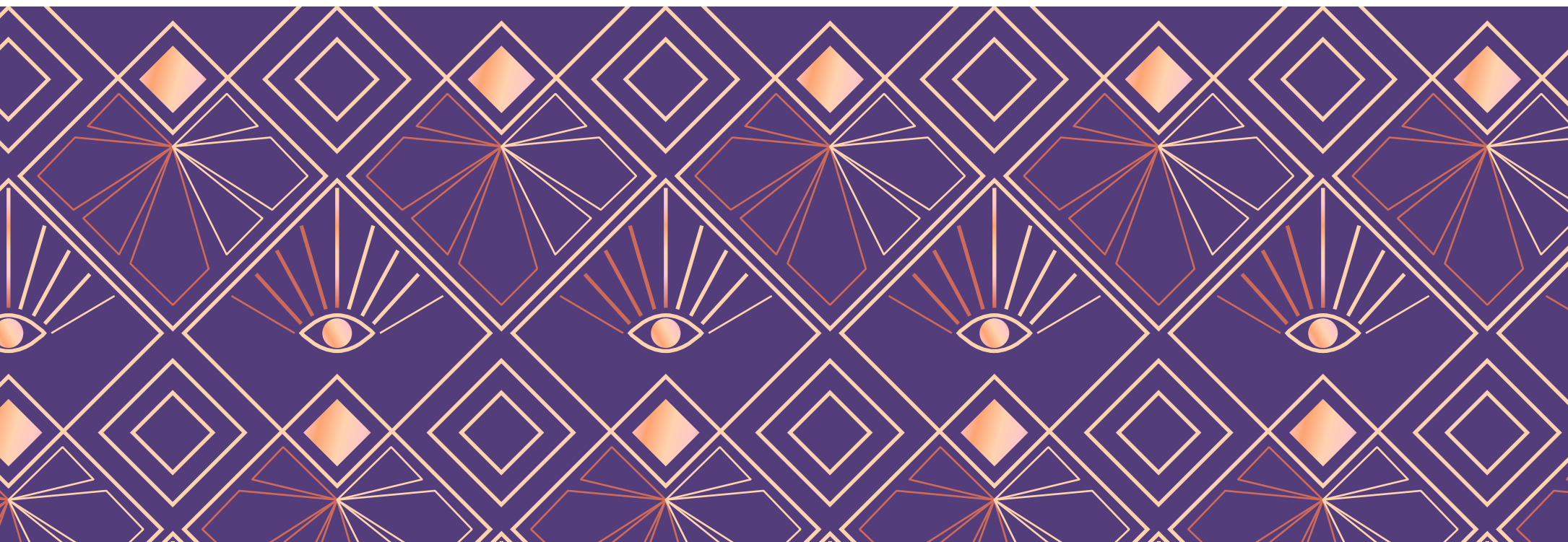
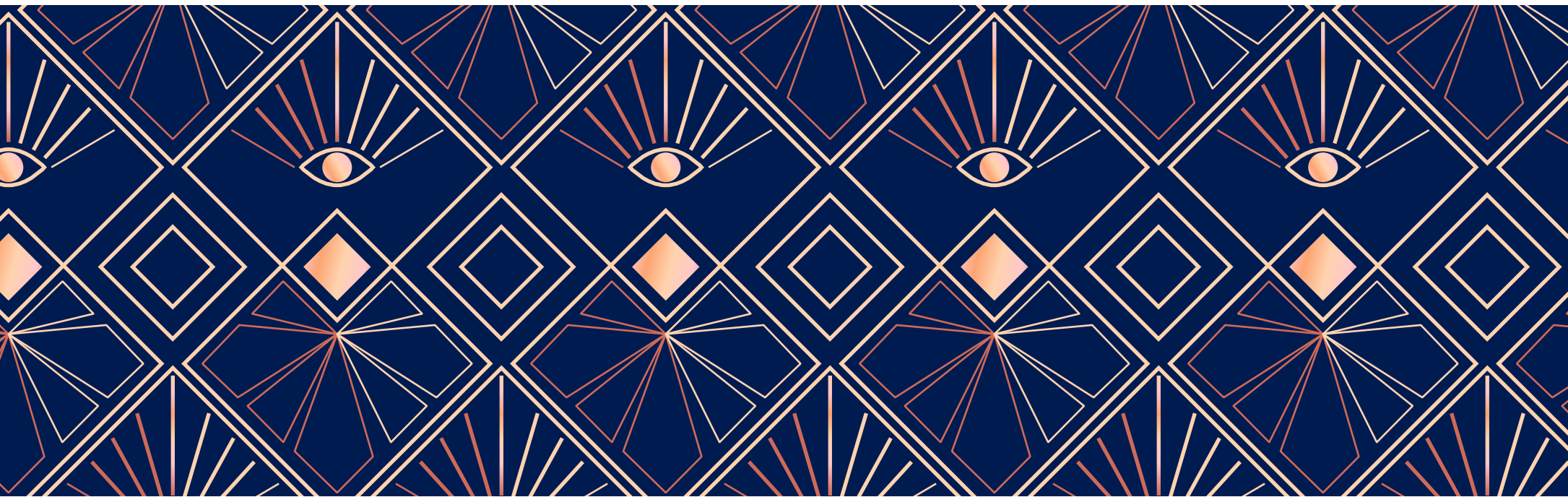
HEX: #EABD54 HEX: #FFED91 HEX: #895500



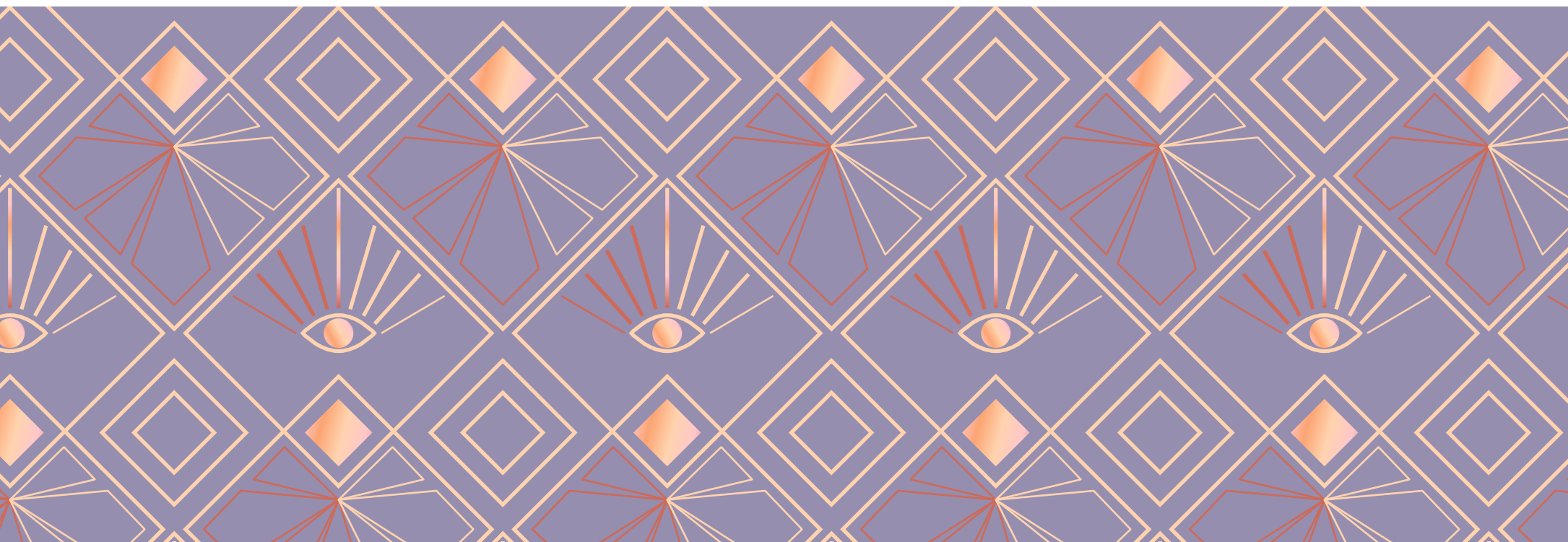
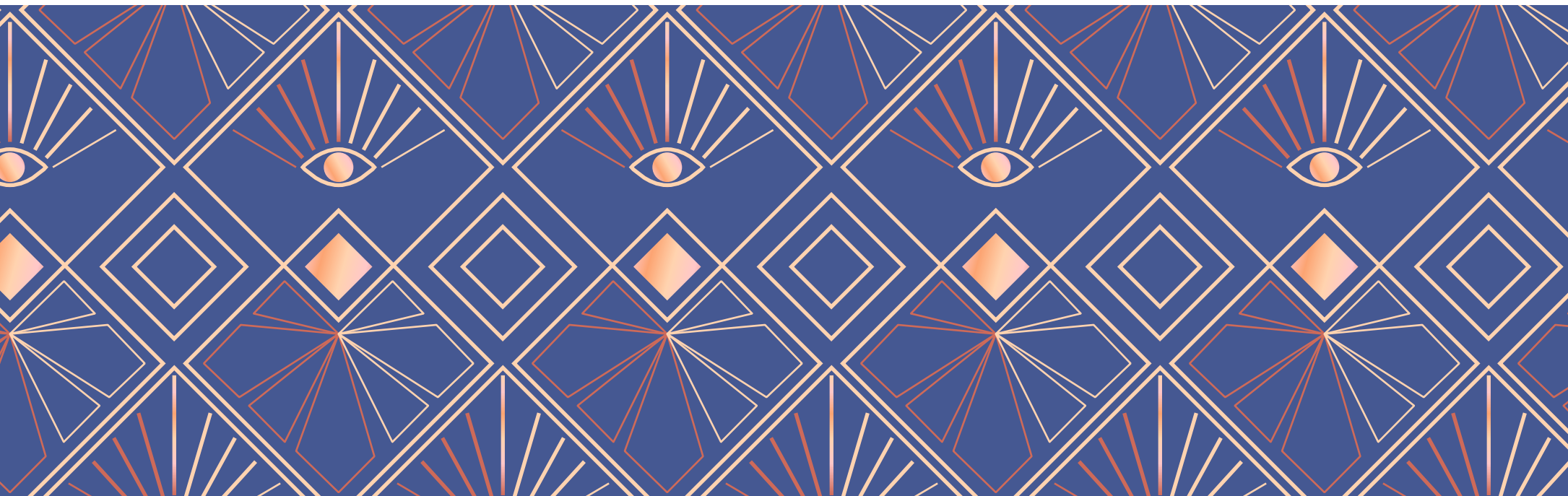
PATTERN



PATTERN



PATTERN



TYPOGRAPHY

SOCIAL MEDIA / WEBSITE FONTS

DM Serif Display

Aa



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Heading
Heading
Heading



TYPOGRAPHY

SOCIAL MEDIA / WEBSITE FONTS

Fira Sans

Ad



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

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Heading



TYPOGRAPHY

SOCIAL MEDIA / WEBSITE FONTS

Oswald

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+



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TYPOGRAPHY

SOCIAL MEDIA / WEBSITE FONTS

Poppins

AQ



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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