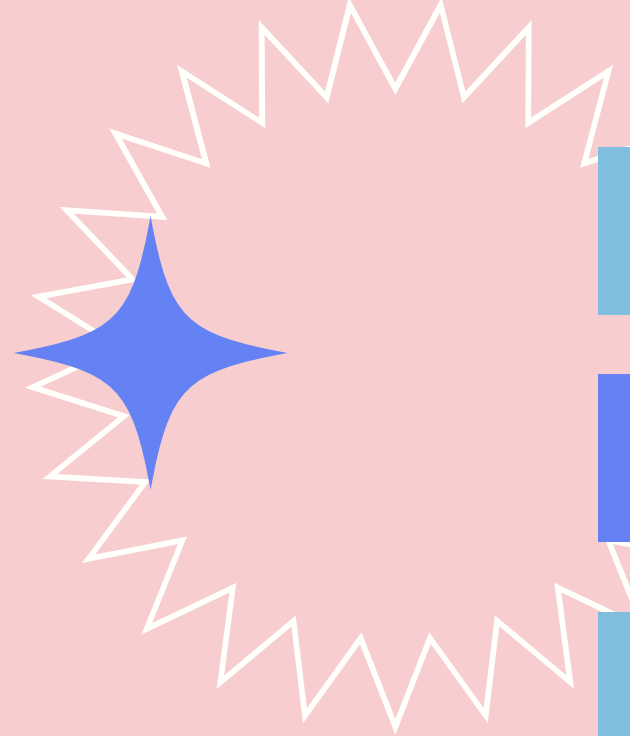




**Oli Skin**

**Brand Identity  
& Marketing  
Collateral Design**

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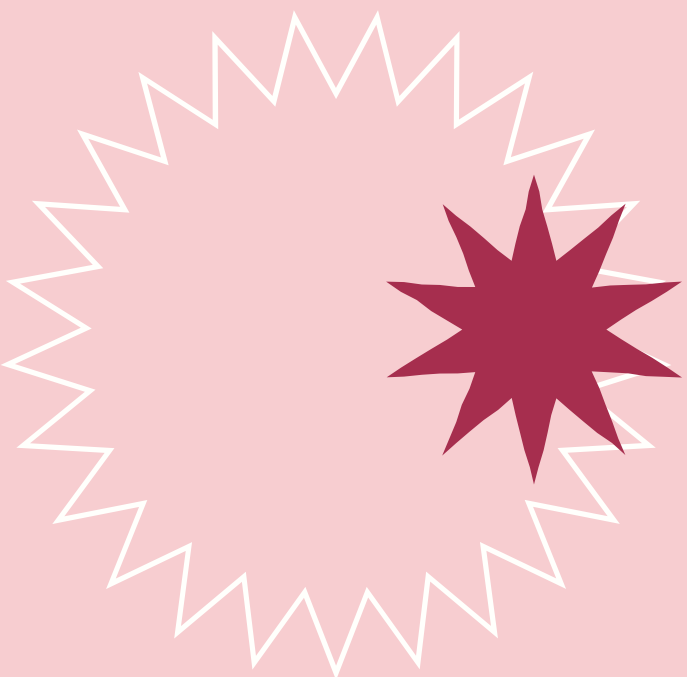
Brand Logo

Color Palette

Font Types

Packaging Designs

Social Media Collaterals





# ABOUT OLi SKiN

Oli Skin is a skincare brand that provides proper, affordable yet quality skincare for teenagers.

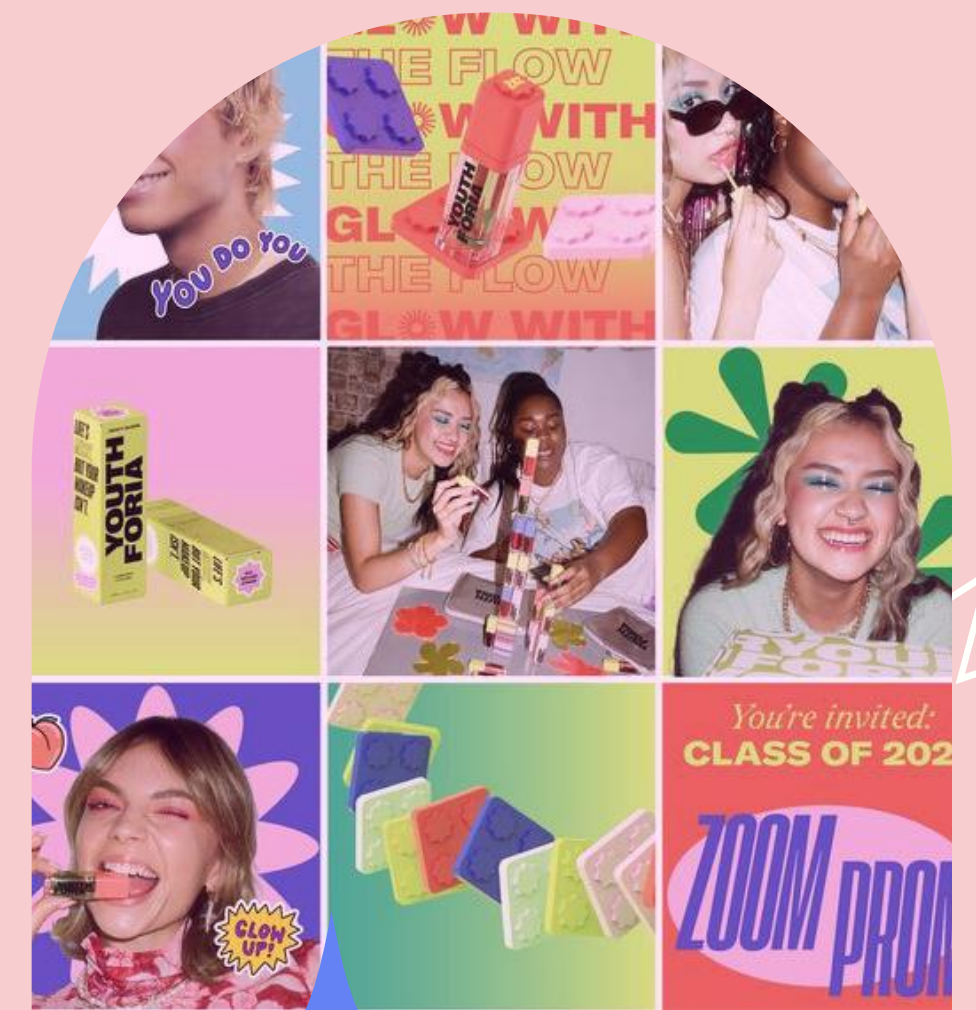
To build trust and self-confidence within themselves.

Breaking the myth of using harmful skincare that's not appropriate for teenage skins.



# MOOD BOARD

Youthful • Fun • Informative • Caring



# BRAND VALUES

## TRUSTWORTHY

A brand that builds trust and self confidence of teenagers. Educates about appropriate, proper and healthy skincare.

## AFFORDABLE QUALITY

Affordable but quality skincare products that teenagers can afford. Safe, green, and appropriate for the young delicate skins of teenagers.

## CONSUMER CENTRIC

Listens and considers to the needs, wants, and voice of the target audience.

## PROUD LOCAL

Proud local skincare brand aiming to represent to the world its local industry roots.



# TARGET MARKET

## Demographics

Teenagers. Highschool - college students. From urban to rural areas. Both young men and women.

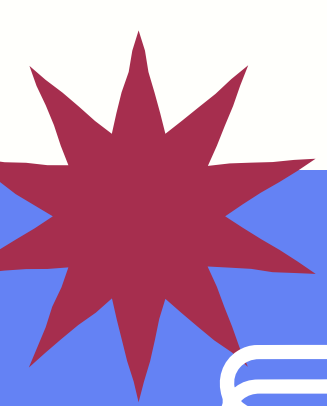
## Hobbies & Interest

Social media savvy. Follows latest trends and social media influencers.

## Pain points

Experiencing changes in their skin because of puberty. Doesn't know what's the right skincare product to use for their skin. Less self confidence because of current skin conditions (acne breakout).





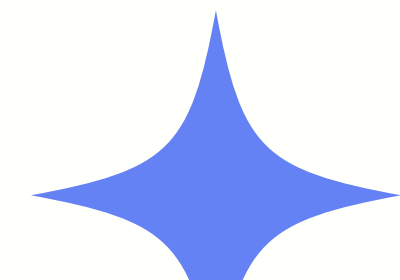
# BRAND LOGOS

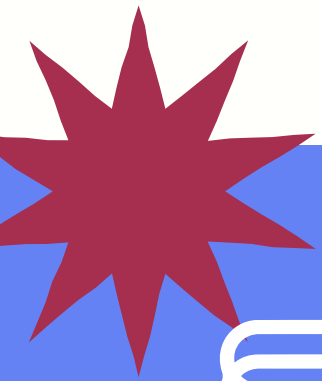


Oli Skin



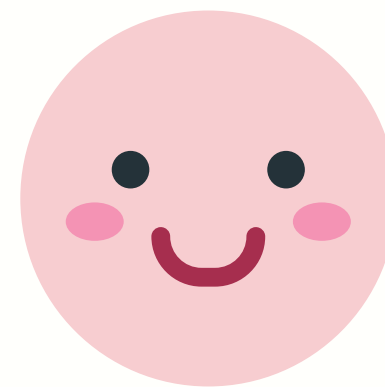
Oli Skin





# LOGO VARIATIONS

Girl  
Products



Oli Skin

Boy  
Products



Oli Skin

Vertical Logos

Icon marks

Wordmark



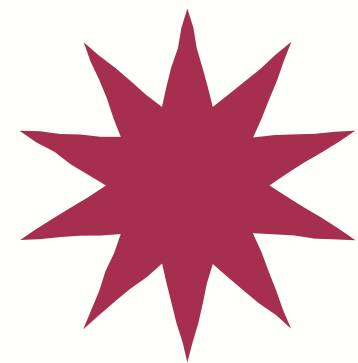


# LOGO ELEMENTS

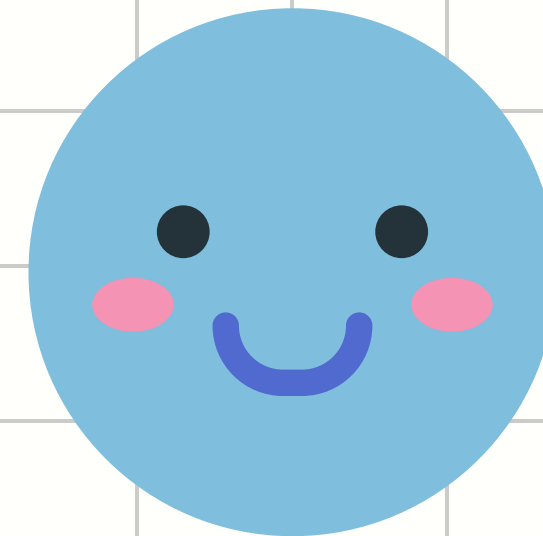


Wordmark

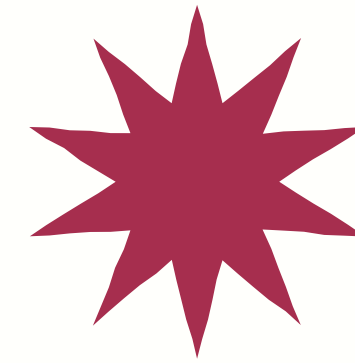
Oli Skin



Logo Icon



# LOGO PROPER USAGE



Do's & Dont's



DO NOT change the color.  
Use colors in the palette.



DO NOT add shadow  
or any effects.



DO NOT rotate the logo



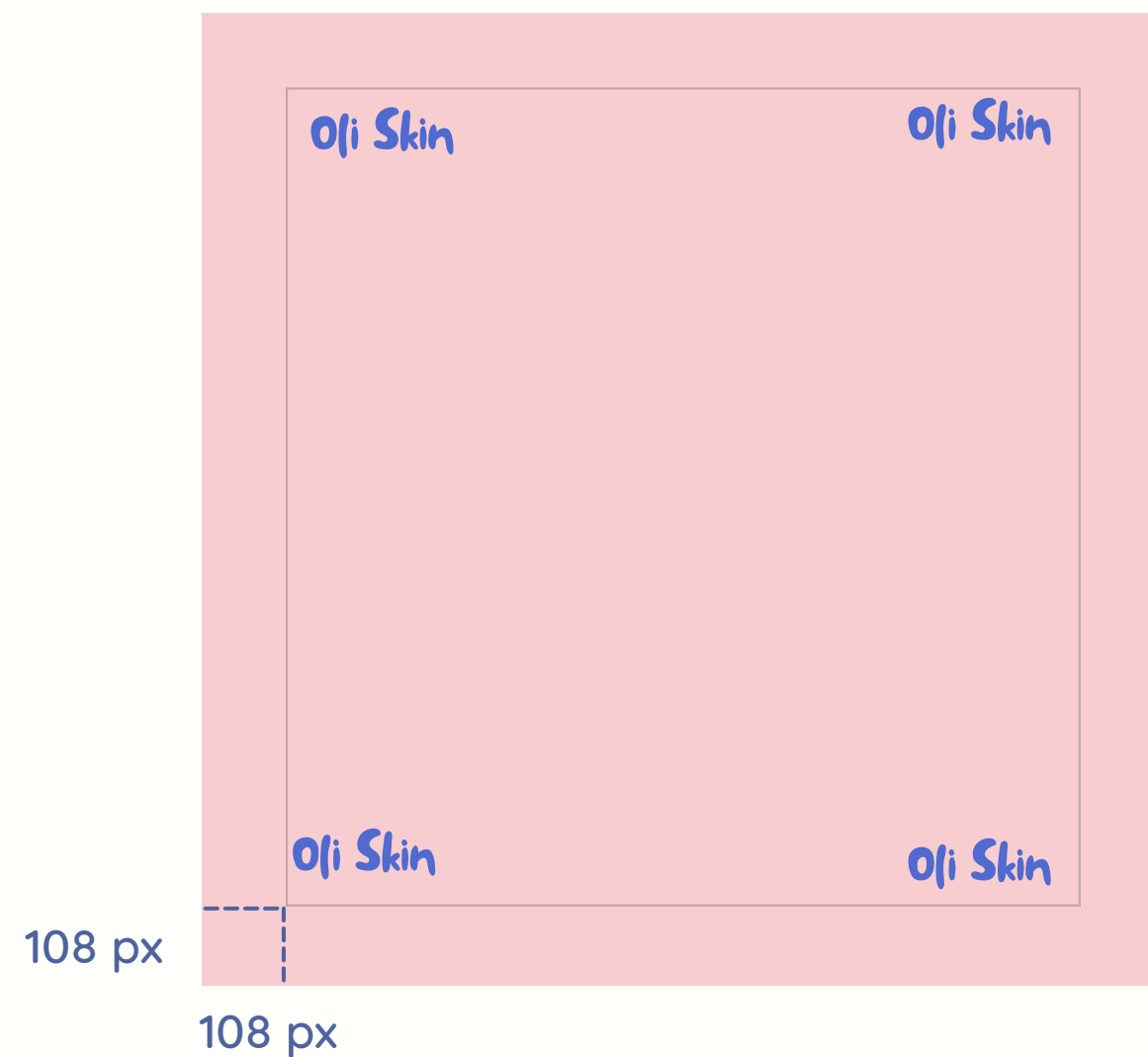
DO NOT put logo on  
too crowded background

# LOGO PLACEMENTS

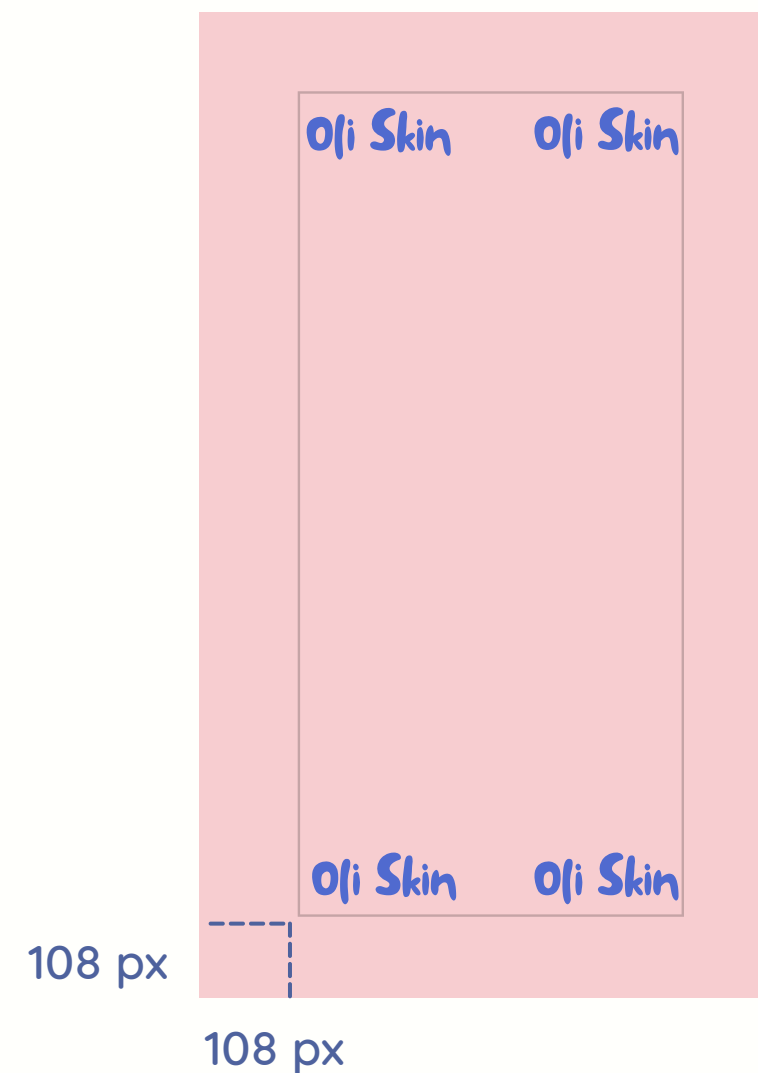
Logo size: 48 px font size / 150 - 200 px image size.  
Margine on sides: 108 px (Canva margin)  
\*px - Pixels (unit of measurement)

Proper placements in assets

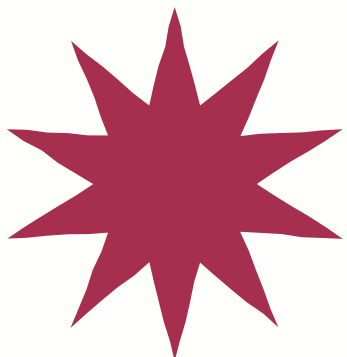
SQUARE POSTS



STORY / VERTICAL POSTS

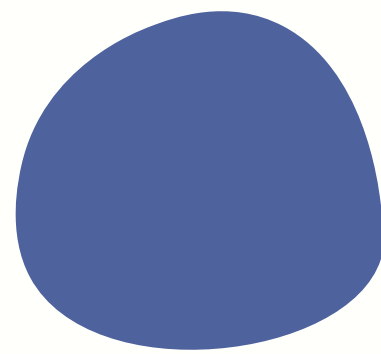


OTHER DIGITAL ASSETS

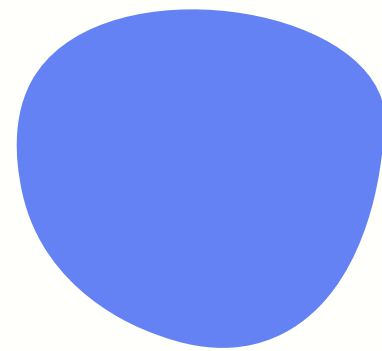


# COLOR PALETTE

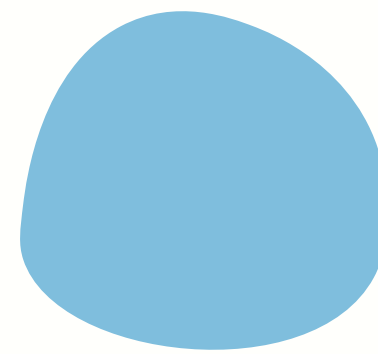
A good rule of thumb when using a color palette is using dark and light colors combination. For example Dark background to Light-colored texts and vice-versa.



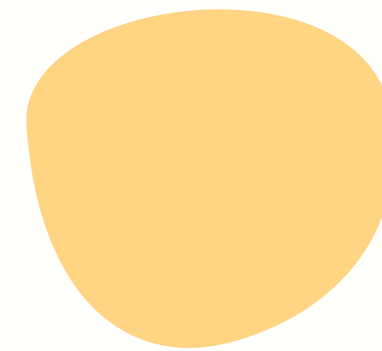
#4E629D



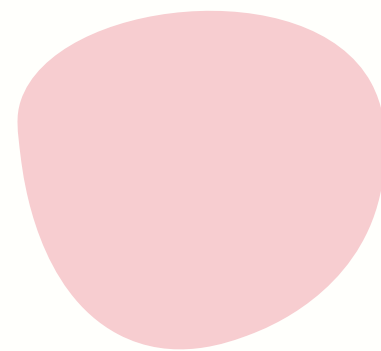
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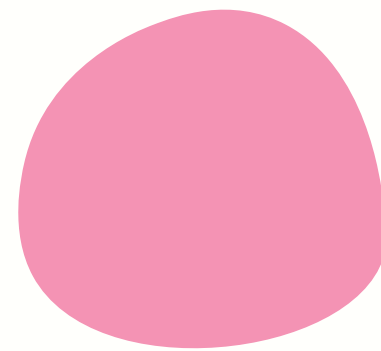
#7FBEDD



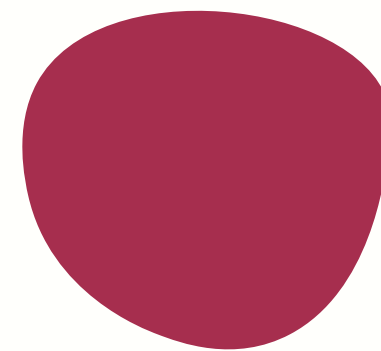
#FFD483



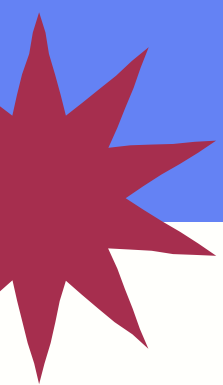
#F7CDD0



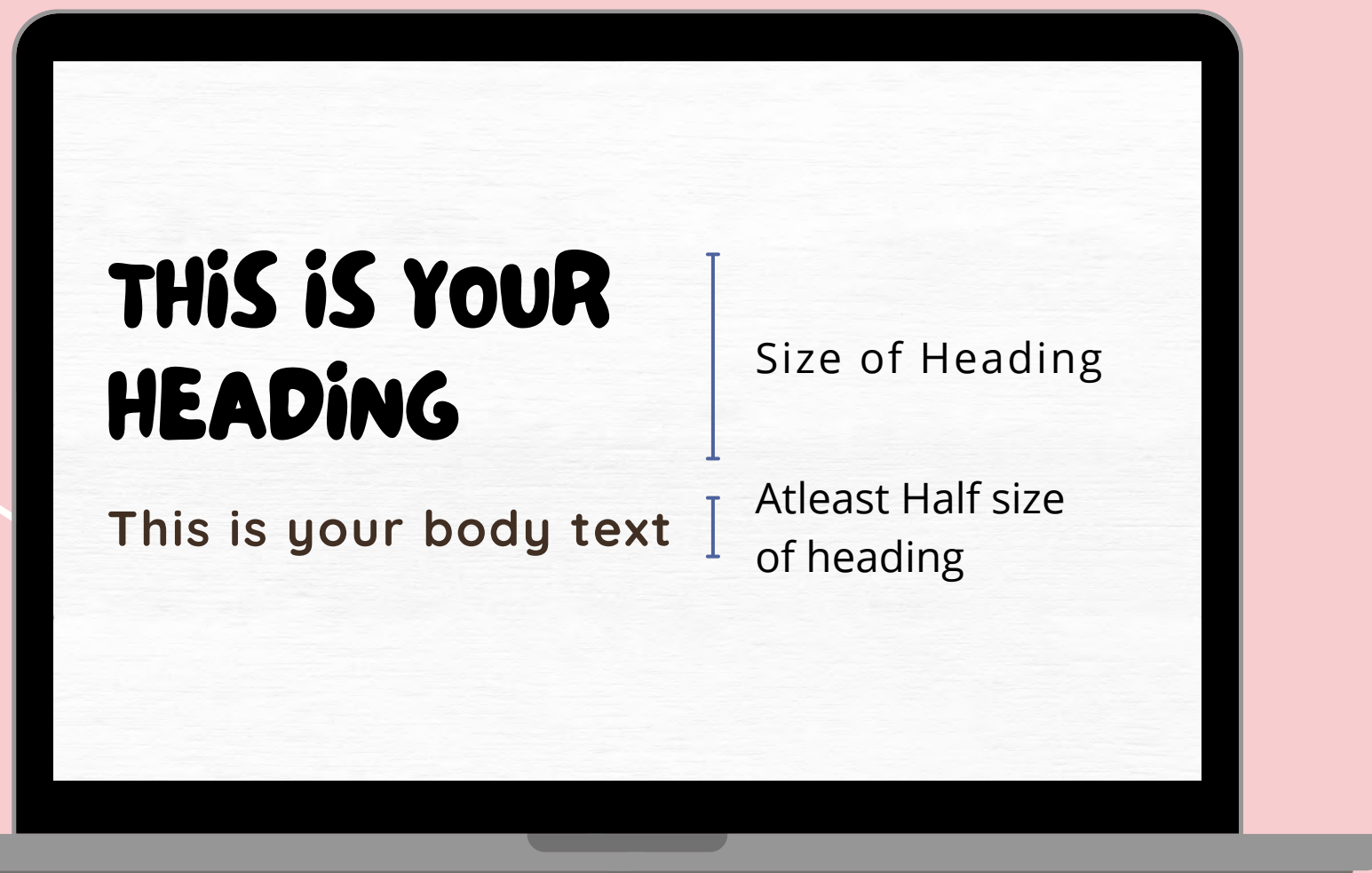
#F493B4



#A62E4E



# FONT TYPES



**LE PETIT COCHON**

**Aa Bb Cc Dd 123**

Use for Heading and Titles

**Quicksand**

**Aa Bb Cc Dd 123**

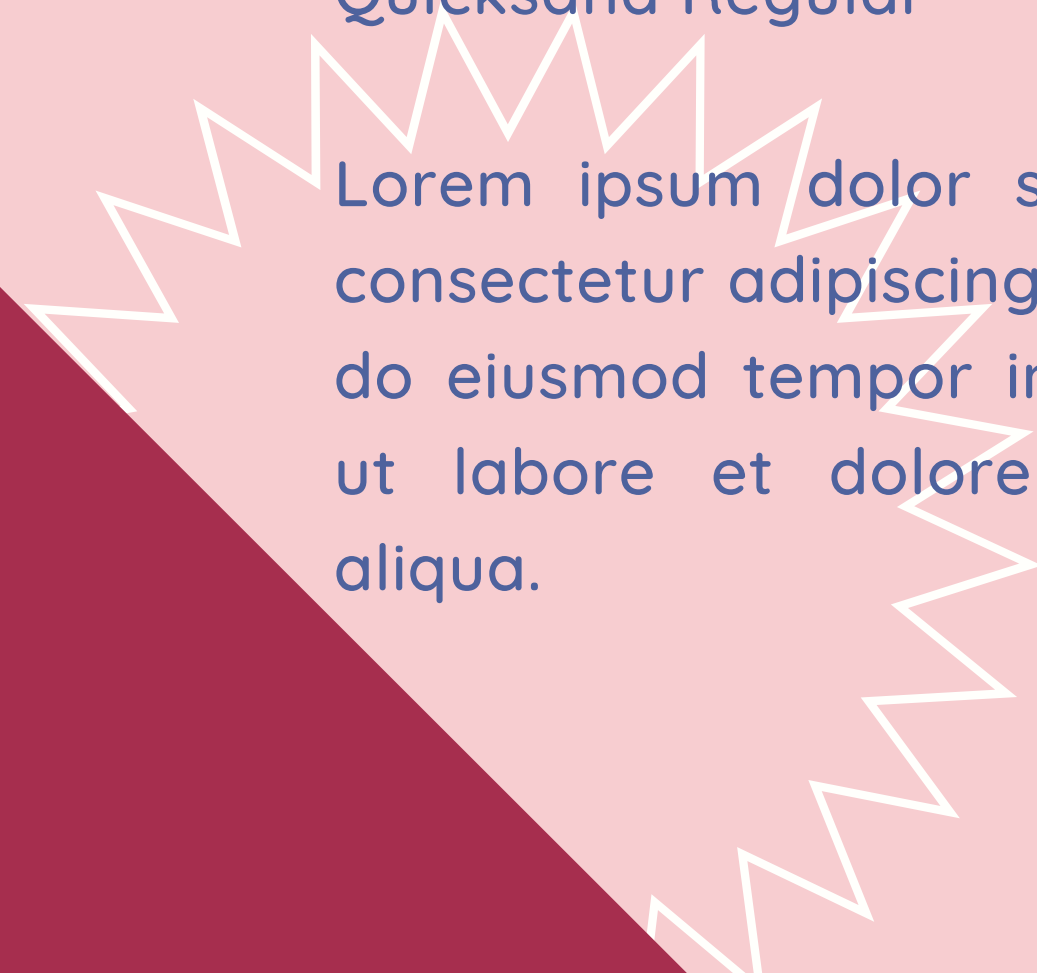
Use for Body Texts and Sub-headings

# FONT COMBINATIONS



## LE PETIT COCHON

Quicksand Regular



Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt  
ut labore et dolore magna  
aliqua.

## LE PETIT COCHON

QUICKSAND UPPERCASE BOLD

LOREM IPSUM DOLOR SIT  
AMET, CONSECTETUR  
ADIPISCING ELIT, SED DO  
EIUSMOD TEMPOR INCIDIDUNT  
UT LABORE ET DOLORE  
MAGNA ALIQUA.



## LE PETIT COCHON

Quicksand Regular

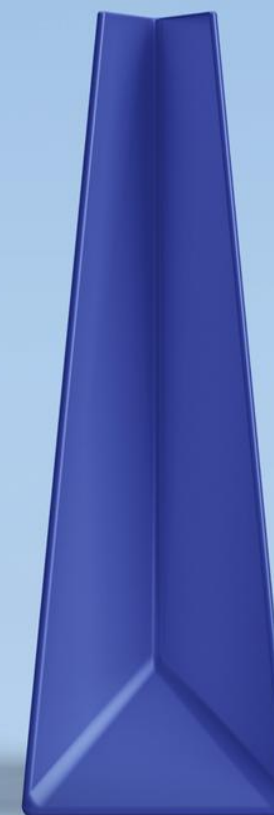
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor  
incididunt ut labore et dolore  
magna aliqua.



# PACKAGING DESIGN

- Box packaging design.
- Paper bag packaging design.

# PAPER BAG PACKAGING



\*Sizes and shapes may vary in actuality.



# BOX PACKAGING



\*Sizes and shapes may vary in actuality.

# CREAM JAR PACKAGING



\*Sizes and shapes may vary in actuality.

# SERUM DROPPER PACKAGING



\*Sizes and shapes may vary in actuality.

# TONER BOTTLE PACKAGING

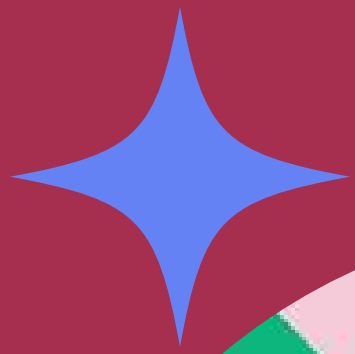


\*Sizes and shapes may vary in actuality.

# SOAP BAR PACKAGING



\*Sizes and shapes may vary in actuality.



# SOCIAL MEDIA TEMPLATES & COLLATERALS

- Profile banners/cover photo.
- Social media content templates.
- Profile picture/display photo.

# SOCIAL MEDIA COLLATERALS



Profile Picture / Display Photo



Profile Cover / Banner

# SOCIAL MEDIA TEMPLATES

Announcement / Event Posts





# SOCIAL MEDIA TEMPLATES

Ads / Promo Posts



# SOCIAL MEDIA TEMPLATES

Product Posts



# SOCIAL MEDIA TEMPLATES

Infographics Posts

## HOW OFTEN SHOULD YOU USE FACIAL CLEANSER?

Cleansing your face once a day may not be enough, however, doing it more than twice a day is over-washing, which can damage the skin barrier. Make sure to cleanse your face twice a day, morning and night.

[READ MORE](#)

## TIPS FOR YOUNG MEN'S SKINCARE

- Consider the product label
- Wear Sunscreen
- Shave when skin is wet
- Bar soap = facial cleanser
- Moisturize daily + after shaving

@oliskincare

## 6 Tips to AVOID ACNE

- Wash your face twice a day and after sweating
- Wear sunscreen when you go out
- Keep Your Hands Away From Your Face
- Change Your Face Towels Regularly
- Drink lots of water
- Change Your Pillowcase

@oliskincare

## USEFUL TIPS FOR HEALTHY SKIN AS A TEEN

- 01 Keep your skin hydrated
- 02 Change your pillowcase
- 03 Drink more water
- 04 Eat a healthy diet
- 05 Don't over-exfoliate

@oliskincare

## BAD SKINCARE HABITS

- Not Washing Your Face Daily
- Leaving Your Makeup On Overnight
- Not Showering After Workout
- Not Applying Skincare Products Correctly
- Sleeping On A Dirty Pillow Case

@oliskincare

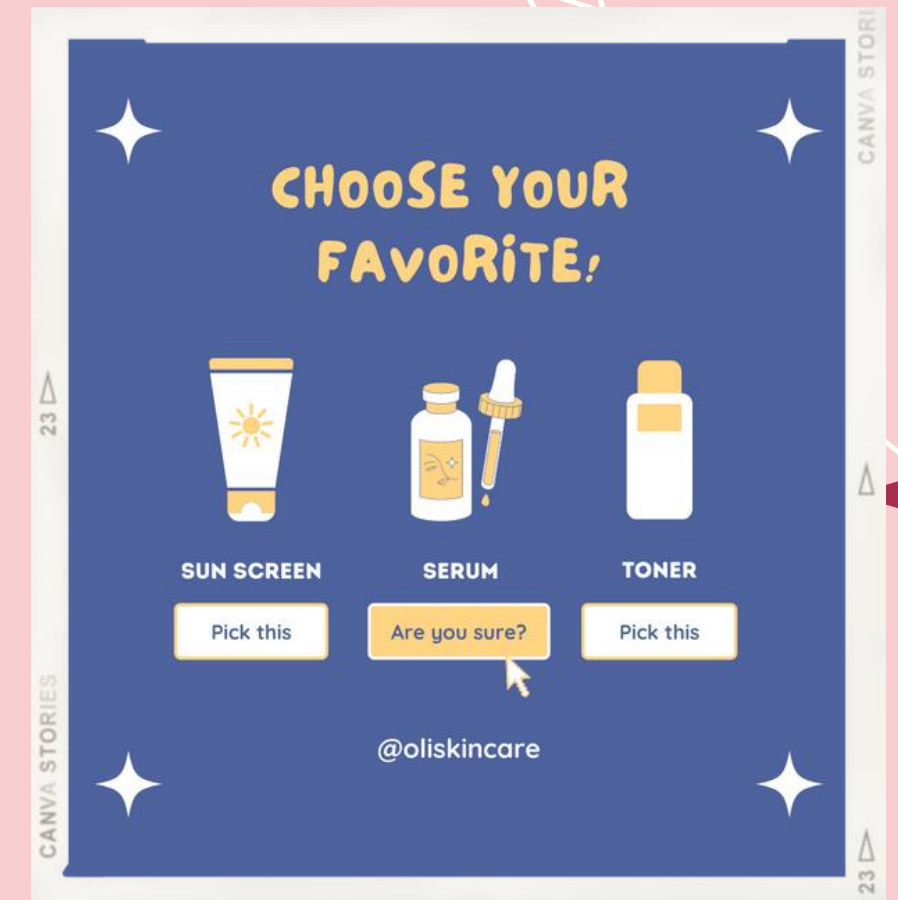
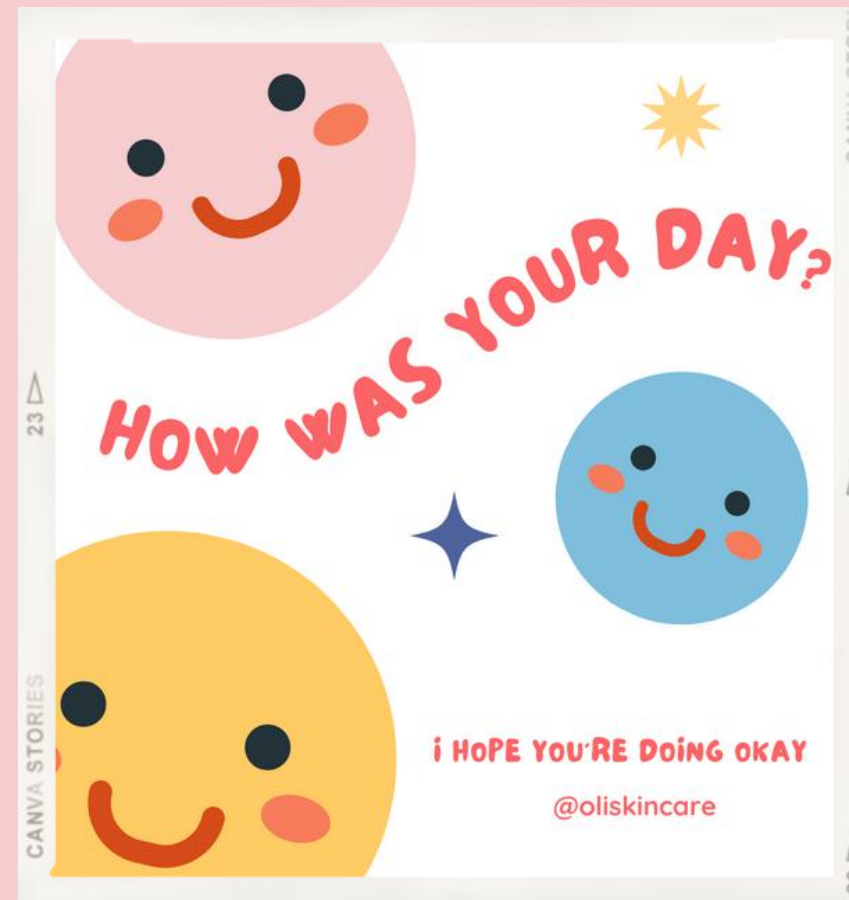
# SOCIAL MEDIA TEMPLATES

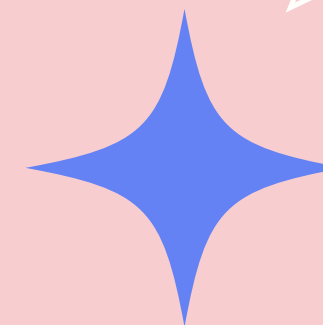
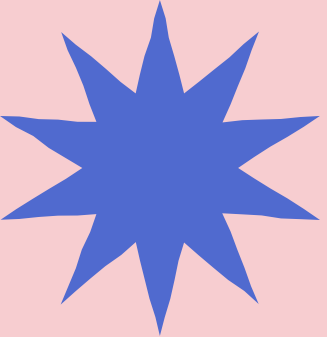
Review Posts



# SOCIAL MEDIA TEMPLATES

Engagement Posts





# THANK YOU

## Let's work together

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