



zero.stress

BRAND
GUIDELINES



Brand Concept

zero.stress is a cosmeceutical specialized skincare brand that exists for the particular skin concerns with clinically tested ingredients.



Brand Aim

zero.stress provides advanced skin care products specializing in Acne, Dark spots, Dermatitis, Itchy skin, Skin allergy, and Scarring, embracing new proven technology as it develops. zero.stress Skin Care solutions and In-Clinic Treatments with clinically tested ingredients provide measurable, scientific solutions for all the problems people might have for the skin that beauty products cannot apply.

zero.stress have a specific product line for each different skin problem. Each of the costumes will speak directly to a professional when buying products to make sure the choice is a match, which includes in-store tests and online assistance.

zero.stress's goal is to help people who is stressful because of the skin problems and become confident with our professional products.

zero.stress





The proportions of the zero.stress logo are 1x10. In other words, the width of the logotype is ten times the height of the most letter "Z". These rates cannot be changed in any print, digital or architectural application.



zero.stress

The minimum impact area of the zero.stress logo is equal to the height of the letter "Z". In their applications, no graphic element specified logo can enter into the domain. The logo domain has been determined in such a way that the symbol and the logo do not interfere with other graphic components (text, photograph, illustration, etc.).

60mm



zero.stress

Recommend Size

Recommend size of this logo is around 60 mm wide. Size might be a little smaller and bigger depends on the spacing around the logo. This size usually suitable for prints and merchandise.

20mm



zero.stress

Minimum Size

The minimum sizing of the logo should be not less than 20mm width long so it can still remain the precision and the clarity of the logo itself. This size can be used on social media, webpage, and small prints.



do not distort the logo



do not rotate the logo

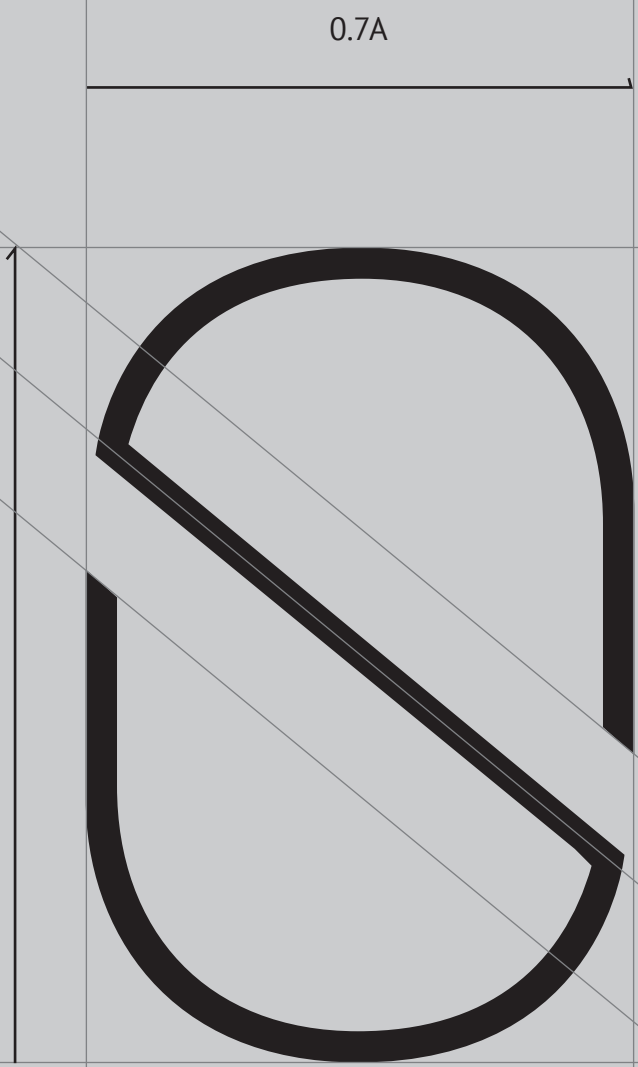


do not change the logo



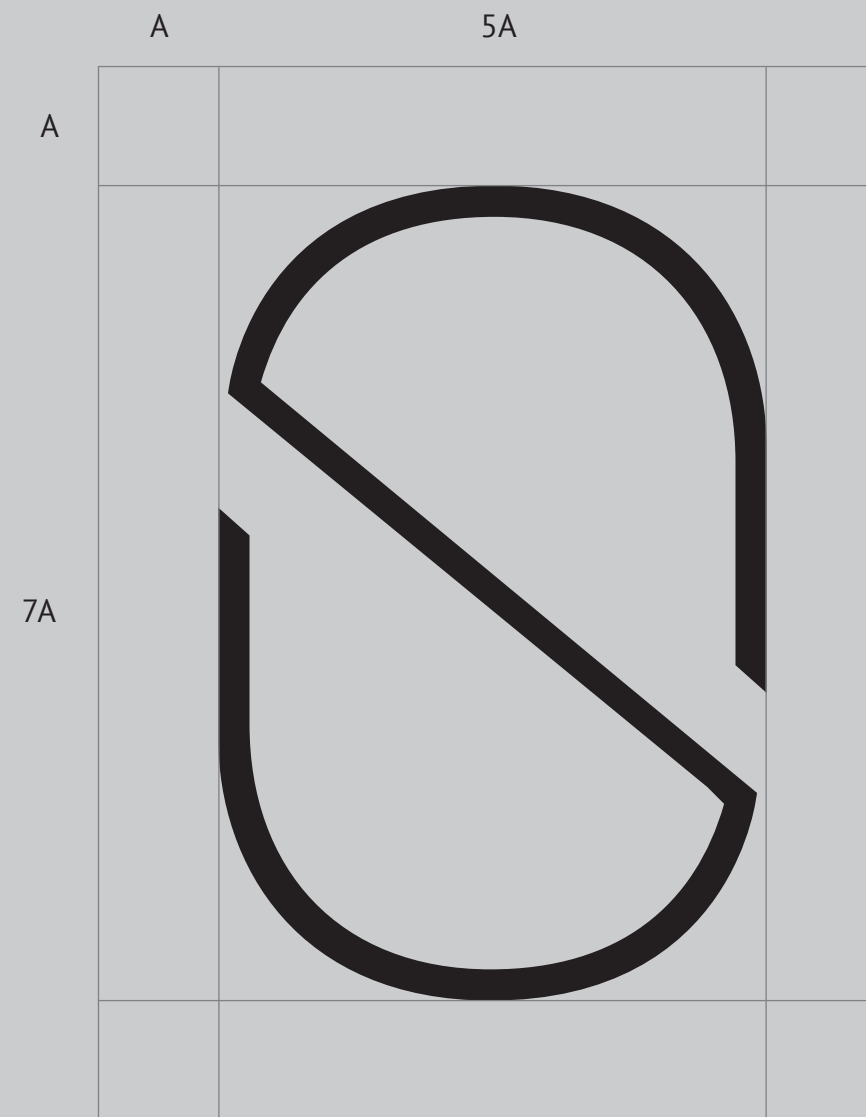
do not change the opacity

There are different types of positions for the logo, each position is depending on the different logo usage situations. There are three recommended positions for the logo, which are top left, bottom center, and become vertical at left side.

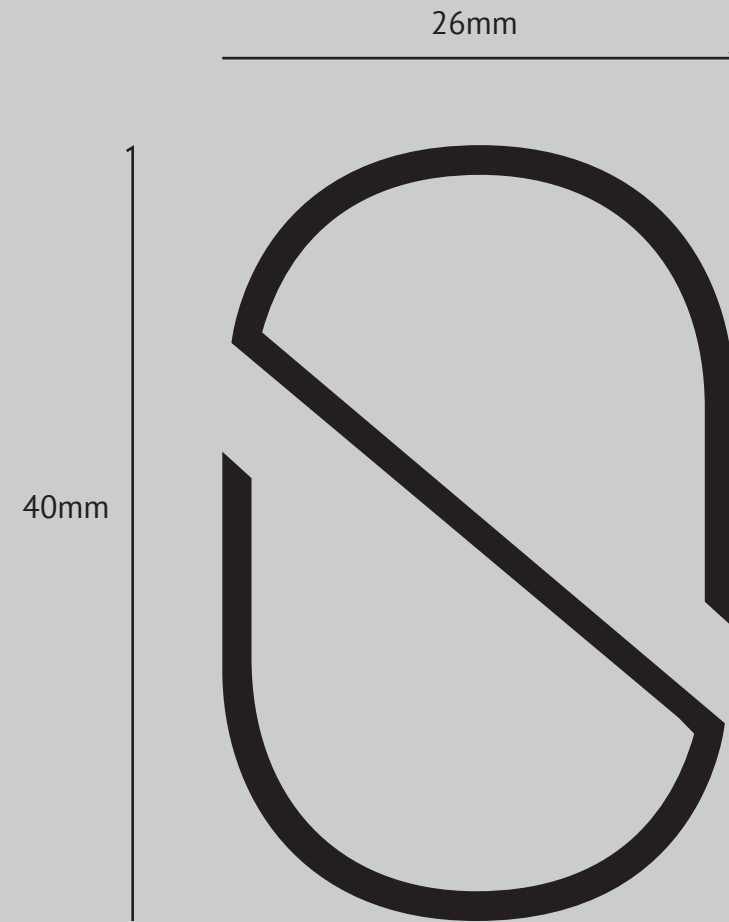


The proportions of the brand mark is 1x0.7. These rates cannot be changed in any print, digital or architectural application. The middle bar is parallel to the angle of the tails's peak.



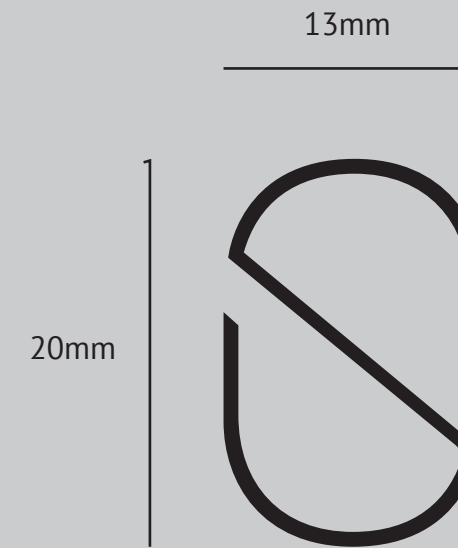


To ensure the brand mark is free of visually distracting elements, a minimum free space has been defined. This blank space changes proportionally in relation to the height of the logo. Clearspace is 1/7 of height.



Recommend Size

Recommend size of the brand mark is around 40 mm height and 26 mm width. The brand mark can be proportionally increased to a certain size. To maintain legibility, height restrictions apply.



Minimum Size

The minimum sizing of the brand mark should be not less than 20mm height. This is a minimum size units we recommend within to preserve the quality of the brand mark.



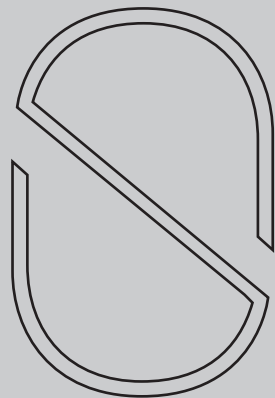
do not distort the landmark



do not rotate the landmark



do not flip the landmark



do not outline the landmark



do not change the opacity



do not drop shadow

There are different types of positions for the logo, each position is depending on the different logo usage situations. There are three recommended positions for the logo, which are top left, bottom center, and become vertical at left side.



let's apply Confidence.

The proportions of the brand mark is 1x0.7. These rates cannot be changed in any print, digital or architectural application. The middle bar is parallel to the angle of the tails's peak.







zero.stress

Urbane
Medium

QWERTYUIOPASDFGHJKLZXCVBNM

qwertyuiopasdfghjklzxcvbnm

1234567890

!@#\$%^&*()-+;,.?

PT Mono
Regular

QWERTYUIOPASDFGHJKLZXCVBNM

qwertyuiopasdfghjklzxcvbnm

1234567890

!@#\$%^&*()-+; , . ?

Heading, Urbane Medium,
Line spacing 60pt,
Font size 48pt

**Dark spots Itchy skin
Acne Skin allergy**

Subheading, Urbane Medium,
Line spacing 38pt,
Font size 32pt

**Cleanse Exfoliate Treat Masque Tone
Hydrate Eyes Lips Shave**

Body text, PT Mono Regular,
Line spacing 28pt,
Font size 24pt

We provides advanced skin care products specializing in Acne, Dark spots, Dermatitis, Itchy skin, Skin allergy, and Scarring, embracing new proven technology as it develops. zero.stress Skin Care solutions and In-Clinic Treatments with clinically tested ingredients.

Caption, PT Mono Regular,
Line spacing 16pt,
Font size 14pt

We have a specific product line for each different skin problem. Each of the costumes will speak directly to a professional when buying products to make sure the choice is a match, which includes in-store tests and online assistance.

Color Palette



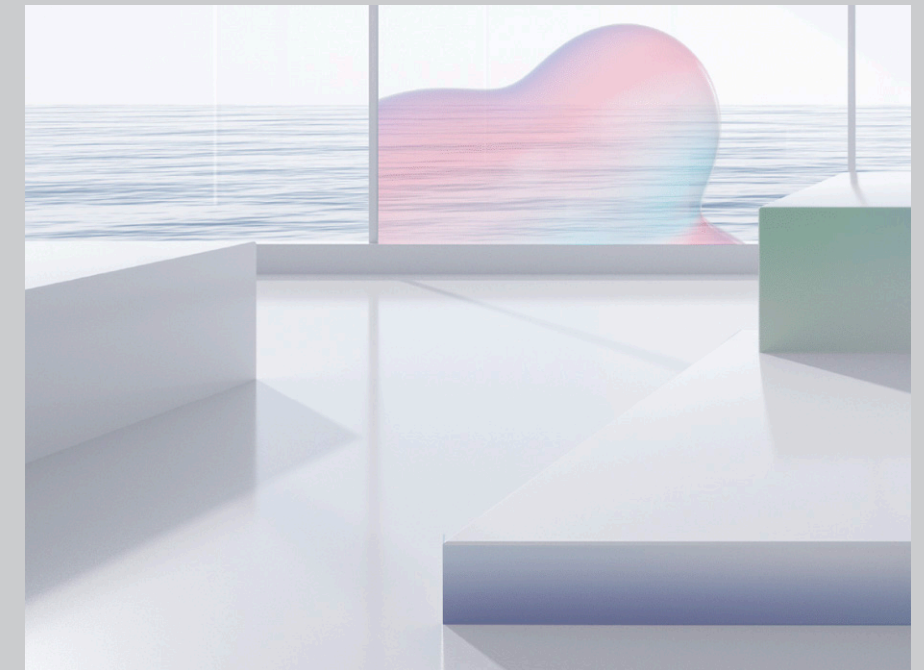
9FCAE4



9FA0A0



E4B5A2



The Ecobranding CMYK Color aims to use less ink when printing. The Clinical blue is the primary color for the brand, which is scientific and unstressful. The other four colors represent different product lines. Color Stone could be used for text and background color for the brand mark.

Clinical Blue

Main Color

CMYK 41 10 6 0
#9FCAE4

Background
#FFFFFF

Light Gray

CMYK
0 0 0 23
#D7D7D8

Stone Gray

CMYK
0 0 0 90
#3E3A39

Text
#231815

Gray Violet

Product Line 1

CMYK 38 35 2 0
#A9A4C6

Soft Rose

Product Line 2

CMYK 22 68 18 0
#C86C93

Sunrise

Product Line 3

CMYK 11 35 33 0
#E4B5A2

Yolk

Product Line 4

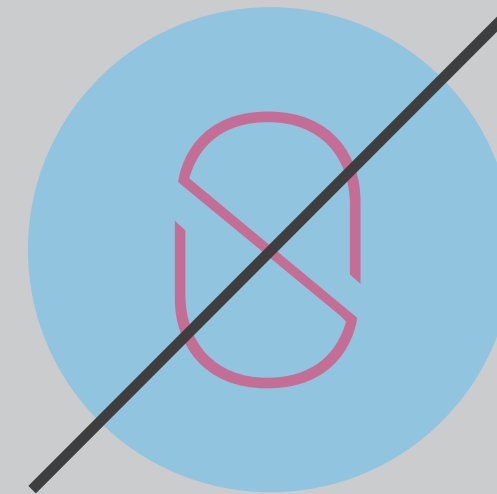
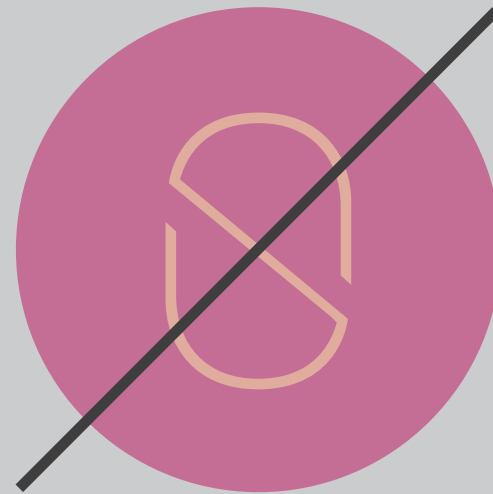
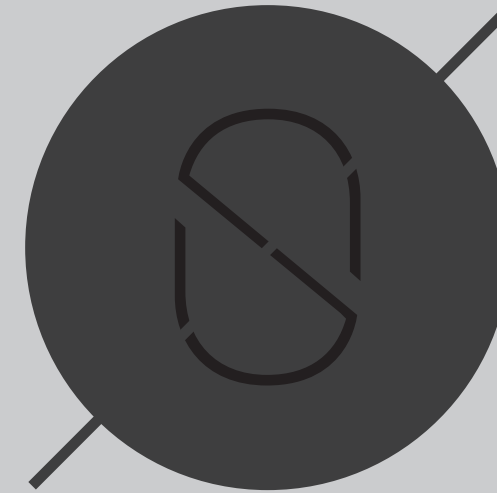
CMYK 7 20 47 0
#EFD193

Correct Usage

The brand mark can be use on differnet color background. Use stone gray on light gray; clinical blue on stone gray; white clor on four product line color; and use color on white background. Follow the palette usage to have a better contrast.

Incorrect Usage

To have a better contrast, do not use light blue on light gray and white; do not use black on stone gray. Do not use clinical blue with any product line color, and do not use a pair of product line color together.



Fashion / Lifestyle

As **zero.stress** is all about skin concern care and problem skin care, we focus on having authentic pictures of women and men with bare skin (with images of zoomed-in bare and problem skin) and avoiding filters and forced smiles. The images are clean with minimal graphic elements.



Product Still Life

zero.stress uses simple and clean packages to make the brand feel scientific and trustful. The container is all clear glasses or pure white bottle white product line color. The outer package will be white or gray with a stripe of color. The texture of skin care shows independently.









zero.stress

shop skin service science stories CART LOGIN

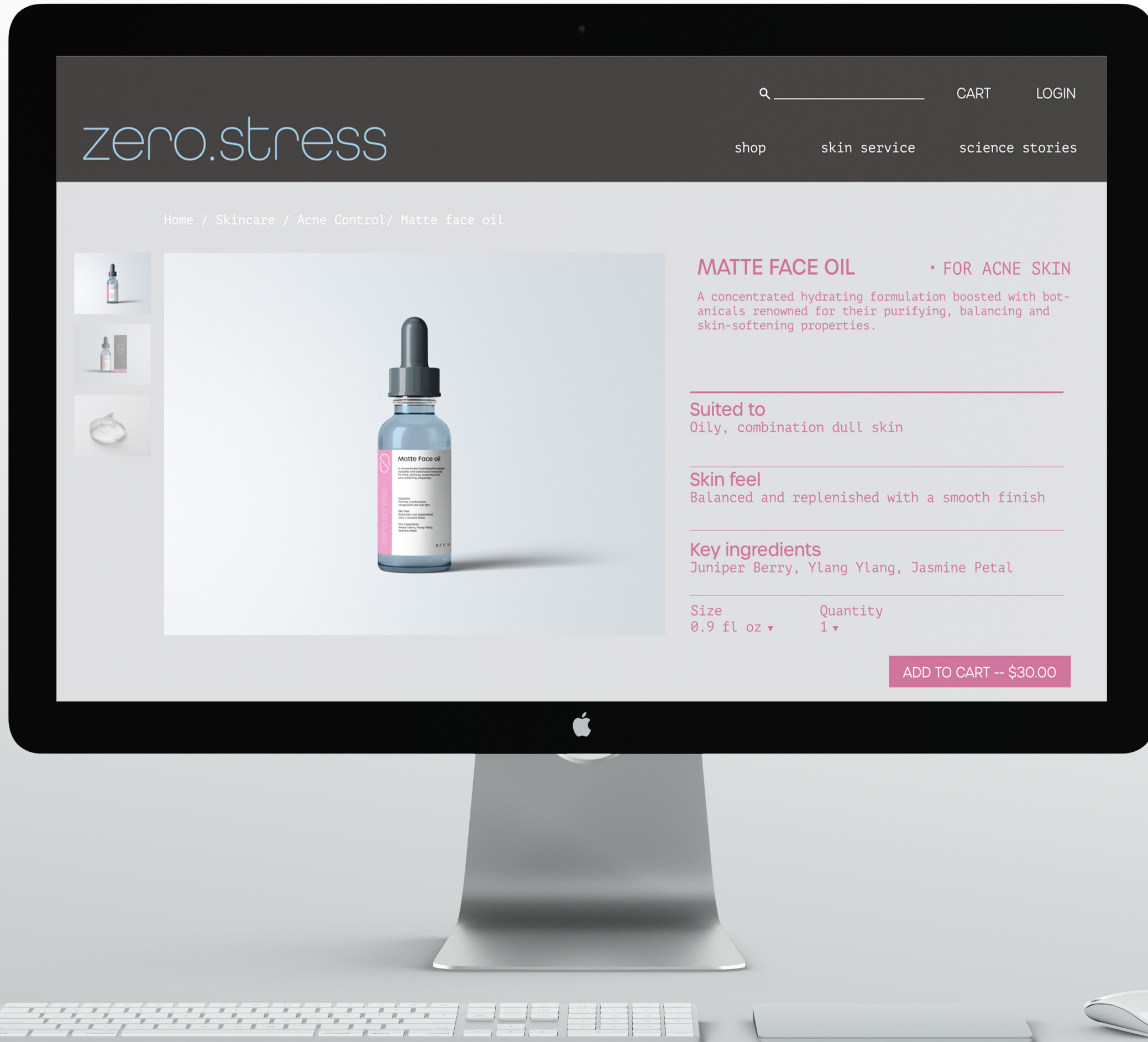
MATTE FACE OIL

A concentrated hydrating formulation boosted with botanicals renowned for their purifying, balancing and skin-softening properties.

- FOR ACNE SKIN







zero.stress

🔍 _____

CART

LOGIN

shop

skin service

science stories

Home / Skincare / Acne Control/ Matte face oil



MATTE FACE OIL

• FOR ACNE SKIN

A concentrated hydrating formulation boosted with botanicals renowned for their purifying, balancing and skin-softening properties.

Suited to

Oily, combination dull skin

Skin feel

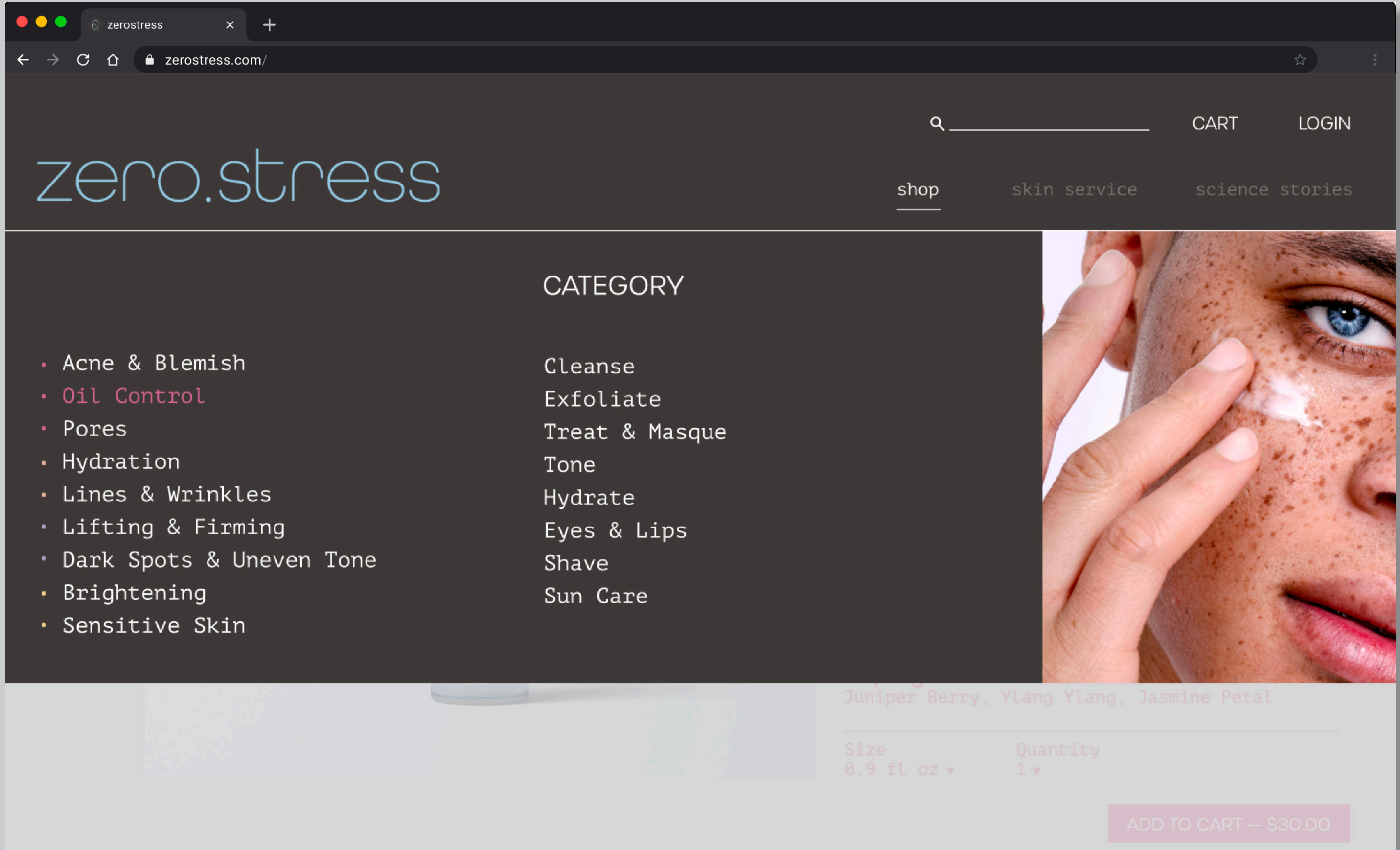
Balanced and replenished with a smooth finish

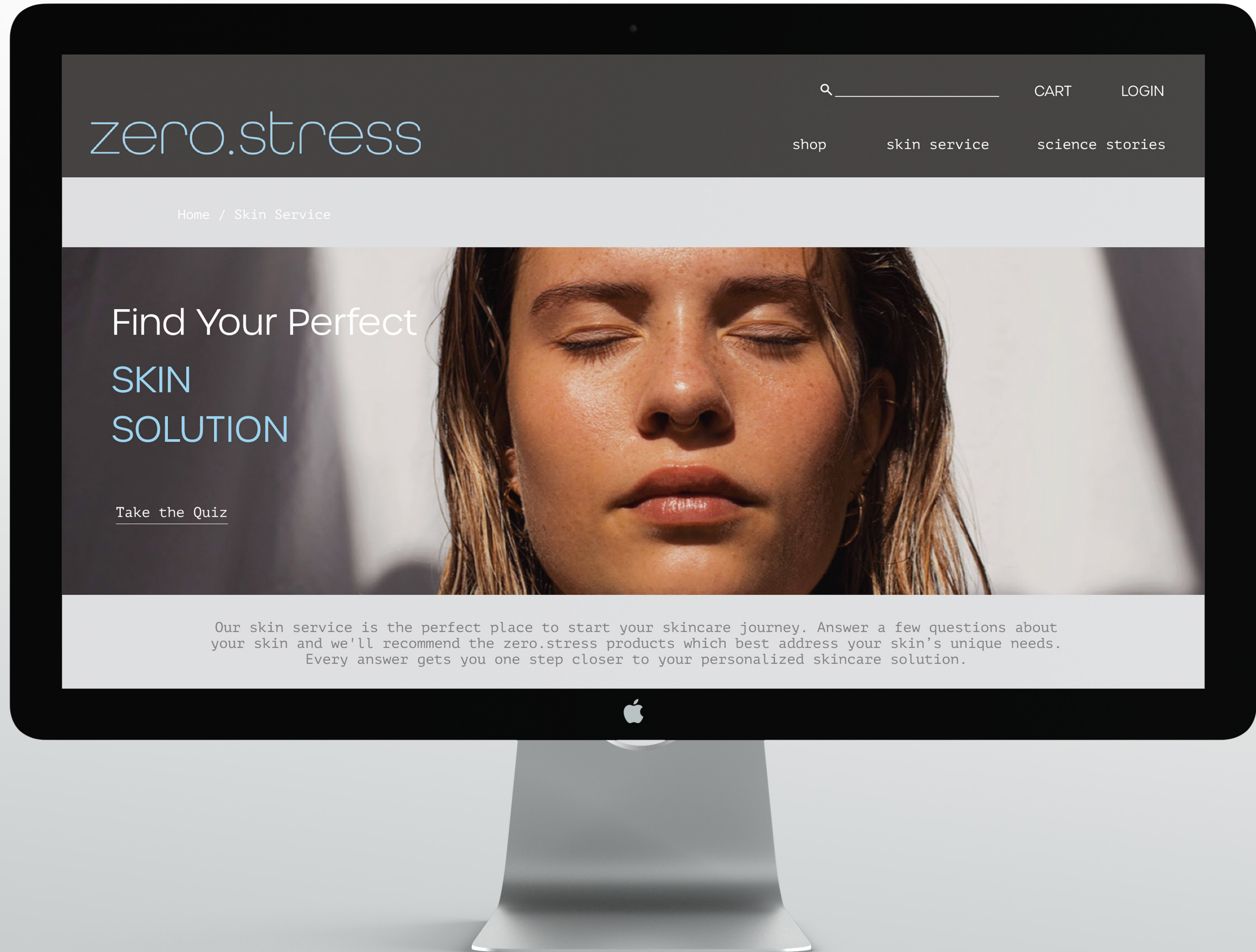
Key ingredients

Juniper Berry, Ylang Ylang, Jasmine Petal

Size	Quantity
0.9 fl oz ▼	1 ▼

ADD TO CART -- \$30.00





zero.stress

Q _____

CART

LOGIN

shop

skin service

science stories

Home / Skin Service

Find Your Perfect SKIN SOLUTION

[Take the Quiz](#)

Our skin service is the perfect place to start your skincare journey. Answer a few questions about your skin and we'll recommend the zero.stress products which best address your skin's unique needs. Every answer gets you one step closer to your personalized skincare solution.



zero.stress





zero.stress





Let's apply Confidence.

zero.stress

Matte Face oil

A concentrated hydrating formula
infused with natural botanicals
to soothe, balance and
strengthen skin.

Builds to
control complexion,
hydrate and soothe
skin.

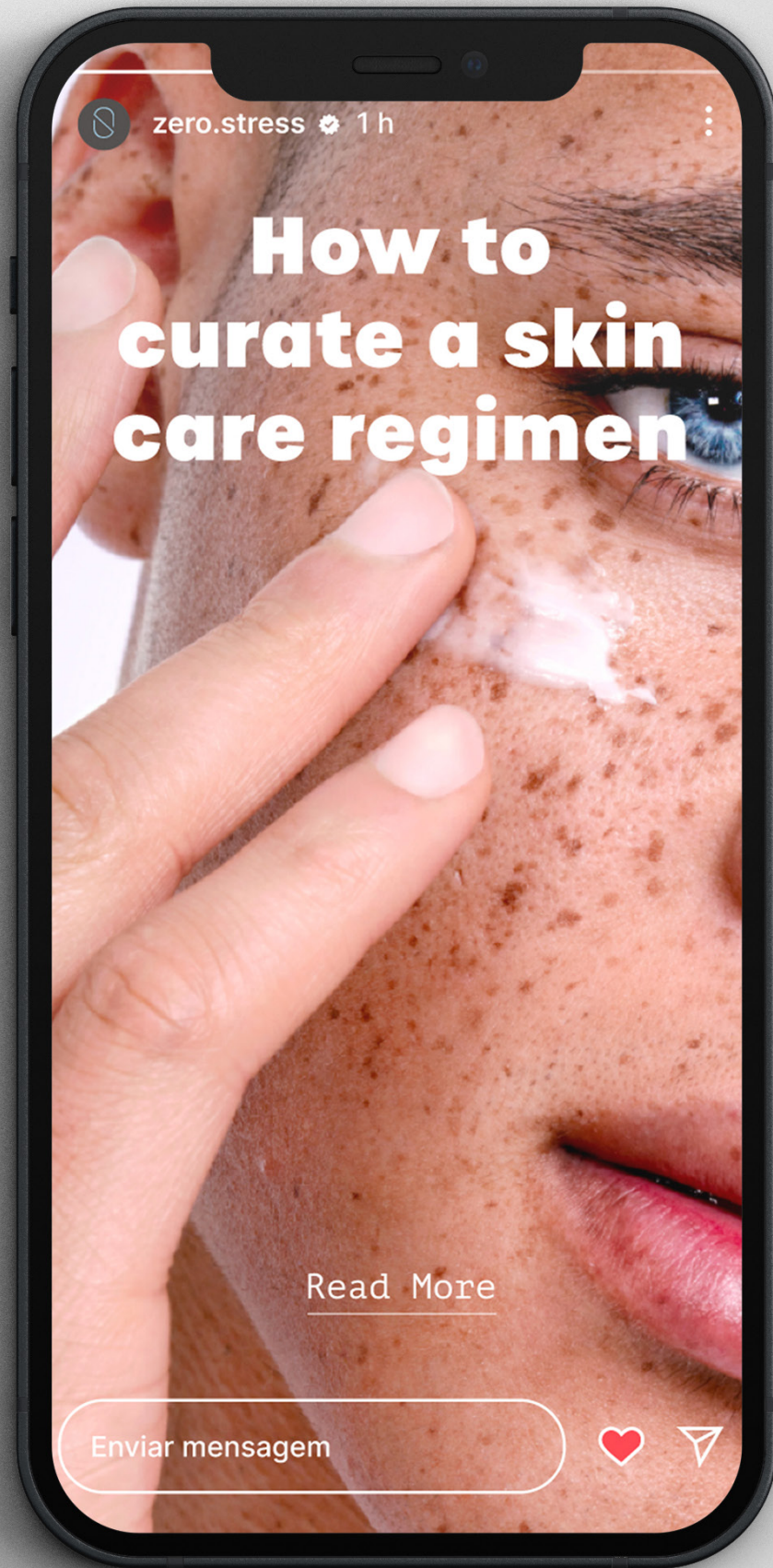
Key Ingredients:
Aloe Vera, Hyaluronic Acid,
Vitamin E

0.5 FL. OZ.











Copy Right

zero.stress Brand Identity

Art direction & design: Peki Zhang

Date: February - May 2022

Contact: pekizhang@gmail.com

Web URL: hdgsdfjrjkcfnbfrk/html

