



SKINAURA

BRAND GUIDELINES



www.skinaura.ai

Introduction

The **SkinAura** Brand Identity Guidelines serve as the definitive reference for maintaining consistency in all visual and verbal communications. By adhering to these guidelines, we ensure a strong, professional, and cohesive brand image across every platform and touchpoint.

These guidelines provide clear instructions for designers, marketers, and partners on the correct use of brand assets, ensuring that **SkinAura** is represented consistently and professionally at all times. This document outlines key elements of our brand identity, including logo usage, color schemes, typography, imagery, and tone of voice, to create a unified and impactful brand experience.

BRAND GUIDELINES

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Brand Overview

Brand Name:

SkinAura AI

Tagline:

Skincare is Self-care

Mission:

To empower Black and Brown women to achieve their best skin through community support, innovative technology, and curated skincare solutions.

Vision:

To be the trusted social skincare platform that redefines beauty standards through inclusivity, expertise, and empowerment.

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Brand Personality

Tone of Voice:

SkinAura speaks with effortless luxury, warmth, and confidence. We blend expert skincare knowledge with a supportive and inclusive approach, making every interaction feel like a conversation with a trusted friend who understands beauty and self-care.

- 1. Empowering – We uplift and inspire, helping women feel confident and radiant in their skin.
- 2. Warm & Supportive – Our words feel like a comforting embrace, offering expert advice with kindness.
- 3. Effortlessly Luxurious – We bring a touch of indulgence to everyday skincare, making self-care feel elegant yet accessible.
- 5. Knowledgeable & Trustworthy – We provide science-backed skincare insights in a way that’s easy to understand and apply.
- 6. Authentic & Inclusive – We celebrate real beauty, diversity, and self-expression, ensuring every woman feels seen and valued.

Brand Traits:

- SkinAura is more than a skincare brand—it’s a luxurious experience, a trusted guide, and a vibrant community designed for women who embrace beauty as self-care.
1. **Elegant & Sophisticated** – We embody modern luxury with a refined, timeless aesthetic.
 2. **Innovative & Smart** – We harness cutting-edge skincare technology to create results-driven, effortless solutions.
 3. **Nurturing & Gentle** – We believe self-care should be soothing, creating products and experiences that pamper both skin and soul.
 5. **Confident & Bold** – We challenge outdated beauty standards, celebrating the unique beauty of every woman.
 6. **Holistic & Wellness-Focused** – We see skincare as a ritual, blending beauty, well-being, and self-love into a seamless experience.

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Logo Guidelines

Logo

Our logo is the cornerstone of our brand identity, instantly recognizable and synonymous with trust, professionalism, and excellence in skincare. It creates a strong first impression, reinforcing **SkinAura’s** commitment to empowering Black and Brown women through self-care and innovation.

By consistently presenting our unique and memorable brand identity, we ensure that **SkinAura** remains top-of-mind and establishes long-term recognition.

The logo mark is inspired by the name "SkinAura", representing infinity, continuous care, and transformation. The design incorporates an ‘S’ shape in a horizontal layout, resembling the infinity symbol (∞)—a powerful representation of timeless beauty, holistic skincare, and self-care as a lifelong journey.

The logo mark symbolizes:

- **Endless Radiance** – A continuous commitment to skincare and self-love.
-
- **Balance & Harmony** – The fusion of science, nature, and community in skincare.
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- **Minimal Elegance** – A sophisticated yet approachable aesthetic that aligns with SkinAura’s luxury branding.

For the logo text, we have selected **Adelon**, a modern yet timeless font that conveys strength, sophistication, and elegance. Its clean and structured letterforms enhance the brand’s luxury and minimal aesthetic, while maintaining a sense of warmth and approachability.



Logo Clear Space& Minimum Size

Maintain a clear space around the logo at all times to ensure readability and visual prominence. The logo should never be scaled below 1 inch for print applications or 100 pixels for digital use to maintain clarity and impact.

These guidelines apply to all logo variations, ensuring consistency and brand integrity across all platforms.

We believe in Minimal Clean look. The logo should never feel crowded or insignificant. So, The width of “N” from the logo is taken as a guide to define the exclusion zone.

Keep enough clearspace around The logo, no graphics or text should Come within the boundary outlined.



Logo Incorrect Usage

This guidelines are applicable for al the logo variations.



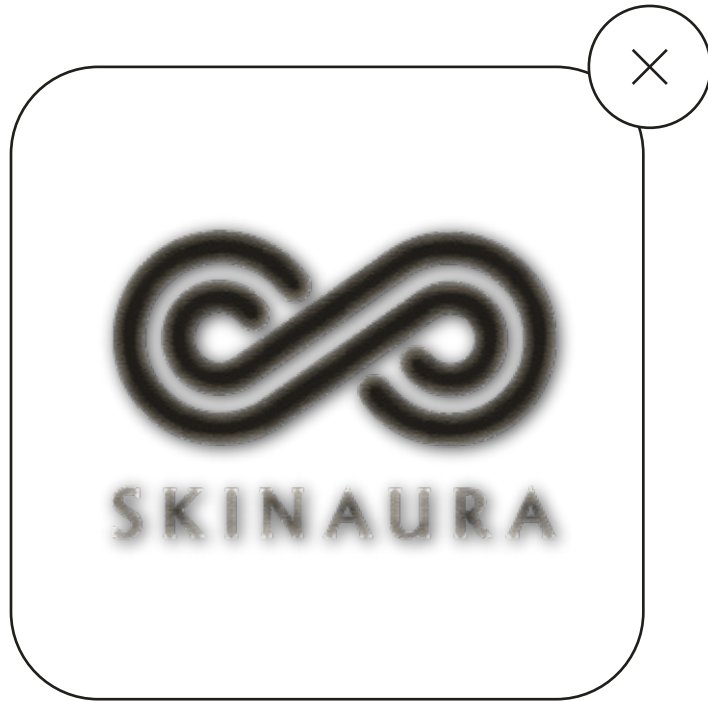
Never change the color that's not included in our branding.



Never stretch or distort The logo.



Never change the logo font.



Never add an effect to the logo.



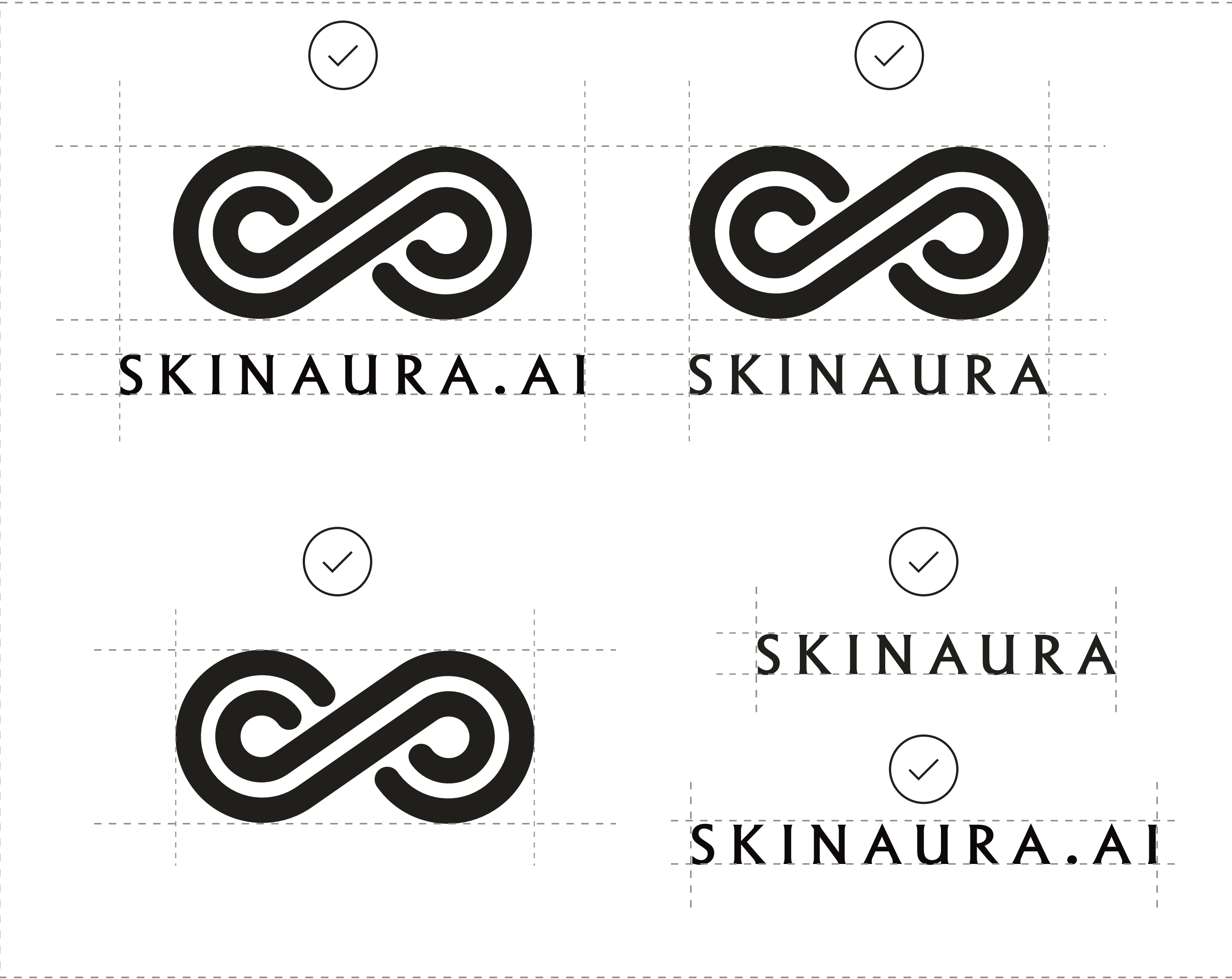
Never place the logo at an angle.



Never change the letter spacing

Logo Variations

This guide defines the approved logo variations. Any other modifications or variations must receive formal approval from SkinAura to ensure brand consistency and integrity.



Logo Acceptance

Here are the approved logo colorways that align with the SkinAura brand identity. These variations ensure consistency, elegance, and visual harmony across all brand applications.

Any other colorways must receive prior approval from SkinAura to maintain brand integrity and aesthetic cohesion. This is applicable mfor all the logo Variations.



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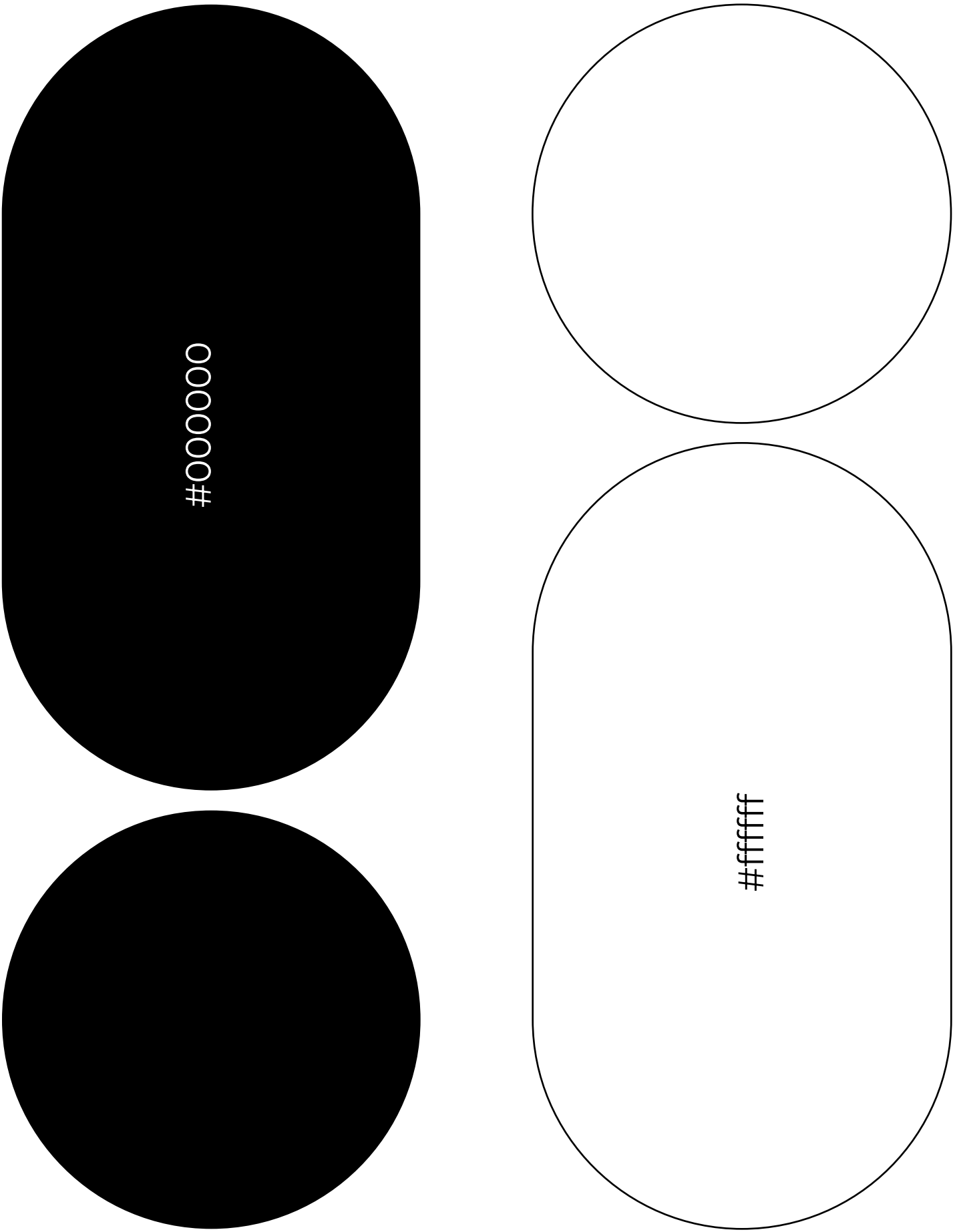


Brand Color Palette

Primary Color

We have chosen **Black** and **White** as our primary colors, representing luxury, sophistication, and minimalism. This timeless combination reflects the purity of skincare and the elegance of the **SkinAura** brand.

Any opacity or shade of **Black** and **White** is acceptable for design use. However, any additional color modifications must be approved by SkinAura to maintain brand consistency and visual integrity.



Secondary Colors

Our secondary color palette is designed to enhance the SkinAura brand, adding warmth, depth, and distinction while maintaining a luxurious and cohesive aesthetic. These colors complement our primary Black and White palette, ensuring a refined and sophisticated look.

Soft Mocha (#cab0a5) – A subtle, warm neutral for elegance and balance.

Warm Terracotta (#a57865) – A rich, earthy tone that conveys warmth and natural beauty.

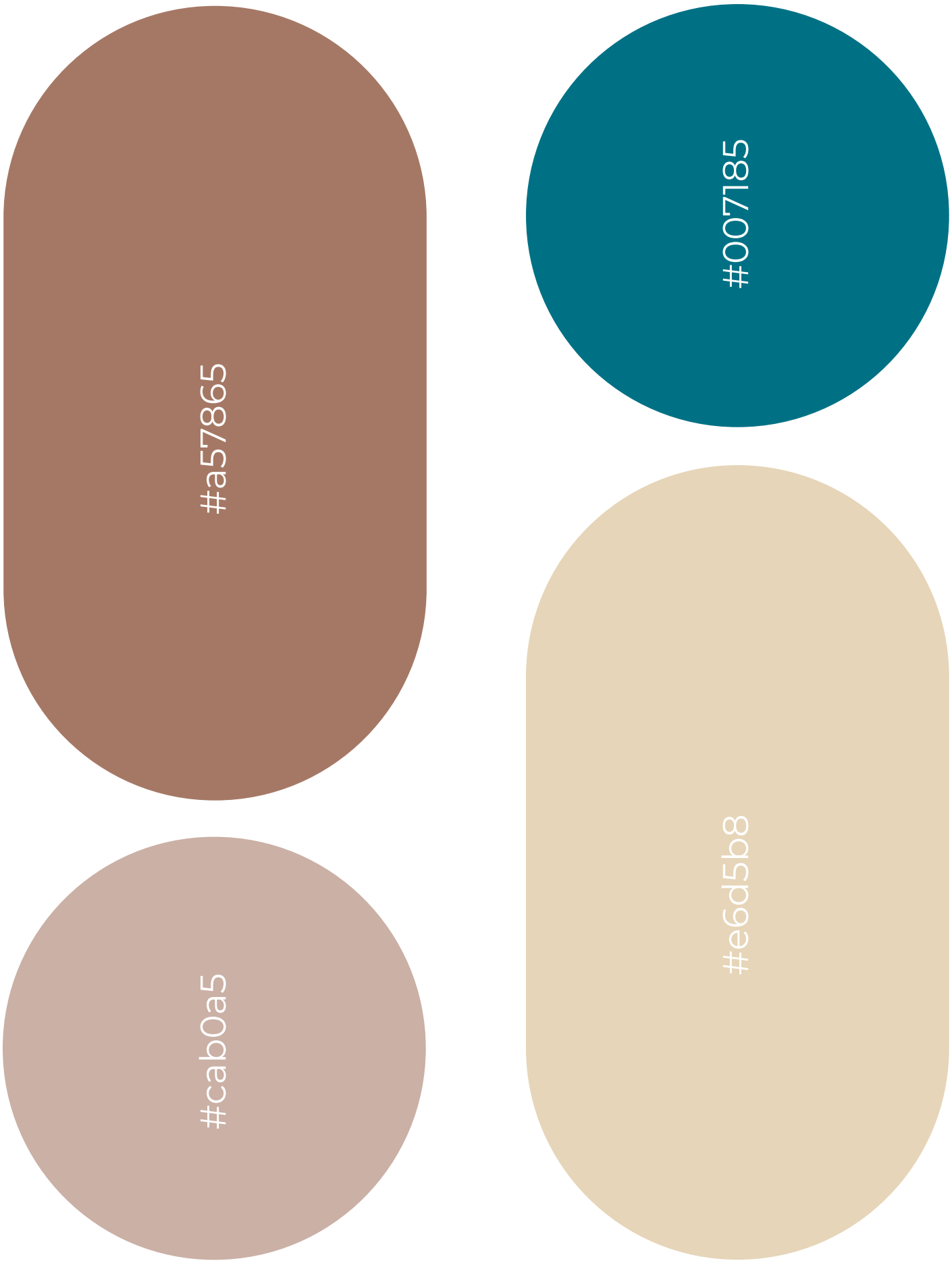
Golden Sand (#e6d5b8) – A soft, radiant hue that evokes glow and luminosity.

Deep Teal (#007185) – A bold, refreshing color symbolizing innovation and vitality.

Any opacity or shade of these colors is allowed to create depth and versatility while maintaining brand harmony.

These colors should be used strategically to make the brand stand out, whether in **visuals, packaging, or digital applications**.

Any additional modifications to the color palette must be approved by SkinAura to ensure brand consistency and integrity.



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Brand Typography

To maintain a consistent and professional brand identity, we use the following typefaces:

Bodoni Moda – Reserved for titles and headlines to create a bold, sophisticated, and memorable visual impact.

Montserrat – Used for taglines and body text, ensuring readability, clarity, and a modern aesthetic.

By following these typography guidelines, we ensure a cohesive and visually appealing brand presence across all materials.

Bodoni Moda:

Aa

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 0123456789‘?’”(%)#@ /&
<-+÷×=> \$€:;,.*

Montserrat:

Nn

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 0123456789‘?’”(%)#@ /&
<-+÷×=> \$€:;,.*

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Brand Imagery & Graphics

SkinAura’s imagery and graphic style embody luxury, minimalism, and authenticity, creating a visual experience that feels both empowering and sophisticated. Our visuals reflect the brand’s commitment to skincare, self-care, and inclusivity, ensuring every image resonates with our audience.

Imagery Guidelines:

SkinAura’s imagery and graphic style embody luxury, minimalism, and authenticity, creating a visual experience that feels both empowering and sophisticated. Our visuals reflect the brand’s commitment to skincare, self-care, and inclusivity, ensuring every image resonates with our audience.

Authentic & Inclusive – Feature diverse Black and Brown women with radiant, healthy skin to celebrate natural beauty.

Soft & Elegant – Use high-quality, well-lit imagery with soft shadows and neutral backgrounds for a luxurious feel.

Minimal & Clean – Avoid cluttered visuals; focus on simplicity, balance, and negative space to enhance sophistication.

Skincare-Focused – Highlight products, skincare rituals, and glowing skin to reinforce the brand’s expertise and value.

Emotive & Empowering – Capture confidence, self-care moments, and community-driven experiences that align with our mission.



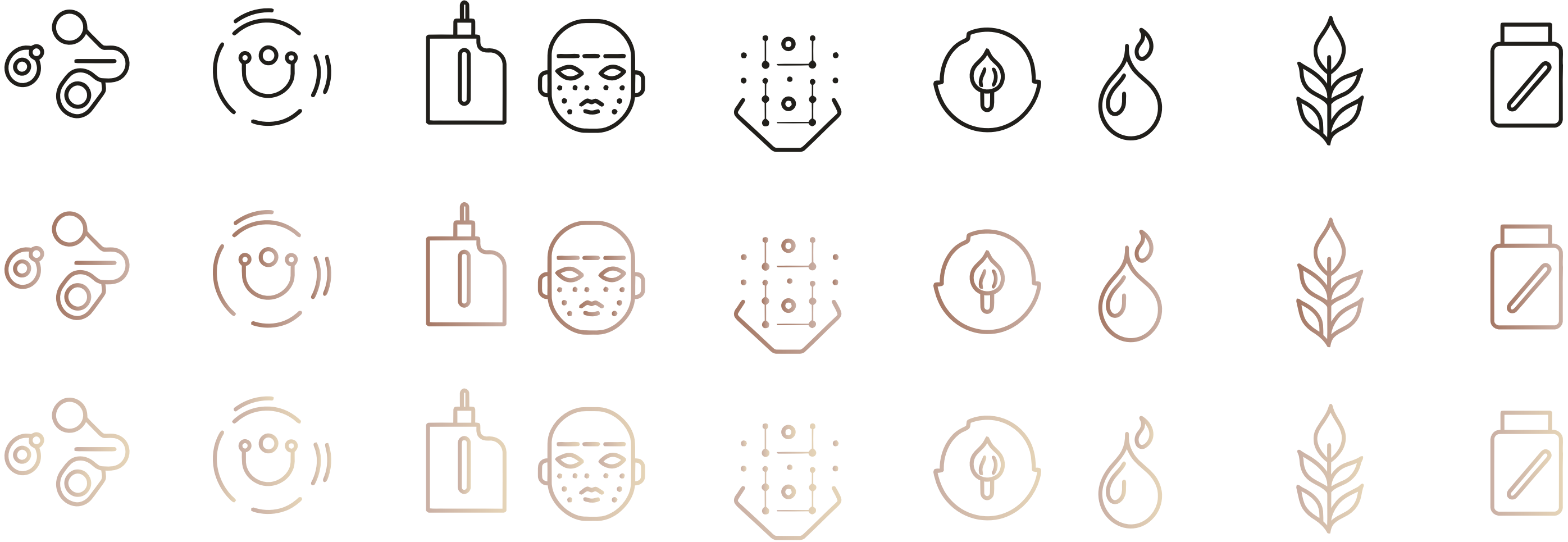
Graphic Elements:

Organic Shapes & Subtle Textures – Inspired by nature and skin’s natural beauty, these elements add warmth and depth.

Soft Gradients & Light Accents – Used sparingly to enhance the brand’s modern and premium aesthetic.

Elegant Line Work & Minimal Icons – Reinforce professionalism and clarity in branding materials.

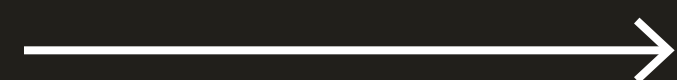
By adhering to these guidelines, we ensure that every visual element represents SkinAura’s identity, making a lasting and meaningful impression.



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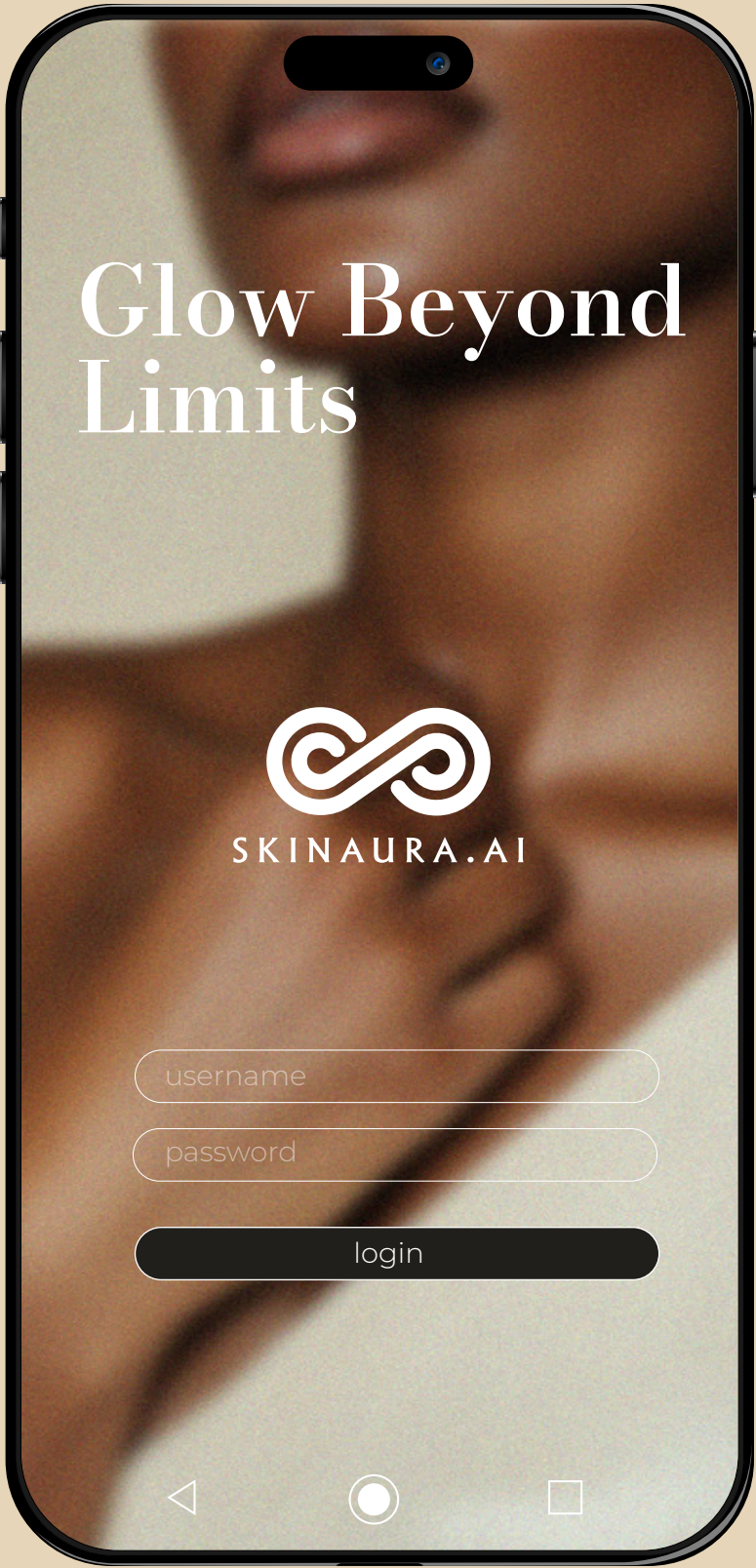
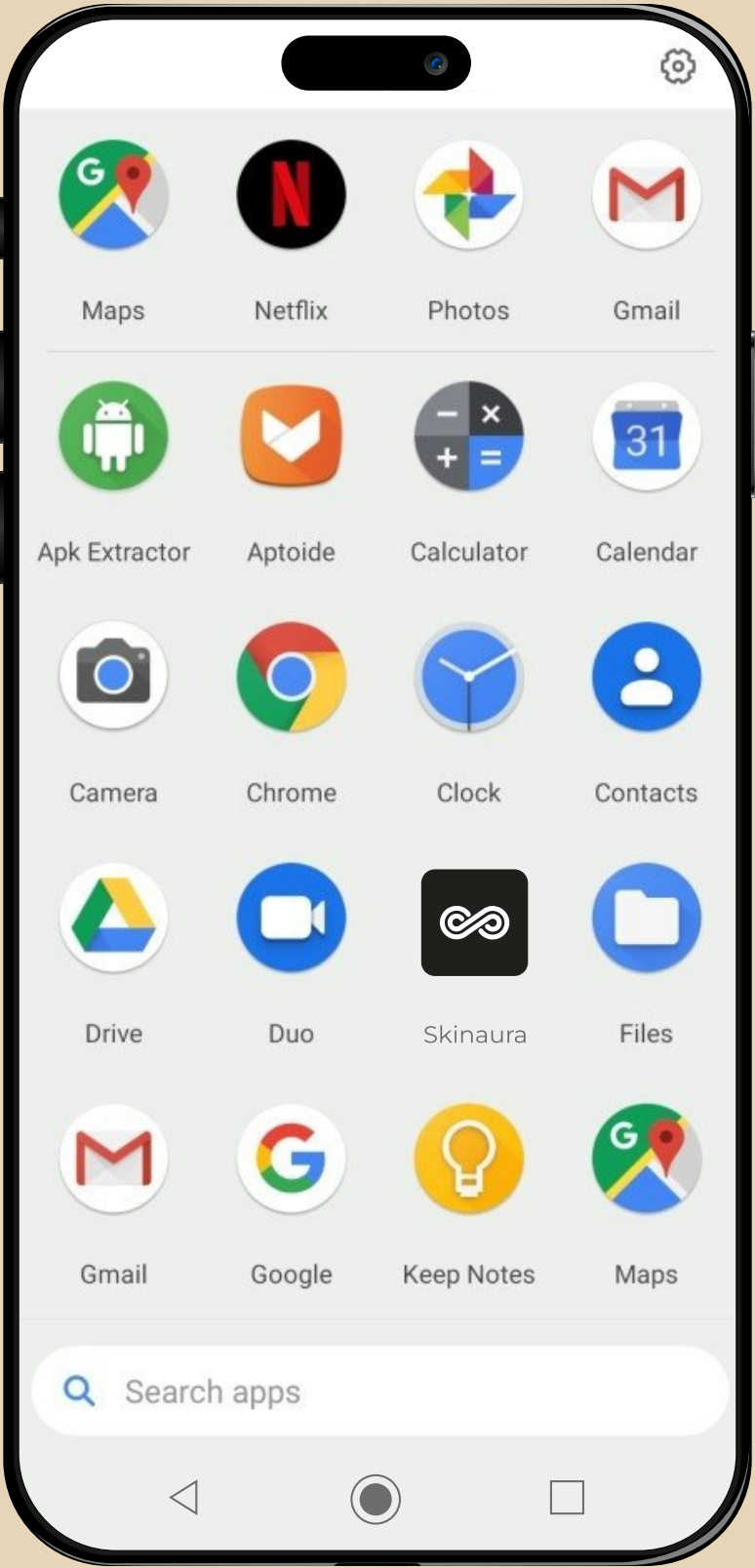
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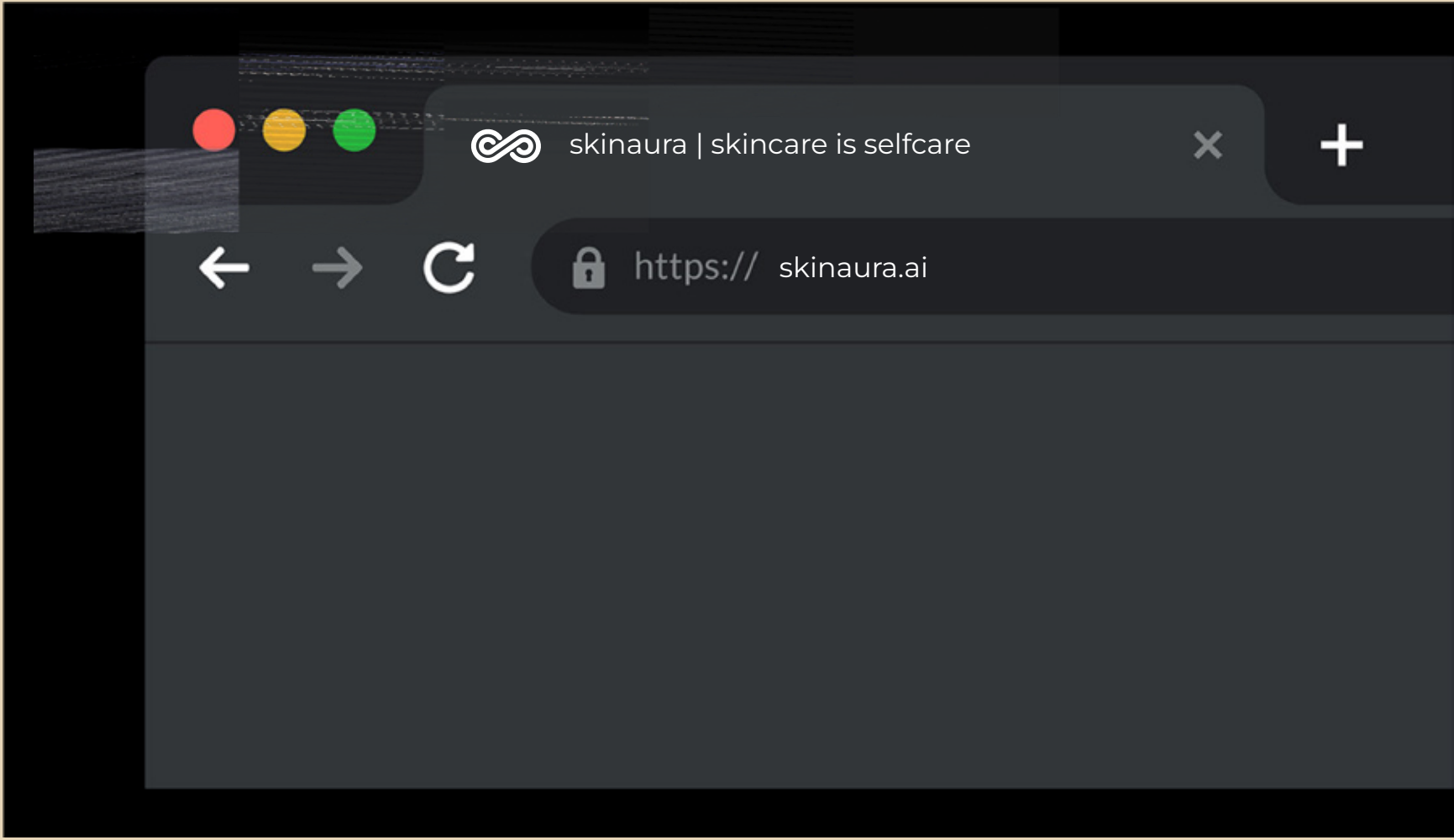
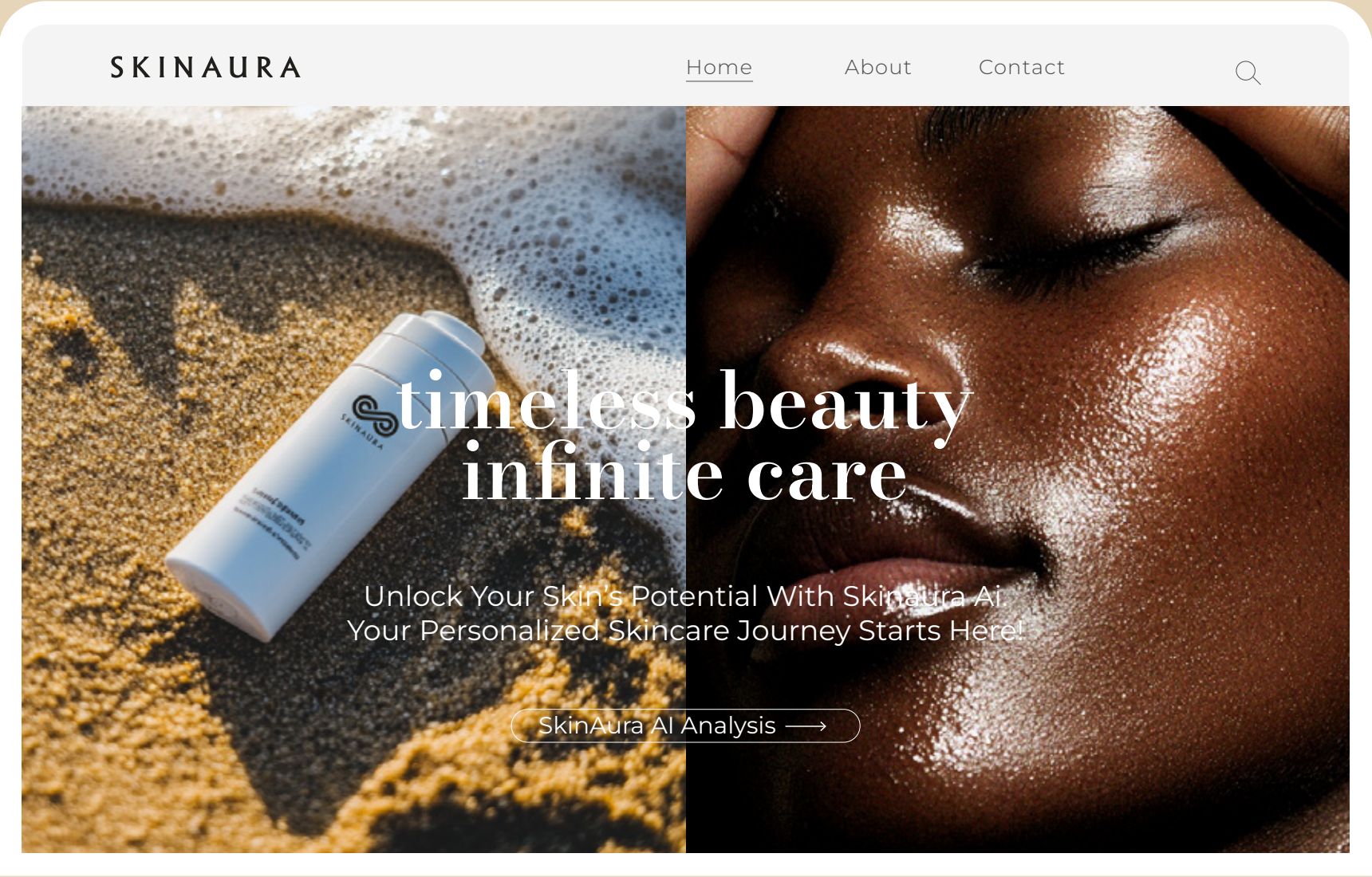


Brand Applications

Mobile app




Website



Social media post



Social media story



*Your Skin Is
Your Canvas.*

Let SkinAura help you
create a masterpiece
of clarity and glow.

➔

*3 essential
skincare tips*

01

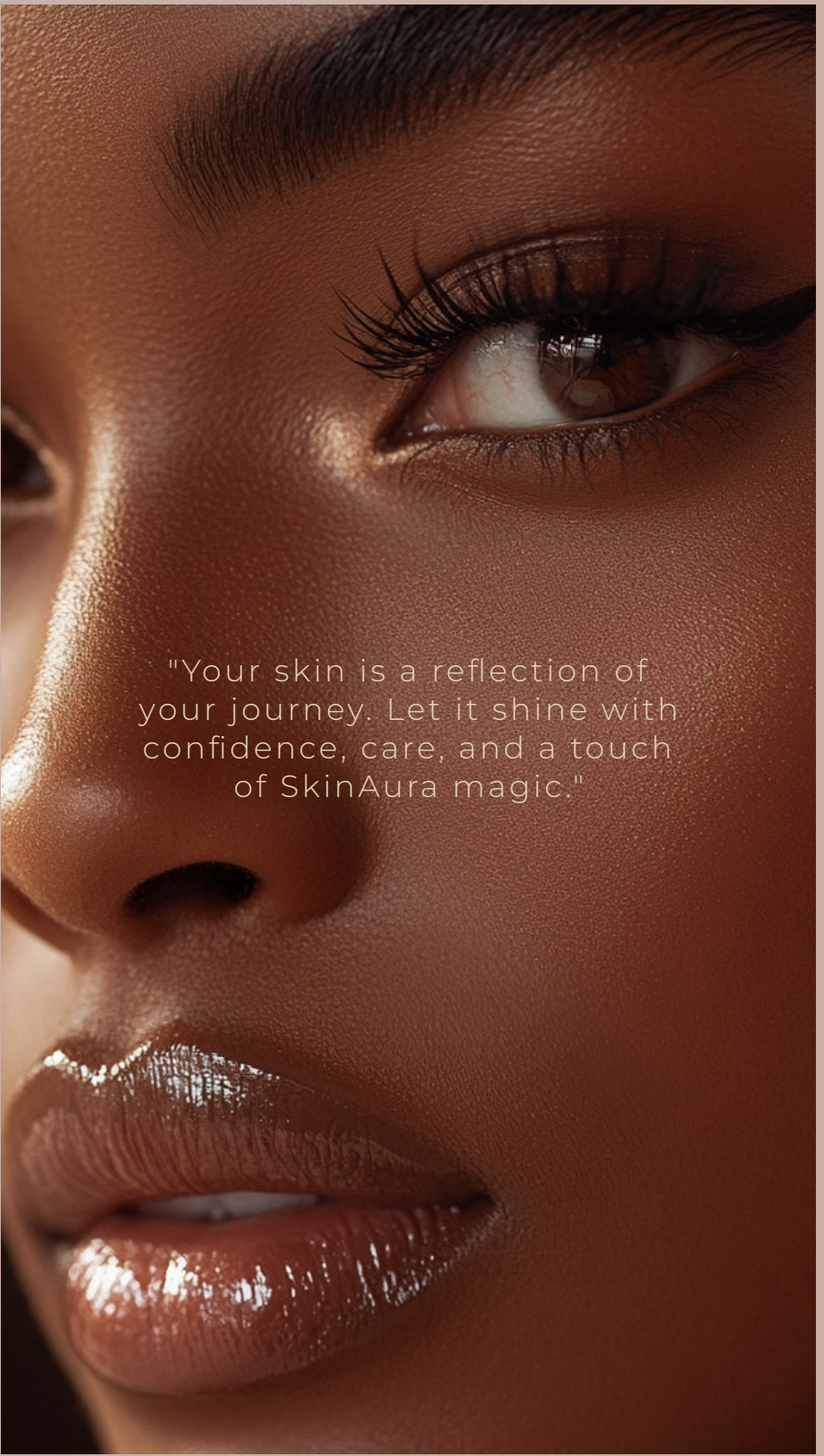
Cleanse Gently, But Consistently

02

Hydrate and Moisturize Daily

03

Protect with SPF Every Day

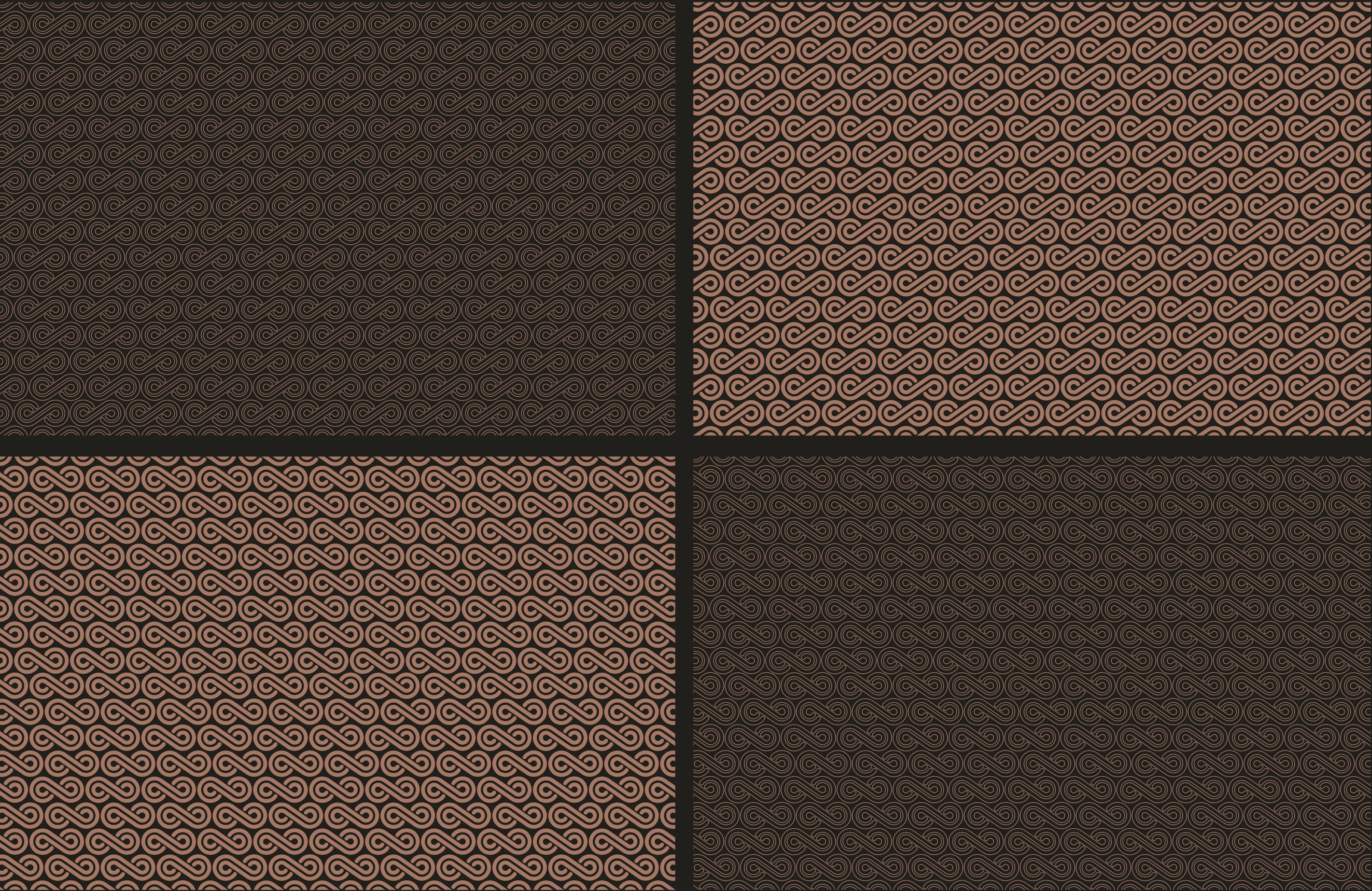


"Your skin is a reflection of
your journey. Let it shine with
confidence, care, and a touch
of SkinAura magic."

Marketing material



Brand Patterns



Business card



Thank You

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