

REVOLUTION

BEAUTY LONDON

PACKAGING
CORPORATE
GUIDELINES

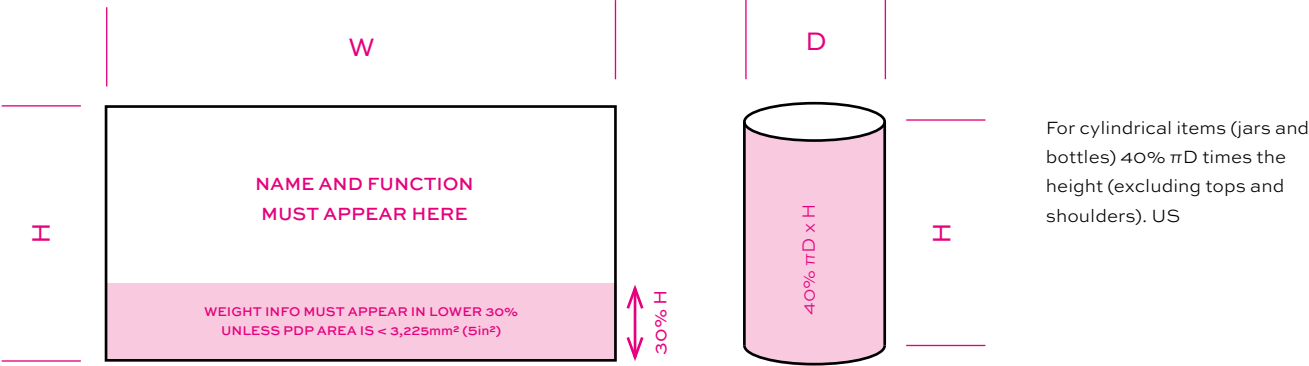
PACKAGING
CORPORATE
GUIDELINES

COMPLIANCE
REGULATIONS

COMPLIANCE REGULATIONS

PRINCIPAL DISPLAY PANEL (PDP)

PDP is defined as that part of the label that is most likely to be shown or examined under customary conditions for retail sale.
In practice this is normally the “front of pack” of the outer-most packaging



WEIGHT/ VOLUME DECLARATION TYPESIZE

Weight information displayed on REVOLUTION packaging should always be set in 47 Univers Light Condensed.

Minimum Weight typesize 6.5pt (1/16 in.)	Net Wt. 0.0 oz. (US) / 0.0 g
If PDP is $\leq 3,225\text{mm}^2$ (5in ²) Minimum typesize 6.5pt (1/16 in)	Net Wt. 0.0 oz. (US) / 0.0 g
If PDP is $> 3,225\text{mm}^2$ (5in ²) to $16,129\text{mm}^2 \leq (25\text{in}^2)$ Minimum typesize 12.5pt (1/8 in)	Net Wt. 0.0 oz. (US) / 0.0 g
If PDP is $> 16,129\text{mm}^2$ (25in ²) to $64,516\text{mm}^2 \leq (100\text{in}^2)$ Minimum typesize 19pt (3/16 in)	Net Wt. 0.0 oz. (US) / 0.0 g
If PDP is $> 64,516\text{mm}^2$ (100in ²) Minimum typesize 25pt (1/4 in)	Net Wt. 0.0 oz. (US) / 0.0 g

WEIGHT/ VOLUME DECLARATION SPACING

Net Wt. 0.0 oz. (US) / 0.0 g e

0.0 fl. oz. (US) / 0.0 ml e

WS = WORD SPACE

VERTICAL SPACE FROM TRIM OR FOLD

Weight info set in 6.5pt 47 Univers Light Condensed

Net Wt. 0.0 oz. (US) / 0.0 g CAP HEIGHT TRIM/FOLD

Weight info set in 12.5pt 47 Univers Light Condensed

Net Wt. 0.0 oz. (US) / 0.0 g X-HEIGHT TRIM/FOLD

Weight information should always be positioned a consistent vertical distance from the label trim or pack fold. For weight info set in 6.5pt the space should be the cap height from the baseline and for weight info set in 12.5pt the space should be the x-height from the baseline.

INGREDIENTS LIST TYPESIZE

Available labelling surface area < 7,742mm ² (12 in ²)	minimum typesize 3pt (1/32 in)	SHADE 1, 2, 3. INGREDIENTS (INGRÉDIENTS): ETHYLHEXYL...
Available labelling surface area > 7,742mm ² (12 in ²)	minimum typesize 6.5pt (1/16 in)	SHADE 1, 2, 3. INGREDIENTS (INGRÉDIENTS): ETHYLHEXYL...

WARNING COPY TYPESIZE

Warning Copy is set in the style / minimum typesize of 6.5pt 67 UNVERS BOLD CONDENSED	WARNING COPY
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PACKAGING
CORPORATE
GUIDELINES

REVOLUTION
MAKEUP REVOLUTION LONDON

THE REVOLUTION MAKEUP LOGO

The REVOLUTION MAKEUP logo is the main graphic element of the REVOLUTION MAKEUP brand and should feature appropriately in all online and offline visual communications. The logo can be reproduced in black or reversed white out of a coloured background. The outlined, vector version of the logo should always be used for print and should not be altered under any circumstances.

The Exclusion Zone is the free space around the logo. In every instance it should have a minimum of a cap 'M' from the REVOLUTION sub copy of space around it free of type or graphic imagery. This does not apply if the logo is reversed out of a photographic or illustrative background. In instances where the logo forms part of a sub-branded entity this rule can be compromised. The minimum size that the logo can appear for printed or online communications is 18mm as shown below.

REVOLUTION
MAKEUP REVOLUTION LONDON

EXCLUSION ZONE



Minimum
Logo size

COLOUR VARIATIONS



WHITE ON BLACK



BLACK ON WHITE



ROSE GOLD FOIL BLOCKING ON BLACK



ROSE GOLD FOIL BLOCKING ON WHITE

It is normal practice to print the REVOLUTION MAKEUP LAGO in rose gold foil blocking (see page 10).
There are some instances where this should not be done.

Logo too small

If the logo has to be reproduced at less than 20mm wide the sub-copy can be printed black as foil blocking would produce unsatisfactory results.



CORPORATE TYPEFACES AND COLOURS

The two typefaces associated with the REVOLUTION are SWEET SANS and UNIVERS.

SWEET SANS LIGHT

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SWEET SANS MEDIUM

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SWEET SANS MEDIUM CAPS should be used
with generous positive tracking for main title lettering and SWEET SANS LIGHT CAPS should be used
for front of pack sub and description copy.

UNIVERS LIGHT CONDENSED

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS BOLD CONDENSED

a **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS LIGHT AND BOLD CONDENSED should be used for Function and INCI Copy (see page 10) UNIVERS REGULAR CONDENSED can be used for Function and INCI Copy foil blocking is used (see page 10).

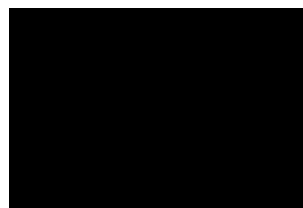
CORPORATE COLOURS

REVOLUTION colours are crucial to look and feel of the product ranges and should be adhered to at all times. The principal colours are MUR Black and MUR White, which provide the basis for the distinctive clean and elegant visual concept which makes REVOLUTION products unique.

Colours are defined as REVOLUTION BLACK, WHITE and ROSE GOLD

METALLIC ROSE GOLD features prominently in all REVOLUTION 3D communications and should be achieved using the foil blocking process.

PRINTED CORPORATE COLOURS



CORPORATE COLOUR 1 REV GLOSS BLACK

Pantone Process Black
C 50 M 50 Y 50 K 100
R 39 G 37 B 31
#27251F



CORPORATE COLOUR 2 REV WHITE

Pantone Bright White
C 00 M 00 Y 00 K 00
R 240 G 240 B 237
#F1F0E



CORPORATE COLOUR 3 REV ROSE GOLD

Pantone 876
0 41 53 42
R 139 G 99 B 75 ?
#8B634B



CORPORATE COLOUR 4 REV NUDE

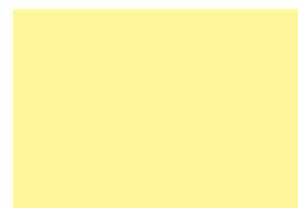
Pantone 155
C 00 M 12 Y 34 K 00
R 239 G 209 B 159
#000000

FOIL BLOCKED CORPORATE COLOURS



CORPORATE COLOUR 4 REV METALLIC ROSE GOLD

Bespoke foil or mirrorboard to match
KURZ LUXOR 355
or printed 00.65.65.00 (TBC) on
reflective silver foil



CORPORATE COLOUR 5 REV METALLIC GOLD

Bespoke foil or mirrorboard to match
KURZ LUXOR 220
or printed 00.00.00.00 (TBC) on
reflective silver foil

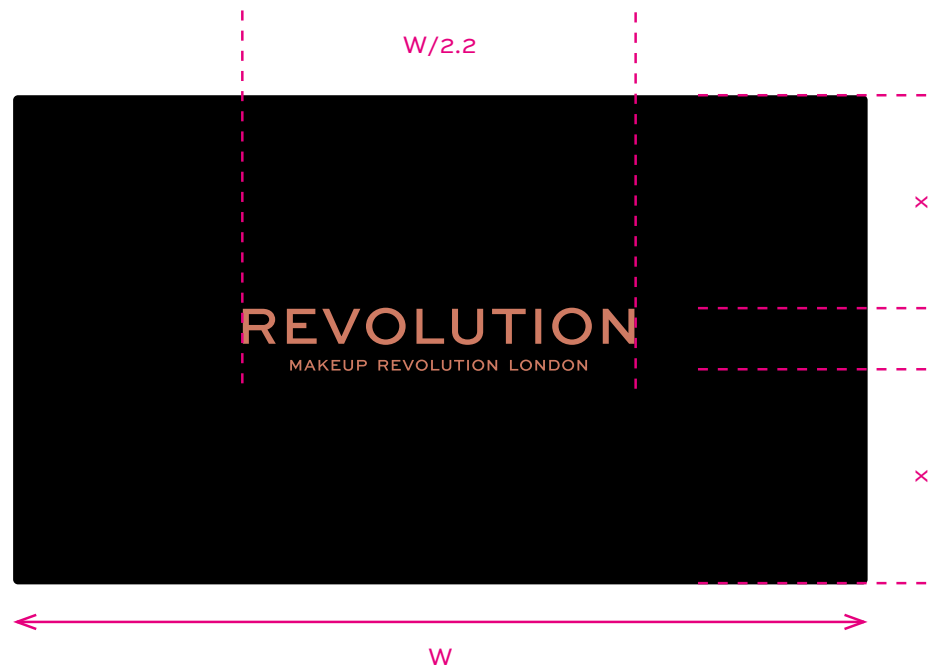


CORPORATE COLOUR 6 REV PROCESS MAGENTA

Bespoke foil or mirrorboard to match
KURZ LUXOR 360
or printed 00.100.00.00
on reflective silver foil

FLAWLESS STYLE EYESHADOW COMPONENT AND PACK OUTER

Front of component logo should be guided by the following proportions:



Front of pack logo should be guided by the following proportions:

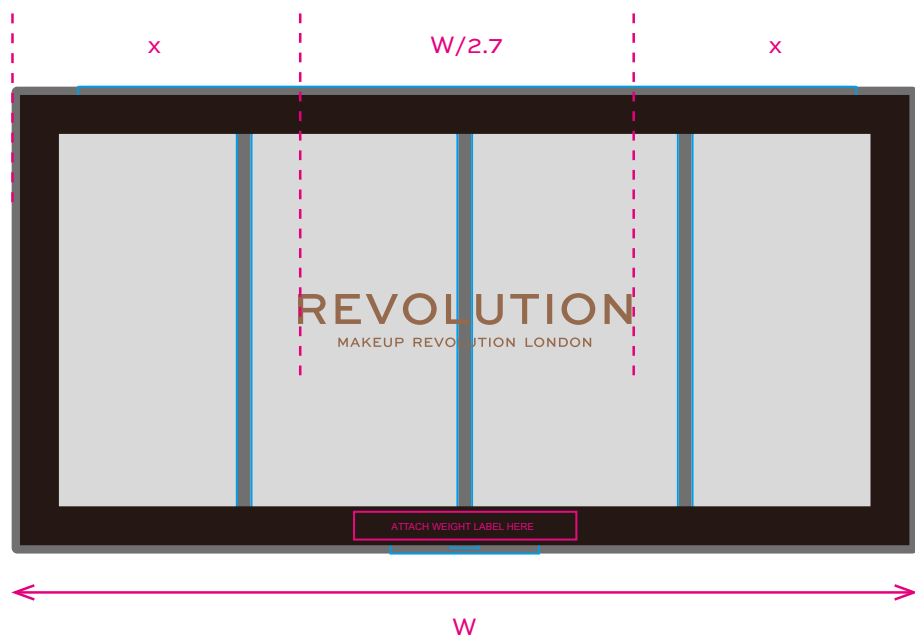


If there is no secondary packaging the component should always have a transparent weight label on FOP with weight information foil blocked conforming to the Compliance Guidelines (See p?)

Net Wt. 4x 0.0 oz. (US) / 0.0 g e

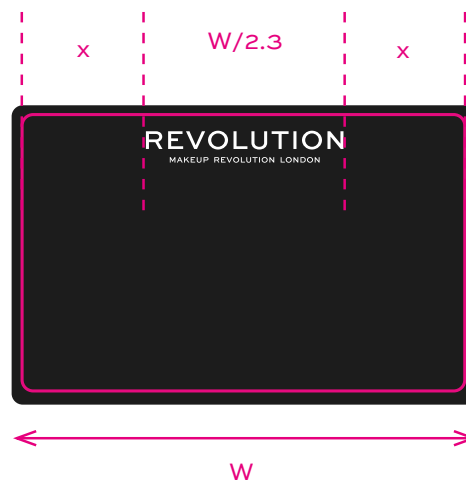
RELOADED STYLE HIGHLIGHTER PALETTE AND LABEL

Front of component logo should be guided by the following proportions:



If there is no secondary packaging the component should always have a transparent weight label on FOP with weight information foil blocked conforming to the Compliance Guidelines (See p?)

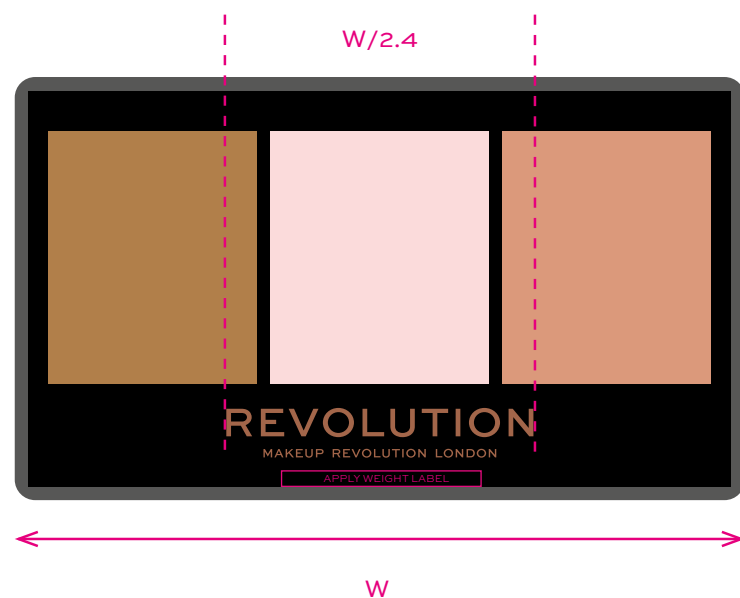
Net Wt. 4x 0.0 oz. (US) / 0.0 g 



BOP label should match the colour and finish on the component (eg. shiny black component = shiny black label)

SCULPT AND CONTOUR KIT COMPONENT

Front of component logo should be guided by the following proportions:

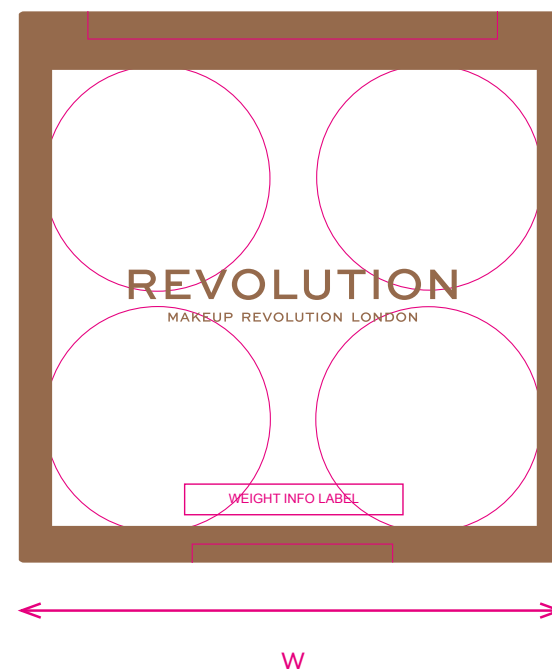


If there is no secondary packaging the component should always have a transparent weight label on FOP with weight information foil blocked conforming to the Compliance Guidelines (See p?)

APPLY WEIGHT LABEL

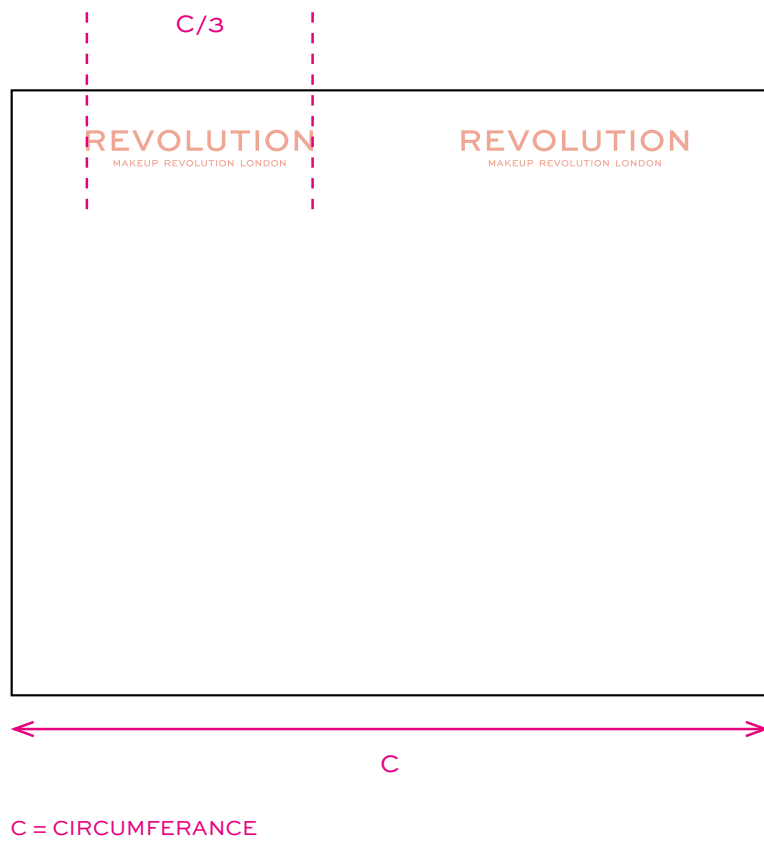
MATTE BASE CORRECTOR KIT

Front of component logo should be guided by the following proportions:

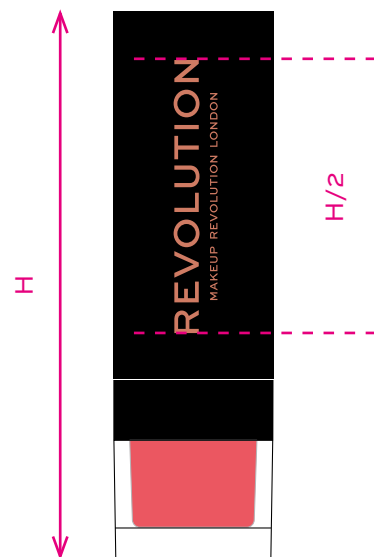


CYLINDRICAL COMPONENT DECO.

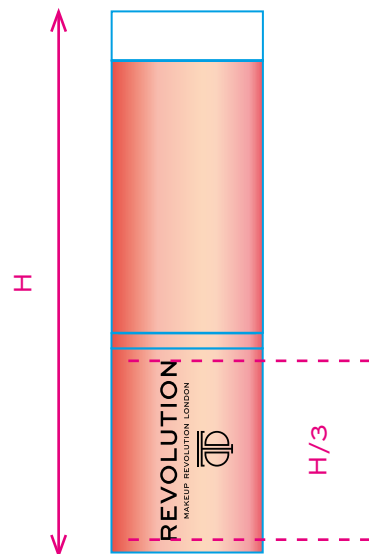
Logo should be sized equally on front and back on container.



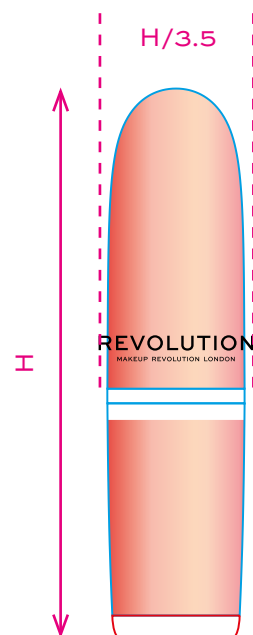
LIPSTICK 1



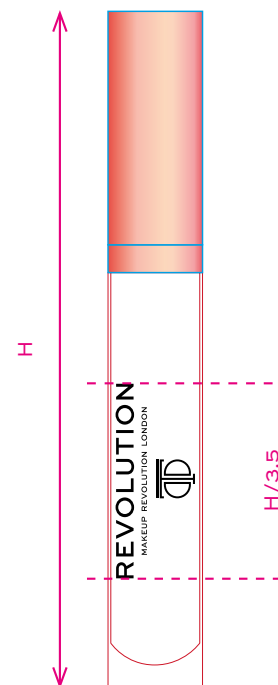
LIPSTICK 2



LIPSTICK 3



LIPGLOSS

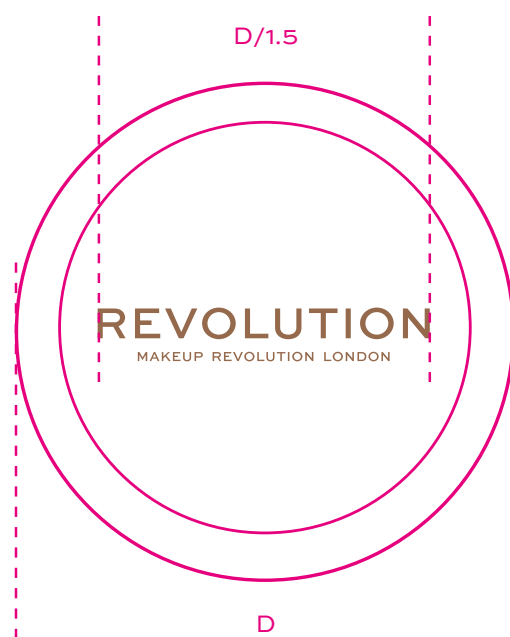


BROW TINT



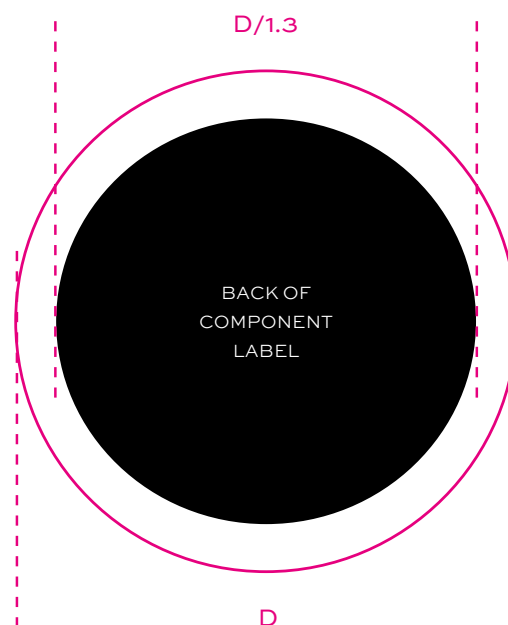
MEDIUM COMPACT

Front of component logo should be guided by the following proportions:



FRONT OF COMPONENT

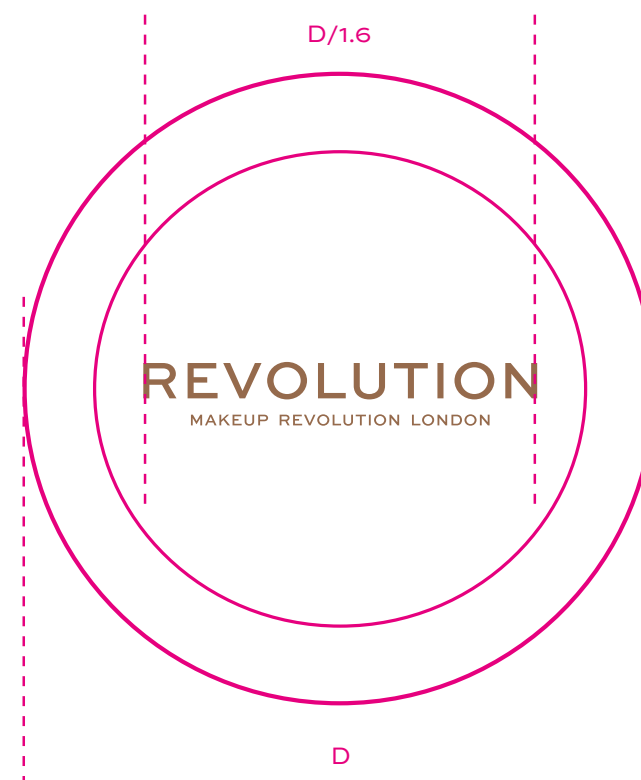
Back of component labelling should be guided by the following proportions:



BACK OF COMPONENT

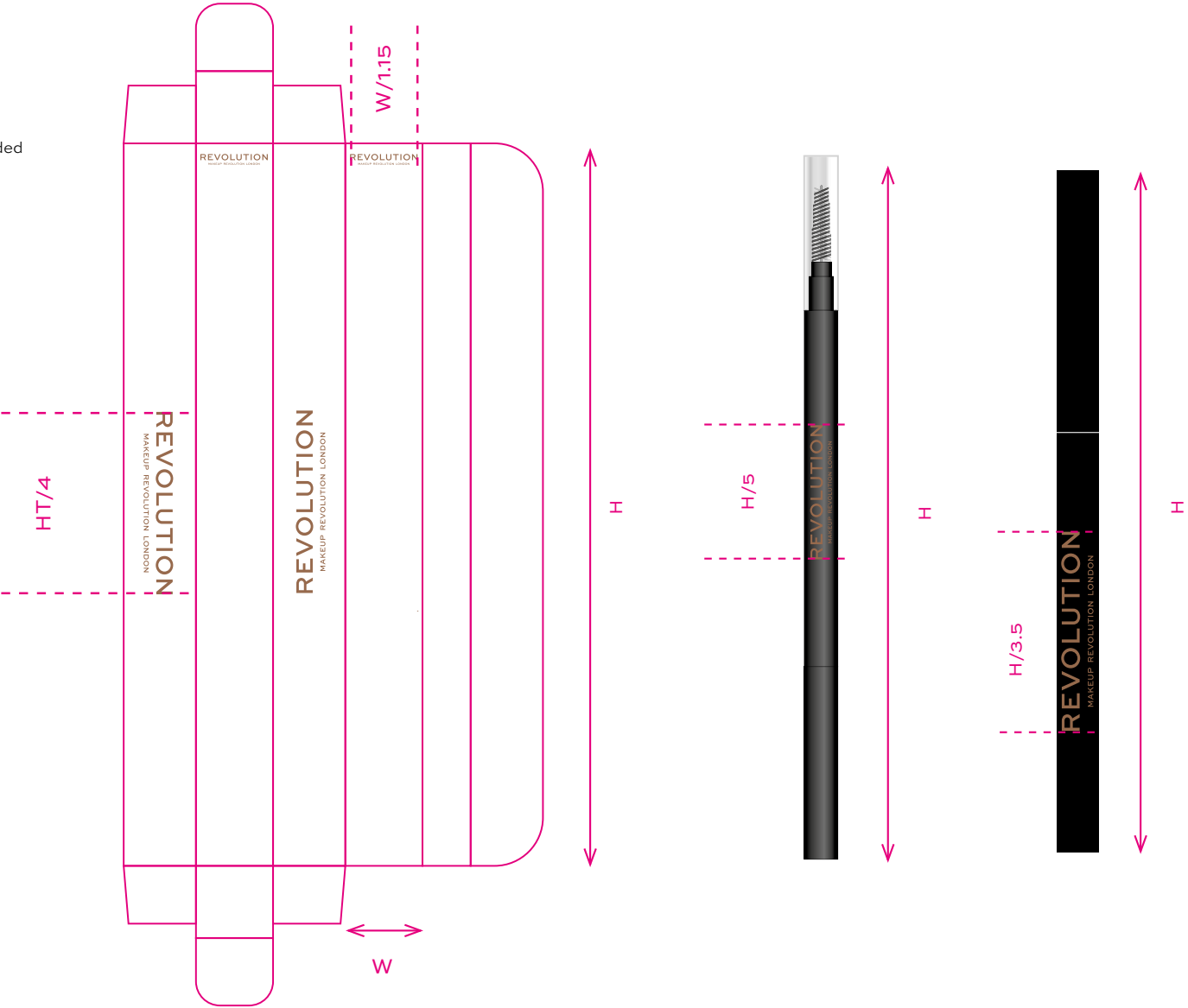
LARGE COMPACT

Front of component logo should be guided by the following proportions:



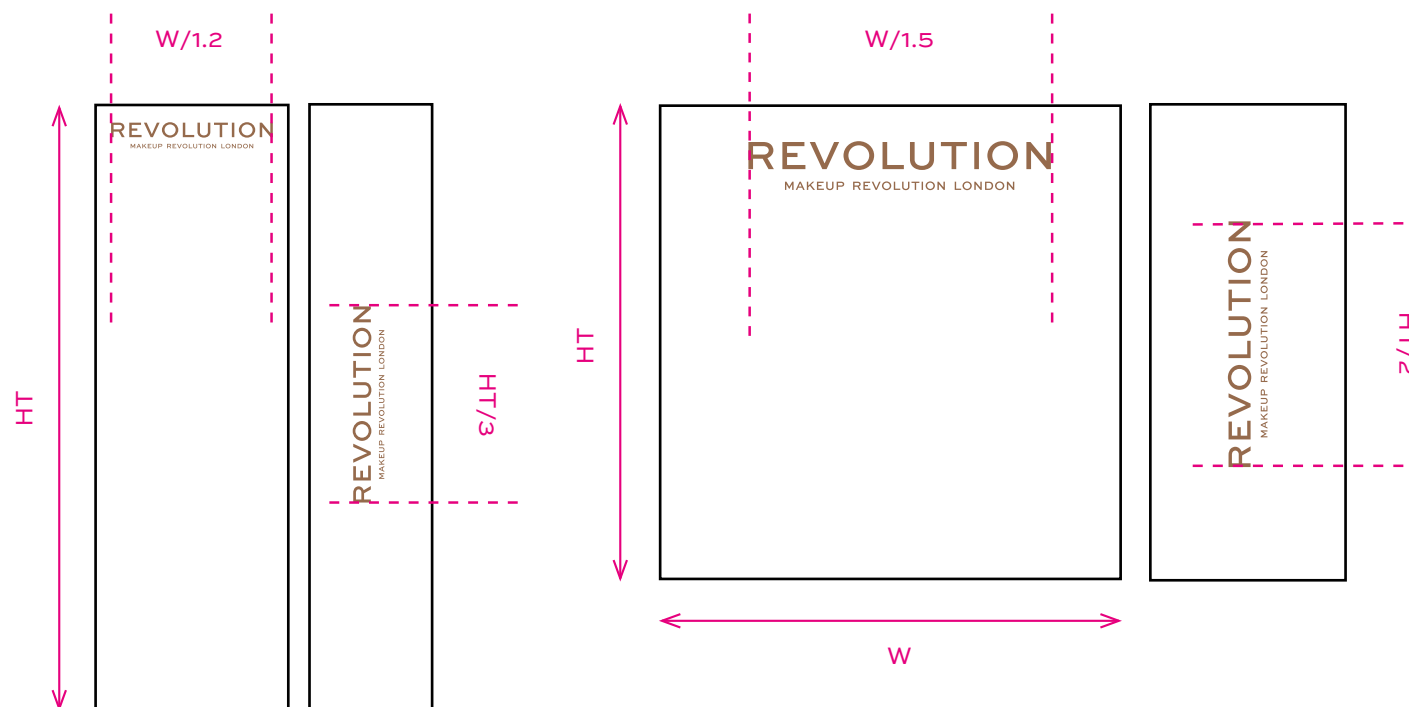
**LIPLINER, EYELINER
BROW PEN**

Front of component logo should be guided
by the following proportions:



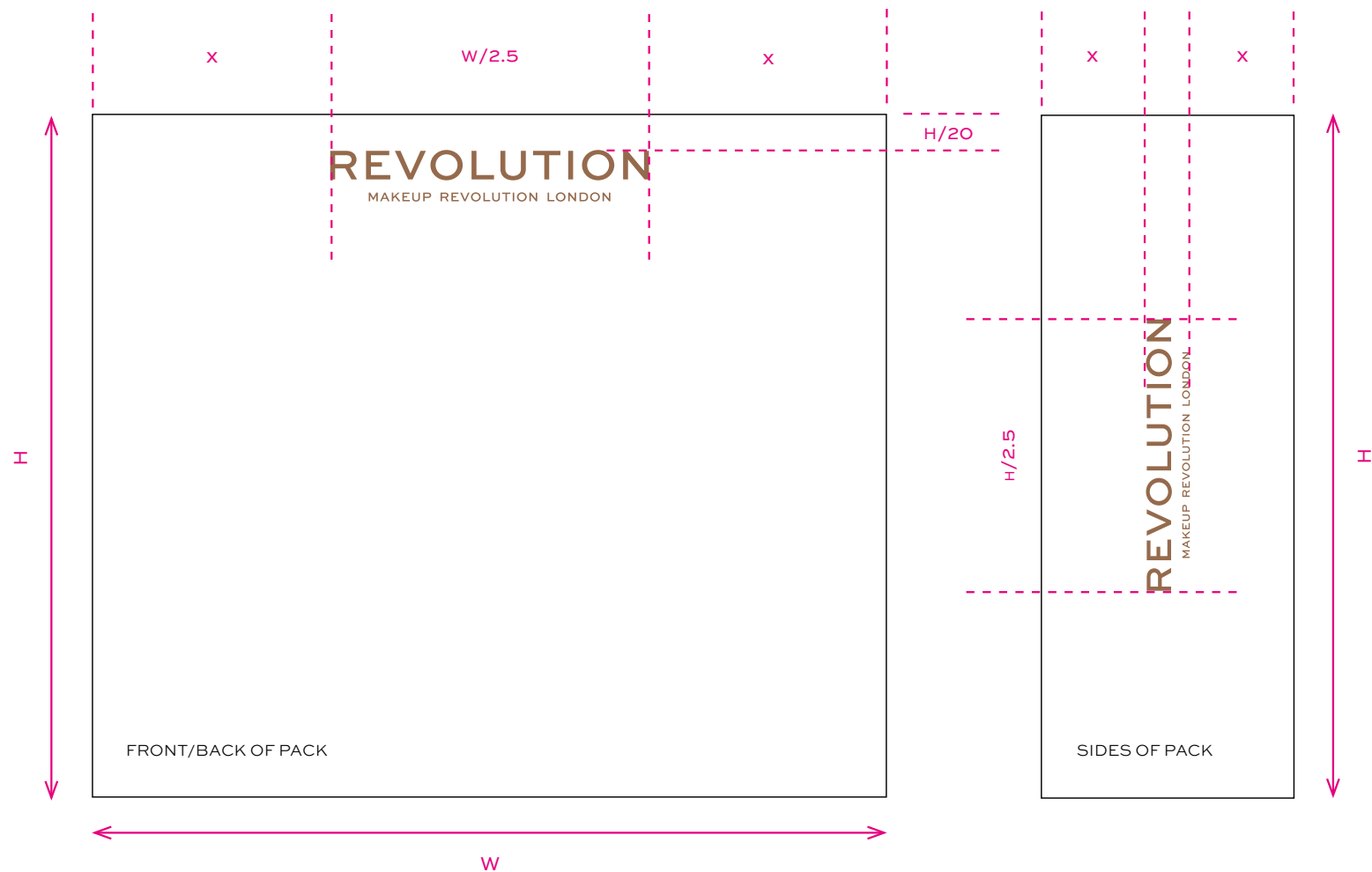
VERTICAL OR HORIZONTAL FORMAT PACKS

Alternative packs should follow the following proportions.



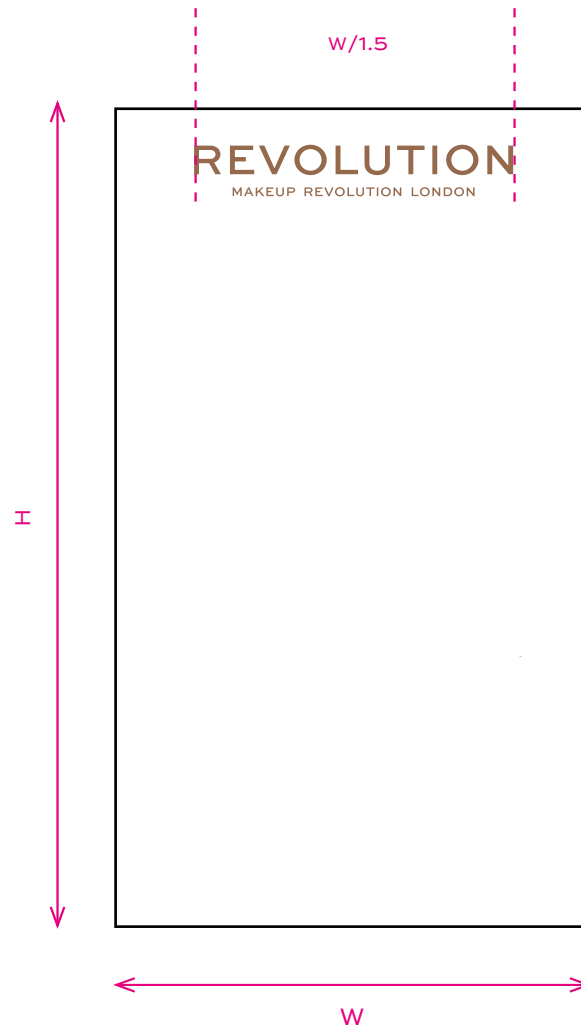
HORIZONTAL GIFT SETS

Gift Sets usually exist in a horizontal or vertical format.



VERTICAL GIFT SETS

The logo should be positioned as shown for front, back and sides of pack.



PACKAGING
CORPORATE
GUIDELINES

.....
REVOLUTION PRO

THE REVOLUTION PRO LOGO

The REVOLUTION PRO logo is the main graphic element of the REVOLUTION PRO brand and should feature appropriately in all online and offline visual communications.

The logo exists in two forms either stacked or single line. The choice between these two options should be based on aesthetic criteria.

The Exclusion Zone is the free space around the logo. In every instance it should have a minimum of a cap 'M' from the REVOLUTION sub copy of space around it free of type or graphic imagery. This does not apply if the logo is reversed out of a photographic or illustrative background. In instances where the logo forms part of a sub-branded entity this rule can be compromised. The minimum size that the logo can appear for printed or online communications is 18mm as shown below.



SINGLE LINE VERSION

EXCLUSION ZONE



STACKED VERSION

EXCLUSION ZONE

■ = vertical stroke width

COLOUR VARIATIONS



SHINY GOLD ON BLACK



SHINY GOLD ON BLACK



BLACK ON SHINY GOLD



BLACK ON SHINY GOLD

REVOLUTION PRO

CORPORATE TYPEFACES AND COLOURS

The two typefaces associated with the REVOLUTION are SWEET SANS and UNIVERS.

SWEET SANS LIGHT

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SWEET SANS MEDIUM

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SWEET SANS MEDIUM CAPS should be used
with generous positive tracking for main title lettering and SWEET SANS LIGHT CAPS should be used
for front of pack sub and description copy.

UNIVERS LIGHT CONDENSED

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

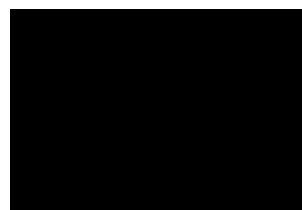
UNIVERS BOLD CONDENSED

a **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS LIGHT AND BOLD CONDENSED should be used for Function and INCI Copy (see page 10) UNIVERS REGULAR CONDENSED can be used for Function and INCI Copy foil blocking is used (see page 10).

REVOLUTION PRO colours are crucial to look and feel of the product ranges and should be adhered to at all times.

PRINTED CORPORATE COLOURS



CORPORATE COLOUR 1 PRO MATTE BLACK

Pantone Process Black
C 50 M 50 Y 50 K 100
R 39 G 37 B 31
#27251F



CORPORATE COLOUR 2 PRO WHITE

Pantone Bright White
C 00 M 00 Y 00 K 00
R 240 G 240 B 237
#F1F0E

FOIL BLOCKED CORPORATE COLOURS



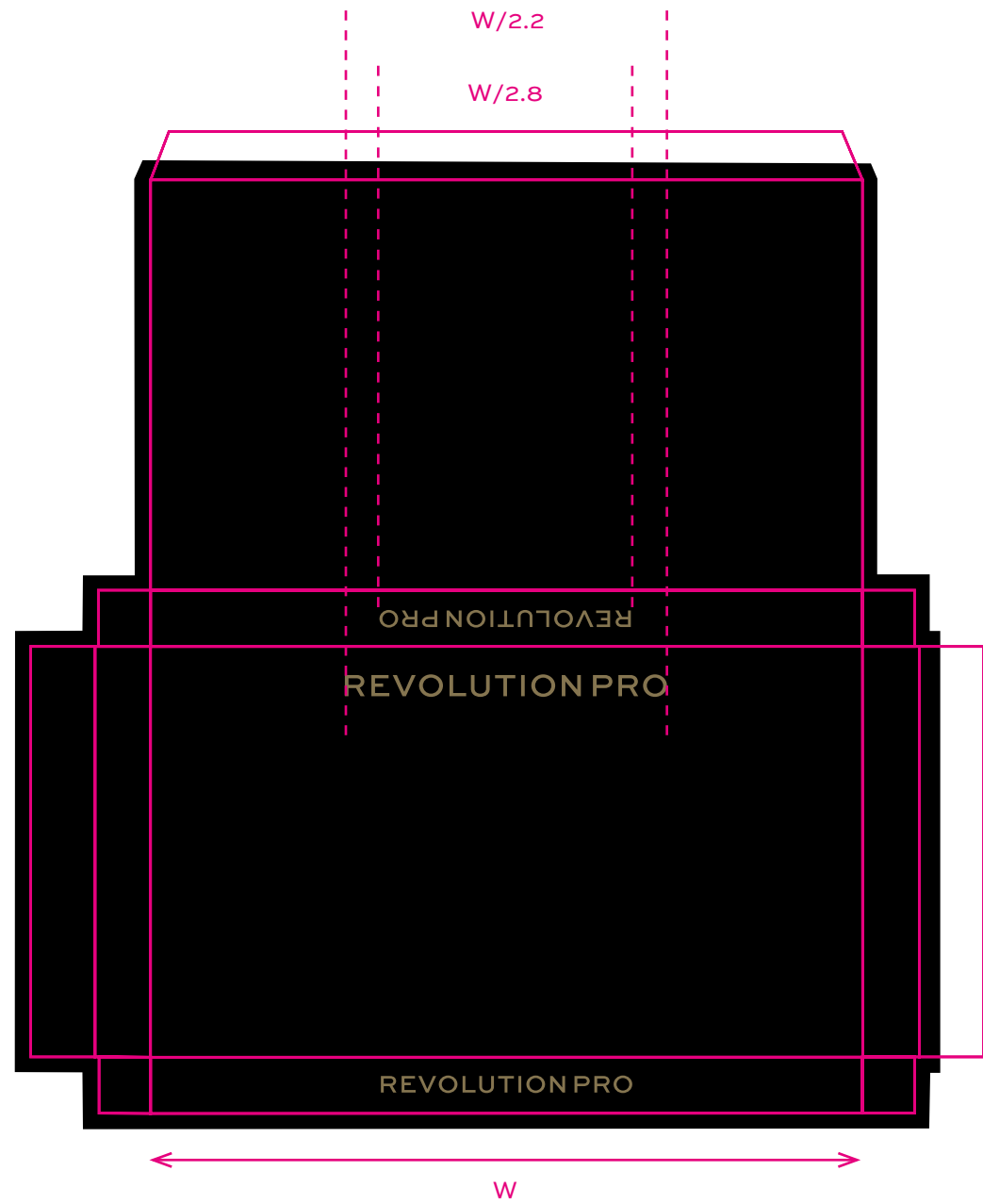
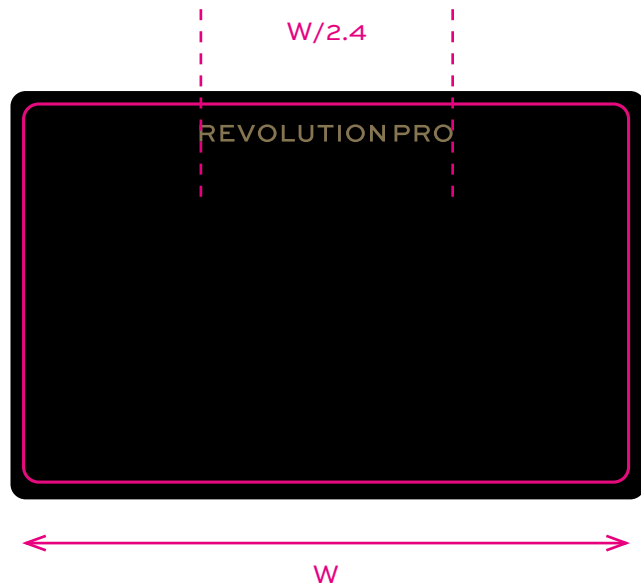
CORPORATE COLOUR 3 REFLECTIVE GOLD

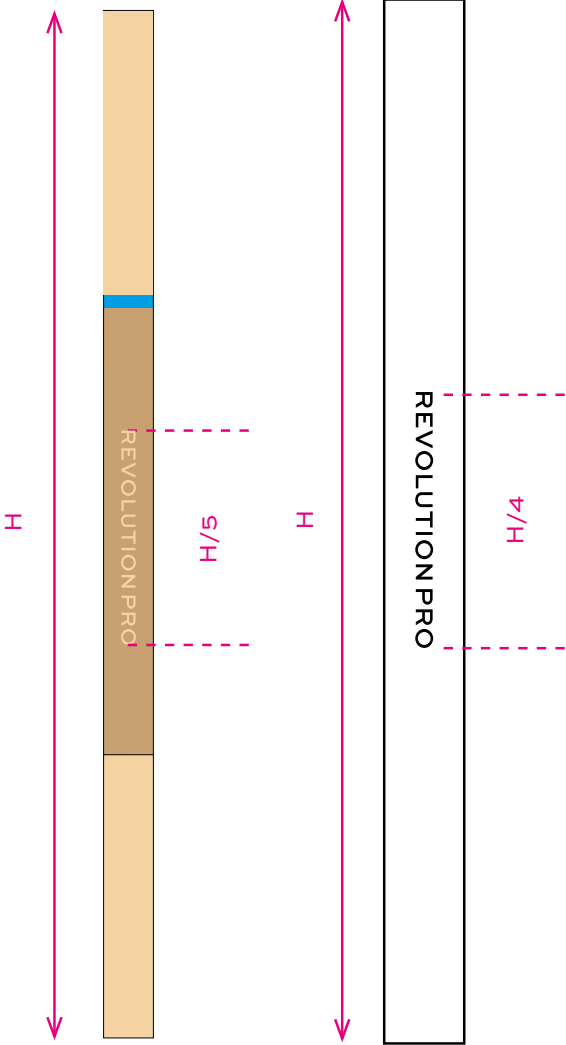
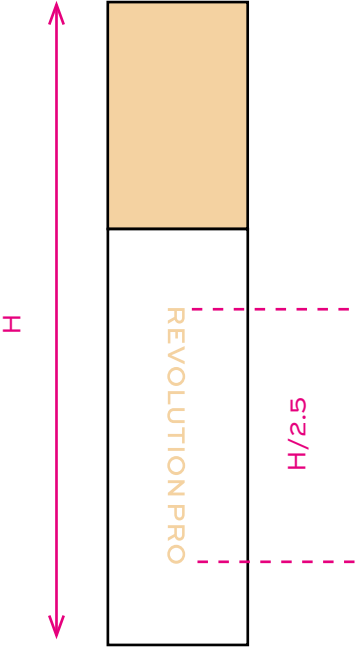
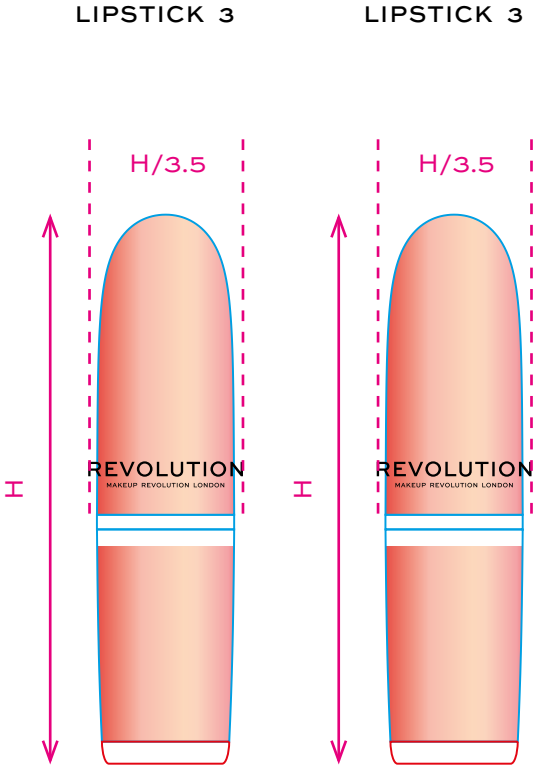
Bespoke foil or mirrorboard to match
KURZ LUXOR 220
or printed 00.00.00.00 (TBC) on
reflective silver foil

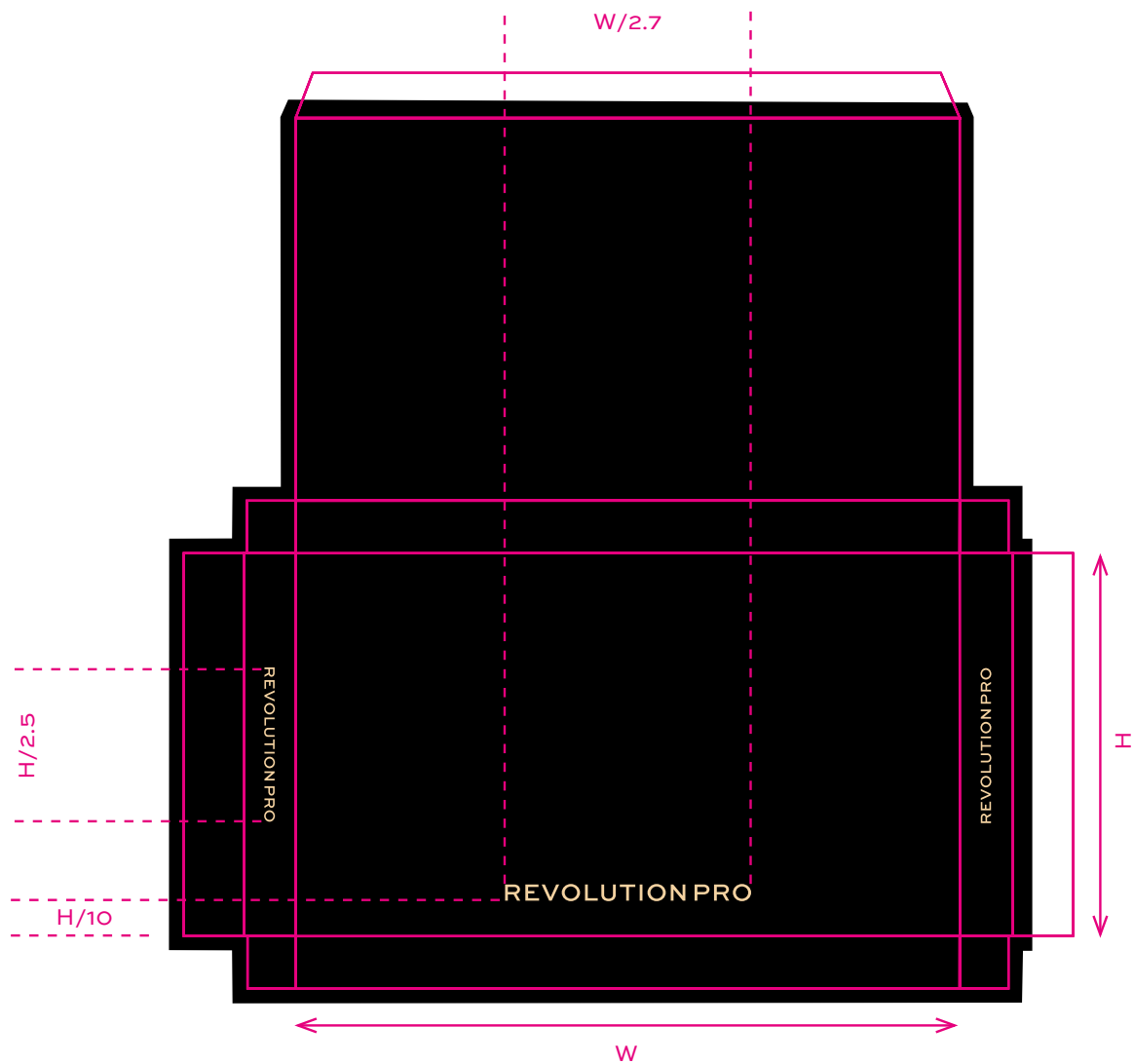
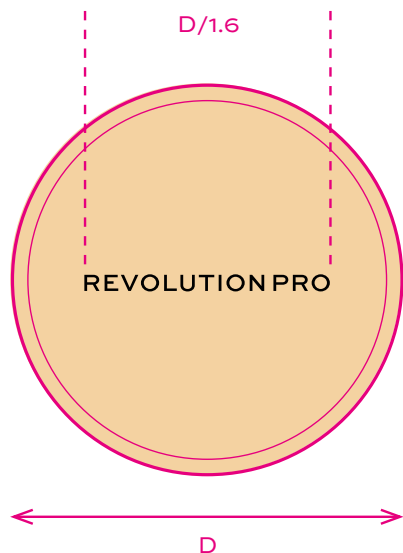
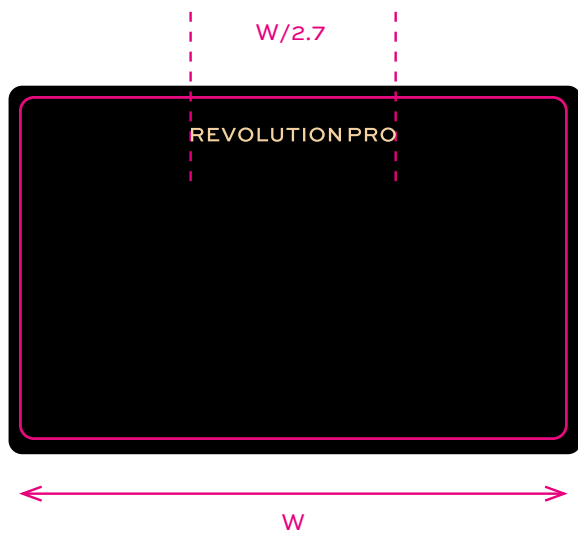


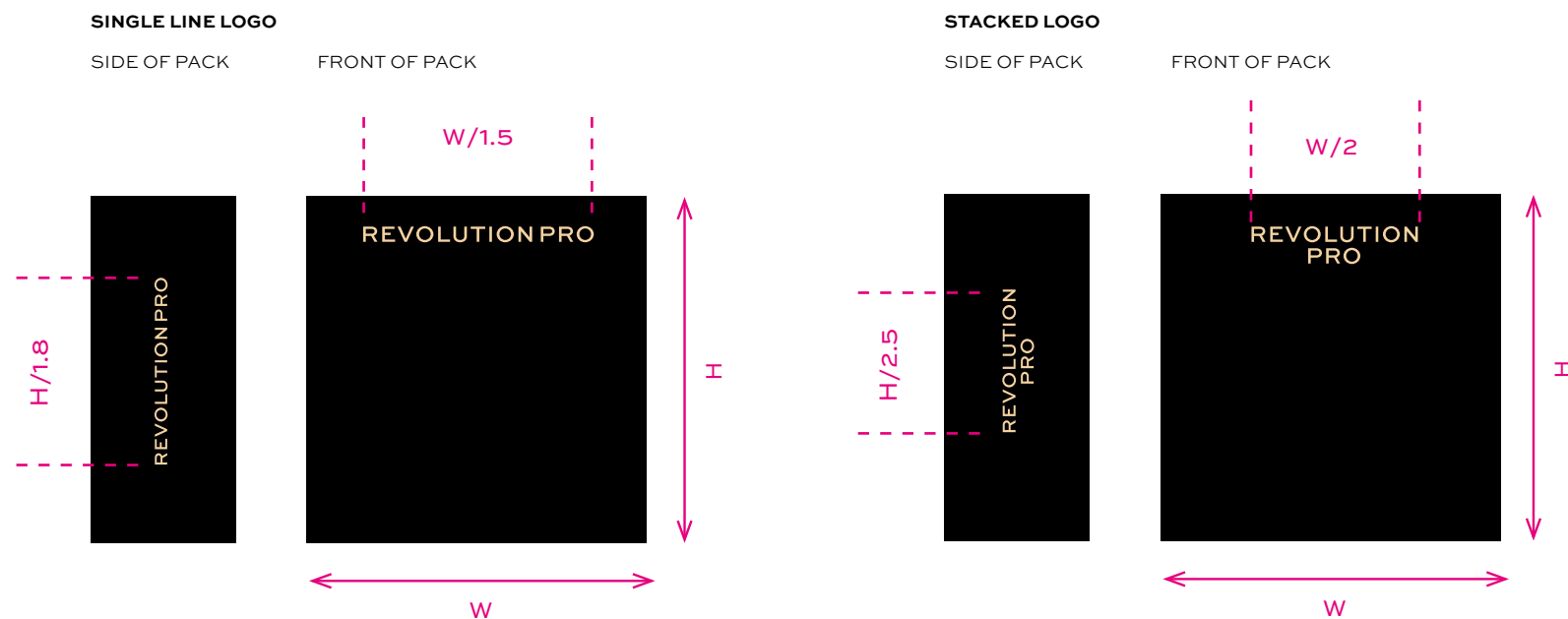
CORPORATE COLOUR 4 MATTE GOLD

Bespoke foil or mirrorboard to match
KURZ LUXOR 428
or printed 00.00.00.00 (TBC) on
matte silver foil









The Stacked and Single Line version of the PRO logo can be used together in the same pack context.

PACKAGING
CORPORATE
GUIDELINES

I ♥
REVOLUTION

THE HEART REVOLUTION LOGO

The I HEART REVOLUTION logo is the main graphic element of the I HEART REVOLUTION brand and should feature appropriately in all online and offline visual communications. The logo should usually be foil blocked in KURZ Magenta 360. The outlined, vector version of the logo should always be used for print and should not be altered under any circumstances.

The Exclusion Zone is the free space around the logo. In every instance it should have a minimum of a cap 'M' from the REVOLUTION sub copy of space around it free of type or graphic imagery. This does not apply if the logo is reversed out of a photographic or illustrative background. In instances where the logo forms part of a sub-branded entity this rule can be compromised. The minimum size that the logo can appear for printed or online communications is 18mm as shown below.



EXCLUSION ZONE ■ = vertical stroke width



COLOUR VARIATIONS



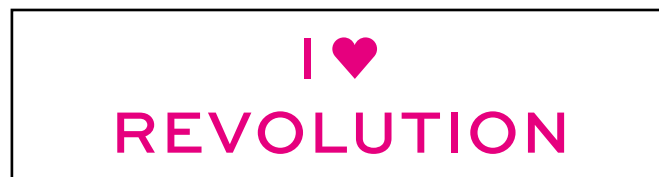
MAGENTA FOIL BLOCKING ON
BLACK BACKGROUND



MAGENTA FOIL BLOCKING ON
PHOTOGRAPHIC BACKGROUND



MAGENTA FOIL BLOCKING ON
BLACK BACKGROUND



MAGENTA FOIL BLOCKING ON
GLASS OR ACRYLIC

The I HEART REVOLUTION LOGO should be foil blocked in all packaging contexts.

I HEART REVOLUTION CORPORATE TYPEFACES AND COLOURS

The two typefaces associated with the I HEART REVOLUTION IDENTITY are SWEET SANS and UNIVERS.

SWEET SANS LIGHT

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SWEET SANS MEDIUM

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SWEET SANS MEDIUM CAPS should be used
with generous positive tracking for main title lettering and SWEET SANS LIGHT CAPS should be used
for front of pack sub and description copy.

UNIVERS LIGHT CONDENSED

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS BOLD CONDENSED

a **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890

UNIVERS LIGHT AND BOLD CONDENSED should be used for Function and INCI Copy (see page 10) UNIVERS REGULAR CONDENSED can be used for Function and INCI Copy foil blocking is used (see page 10).

CORPORATE COLOURS

REVOLUTION colours are crucial to look and feel of the product ranges and should be adhered to at all times. The principal colours are MUR Black and MUR White, which provide the basis for the distinctive clean and elegant visual concept which makes REVOLUTION products unique.

Colours are defined as REVOLUTION BLACK, WHITE and ROSE GOLD

METALLIC ROSE GOLD features prominently in all REVOLUTION 3D communications and should be achieved using the foil blocking process.

FOIL BLOCKED CORPORATE COLOURS



CORPORATE COLOUR 1 I HEART FOIL BLOCKED MAGENTA

Bespoke foil or mirrorboard to match
KURZ LUXOR 360
or printed 00.100.00.00 on
reflective silver foil

PACKAGING
CORPORATE
GUIDELINES

MAKEUP ★
OBSESSION
LONDON

THE MAKEUP OBSESSION LOGO

The MAKEUP OBSESSION logo is the main graphic element of the MAKEUP OBSESSION brand and should feature appropriately in all online and offline visual communications. The logo can be reproduced in black or reversed white out of a coloured background. The outlined, vector version of the logo should always be used for print and should not be altered under any circumstances.

The Exclusion Zone is the free space around the logo. In every instance it should have a minimum of a cap 'M' from the REVOLUTION sub copy of space around it free of type or graphic imagery. This does not apply if the logo is reversed out of a photographic or illustrative background. In instances where the logo forms part of a sub-branded entity this rule can be compromised. The minimum size that the logo can appear for printed or online communications is 18mm as shown below.



EXCLUSION ZONE



COLOUR VARIATIONS



WHITE ON BLACK



BLACK ON WHITE

It is normal practice to print the OBSESSION LOGO in SILVER foil blocking. There are some instances where this should not be done.



WHITE ON SILVER



SILVER ON BLACK



SILVER ON WHITE

OBSESSION CORPORATE TYPEFACES AND COLOURS

OBSESSION fonts are crucial to look and feel of the product ranges and should be adhered to at all times.

DRUK MEDIUM

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

DRUK BOLD

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

SWEET SANS LIGHT

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

SWEET SANS MEDIUM

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

UNIVERS LIGHT CONDENSED

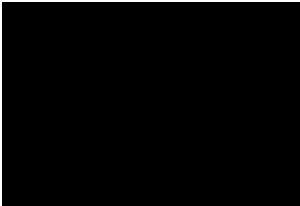
a ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

UNIVERS BOLD CONDENSED

a ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

PRINTED CORPORATE COLOURS

The principal colours are OBSESSION BLACK and OBSESSION WHITE, which provide the basis for the distinctive clean and elegant visual concept which make OBSESSION products unique.



**CORPORATE COLOUR 1
REV GLOSS BLACK**

Pantone Process Black
C 50 M 50 Y 50 K 100
R 39 G 37 B 31
#27251F



**CORPORATE COLOUR 2
REV WHITE**

Pantone Bright White
C 00 M 00 Y 00 K 00
R 240 G 240 B 237
#F1F0E

FOIL BLOCKED CORPORATE COLOURS



**CORPORATE COLOUR 3
REV METALLIC SILVER**

Bespoke foil or mirrorboard to match
KURZ ALUFIN SPECIAL