

A decorative geometric pattern in light gray, featuring interlocking lines that form various shapes including stars, squares, and hexagons. The pattern is distributed across the page, with a higher density in the corners and along the right edge.

Palovina

—Ambience of Arabia—

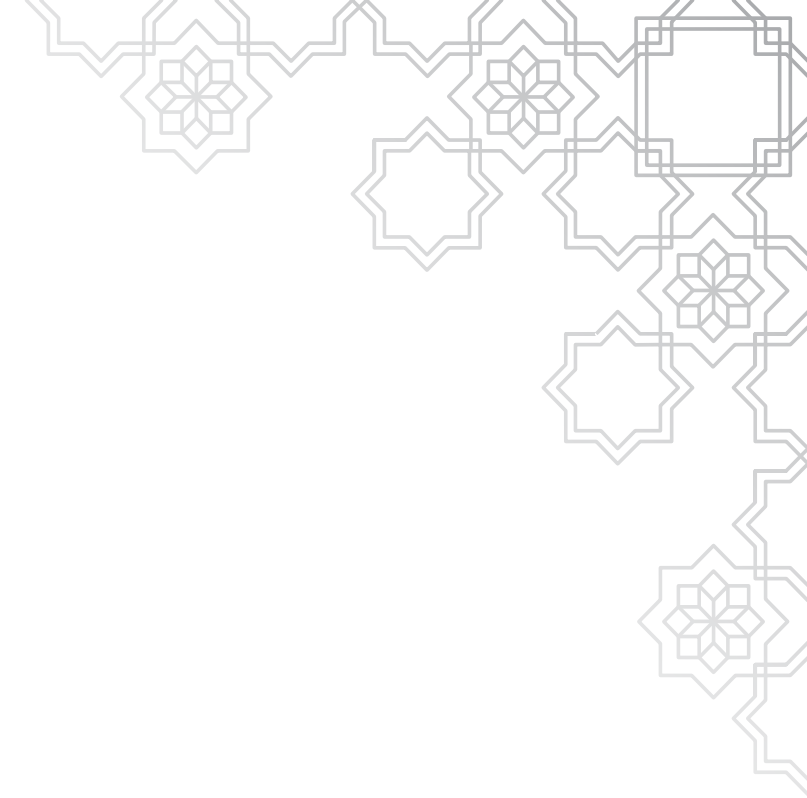


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Introduction



OUR VISION

Palovina is a face and skin-care line, using high-quality extra virgin olive oil grown in Palestine. We take pride in focusing on manufacturing our products using organic materials, which are carefully picked from our plantation by hand for people who have allergies and sensitive skin.

OUR MISSION

Contributing to the local community

We use select, locally-sourced, organic materials in our products to aid in reducing skin irritants in cosmetics. We seek to better our community by using no chemicals, eco-friendly, refillable containers and empowering and cooperating with local, ambitious businesswomen.

Endeavor to make better products

Our audience consists of people who have skin issues such as: acne, dry skin, and body-odor. We target consumers who are looking for products that are health-conscious, high-quality, and reasonably priced for their regular skincare routine. Also, we welcome people who care about product material and packaging that helps maintain the environment for the future.

BRAND PERSONALITY

Arabian: We provide an escape to an elegant Arabian oasis.

Eco-friendly: We aim to maintain the environment, eliminating chemical substances as much as possible.

Authentic: We use careful select materials to satisfy our customers, and we constantly seek to improve our products and technology.

Simple: We make products with minimal materials and simple methods to prevent wasting natural resources.



CORE ATTRIBUTES

- ◆ Arabian
- ◆ Authentic
- ◆ Eco-friendly
- ◆ Simple
- ◆ Cheerful
- ◆ Effective
- ◆ Natural

BRAND ASSETS -Logos

Primary Logo

Our brand logo is represented by a logotype whose letterforms are inspired by Islamic calligraphy. The preferred color is #9b4677, but you may also use it in black or white as needed.

Palovina

Palovina Palovina

Logos for Packaging

When used on packaging and samples, please use the colors represented below.

Palovina
rose

Palovina
pepermint

Palovina
lavender

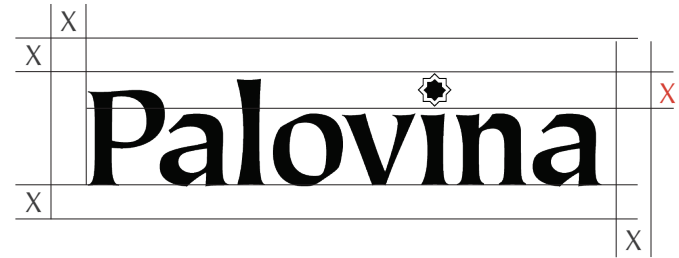
Palovina
olive

Palovina
dead sea salt

BRAND ASSETS -Logo

Clear Space

Secure a space at least the "x" width around our logo.



Minimum Size

This is the minimum size of our logo for packaging.

10mm



Palovina

BRAND ASSETS -Logo

Incorrect usage

In order not to impair the brand image, please do not add the following deformations.

~~Palovina~~

Do not increase the star size.

~~Palovina~~

Do not stagger the letters.

~~Palovina~~

Do not condense the logo.

~~Palovina~~

Do not use the brandmark without the star icon.

~~Palovina~~

Do not outline.

~~Palovina~~

Do not put patterns within the logo.

~~Palovina~~

Do not place upsidedown.

~~Palovina~~

Do not stretch the logo.

~~Palovina~~

Do not reverse.

~~Palovina~~

Do not use multiple colors.

COLOR

Primary Color

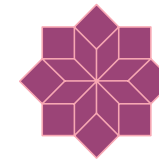
In order to make each product line easy to understand, the primary color palette is composed of dark and light colors from our product offerings.



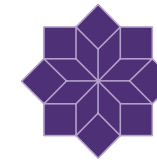
R: 0 C: 80
G: 168 M: 8
B: 129 Y: 65
K: 0



R: 130 C: 49
G: 123 M: 39
B: 0 Y: 100
K: 15



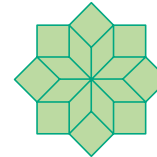
R: 155 C: 40
G: 70 M: 85
B: 119 Y: 28
K: 5



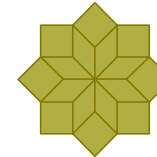
R: 78 C: 84
G: 49 M: 96
B: 118 Y: 21
K: 8



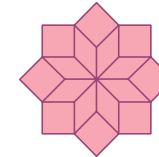
R: 0 C: 70
G: 127 M: 0
B: 161 Y: 0
K: 42



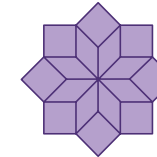
R: 188 C: 28
G: 217 M: 1
B: 161 Y: 46
K: 0



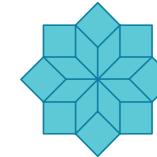
R: 176 C: 35
G: 175 M: 21
B: 69 Y: 91
K: 1



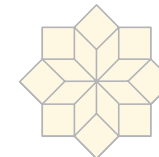
R: 247 C: 0
G: 168 M: 42
B: 180 Y: 14
K: 0



R: 181 C: 28
G: 161 M: 36
B: 205 Y: 0
K: 0



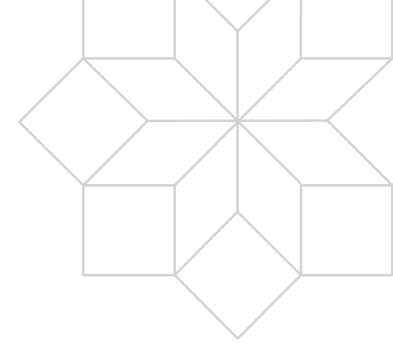
R: 95 C: 57
G: 200 M: 0
B: 215 Y: 16
K: 0



R: 255 C: 1
G: 247 M: 2
B: 225 Y: 12
K: 0

TYPOGRAPHY

We think using appropriate typography that matches the brand image is effective to create an attractive and positive brand image.



Aa

New Caledonia LT Std

Aa

Optima LT Std

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Bold Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

Bold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Demi Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

SemiBold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Italic

*ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789*

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

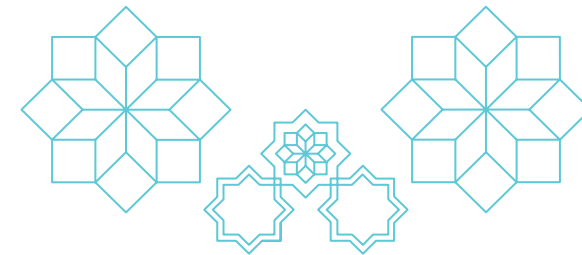
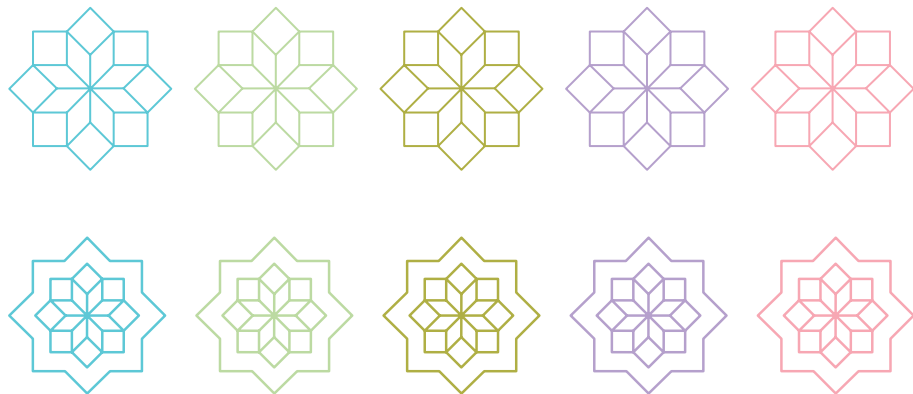
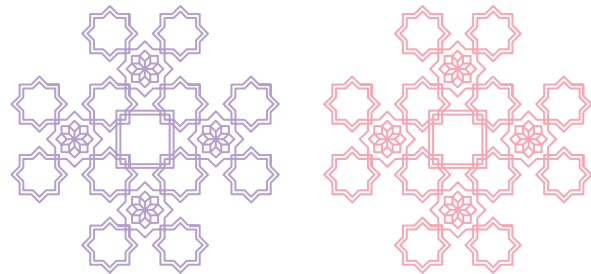
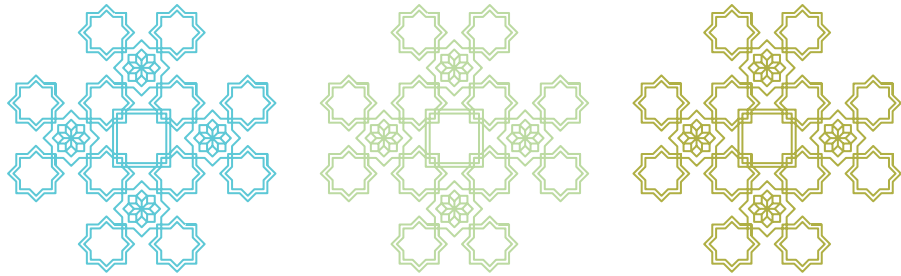


Roman

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

PATTERNS

We aim to establish a timeless image using a pattern based on the Arabic pattern, where regular geometric shape continue indefinitely.



TONE OF VOICE

We use a combination of English and Arabic to bring two worlds together.

- ◆ Enjoy The Ambience of Arabia
- ◆ Iihya' bashrtik / Enliven your skin
- ◆ Jameela / Jameel / Inner beauty
- ◆ Basit / Simple
- ◆ Tahir / Immaculate
- ◆ Eudwi / Organic





