

valentia.®

Real ingredients. Real beauty.™

BRAND GUIDELINES

JOIN THE BEAUTY REVOLUTION

We are on a mission to create truly honest, natural, and 100% pure skincare that revitalizes without compromising your health. A community of like-minded seekers, we are bold and determined.

We aspire to be our true selves, even if it means taking the path less traveled.



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LOGO USAGE

valentia

PRIMARY LOGO



ICON

valentia.
Real ingredients. Real beauty.™

LOGO + TAGLINE


valentia.
Real ingredients. Real beauty.™

LOCK-UP

valentia.®

LOGO KNOCKED OUT



ICON KNOCKED OUT



ALTERNATE ICON

LOGO CLEARANCE

The area around the logo should be free of graphics equal to the size of the letter 'v' in the logo.



GRAPHIC ACCENTS



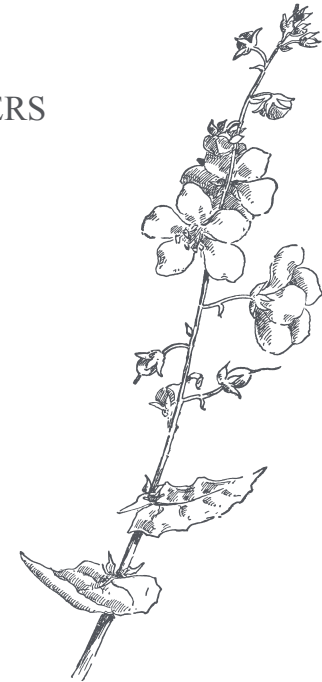
VALENTIA BURST,
IN GREEN



VALENTIA BURST,
IN PINK



FLOWERS



TYPOGRAPHY

roboto light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

roboto regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

roboto bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

times new roman regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

roboto condensed light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

roboto condensed regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

roboto condensed bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

times new roman bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOR PALETTE

PRIMARY



pink
hex d9b8b2
rgb 217 184 178



grey
hex 54556a
rgb 84 86 90

SECONDARY



peach/nude
hex efc2b3
rgb 239 194 179



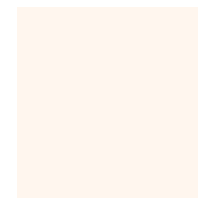
green
hex 1f5532
rgb 31 85 50



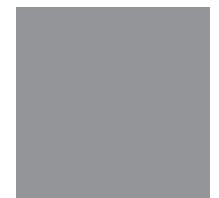
rust
hex ad724a
rgb 173 114 74



black
hex 231f20
rgb 35 31 32



faint pink
hex fff6ee
rgb 255 246 238



light grey
hex 939598
rgb 147 149 152

COLOR PALETTE EXAMPLES

The screenshot shows the valentia website homepage. At the top, the brand name 'valentia' is centered, with navigation links for 'Shop', 'Why Valentia?', 'About Us', 'Customer Care', and 'Journal'. A search bar and 'Account Cart (0)' are on the right. The main hero section features a collection of skincare products on a wooden shelf with the text 'Start Clean. Introduce your skin to six essentials to start your natural skincare routine.' and a 'SHOP THE STARTER SET' button. Below this, there are two smaller promotional banners: 'Give Something Real. Save 20% on Gift Cards.' with a 'SHOP GIFT CARDS' button, and 'Organic Flower Power. Small Batch. Big Impact.' with a 'GET THE MIST' button. At the bottom, there are three columns of text: 'FREE SHIPPING' (Complimentary U.S. shipping on orders +\$49), 'OUR GUARANTEE' (If you're not fully satisfied, for any reason, we'll replace your bottle or jar, or we'll refund your purchase. No questions asked.), and 'CAREFULLY CURATED' (Sustainably sourced. Cruelty-free. Vegan. Non-toxic.).

Color callouts from the website screenshot:

- pink (pointing to the 'SHOP THE STARTER SET' button)
- light grey (pointing to the 'SHOP GIFT CARDS' and 'GET THE MIST' buttons)
- black (pointing to the 'CAREFULLY CURATED' header)
- faint pink (pointing to the background of the 'FREE SHIPPING' section)
- light grey (pointing to the background of the 'OUR GUARANTEE' section)

A close-up of a product label featuring a green circular logo with a white 'V' and the text 'REAL INGREDIENTS REAL BEAUTY'. Below the logo is a dark brown rectangular area with the text 'Real ingredients. Real beauty.'.

Color callouts:

- green (pointing to the circular logo)
- rust (pointing to the dark brown background)

A vertical cardboard product box for valentia. It features a circular logo with a white 'V' on a brown background and the brand name 'valentia' at the bottom.

Color callouts:

- grey (pointing to the circular logo)

PACKAGING



PRODUCT PACKAGING

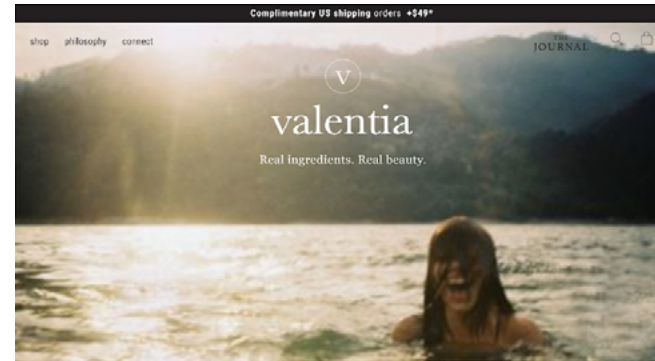


BOX WITH SLIDER TOP

PHOTOGRAPHY



WEBSITE + POP-UP



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Rose Water

120.00

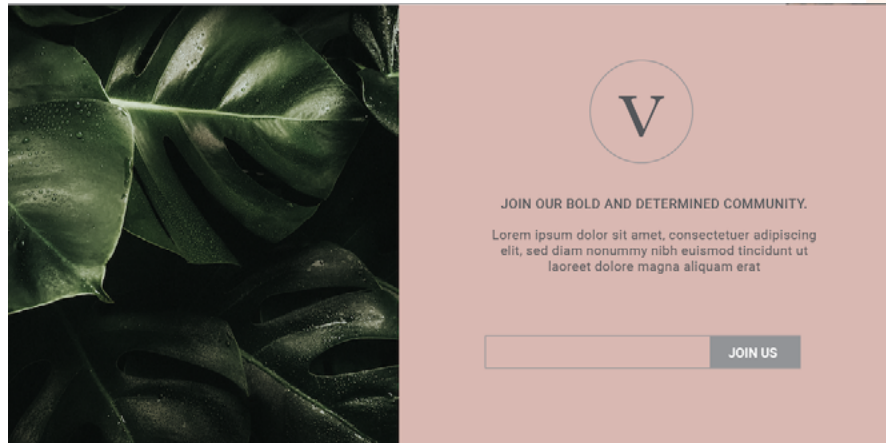
Frankincense

120.00

Vitamin C Serum

130.00

DISCOVER THE COLLECTION



JOIN OUR BOLD AND DETERMINED COMMUNITY.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

JOIN US

Join Our Bold and Determined Community.

Follow us @valentiaskincare



valentia

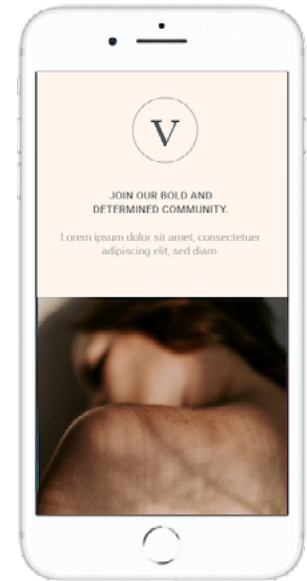
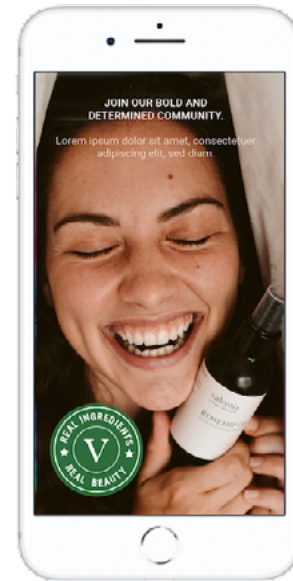
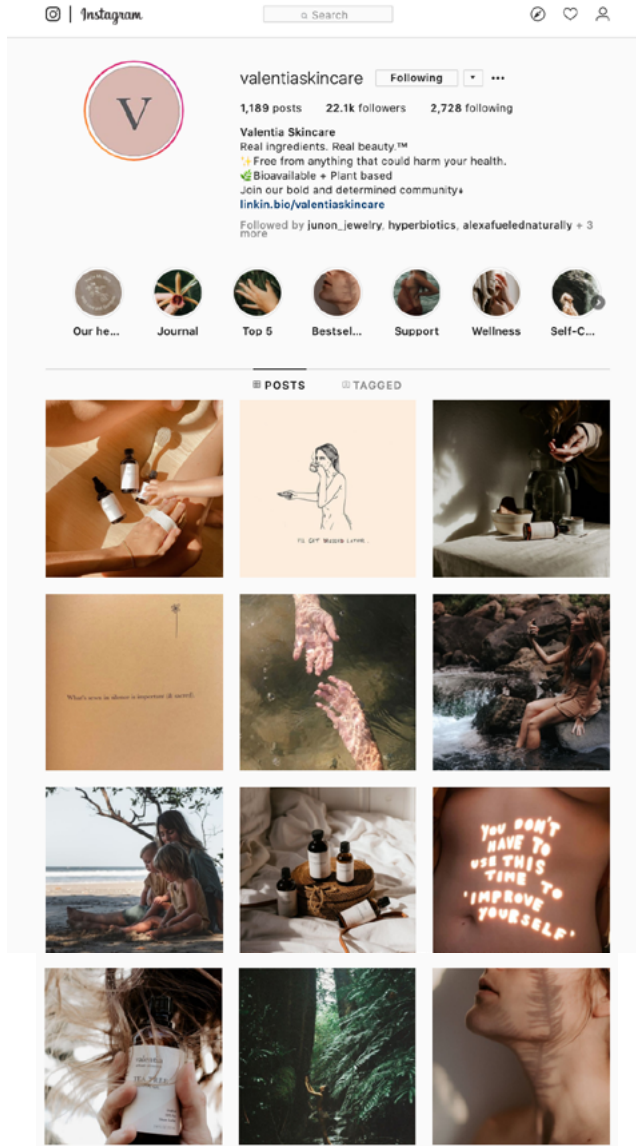
We're all about you.
Get special deals + tips for natural beauty straight to your inbox.



JOIN US

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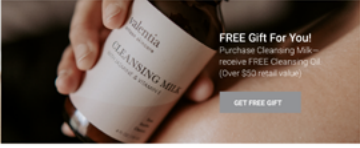
INSTAGRAM



EMAIL BLASTS

Complimentary US Shipping—orders \$149

valentia
shop about journal



FREE Gift For You!
Purchase Cleansing Milk—
receive FREE Creamy Oil
(Over \$20 retail value)

GET FREE GIFT


Two for One: Get the Benefits
Double cleansing is easy. First, use Cleansing Oil to break down and lift away the heavy stuff, like make-up and sunscreen. Then use our water-based Cleansing Milk to work deep into your pores and wash away any remaining dead skin cells and impurities from the day.

Get the Results
Clear, bright, and healthy skin with a gorgeous glow.


Vitamin E Serum
1.8 oz (50 ml)
★ ★ ★ ★ 13 reviews
\$25.00

Vitamin E Serum
1.8 oz (50 ml)
★ ★ ★ ★ 13 reviews
\$25.00

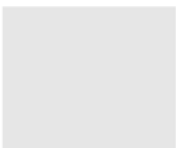
What in the World is Double Cleansing?



When it comes to clearing your face, virtually everyone could benefit from a gentle double cleansing routine to remove daily impurities. But you don't use just any old cleansers—there's some serious science to this. [READ MORE](#)




BEAUTY Content Category
Two-line Headline for Blog Will Go Here
Made in small batches for freshness. Formulated to hydrate. [READ MORE](#)



WELLNESS Content Category
Two-line Headline for Blog Will Go Here
Made in small batches for freshness. Formulated to hydrate. [READ MORE](#)

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valentia
artisan skincare

We're all about you.
Get special deals + tips for natural beauty straight to your inbox.

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Completely free from artificial ingredients that could harm your health.

valentia
shop about journal

Get 20% off all orders over \$100. Use code: 20OFF

\$100 GIFT CARD
NOW ONLY \$80

\$250 GIFT CARD
NOW ONLY \$200




Save 20% off Gift Cards
Treat Mom to home-spa luxury for Mother's Day. For a limited time only, save 20% off Gift Cards.

\$250 Gift Card now only \$200
\$100 Gift Card now only \$80

Shop Gift Cards Today

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f t i e

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Completely free from artificial ingredients that could harm your health.


valentia

Dear Zarina,

How are you feeling?

Like you, I'm adjusting to this new normal with a whole host of unsettled emotions. I am doing my best to look forward with compassion and optimism. I know that's easier said than done, but these small actions—connecting with loved ones, sharing stories of hope and promise, and most importantly, being kind—are mighty.

We are all in this together. In fact, as we navigate this uncharted territory, we're being reminded nearly everywhere we look that this could be a truly sacred time.



People from around the globe are gathering and connecting (virtually, of course) to lift each other up and to redefine the status quo.

The world has taken a pause. The planet is getting a rest. We are getting a rest. We are reconnecting with the simple things—with the only things that actually matter. We are listening to our bodies and putting our health and well-being first. We are caring for ourselves and for one another. We are seeking lives more in line with our deepest desires—lives full of vibrance, purpose, love, and intention.

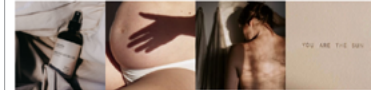
There is so much opportunity here, if we claim it.

We feel so fortunate to be alongside you on this journey. Our small and valiant team is available (we've always worked remotely), and we care about you and your health. Keeping your body and spirit strong is our goal, especially during these uncertain times. You might find [this blog post](#) helpful and informative as you determine the best path forward.

With love and wellness,
Jamie and the Valentia team

Jamie Morse
CO-FOUNDER & MICROBIAL HEALTH WARRIOR

Join Our Bold and Determined Community.
follow us @valentiaskincare



valentia
We're all about you.
Get special deals + tips for natural beauty straight to your inbox.

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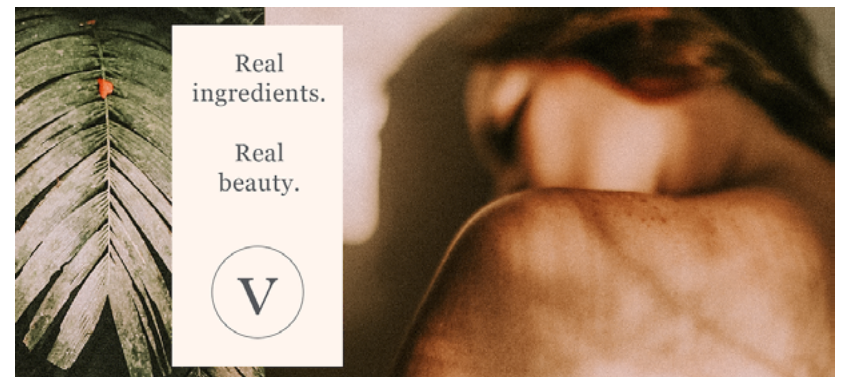
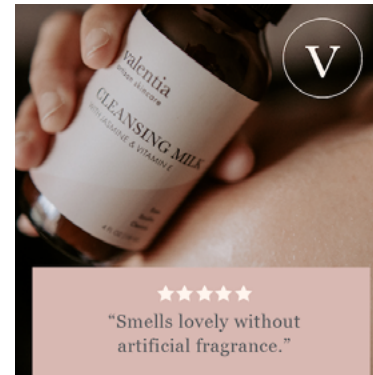
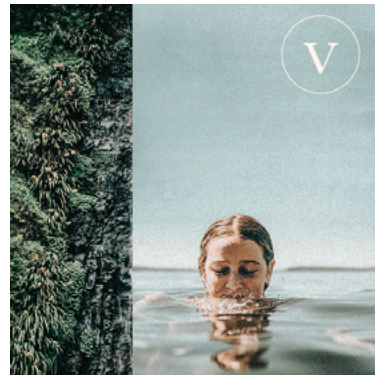
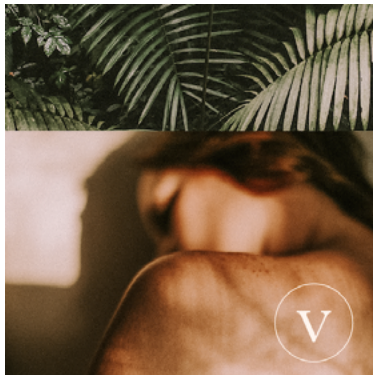
DIGITAL MARKETING—ADVERTISING

TOP OF FUNNEL

brand specific on each persona;
includes mission, benefits, tagline, etc.

TOP OF FUNNEL

product specific on each persona;
includes reviews from customers, staff and PR, USPs.



DIGITAL MARKETING—ADVERTISING

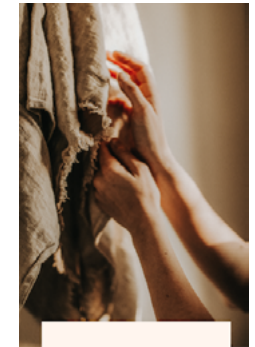
MIDDLE OF FUNNEL

Explain in more detail about the brand and why they should shop with us and not competitors. Use influencers, founders, PR within the ads to reinforce brand value.



BOTTOM OF FUNNEL

Discounts and offers (include these within creative). Unique tone of voice—pro-feminist.

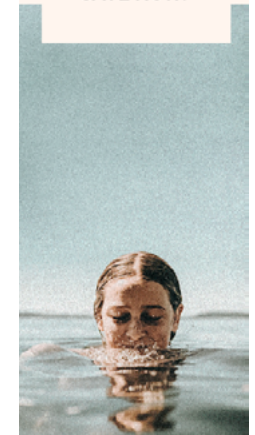


Real ingredients.

Real beauty.



SAVE NOW!



TRADE SHOWS



- 1 West Elm Chair, in blush
- 2 West Elm Mid-Century Round Expandable Dining Table
- 3 West Elm Mid-Century 38" Bookshelf, in acorn
- 4 Ikea Console



GOOD VIBES.
GOOD SKIN.
INSPIRED SOUL.