



# BRAND ESSENTIALS



Taking care about the natural environment is a responsibility we all share. Consider downloading the desktop version of this document instead of printing it, since we are updating it continuously. You can always find the latest version on [onorphica.com/press](https://onorphica.com/press)

VERSION 1.02

# TABLE OF CONTENTS

Just click the section you want to read or use the footer to navigate between the sections.

01 SEEING THE WHOLE PICTURE

02 UNDERSTANDING OUR SYMBOLS

03 EXPLORING OUR COLOR PALLETTE

04 USING OUR SYMBOLS PROPERLY

05 GETTING INSIDE THE CODE

06 KNOWING OUR TYPE OF BEAUTY

07 FINDING THE RIGHT STYLE

08 SEEING THE PURPOSE

09 FINDING THE RIGHT MOOD

10 YOU ARE NOT ALONE



# SEEING THE WHOLE PICTURE

01

Why do you actually need to read this manual?

Think about our brand as a vast world to explore. You might have your car, your tent, your backpack, your agility to move forward and the background in orienteering and cooking. But do you actually know where to go? Not every journey requires a map, but in this case it could be very helpful. We gath-

ered only those routes, which have essential meaning in understanding the way we look and communicate with our audiences. There is no better way to get into our world, than fly over the illustrative, narrative pages of this brief manual. We hope you'll find it inspiring. Enjoy it.

# UNDERSTANDING OUR SYMBOLS

02

There's are few things hidden  
under the surface.





## Eyes

Eyes are the focal point of our identity. We have grown thanks to developing what's best for them. They symbolize our care, attention and constant contact with our customers.



## Bowl of water

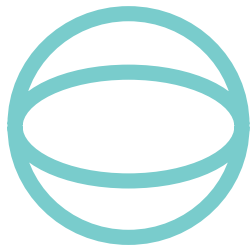
Water is life. Water is strength. Water is what we're all made of. It brings balance and nourishment into our identity.





## Orb

Represents the circle of life. Represents earth and our holistic approach to what we do. And, at the end - it stands for an O in Orphica.



The orb



The eye



The bowl



# EXPLORING OUR COLOR SYSTEM

03

Inspiration is right behind your window  
or just outside the town. Nature.  
The best designer in the world.



# 1

## Rule of three

Our identity is growing and so does our color palette. In such changing environment, one rule needs to stay firm.

# 2

# 3

# 1 2 3

Each color palette you build should contain of three colors. **1 - darker**, for the contrast, **2 - neutral grey**, just to tame things up, and **3 - brightest**, eyecatching, to spice up the details. On the next page You'll see **how it worked for us so far.**



PANTONE™ Cool Gray 7



PANTONE™ 2758



PANTONE™ 3242



# Our primary color kit

## PANTONE™ 2758

C100 M94 Y30 K29  
R0 G30 B97  
001e61

## PANTONE™ Cool Gray 8

C47 M36 Y34 K15  
R137 G139 B142  
898b8e

## PANTONE™ 3242

C50 M0 Y22 K0  
R110 G219 B213  
6edbd5



# PANTONE™ 2758

(or color number 1  
in your palette)

PANTONE™ 2758 (OR COLOR No.1)

# For CONTRAST

... to achieve all of the necessary visibility  
for important things.

PANTONE™ 2758 (OR COLOR No. 1)

# For HEADLINES

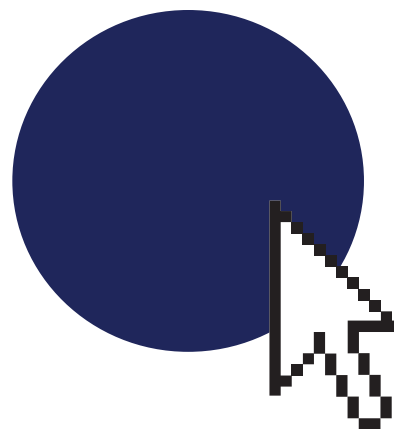
... titles and other very important texts, that needs to stand out.



PANTONE™ 2758 (OR COLOR No. 1)

# For IMPORTANT DETAILS

... any button or icon that needs  
to pop out?





# PANTONE™ Cool Gray 8

(or color number 2  
in your palette)



PANTONE™ Cool Gray 8 (OR COLOR No. 2)

# For BODY TEXTS

In printed media and web designs.

She walks in Beauty, like the night,  
Of cloudless climes and starry  
skies; And all that's best of dark  
and bright, Meet in her aspect  
and her eyes: Thus mellowed to  
that tender light, Which Heaven  
to gaudy day denies. One shade  
the more, one ray the less, Had  
half impaired the nameless grace  
Which waves in every raven  
tress, Or softly lightens o'er her  
face; Where thoughts serenely  
sweet express, How pure, how  
dear their dwelling place.



PANTONE™ Cool Gray 8 (OR COLOR No. 2)

# For BALANCE

Whenever you think that your design  
is getting too vibrant and needs  
something smooth and modest.





# PANTONE™ 3242

(or color number 3  
in your palette)



PANTONE™ 3242 (OR COLOR No. 3)

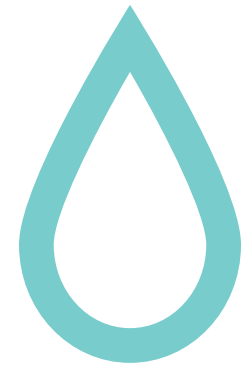
# For DECORATION

Every time you want to add a little shine  
to your design or make it more catchy.  
Just don't go too far. It's meant to be  
in the background.

PANTONE™ 3242 (OR COLOR No. 3)

# For MINOR DETAILS

Icons, bars, lines, dots, charts, checkers, patterns, arrows, etc. Tiny things often make huge difference.



# USING OUR SYMBOLS PROPERLY

04

It's not that difficult, if you follow  
few easy commandments.

# 1 **Learn the structure of our logo** and always refer to it.

This is a symbol.



This is a wordmark.

ORPHICA

This is a logo.



## 2 **Don't modify our logo in any way.**

You have everything You need in the files.

**Q:** Wait a minute. What files?!

**A:** The ones contained in **Orphica Logo folder**.

**Q:** Where do I get it?

**A:** You can download it from **[orphica.com/press](https://orphica.com/press)**

**Q:** How will I know I have all of the files?

**A:** There are **3 folders** - Horizontal, Vertical & Symbol, each containing ai, eps, pdf and png file.

### 3 Keep our logo visible, using appropriate size and color. It's not meant to be overwhelming. Just visible.



≥ 20 px

≥ 2.5 mm



≥ 35 px

≥ 7.5 mm

# 4

**Mind the space.** Our mark needs to breathe. And if it's too tight, just use the vertical one or a symbol on its own.

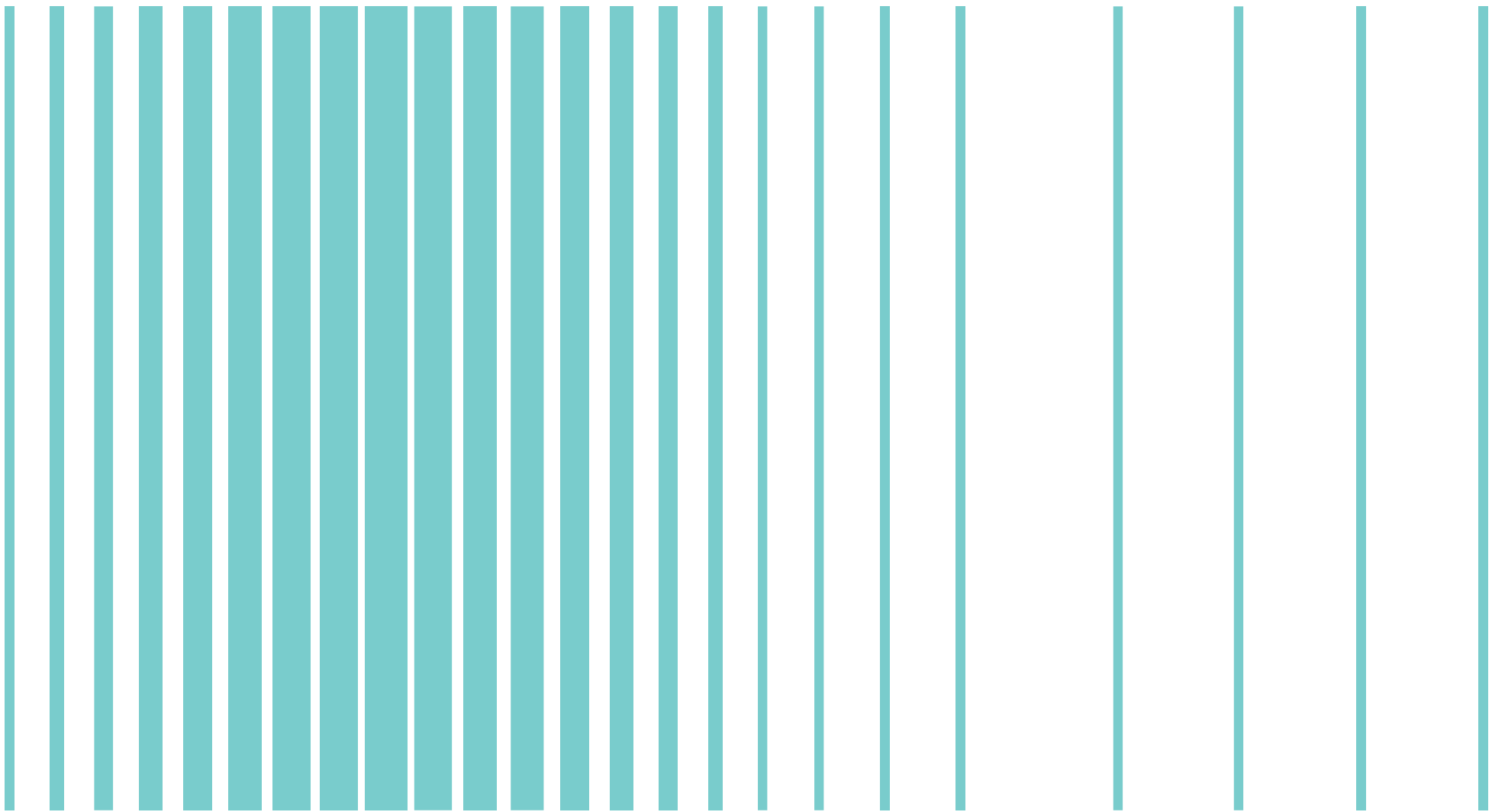


5 If you decide to separate the logo from the wordmark, remember that **both of them** still needs to appear on the design.

# GETTING INSIDE THE CODE

05

Here's where the real fun begins. We developed an unique visual language, inspired by fluidity of human hair. Meet our lines and curves.



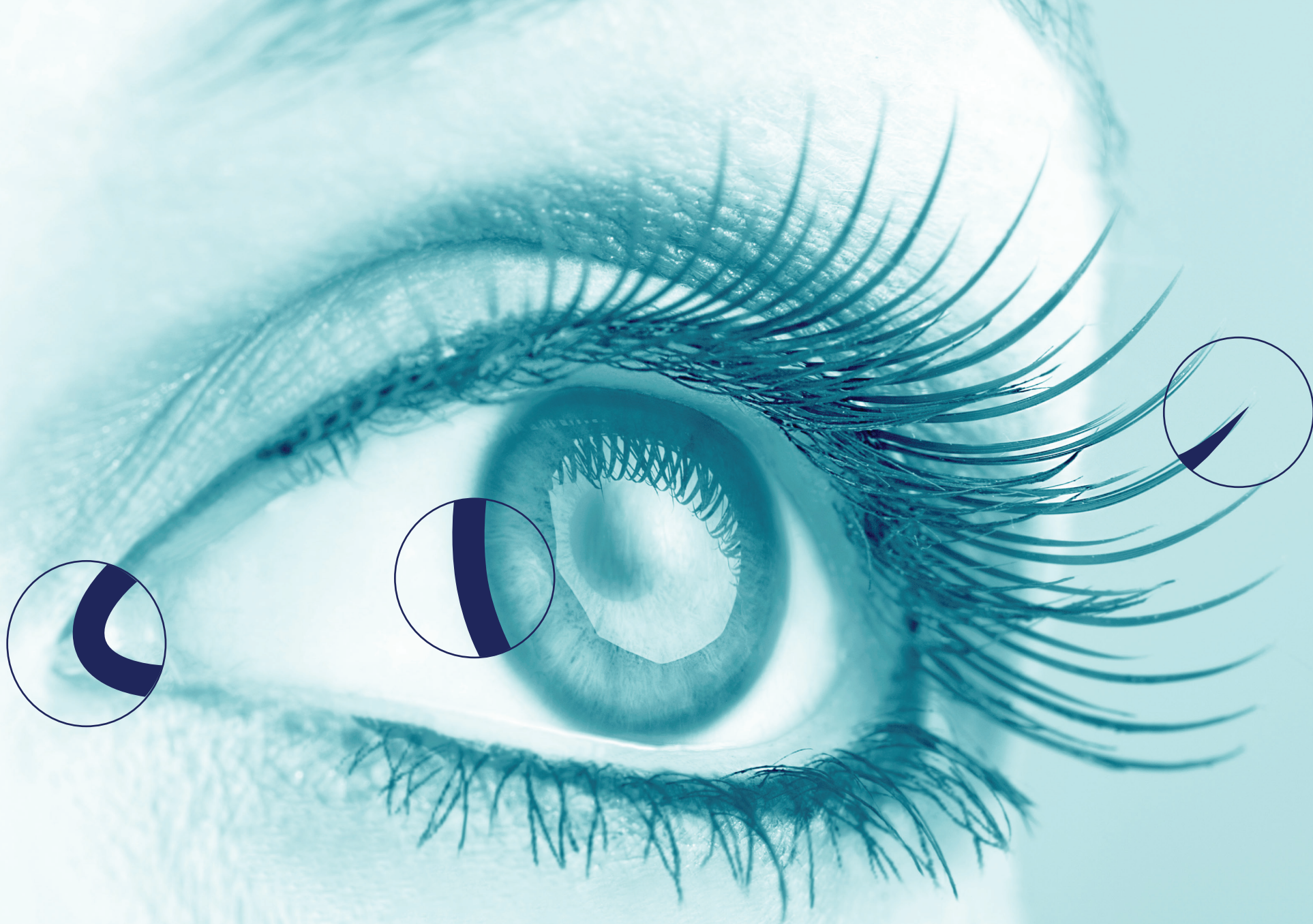


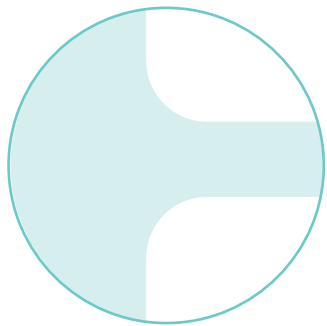




# Being natural.

Our products are close to nature in terms of what's inside, so we seek natural inspiration for everything what's outside. Logotypes of our products reflect that philosophy.

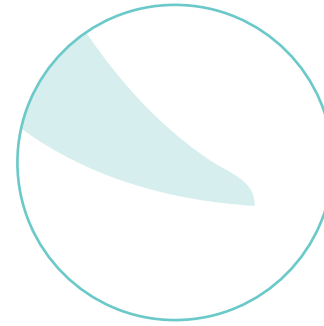




Rounded corners



Cutouts



Gentle ribbons

# REALASH



# KNOWING OUR TYPE OF BEAUTY

06

And by type, we mean it literally.

# Carisma

It's the root of our typefaces. It inspired our product logotypes. It decorates. It covers our headlines. It should be used whenever you need to say something BIG.

Aa

# Carisma Gothic

It's a typical worker. It covers body texts, both printed and digital, as well as infograppics, postscripts, captions and all the tiny, written details.

Aa



# Independent research proves, that Pure **does it.**

Headline: CARISMA LIGHT + CARISMA MEDIUM

PURE is a completely safe and effective formulation that helps to take care of the delicate skin around the eyes. Eye Serum **moisturizes, nourishes and softens well**. Perfectly matched components **shallow wrinkles** and gravity, preventing them from deepening. Light formula leaves no greasy film. PURE does not cause skin

irritation and does not cause allergy. In addition, it **increases the hydration** of the skin, strengthens its lipid barrier and protects the cells against free radicals. **Thanks to PURE**, your look is fresh and full of light. It can be used by people with a very delicate, dry and sensitive skin. Serum is the perfect complement to the daily care.

Body: CARISMA GOTHIC REGULAR + BOLD

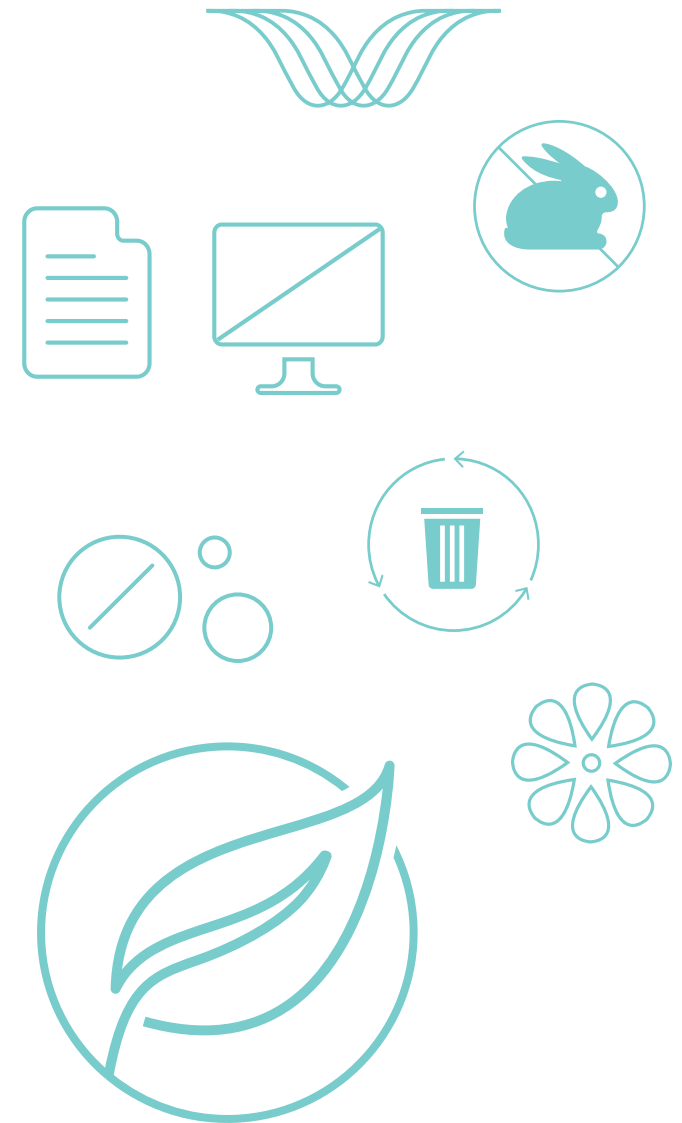
# USING THE RIGHT STYLE

07

Even the best design can be ruined  
by an unmatching icon or illustration.

# Light and flowing.

That's how you can describe our graphic style commandments. Thin lines. Symbolic approach. Influence of nature. Scientific precision. Coherence. Beauty.



# Sophisticated simplicity.

By simplicity we don't mean simple. Don't try to reinvent the wheel. Icons should be symbolic, but at the same time easy to understand. Designs should be packed with air and white space, to achieve lightness and pleasant balance.





# SEEING THE PURPOSE

08

Wise man said - everything happens for a reason. And a good reason can be a source of endless inspiration.

We are perfect right from the moment of birth. We are beautiful. Yet, we still dream of pushing ourselves further. We often feel incomplete. We look to the sky thinking - what's up there?

We dream, but we often can't reach that one image. The one that we actually want to come

true. It can be anything. New job. New place. New world. New possibilities. New look. List could be endless. Why can't we see, that we already have everything we need. Sometimes we just need to dig deeper in order to find it.

We dare you to stop dreaming. It's finally time to reach your image. **It's time to come true.**



# Real You

# Real You

**Give yourself a chance** of being who you always wanted to be. **Reach beyond** expectations. And we will guide you.

That's our claim.





# ORPHICA

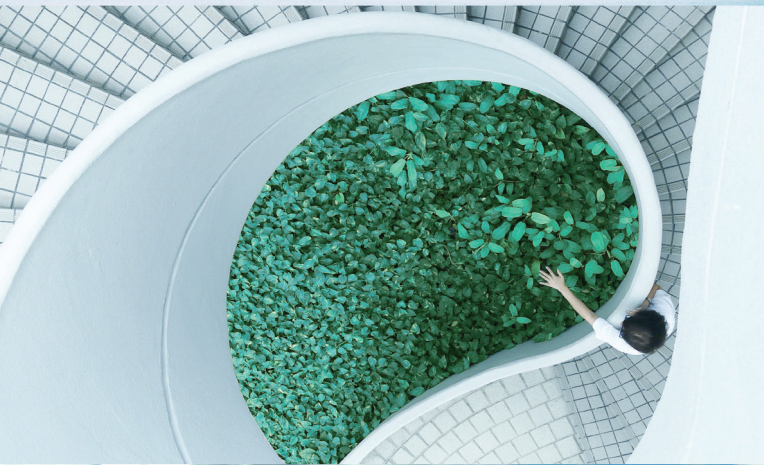
Real You

# FINDING THE RIGHT MOOD

09

Think about any visual or photo as a separate world to discover for anyone. It has to be inspiring, intrigue, pure and breathtaking.







# YOU ARE NOT ALONE

10

If you have any questions or doubts, feel free to ask our design team for assistance.

For help and advice:  
[design@orphica.com](mailto:design@orphica.com)

For files & FAQ:  
[orphica.com/press](http://orphica.com/press)