



BRAND GUIDELINES BOOK

LOGO | TOPOGRAPHY | COLORS | BRANDING | USAGE



LOGO INSPIRATION

“Origine” seeks out natural solutions to make us feel more connected to nature. . Inspired by nature, we feel Nature has the cure to all our worries and Nature teaches us every moment to be beautiful inside-out without the involvement of hazardous chemicals.

Hence Origine has been created around the woman of today who needs to look at nature for her health and beauty requirements. The icon represents her connection with the mother nature. The image on the left clearly represents our icon. The two leaves or the petals represents our core philosophy of being inspired by the nature.

The leaf / petal also forms the shape wings. Our natural products gives a woman the confidence to soar high to accomplish her goals.

ORIGINE LOGO



LOGO SPACING

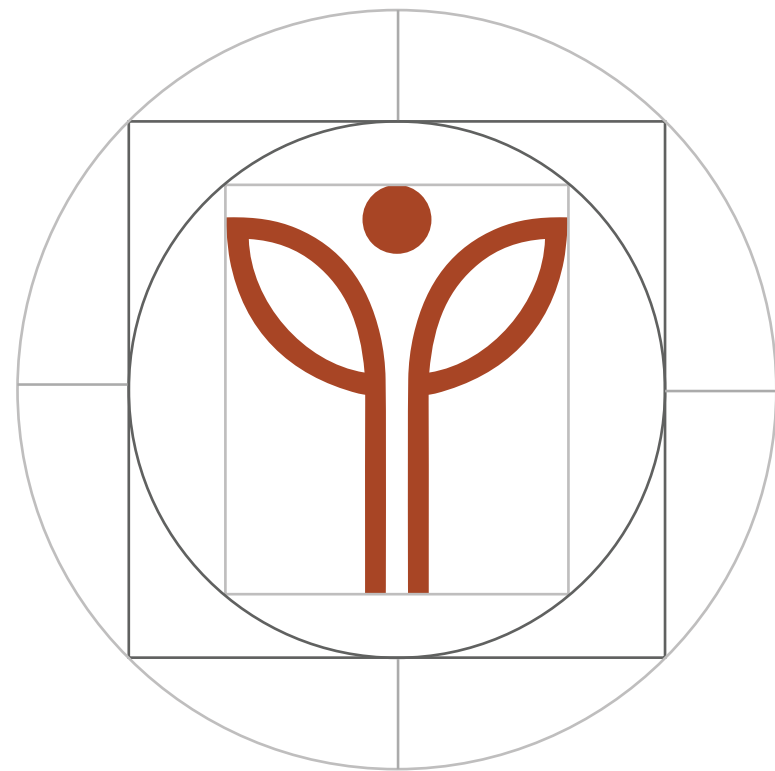


This is the minimum spacing to be used around the logo after following the calculations mentioned on the right.



Taking the O of Origine logo font, maintain the spacing for our logo as shown above. This is the minimum spacing required around our logo.

LOGO ICON SPACING



This is the minimum spacing to be used around the logo icon after following the calculations mentioned above.
For square icon follow the spacing on right.

PRIMARY COLORS

R159; G175; B37
C25; M80; Y100; K15
#a94b25

R185; G97; B64
C20; M70; Y80; K10
#b96140

R225; G144; B107
C10; M50; Y60; K0
#e1906b

Our primary colors are our the main colors used in our brand. White is the canvas on which our brand lives. Our browns should be used in our typography.

Note: When printing these colors, it is best to use a PMS spot color or to print from an RGB color space. Printed in CMYK, the color will appear duller than it appears on-screen.

SECONDARY COLORS

R161; G140; B119
C37; M41; Y53; K5
#a18c77

R194 G164; B147
C25; M35; Y40; K0
#c2a493

TERTIARY COLOR

R239 G205; B176
C5; M20; Y30; K0
#efcdb0

Our secondary palette is used purposefully to compliment our primary colors. Mainly to be used in subtext. These colors should be used with thoughtful intention, so that they do not dominate any application. Tertiary colors are for backgrounds and watermarks.

PRIMARY FONT

Source Sans Variable
Light, Regular & Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ' () * + , - . : ;
< > ?

We use the source sans variable for all of our larger type within presentations, such as headlines, sub-heads, and bold areas of copy. For headlines, a bold weight is most appropriate. For smaller subheads, the regular weight may be used.

SECONDARY FONT

Lao MN
Normal & Bold

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ' () * + , - . : ;
< > ?

Lao MN font is the logo font and should be used sparingly.
Naturespired is written in same font

INCORRECT USE OF OUR LOGO



OUR LOGO CANNOT HAVE ANY OTHER COLOR APART FROM OUR BRAND COLORS



OUR LOGO CANNOT BE STRETCHED OR SKEWED



OUR LOGO CANNOT BE TILTED OR ROTATED



OUR LOGO NEEDS TO HAVE A SPECIFIED SPACING ALL AROUND. PLEASE REFER TO THE SPACING SECTION



THE SPACING BETWEEN ORIGINE, AND NATURESPIRED CANNOT CHANGE

CORRECT USE



OUR LOGO NEEDS TO HAVE A SPECIFIED SPACING AROUND THE BOX WHEN ON TOP OF AN IMAGE

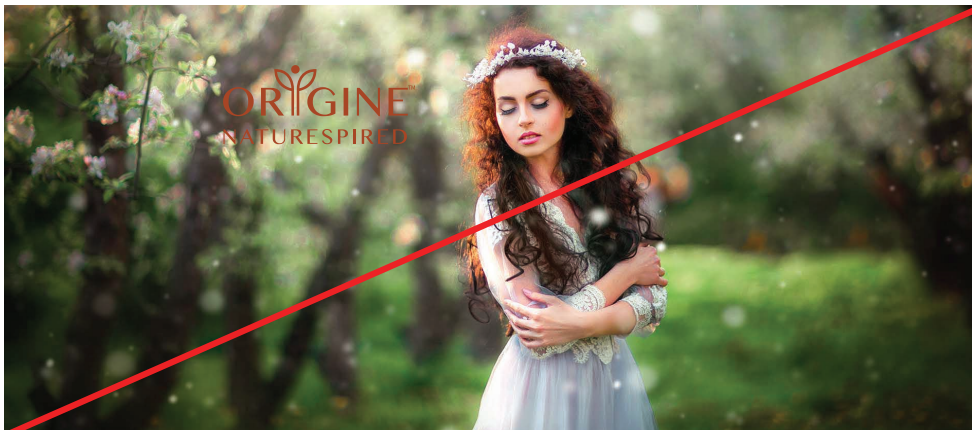


THE REVERSE LOGO TO ALSO HAVE THE SPECIFIED SPACING WHEN ON TOP OF AN IMAGE

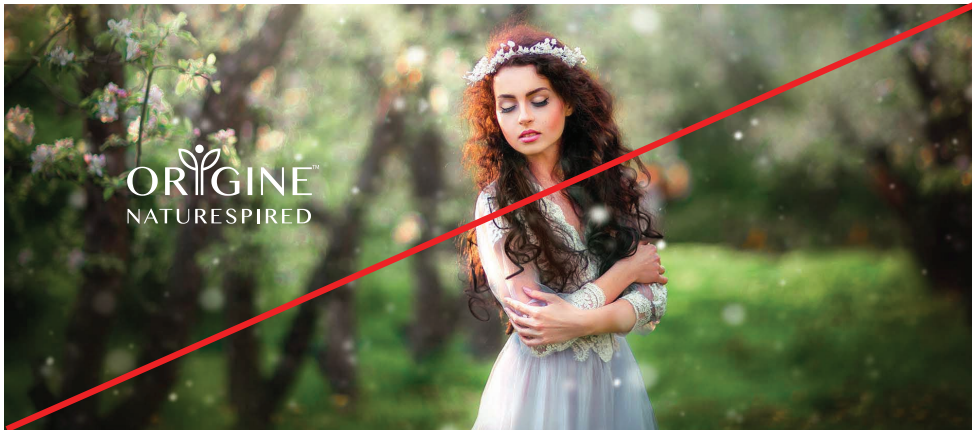


WHEN WITHOUT BAND, THE BACKFROUND SHOULD BE DARK ENOUGH FOR THE LOGO TO BE VISIBLE

INCORRECT USE



OUR LOGO CANNOT BE USED ON TOP OF AN IMAGE WITHOUT A BAND

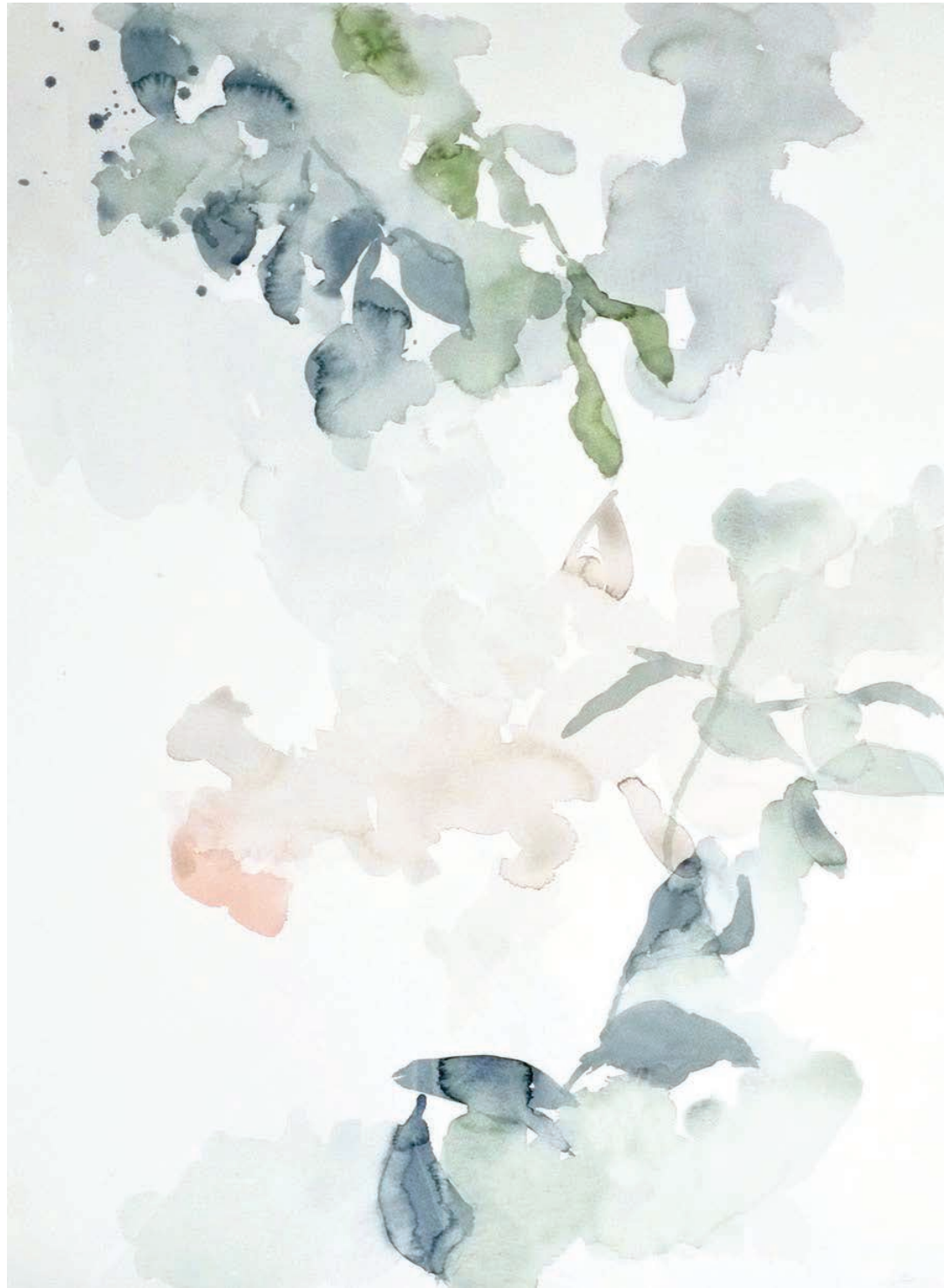


OUR LOGO CANNOT BE USED ON TOP OF AN IMAGE WITHOUT A BAND EVEN IN REVERSE COLORS



OUR LOGO CANNOT HAVE A TRANSPARENT BAND BEHIND

BACKGROUNDS IMAGERY



Origine imagery comes from the theme of watercolors as it represents nature, is organic and has a health and beauty appeal. Plain white or colored backgrounds is a complete no no.

CORRECT USAGE OF BACKGROUNDS



ORIGINE NATURESPIRED HAIRCARE
Make your hair smooth, shine & strong naturally



CONTACT US



When using a model or product cut outs the watercolor backgrounds should be used like above

ICONOGRAPHY



MERCHANDISE



FRONT



BACK



ARTWORKS



Logo should be min 30% of the width of artwork including the TM.
It can be larger than that but not smaller than min requirement.

Any artwork whether its is print or digital vertical or horizontal, should have a border equal to the O of origine logo. If anything goes outside is not acceptable. text and graphic assets can have more spacing than that but not less.

Logo should be min 30% of the width of artwork

www.naturespired.com