

Brand Guidelines



AUTHENTIC

EMPOWERING

INSPIRING

Content

01 About the company

- Mission
- Target Audience
- Persona
- Tone & Voice

02 Logodesign

- Primary Logo
- Secondary Logo
- Flavicon

03 Typography

04 Color Palette

- Main Color Palette
- Gradation of Hue

05 Imagery

06 Social Media

07 Closing Words





About the company

SLEEPY HIPPO is a budding skincare brand headquartered in London, dedicated to catering specifically to the needs of young individuals. We specialize in crafting natural skincare solutions using sustainably sourced, organic ingredients. Our focus lies in creating exceptional products that not only enhance skin health but also resonate with the vibrant and playful energy of our youthful audience.

Mission:

Our mission at SLEEPY HIPPO is to revolutionize skincare for young individuals by harnessing the power of nature. We strive to formulate high-quality, natural skincare products that not only promote healthy skin but also instill confidence and a sense of identity among our customers. We're committed to sustainability, ensuring that our sourcing practices remain ethical and environmentally conscious.

Target Audience:

Their primary target audience comprises young individuals who are not just seeking skincare products but are also looking for a brand that reflects their values. SLEEPY HIPPO is tailored for those who prioritize natural ingredients, sustainability, and want skincare that aligns with their youthful, energetic lifestyle. The audience values trust, authenticity, and products that resonate with their sense of identity and individuality.

Persona:

Name: Sarah **Age:** 22

Traits:

Eco-Conscious:

Prioritizes sustainability and seeks environmentally friendly products.

Socially Engaged:

Values brands that advocate for social responsibility.

Creative and Expressive:

A content creator who values self-expression and individuality.

Tech-Savvy:

Actively engages on social media for inspiration and product recommendations.

Value-Oriented:

Seeks trustworthy brands aligned with natural ingredients and sustainability.

Youthful and Energetic:

Looks for skincare that complements their vibrant lifestyle.



Tone & Voice

The Tone & Voice section within Brand Guidelines is pivotal as it defines how a brand communicates, shaping its personality and values. It's crucial because language not only shapes perceptions but also builds trust, establishes connections, and forms a distinct identity that resonates with the audience.

Tone:

Vibrant & Authentic Tone:

Our voice is lively, authentic, and brimming with energy. We use a friendly and approachable language that reflects the individuality and joy of our audience.

Playful Expression:

We express ourselves playfully and creatively. Our words are like strokes of color, enhancing the confidence and expressiveness of our community.

Example:

Our tone is a celebration of vivacity! We exude energy, use exciting words, and celebrate the uniqueness of each individual.

Word Choice:

Simplicity and Lightness::

We use clear and uncomplicated words that provide clarity to our messages while evoking emotions. Our language is understandable and inviting

Naturalness & Freshness:

Our words mirror the naturalness of our products. We select expressions that evoke freshness, purity, and the feeling of natural beauty.

Example:

We carefully select our words – clear, approachable, and always with a touch of naturalness. Our language is like a fresh breeze, reflecting the glow of the skin.

External Image:

Community Bond:

We treat our customers as part of a larger community. Every interaction aims to provide support, empowerment, and a sense of belonging.

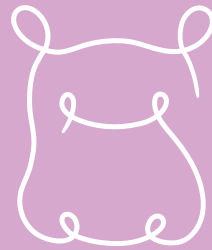
Trustful Partnership:

Our communication is based on trust and transparency. We stand by our customers' side, aiming for long-lasting, trustworthy relationships.

Example:

At SLEEPY HIPPO, everyone is part of our Hippo family! We strive to grow, support, and shine together – a trusting journey toward healthy skin and self-expression.

Primary Logo



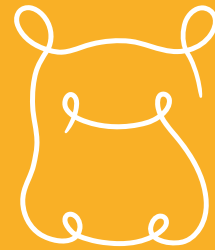
SLEEPY HIPPO

London

Primary Logo Variations



Secondary Logo



SLEEPY HIPPO
organic

Secondary Logo Variations



SLEEPY HIPPO
organic

Logo2_olive



SLEEPY HIPPO
organic

Logo2_purple



SLEEPY HIPPO
organic

Logo2_yellow



SLEEPY HIPPO
organic

Logo2_lime



SLEEPY HIPPO
organic

Logo2_orange

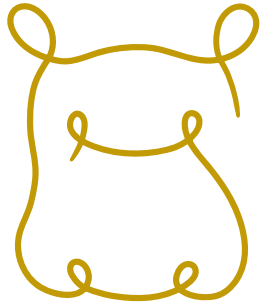


SLEEPY HIPPO
organic

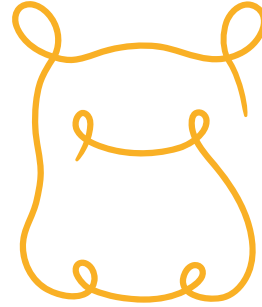
Logo2_pink

Flavicon

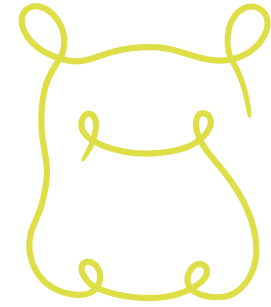
Variations



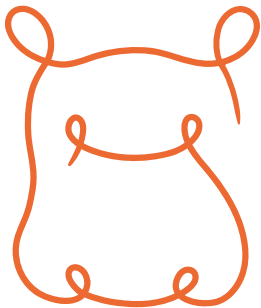
Logo3_olive



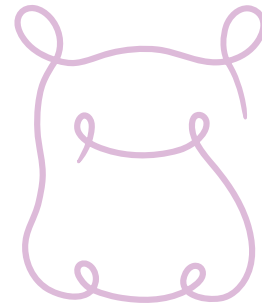
Logo3_yellow



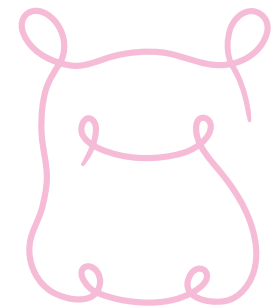
Logo3_lime



Logo3_orange



Logo3_purple



Logo3_pink

Typography

Aa

Aa

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Montserrat Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Main Color Palette

SUNSHINE Hex#f9b026 RGB249 276 38 CMYK0 36 89 0	LIME Hex#dddf48 RGB221 223 72 CMYK20 0 81 0	ROSE Hex#f9d0e0 RGB249 108 224 CMYK0 26 3 0	
ORANGE Hex#ed6a32 RGB237 106 50 CMYK0 69 83 0	PURPLE Hex#d7a8ce RGB215 168 206 CMYK16 42 0 0	OLIVE Hex#a59c19 RGB165 156 25 CMYK38 26 100 10	GREY Hex#f5f5f5 RGB245 245 245 CMYK5 3 4 0

Gradation of hue

Overview of primary colors with gradations: 100%, 70%, 40%, 10%



Imagery

Natural Beauty: Embrace natural beauty in our imagery by showcasing faces adorned with our products. Focus on radiant skin and captivating smiles to highlight the rare beauty achieved through our natural skincare solutions.

Vibrant Joy: Capture moments of pure happiness and laughter, amplified by vibrant colors. Our imagery should depict individuals engaging with our products, exuding joy and reflecting the lively spirit of our brand.

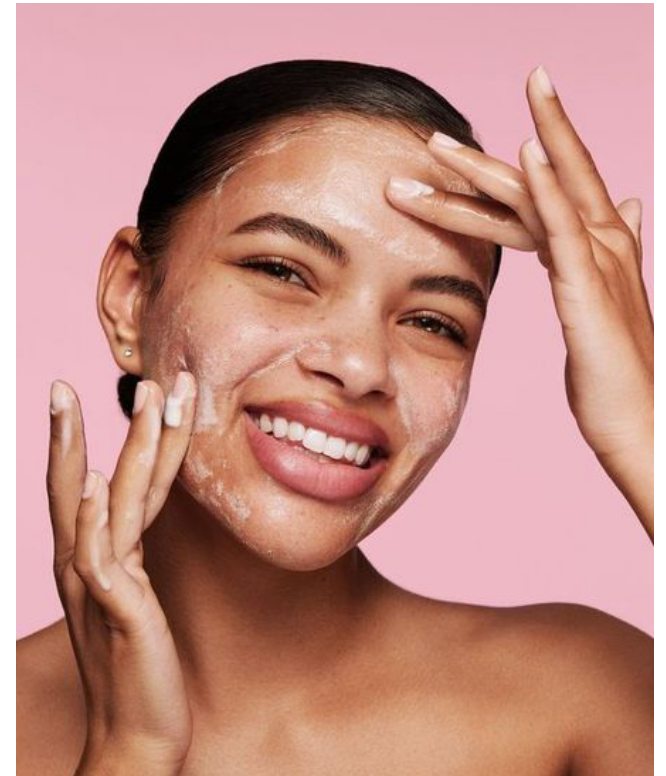
Natural Symbolism: Incorporate plants or flowers in product imagery to signify sustainability and naturalness. Show products amidst greenery or alongside blooms to highlight their link to nature and our eco-friendly commitment.



Imagery

1. Natural Beauty:

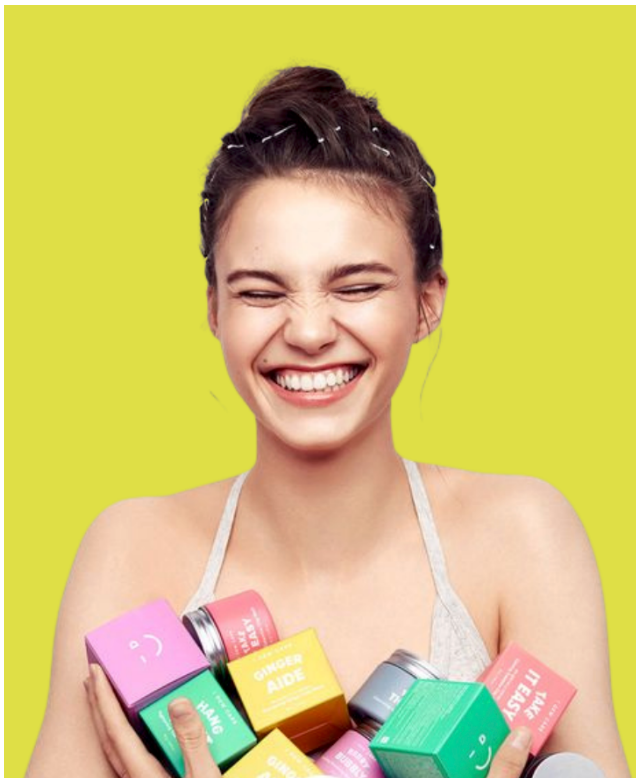
Embrace natural beauty in our imagery by showcasing faces adorned with our products. Focus on radiant skin and captivating smiles to highlight the rare beauty achieved through our natural skincare solutions.



Imagery

Vibrant Joy:

Capture moments of pure happiness and laughter, amplified by vibrant colors. Our imagery should depict individuals engaging with our products, exuding joy and reflecting the lively spirit of our brand.



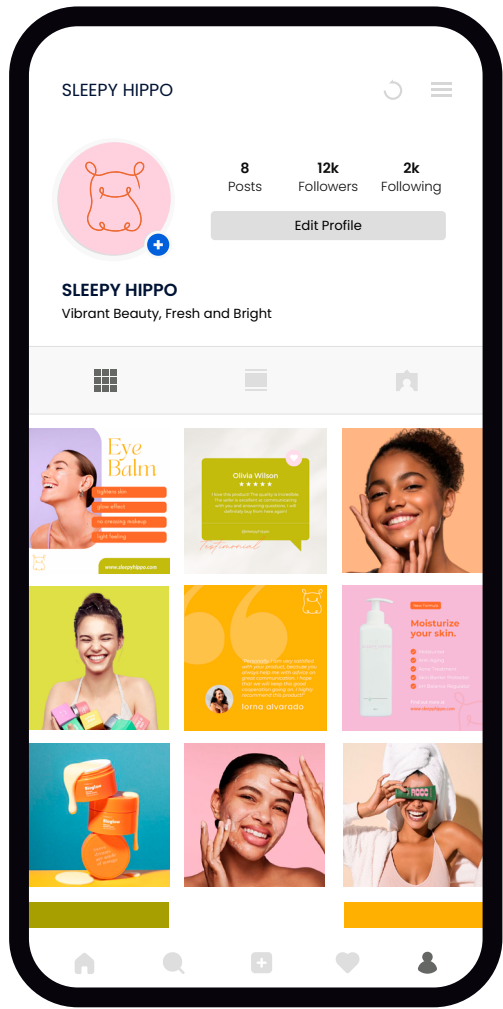
Imagery

Energizing Product Photography:

Infuse a playful touch into product imagery while emphasizing naturalness. Incorporate lively elements that evoke a connection to nature without using plants, showcasing our commitment to a fun yet eco-friendly brand.



Social Media





Closing Words

This logo design is the result of my professional expertise and perfectly aligns with your requirements. It exudes a professional and high-quality aesthetic that is also inherently personal, instilling a great sense of trust in your customers.

In conclusion, I'd like to express my heartfelt gratitude for our successful collaboration. Please feel free to reach out to me at any time should you have further questions. Additionally, if you'd like, you can leave a review—I'm looking forward to it!