cellbone

STYLE GUIDE

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Introduction

Cellbone brings to you a range of innovative skincare products that are uniquely formulated to produce significant skin improvement in the shortest amount of time. Our products combine high concentrations of active ingredients with advanced scientific technology—a powerful combination that produces the fastest, most effective and longest lasting results.

Our beauty formulations include patented cosmeceutical ingredients and a variety of natural plant extracts whose effectiveness has been proven time and again by extensive clinical studies. These ingredients are used at optimum concentrations for producing rapid results that are also longer lasting.

Our brand believes that when it comes to skin care, you should know exactly what ingredients you are applying to your skin and because.Wwe use only the highest quality ingredients and we are not shy about revealing the complete list along with their individual potencies. This transparent approach, although unconventional, shows our faith in the effectiveness of our products.

Other use of logos:

Our logo is very flexible as long as you follow some of the following rules.

cellbone

This is the logo in the primary color. This give our logo a very subtle feel. It could be gentle and warm.

cellbone

This is an exmaple of light logo on a dark background.

cellbone

OUR NATURAL LOGO
Always here there for you.

The brand hopes to pursue a feeling of gental nourishment and protectiveness. The nest is a place where birds would nourish their young ones and keep them from any type of

harm. As our products is here to maintain your skin and to protect it from aging.

Varities of logos use:

The logo can be use with or without its logotype. The type might be use on its own. There is also a horizontal lock up of the logo.

When the logo goes on darker background, please use light color instead of it primary color. On the other hand, the lighter color can also use as a background color for logo that is in its primary color. Pattern background can only be used when the logo and type are clearly legible.

Space and Size:

Space around the logo is very important for its to work effectively.

One inche is our minium size that the logo can be in. However when the logo is on a darker backgroud, it would be twenty-five percent bigger.

1 inch   1¼ inch   ½ inch

Please, please, please don't!

Everyone makes mistakes, but please avoid all of these.

Don't stretch the logo type to the same length as logo.

Don't squaing!

Don't stretch the logo!

Never place its type on top.

No gradient background!

Using dark color on logo when is on dark background.

Logo can be black, but never use it on a black background.
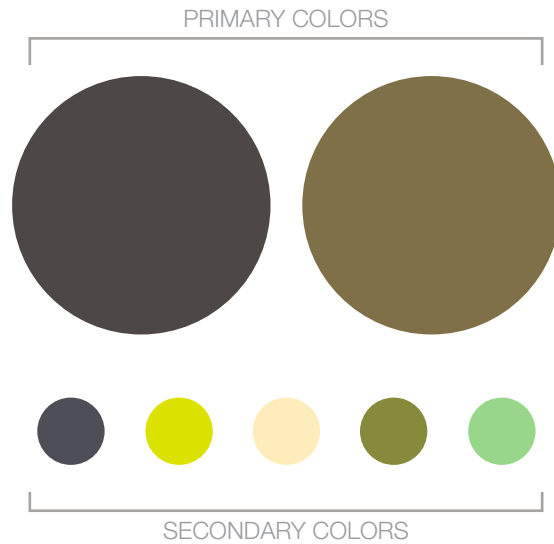
Don't rotate the logo type.

Never put light color logo on white by itself.

Never combine the graphic element on to the logo.

No drop shadow!

PRIMARY COLORS

SECONDARY COLORS

GENTLE AND ELEGANT
Moods and appearances

Our brand is inspired by the nature, where trees and leaves grow into the sky. Use the pimrary color for the brand, and use the secondary color as a accent.

There really is not much rules on the colors, but you can find some example of how to use them in the next page.

PANTONE: Neutral Black U
RBG: 77 72 69
CKMY: 63 59 61 41
HEX: #4c4845

PANTONE: 133 U
RBG: 127 112 72
CKMY: 46 46 78 20
HEX: #7e6f47

PANTONE: Black 6 U
RBG: 78 78 86
CKMY: 67 61 51 32
HEX: #4e4d55

PANTONE: 396 U
RBG: 219 226 130
CKMY: 19 0 100 0
HEX: #dae100

PANTONE: 7499 U
RBG: 254 237 187
CKMY: 1 5 31 0
HEX: #fdecba

PANTONE: 384 U
RBG: 135 138 58
CKMY: 49 33 97 10
HEX: #878a39

PANTONE: 384 U
RBG: 152 215 138
CKMY: 42 0 61 0
HEX: #98d789

Use of color:

Primary color for logo and headlines

Main text color

Accent color of the brand, came be use as logo color when is one dark backgroud. Can be apply on graphic elements.

Secondary accent color of the brand, came be use as logo color when is one dark backgroud. Can be apply on graphic elements.

Subhead or secondary text color. Can be apply on graphic elements.

Brand typography:

Helvetica Neue and Kelper are for print. On the web please use Roboto and Old Standard to subsititude. Our brand love simple and clean headlines, we are hoping to use out san-serif type as all sort of heading and have the serif be use as the bodycopy.

PRINT

Helvetica Neue LT Std

Kepler Std

45 Light

ABCDEFGHIJK
LMNOPQRSTUVWYZ

abcdefghijklmnopqrstuvwyz

1234567890

!@#$%^&*()

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam a lorem in odio aliquam tempus quis a ipsum. Duis maximus lectus eget nisl venenatis, sed rutrum risus commodo.

55 Roman

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LMNOPQRSTUVWYZ

abcdefghijklmnopqrstuvwyz

1234567890

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam a lorem in odio aliquam tempus quis a ipsum. Duis maximus lectus eget nisl venenatis, sed rutrum risus commodo.

75 Bold

**ABCDEFGHIJK
LMNOPQRSTUVWYZ**

abcdefghijklmnopqrstuvwyz

1234567890

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam a lorem in odio aliquam tempus quis a ipsum. Duis maximus lectus eget nisl venenatis, sed rutrum risus commodo.

Regular

ABCDEFGHIJKLMNOPQRSTU-VWYZ

abcdefghijklmnopqrstuvwyz

1234567890

!@#$%^&*()

Lorem ipsum dolor sit amet, con-sectetur adipiscing elit. Etiam a lorem in odio aliquam tempus quis a ipsum. Duis maximus lectus eget nisl venenatis, sed rutrum risus commodo.

Semibold

ABCDEFGHIJKLMNOPQRSTU-VWYZ

abcdefghijklmnopqrstuvwyz

1234567890

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WEB

Roboto

Light (300)

ABCDEFGHIJK
LMNOPQRSTUVWYZ

abcdefghijklmnopqrstuvwyz

1234567890

!@#$%^&*()

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Etiam
a lorem in odio aliquam tempus
quis a ipsum. Duis maximus
lectus eget nisl venenatis, sed
rutrum risus commodo.

Medium (500)

ABCDEFGHIJK
LMNOPQRSTUVWYZ

abcdefghijklmnopqrstuvwyz

1234567890

!@#$%^&*()

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Etiam a lorem in odio aliquam
tempus quis a ipsum. Duis max-
imus lectus eget nisl venenatis,
sed rutrum risus commodo.

Black (900)

**ABCDEFGHIJK
LMNOPQRSTUVWYZ**

abcdefghijklmnopqrstuvwyz

1234567890

!@#$%^&*()

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Etiam a lorem in odio aliquam
tempus quis a ipsum. Duis max-
imus lectus eget nisl venenatis,
sed rutrum risus commodo.**

Old Standard TT

Regular

ABCDEFGHIJK
LMNOPQRSTUVWYZ

abcdefghijklmnopqrstuvwyz

1234567890

!@#$%^&*()

Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Etiam
a lorem in odio aliquam tempus
quis a ipsum. Duis maximus
lectus eget nisl venenatis, sed
rutrum risus commodo.

Bold (700)

**ABCDEFGHIJK
LMNOPQRSTUVWYZ**

abcdefghijklmnopqrstuvwyz

1234567890

!@#$%^&*()

**Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Etiam a lorem in odio aliquam
tempus quis a ipsum. Duis max-
imus lectus eget nisl venenatis,
sed rutrum risus commodo.**

Brand Imagery:

Imagery can be simple as either one subject on white background. Or become a full textures in the background. Imagery can be both close or far focus.

Make things simple, we would like vecotr images for things that we can't photograph. Also remeber green is a big part of our brand, use it to brighten up the brand!

You can always create something new with our vector image.

KEEP NATURE IN
Go minimum or go maximum

Use imagery in singlar focus or use them as a texture in the background. Having natural elements included is very important. Please making sure the item in your image are nature and organic.
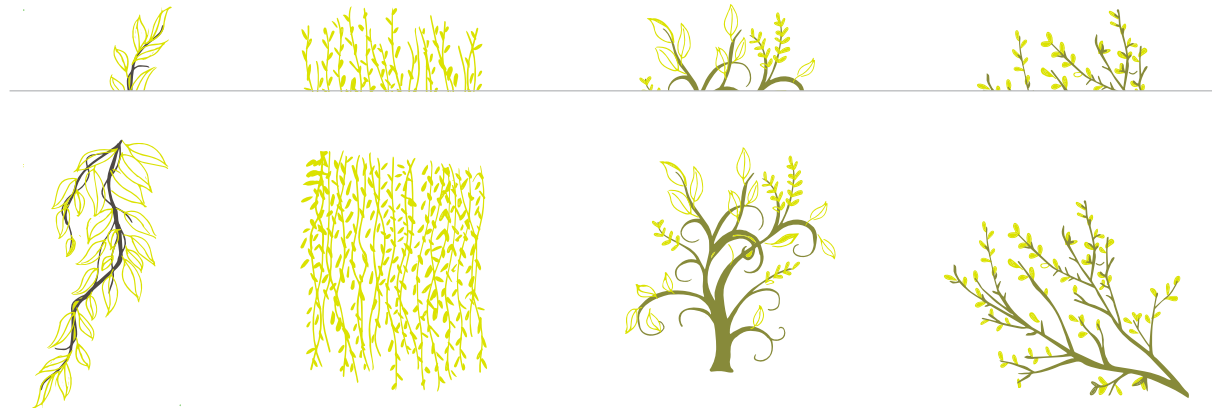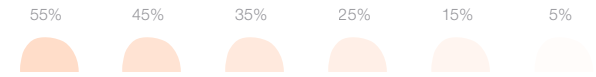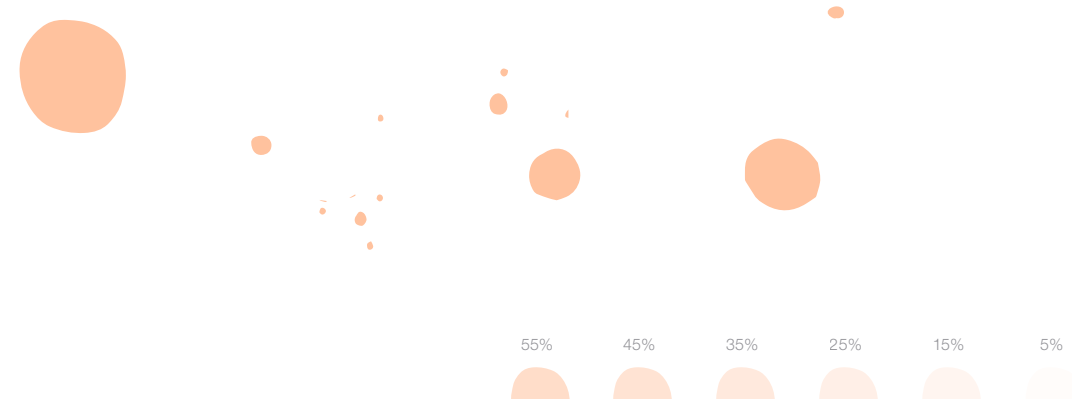
Graphic Elements:

A little element that was taken out of the nest in the logo. This can be use with only the leaf, or as a whole. Above are the recommanded colors for use.

Combine the loose leaves as you wish and make a gental pattern that everyone loves. Just remeber, dont put them too close to each other.

These graphics can be used as a whole or in part. When is croped, please remeber to include some of its foliage No plant live without its leave.

| 55% | 45% | 35% | 25% | 15% | 5% |

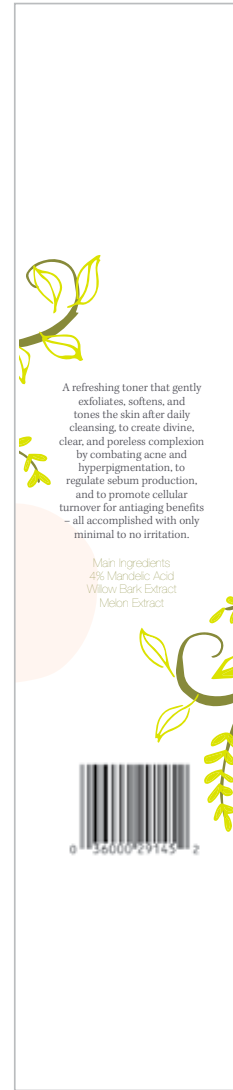This adds a bit of warmth to our brand, but never use it in its full opacity.

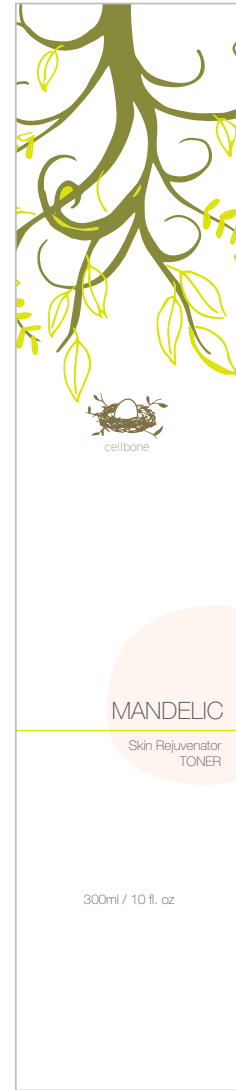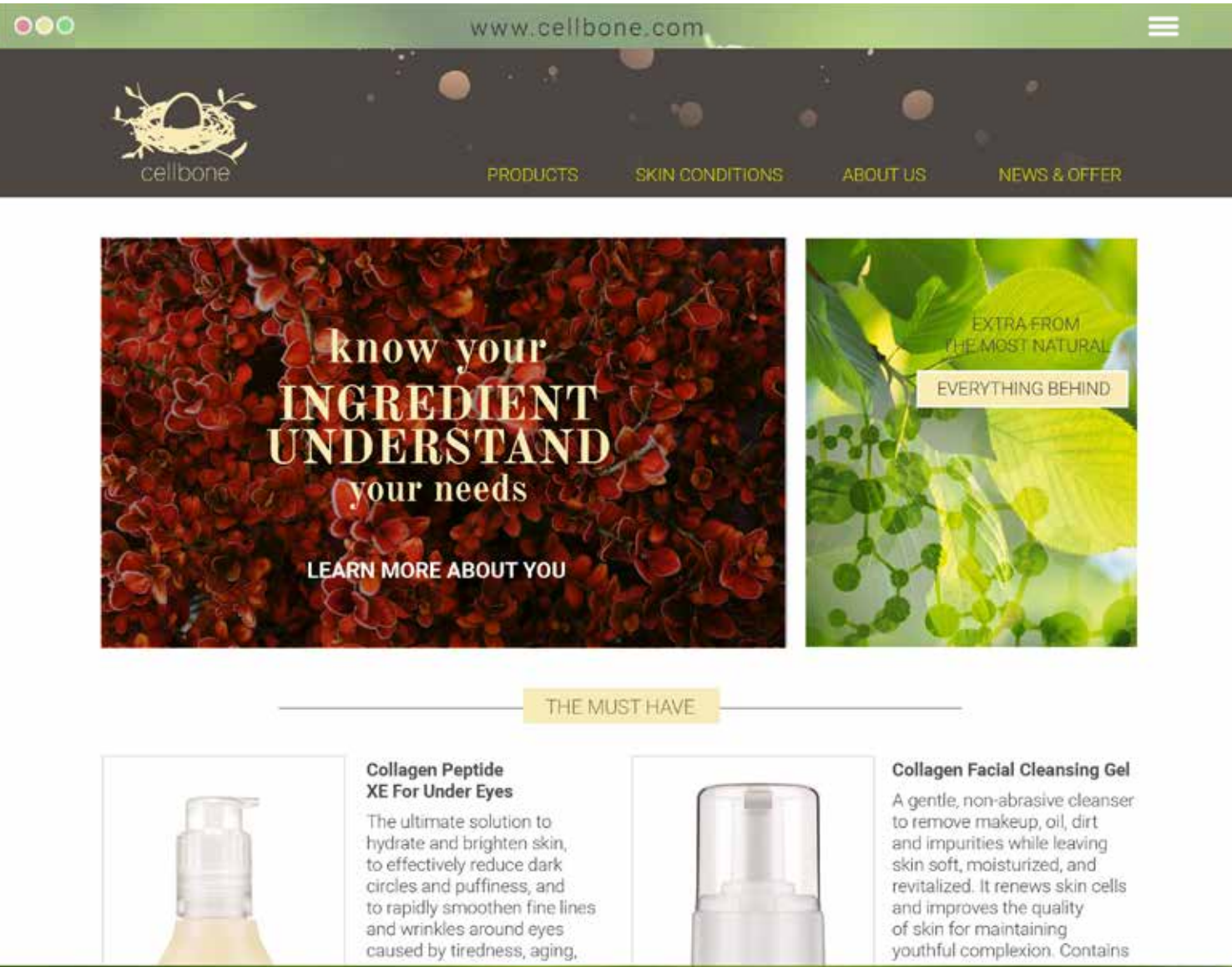# LET NATURAL BE WILD
Play safe, then spice it up!

Less is more! Create a simple design, and brighten it up with our graphic elements.

Stationery suite:

Packaging:

A refreshing toner that gently exfoliates, softens, and tones the skin after daily cleansing, to create divine, clear, and poreless complexion by combating acne and hyperpigmentation, to regulate sebum production, and to promote cellular turnover for antiaging benefits – all accomplished with only minimal to no irritation.

Main Ingredients
4% Mandelic Acid
Willow Bark Extract
Melon Extract

cellbone

MANDELIC

Skin Rejuvenator
TONER

300ml / 10 fl. oz

MANDELIC

Skin Rejuvenator
TONER

300ml / 10 fl. oz

CELLBONE

At Cellbone we believe that when it comes to skin care,
you should know exactly what ingredients you
are applying on to your skin, we are not shy about revealing
the complete list of products along with their
individual potencies.

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