BRILLIANT

FOR MEN

BRAND GUIDELINES

RESEARCH AND DEVELOPMENT
DEPARTMENT

2021

A Full Brand Guideline
for Brilliant For Men

LOGO TYPE

Logo is the key building block of identity, the primary visual element that identifies. The signature is a combination of the symbol itself with **BRILLIANT FOR MEN** they have a fixed relationship that should never be changed in any way.
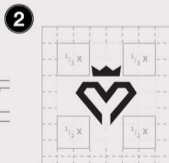
01. Full Logo | 02. Logo Symbol | 03. Logo Type

Logo Spacing:
9.366 px   21.408 px

FULL LOGO

LOGO SYMBOL

COLOR SYSTEM

Color plays an important role in the corporate identity program. The colors below are recommendations for various media. Consistent use of these colors will contribute to the cohesive and harmonious look of the company brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

Explanation:

Primary Color

Color Code: 000000

CMYK	: 0 0 0 100
RGB	: 0 0 0 0
Pantone	: Black
Web	: 000000

Pantone Color

Color Code: #72253D

CMYK	: 39 91 57 37
RGB	: 114 37 61
Pantone:	: 209 c
Web	: 72253D

Text Color
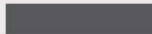
Color Code: #58595b

CMYK	: 0 0 0 80
RGB	: 88 89 91
Pantone:	: 90%
Web	: 58595b
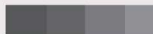
CLEARSPACE AND MEASUREMENT

It is important to keep corporate marks clear of any other graphic elements.
To regulate this, an exclusion zone has been established around the corporate mark.
This exclusion zone indicates the closest any other graphi elements or message can
be positioned in relation to the mark of the symbol itself.

Clearspace

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read. The height of the stroke is the logo is taken as a guide to define the exclusion zone.

5 mm
Boundary Space

BRILLIANT
FOR MEN

80% Coverage the
title of the symbol

LOGO VARIATION

Black Background

Burgundy Background

White Background

TYPOGRAPHY

**BRILLIANT
FOR MEN
FONT GUIDE**

LOGO FONTS

Gill Sans Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OTHER FONTS

Helvetica Neue Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LEMON MILK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Iconography

Icons are essentials graphic elements and are one of the most recognised elements of the brand. Icons can help improve us ability issues or give a message in a strong and consistent way.
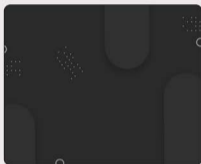
BACKGROUND TEXTURE

Texture is a powerful technique for creating compelling and lifelike design projects, and mastering it will vastly improve your designs.

Sample Ads

An advertisement (often shortened to advert or ad) is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. Advertisements come in many forms, from copy to interactive video, and have evolved to become a crucial feature of the app marketplace.

Leather Texture

Geometric Pattern

Welcome to BFM Template / Virtual ID Template

SOCIAL MEDIA INFO / QR

While they may look simple, QR codes are capable of storing lots of data. But no matter how much they contain, when scanned, the QR code should allow the user to access information instantly

BRILLIANT
FOR MEN

SOCMED
• Facebook Link

• Scan for download
the branding files

Manufacture in the philippines for:
Brilliatn Skin Essentials, Inc.
35 J. Sta. Catalina St., Sitio Caingin,
Brgy. San Juan, Morong, Rizal

Brilliant Care
(02)505-9722
care@brilliantskinessentials.ph
www.brilliantskinessentials.ph

BRILLIANT
FOR MEN

BRAND IDENTITY

A Full Brand Guideline For
Your Company

COMPANY INFORMATION:

🅕 🎵 🅘 @brilliantformenofficial

📞 09171422818

🐦 @brilliantformen