



BRANDING GUIDELINE

W&M BEAUTY

苑林美肌皮膚管理

01

LOGO IDEA

The circle shape gives a soft, simple, and sophisticated feel to the brand. The leaf and droplet represents the natural ingredients of W&M beauty's skincare products.



W&M BEAUTY

苑林美肌皮膚管理

02

LOGO CONSTRUCTION (Vertical)

Please note: The logo should never be 'redrawn' or 'altered', always use the artwork supplied.



W&M BEAUTY

苑林美肌皮膚管理

03

LOGO CONSTRUCTION (Horizontal)

Please note: The logo should never be 'redrawn' or 'altered', always use the artwork supplied.



W&M BEAUTY

苑林美肌皮膚管理

04

EXCLUSION ZONE

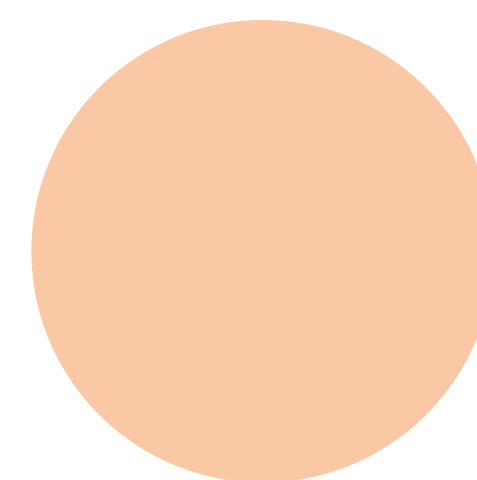
The exclusion zone is the clear space surrounding the logo. No other elements must infringe this zone. The size of the exclusion zone is relative to the size of the logo. The exclusion zone of this logo is equal to the size of 'M' from 'W&M.'



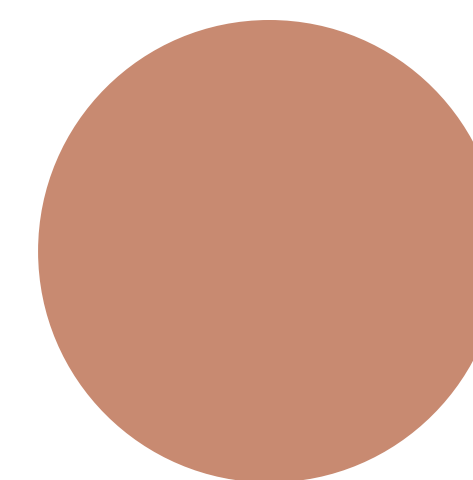
05

LOGO COLORS

The pale and brown colors of the logo represent the skin. Their gradient combination in the logo makes an illusion gold color that exudes elegance.



C: 0 M: 24 Y: 34 K: 0
R: 250 G: 200 B: 165
FAC8A5



C: 20 M: 50 Y: 56 K: 1
R: 200 G: 138 B: 113
C88A71



06

LOGO VARIATIONS



W&M BEAUTY

苑林美肌皮膚管理

ORIGINAL



W&M BEAUTY

苑林美肌皮膚管理

BLACK



W&M BEAUTY

苑林美肌皮膚管理

WHITE

07

BUSINESS CARD DESIGN

The illusion gold logo adorns the business card to exude the utmost feel of beauty and elegance at first impression.



FRONT



BACK