

Groove
C O S M E T I C S

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Brand Concept

1.1 Mission

1.2 Tagline

Groove Cosmetics encourages confidence with inspiration from expressive and lively eye looks of the swingin' 60s and the 70s disco scene, as well as the more natural, fresh-faced hippie ideal. Further inspired by vintage refillable compacts, each product is refillable and slots into multi-product compacts, designed for women on-the-go while cutting down on packaging waste.

Our Mission

Women should be able to feel beautiful in their uniqueness.

Groove Cosmetics was founded on the idea that women shouldn't have to try to mimic beauty standards and erase their individuality to feel beautiful. To contrast the modern and often intimidating beauty industry, our products are made to enhance individual beauty and allow for colorful expression.

Based on different makeup looks from the 1960s and 1970s, and inspired by refillable cosmetic compacts from the 1920s, Groove's products revive elements of the past to sustain and empower the future.



“Get groovy and
love your beauty.”

Our Tagline

Our tagline summarizes our mission of self love and confidence, using a play on words and slang from the 60s. We aim to encourage women to use makeup to express themselves and feel comfortable with their own version of beauty.

The tagline may be used as an element in designs to support our mission and identity, either overlaying an image as seen here, or on a solid background. Our logo must also be included somewhere in the composition.

Our Logo

- 2.1 Logotype
- 2.2 Logo Mark
- 2.3 Exclusion Zone
- 2.4 Color Usage

This section will outline the purpose and usage of the Groove brand's logo, the heart of our identity and most distinguishable element.

A large, dark blue logotype for Groove Cosmetics. The word "Groove" is written in a highly decorative, calligraphic serif font with elaborate flourishes. Below it, the words "COSMETICS" are written in a clean, modern, all-caps sans-serif font, centered under the "Groove" text.

Groove
C O S M E T I C S

A simplified version of the Groove logo, consisting of the word "Groove" in a smaller, clean, all-caps sans-serif font. A horizontal line with vertical end caps is positioned below the text.

Groove
min. print size: 1 in

A simplified version of the Groove logo, consisting of the word "Groove" in a smaller, clean, all-caps sans-serif font. A horizontal line with vertical end caps is positioned below the text.

Groove
min. digital size: 72 px

Logotype

Pulling inspiration from free flowing typefaces of the 60s and clean lines of modern type, our logo bridges the gap between new and old, echoing a time of peace and love in the context of today's beauty market. Our logotype has been created to give the essence of movement, reflecting both the convenience of our products and disconnecting the brand from rigid standards of the beauty industry.

This logotype acts as the primary logo, used on most printed and digital materials such as email blasts, advertisements, and packaging. Our full logotype must be used in contexts without clear communication of a cosmetics brand, but the simplified version may be used for small sizes and when our identity is clear.



Logo Mark

Our logo mark is meant to function as a shortened version of the main logotype, created to be used in limited space, such as on the back of our compacts and on our mobile app.

Using the ornate 'G' from the company name, the swash letterform visually ties back to our primary logo. Utilizing negative space to etch out the letterform allows the mark to stand out within the circle and maintain soft curves. The geometric yet organic forms create movement and flow while also mimicking the shape of our compacts.



min. print size: 10 mm



min. digital size: 37.8 px



Exclusion Zone

The logo should always be surrounded by a padding of empty space, or an exclusion zone. This space is defined here by the width and height of the letter 'O' in our logotype.

This empty space ensures that the logo is legible and isn't crowded or blocked by other visual elements. As a rule of thumb, the more space there is around the logo, the better.



Color Usage

To maintain consistency, the logo should only be in the following colors:

- Prussian Blue
- Seashell
- Atomic Tangerine

Atomic Tangerine may only be used for the logotype when Seashell is the background color. The logo may also be placed over any of the secondary colors, only as demonstrated in the visual to the left.

Color Palettes

- 3.1 Primary Palette
- 3.2 Secondary Palette

Within this section are color codes, appropriate use, and a bit of background on the colors of our energetic and inviting palette.

Primary Color Palette

Our primary color palette consists of the 3 following colors:

Primary Color: Atomic Tangerine

Atomic Tangerine is our main color and the most recognizable for the brand. As a peachy orange, it represents the cheerfulness and energy of the brand and refers to the historical connection of peach with women and goddesses in many cultures.

Base Color: Prussian Blue

Prussian Blue is our substitute for black, and should be used for any text, lines, or elements that require clear visibility. As a deep shade of blue, it's more approachable and less stark than using a true black throughout our brand.

Base Color: Seashell

Seashell is our substitute for white, and should be used as a background for text, or any elements that would typically be stark white. It is slightly orange tinted, and as a softer color, it creates a warm, antiques, and welcoming effect.

PRIMARY COLOR

Atomic Tangerine

HEX: #FF9873
RGB: 255, 152, 115
CMYK: 0, 40, 55, 0

BASE COLOR

Prussian Blue

HEX: #0C2231
RGB: 12, 34, 49
CMYK: 76, 31, 0, 81

BASE COLOR

Seashell

HEX: #FFF7F2
RGB: 255, 247, 242
CMYK: 0, 3, 5, 0

Secondary Color Palette

Our secondary color palette consists of the 4 following colors:

Geraldine

This shade of pink is inspired by popular shades of cosmetics and refers to femininity. It's a positive and friendly hue.

Blue Mist

This light shade of blue is a direct reference to the iconic blue eyeshadow of the 60s and early 70s, and provides a nice contrast against the warm orange and pink hues in our palettes. This color is used sparingly due to its light tint, ensuring contrast to consider accessibility.

Tomato

Tomato is a bold color and stands out against our other brand colors. It is used as an accent color.

Melon

This is a light peach pink and is used alongside the other hues as a subtle touch of color. It's less intense and conveys peace of mind while still holding positive energy.

Geraldine

HEX: #FF7D88
RGB: 255, 125, 136
CMYK: 0, 51, 47, 0

Blue Mist

HEX: #BAD9D7
RGB: 186, 217, 215
CMYK: 14, 0, 1, 15

Tomato

HEX: #ED6242
RGB: 237, 98, 66
CMYK: 0, 59, 72, 7

Melon

HEX: #FFBEB0
RGB: 255, 190, 176
CMYK: 0, 25, 31, 0

Typography

- 4.1 Primary Typeface
- 4.2 Secondary Typeface

All about Groove's typefaces, their origin, purpose, and impact on communicating the inspiration and mission of our brand.

Optima

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Primary Typeface

Optima was first designed in the 1950s by Hermann Zapf, originally based off of ancient Roman letters. It was later used commonly in the 1960s and 1970s for everything from album covers to cosmetic packaging and signage.

Despite being a sans-serif, Optima's tapering stems add a human touch to the type, conveying a clean and timeless, yet approachable identity.

Optima is an all-purpose typeface, working well for a wide range of contexts, but for our brand, Optima Regular is used for headings and display text.

Poppins

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%^&*()

Secondary Typeface

Poppins, designed in 2014 by Indian Type Foundry, is used to counter the classic notes and medium contrast of Optima's letterforms. As a geometric sans-serif typeface, it adds a modern element to our brand and compliments the rounded edges of our logo and other elements.

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color. It has a variety of weights and is clear, making it well-suited for small blocks of text.

Poppins Light is used for copy on top of light, contrasted contexts, Poppins Regular for colorful backgrounds to ensure legibility, and Poppins Italic for emphasis or use of our brand name within copy.

Imagery

- 5.1 Brand Patterns
- 5.2 Portrait Photography
- 5.3 Product Images

This section contains guidelines and examples for any imagery associated with Groove, including brand patterns and photography.

Brand Patterns

Groove has 3 current brand patterns, all including the full color palette. These line patterns are directly inspired by the free flowing and groovy shapes of the 1960s. They demonstrate movement and create energy that translates to their application. Life is constantly changing and moving, so are our compacts and the women that carry them.

Portrait Photography

As a cosmetics company, photography is essential for communicating our message of confidence and properly showcasing our products. Please consider the following when selecting images:

Context: Most photos should have a simple colored backdrop and focus on the model's face. All images must be colorful or reminiscent of 60s and 70s fashion and cosmetics. Environmental images are rarely used, but must follow these same guides to be permitted.

Confidence & Happiness: All models must show facial expressions of confidence, playfulness, or contentment. No negative or ambiguous expressions.

Realism, not Idealism: All images must be natural and void of any heavy retouching or harsh lighting. Natural skin features and texture are celebrated and not to be altered.

Inclusivity: Images are inclusive and realistic, showing a wide range of women and characteristics.





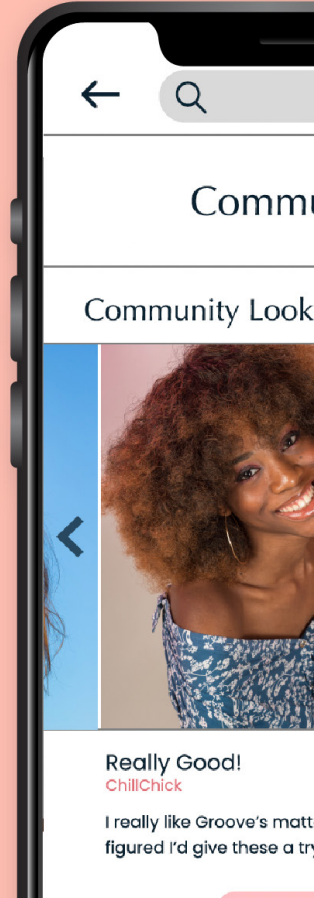
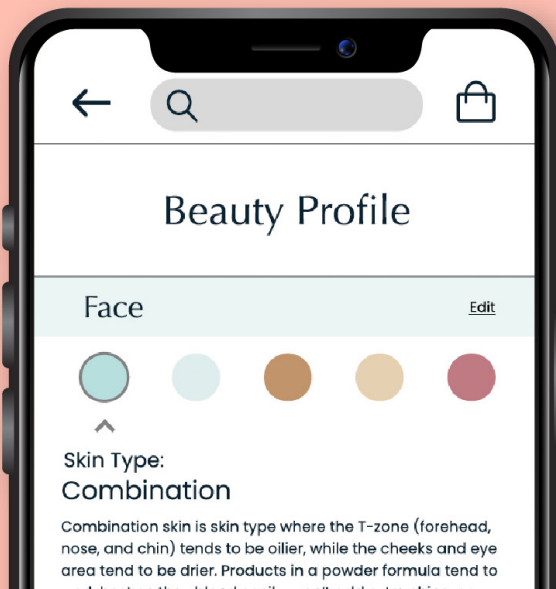
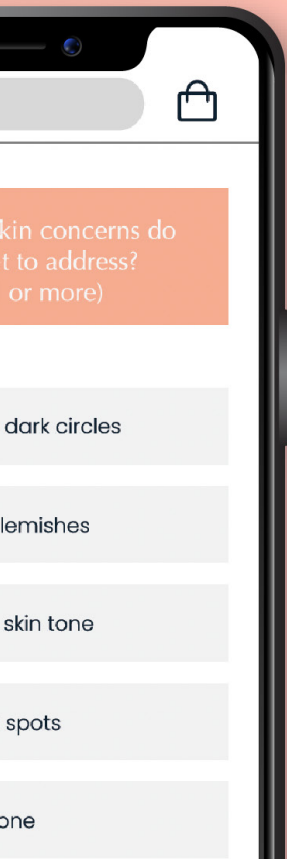
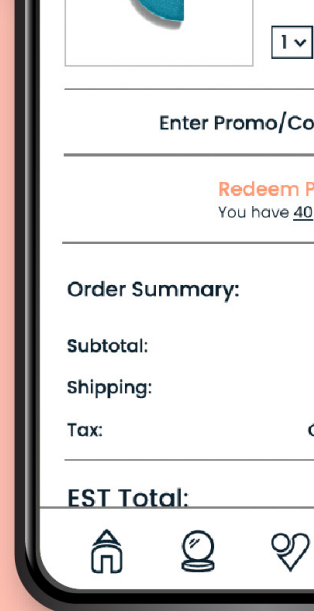
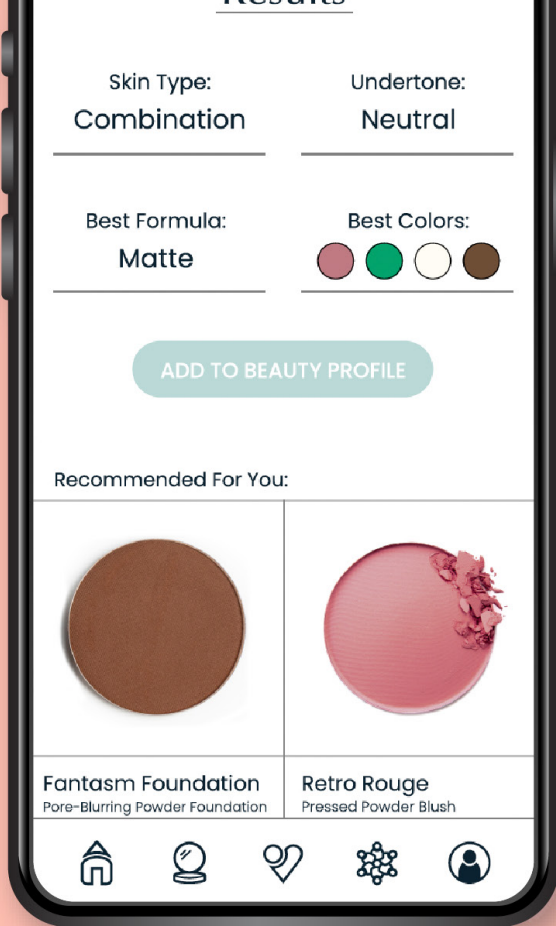
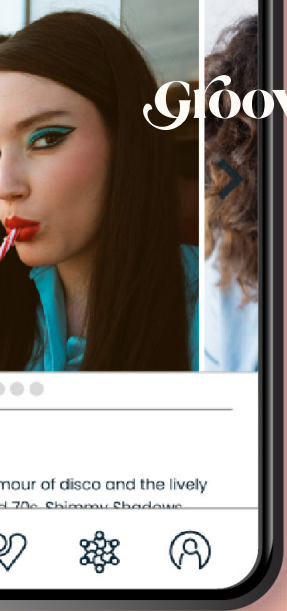
Product Images

Any images of our products should be simple, have a flat white background, and focus on only the product itself. All products should be displayed in their pans or in circular shapes to mimic the shape of our compacts, and the texture of each product is shown clearly and experimented with to create interest. Half pan images may have one pan, or two when the product is smooth and doesn't have a lot of texture.

Applications

- 5.1 Mobile App
- 5.2 Packaging

This section includes examples of brand element application, such as our mobile app and product packaging.



Mobile App

Our mobile shopping app is a hub for communication and community, and aims to assist the shopper in the process of finding the best products to enhance their personal beauty and make the process of cosmetic shopping easy and less intimidating. As such, the imagery, colors, and type used reflects our guidelines and creates a welcoming, positive, and clear interface for shoppers to navigate.



Packaging

Our packaging conveys our brand's inspiration and mission and includes differentiation across different products. Boxes for our refill pans feature our logo alongside free-flowing waves, inspired by the flowing line patterns of the 60s and 70s and adding a lively element to an otherwise structured box. Our refillable compact boxes create the same effect with a translucent band of our pattern wrapped around it, sealing the box and creating a personal interaction for the customer while opening the box, much like opening a gift. Our secondary typeface is used for clarity, colors and patterns are used for emphasis, and our primary logo is within our usage guidelines for full brand recognition.



