

Brand Style Guide



Glossier.

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Erickson
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13, 2022

Brand Overview

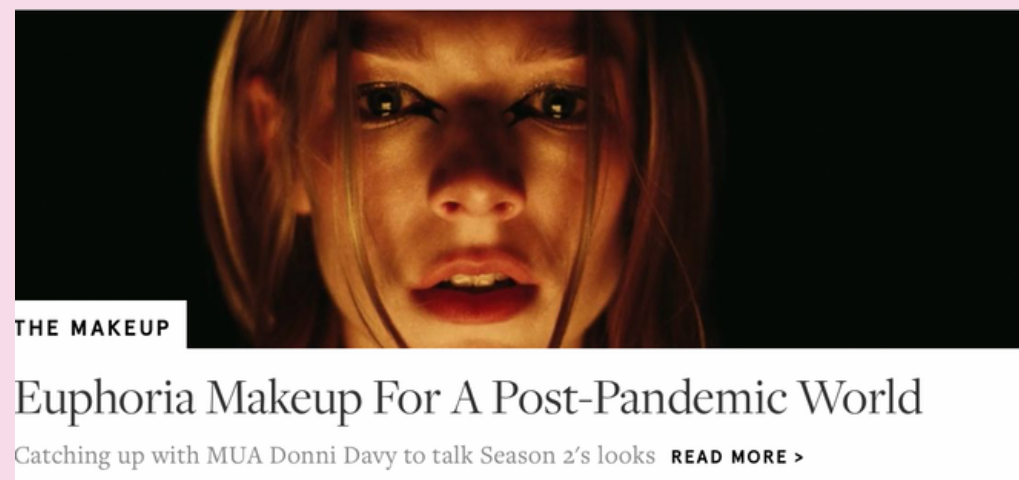


THE EXTRAS

The Makeup Bags Of Glossier
HQ: Extreme Makeover Edition



In 2014, Glossier originated from a beauty website called <https://intothegloss.com> that continues to be a place for people to share what products they love to use. The brand is cemented in the idea that they should make products that consumers say they want. Into the Gloss is now an integral part of Glossier's creative decisions. The brand encourages people to come up with products that don't even exist yet, so that Glossier can contrive beyond expectation.



THE MAKEUP

Euphoria Makeup For A Post-Pandemic World

Catching up with MUA Donni Davy to talk Season 2's looks [READ MORE >](#)



GUIDE

Find Your Tinted Moisturizer
Soulmate



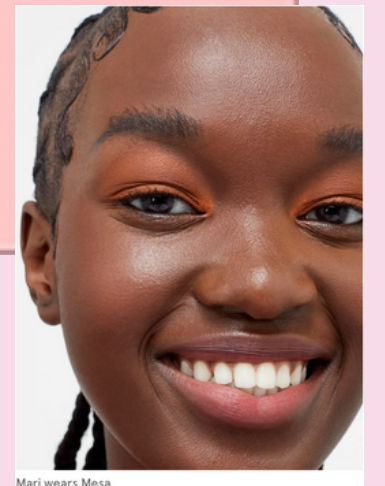
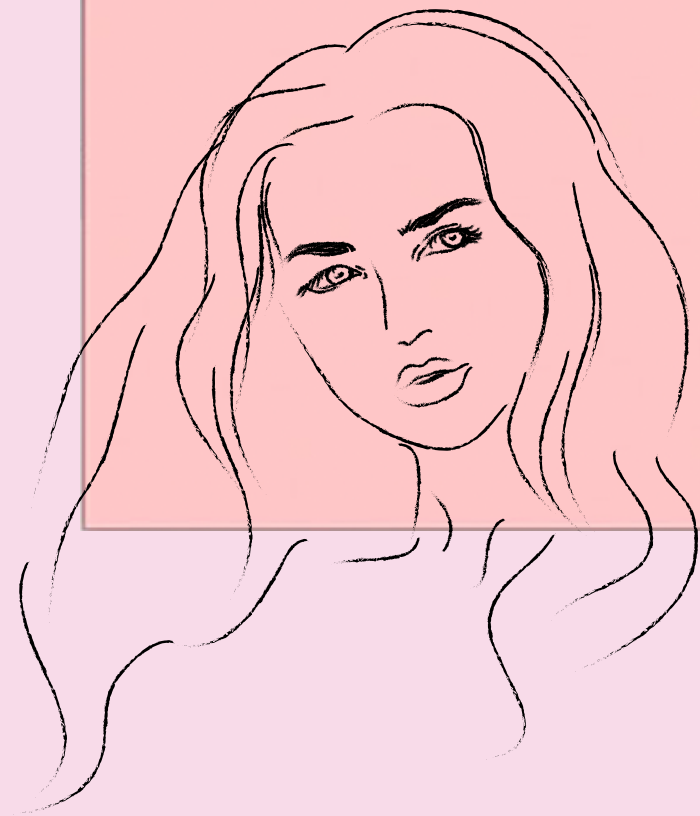
SHOP GLOSSIER

Brand Purpose

Glossier believes that beauty standards and products should not be in the hands of executives in board rooms, but in the hands of people who will be actually using the products. The brand wants to give power to their consumers. Glossier's mission is to democratize beauty. We want effortless beauty for everyone!

democratize beauty

democratize beauty



democratize beauty



Brand Visual Foundation

The logo and the wordmark can be used separately or together based on the context. They are usually together on packaging and separate on smaller items. These are the only logos or symbols used.

Glossier.



Above is an example of what the logo and wordmark look like as a tab in your browser .

Colours

The signature Colour:

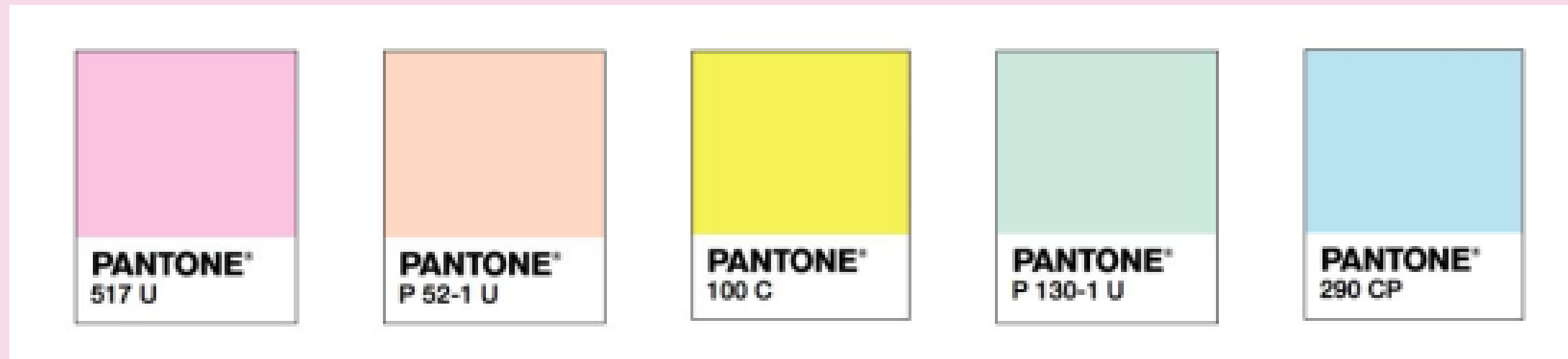
RGB: 245 218 223
HEX/HTML: F5DADF
CMYK: 0 11 3 0



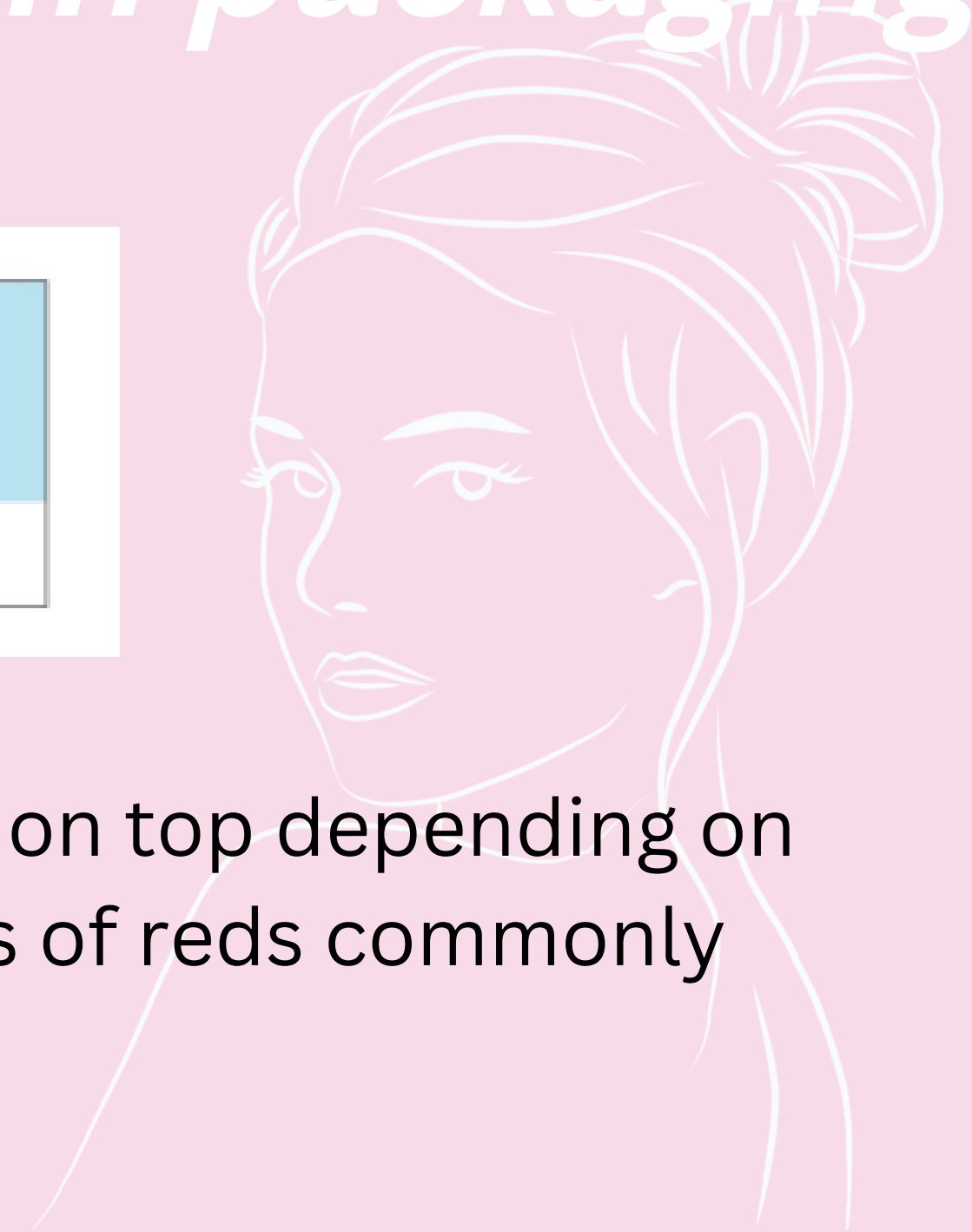
Secondary Colours:



Other Colours typically used in packaging

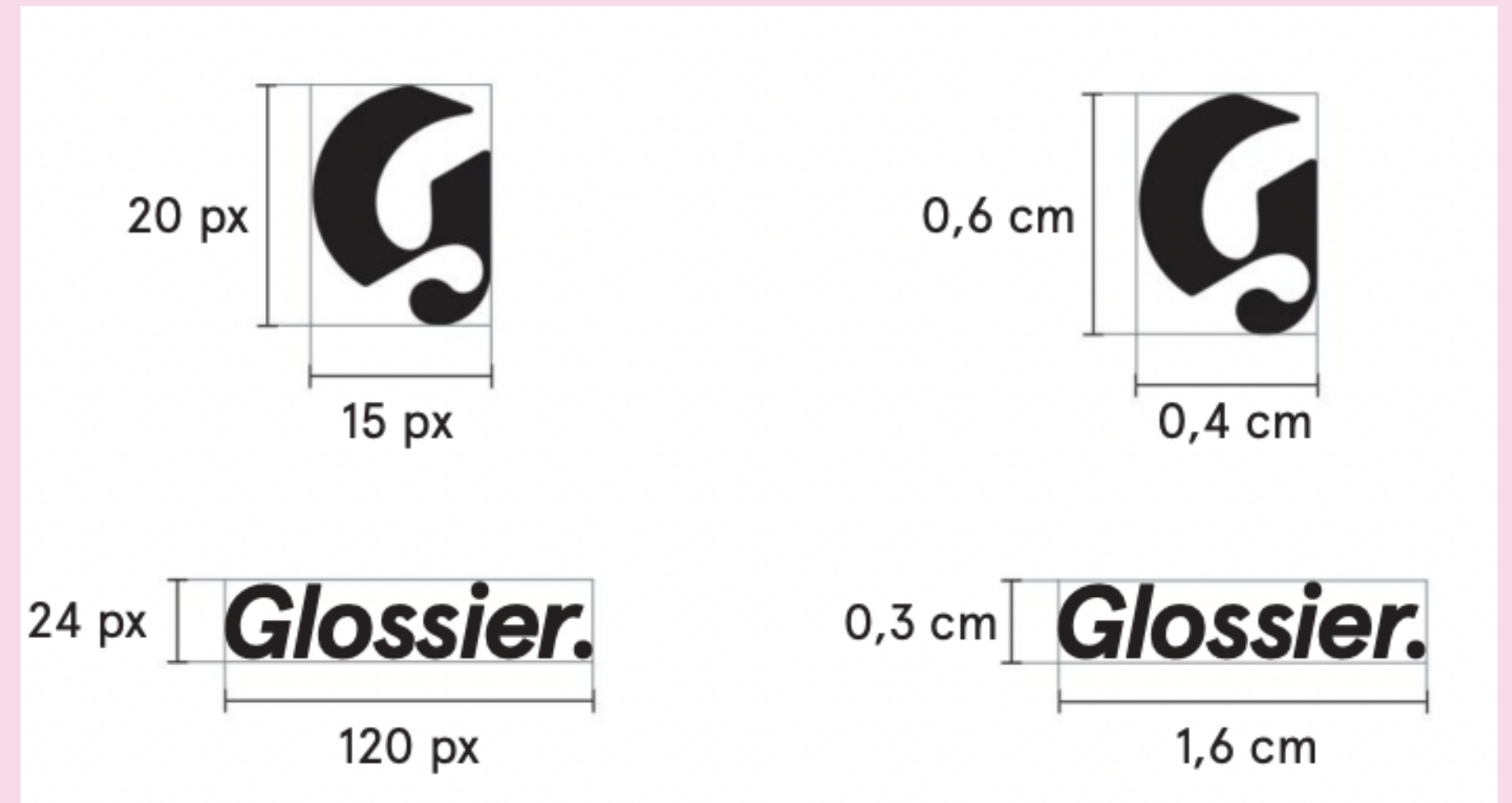


All product packaging has a white base and then a colour on top depending on what the product is. These are some pastels and shades of reds commonly used.



Size and Spacing

Sometimes the logo and wordmark need to be bigger or smaller, but it is important to maintain the right proportions, so that the font and logo do not get warped.



This image shows the minimum size for digital and print.
There is no particular "exclusion zone".

Wordmark Don'ts



Cropping

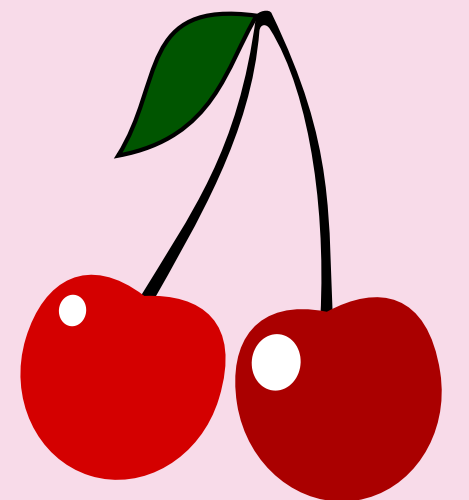
Squishing



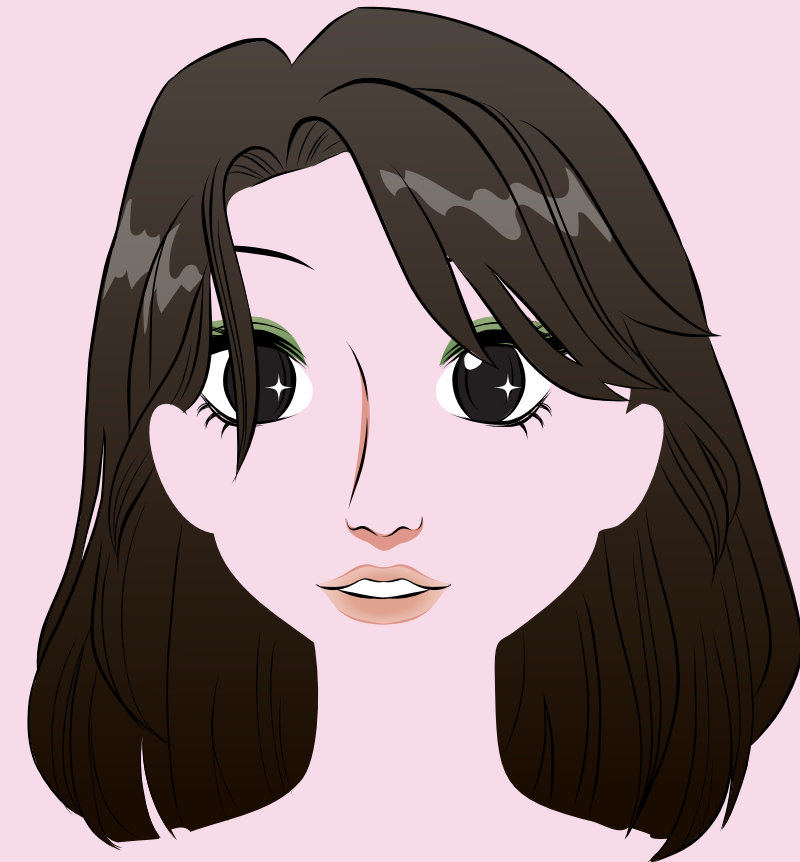
Texture/ Patterns

Rotating

Shadows



Language Used

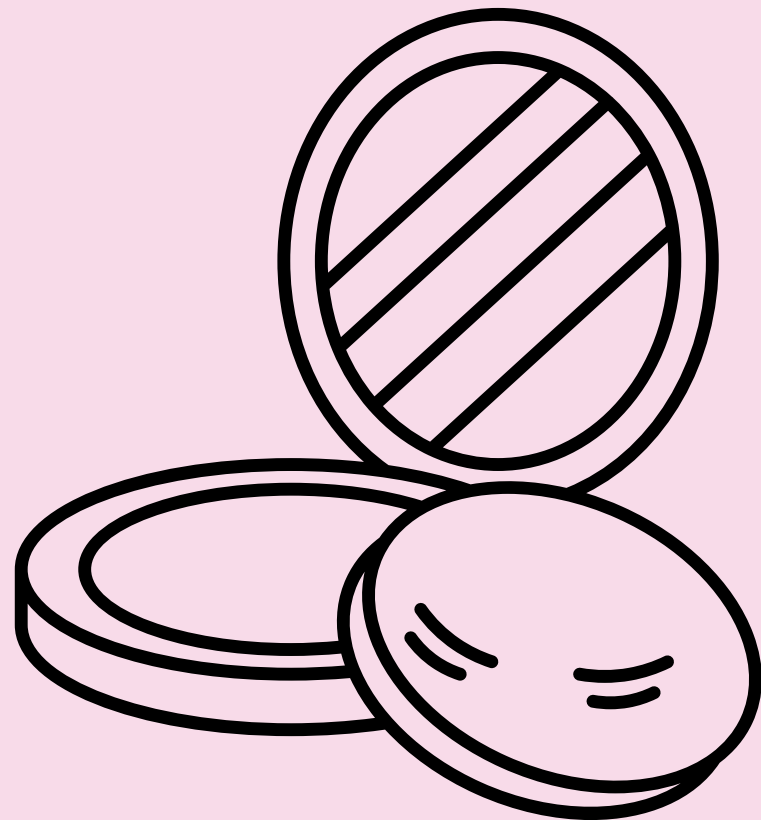


We like to talk to Glossier customers in a casual, yet engaging way. It should feel as though the customers are talking to a close friend. There should be humor with a sense of directness in our dialect.

Brand Name

Into The Gloss

The origins of this name come from the original platform Into the Gloss. They then went with Glossier, which is pronounced like dossier. The reason for changing the name was simply to separate the Into the Gloss website and blog from the product lines for sale. The two names are similar enough to be connected, but defined enough to highlight their different purposes. The brand hopes the name sounds light and elegant. Into the Gloss is the vehicle in which the Glossier brand is connected to their audience.



Glossier.

Brand Values

Collaboration Innovation Inclusivity
Freshness



These words are meant to embody what Glossier wants to represent their brand. It is important that every aspect of the company from the website to the packaging projects effortless beauty for all. Glossier wants the consumers to have a say in what the brand creates. **Collaboration** bonds the customers and the brand in a really intimate way and gives Glossier a leg up with **innovation**. Having a variety of products for all types of people and skin tones is the first step in practicing **inclusivity**. Producing products that are **fresh** and effortless to use is a pillar of the brand's image: makeup for any type of person.

Brand promise

Providing makeup and skin care products for all demographics is how Glossier can continue to **democratize beauty.**

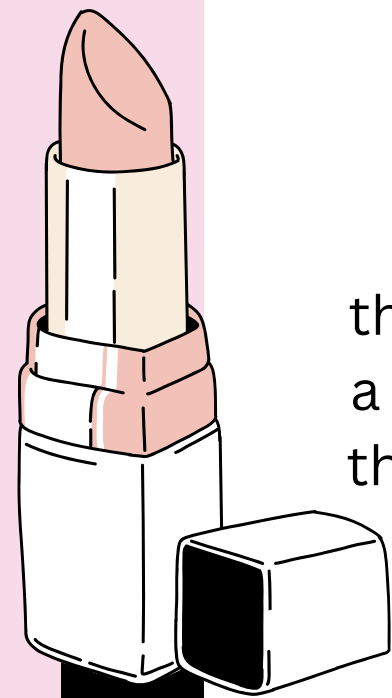
The brand also promises to create products for **all types of consumers** and particularly provide makeup and skin care products for **all types of skin and all skin colours.** Achieving this is a key point in formulating products that the customers **want.**

Creating a **wide variety** of makeup shades and colours that highlight an **extensive range** of people is vital when serving the brand's purpose.

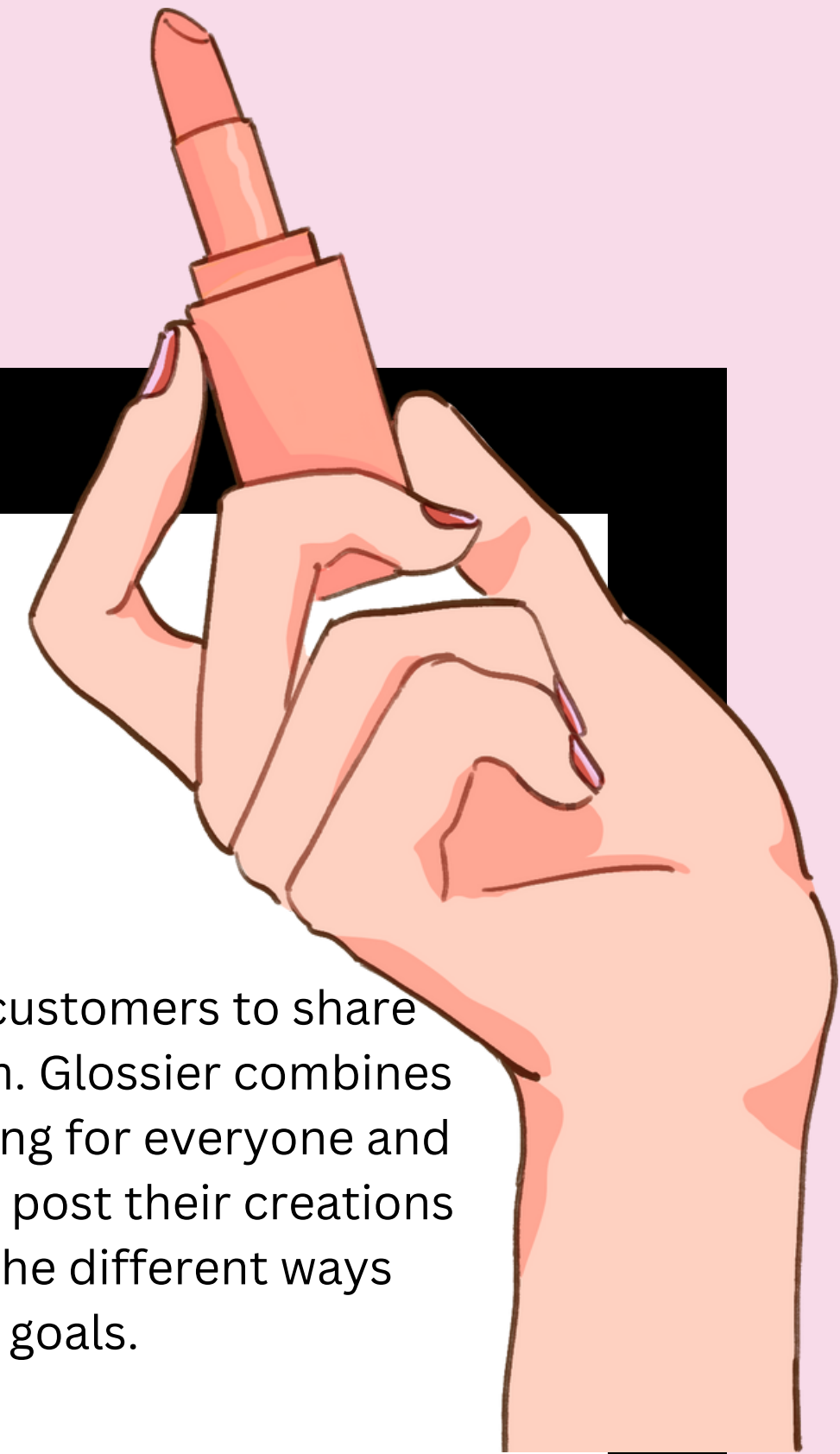
Glossier promises to **listen** to their customers and create **meaningful** products that are not harmful to their skin.



Brand Personality



Glossier is an inclusive and innovative skin care and makeup brand that asks their customers to share their creative ideas. The brand focuses on decision making outside of the boardroom. Glossier combines a fun and flirtatious aesthetic with cruelty free and clean products. There is something for everyone and the products can be used in so many different ways. Glossier loves when consumers post their creations and make suggestions. Creating a platform for consumer innovation, that shares the different ways people use the products, puts meaning behind Glossier's collaborative goals.



Logo and Wordmark Colour Variations



Black or pink can be used on white backgrounds, while the white is used mostly on pink backgrounds. There is no colour usage ratio, it is based on background.

Primary Font

Aperçu



Bold: Headlines

Italic: Product descriptions for packaging and website

Regular: Body text for all communications

Secondary Font

Freight Display Pro Book Font



This font cannot be used for packaging.



Product Typography

Example:



Proportions:

wordmark: 100%
product name: 100%
product descriptor: 80%
size: 50%

Work Cited

“Beauty Tips, Trends, and Product Reviews.” Into The Gloss, <https://intothegloss.com/>.

“Hi, Welcome to Glossier!” About, <https://www.glossier.com/pages/about>.

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