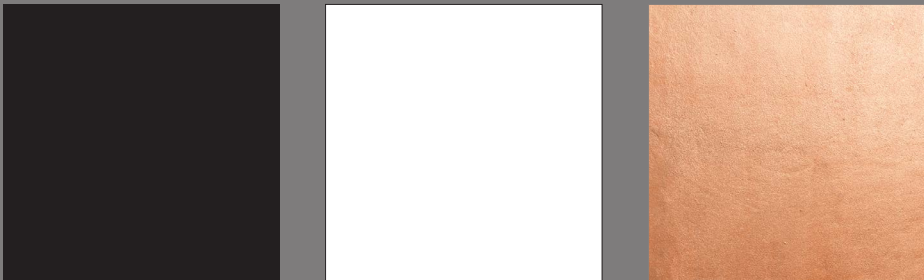


Revolution Beauty London Interim Packaging & Information Hierarchy 23.10.2017

Packaging

Revolution Beauty London Brand Colors

REVOLUTION

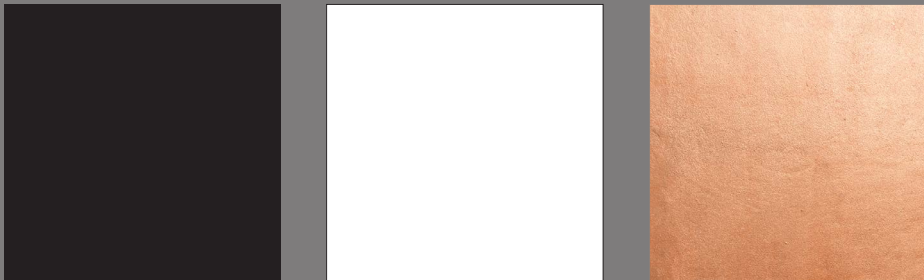


SHINY BLACK

WHITE SILKSCREEN

ROSE GOLD FOIL

REVOLUTION PRO

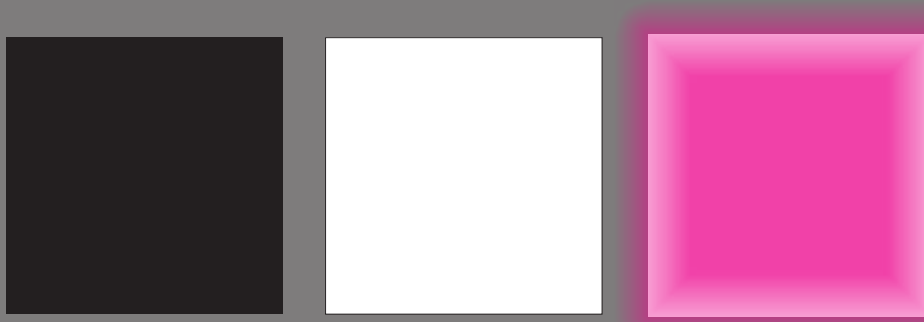


MATTE BLACK

WHITE SILKSCREEN

ROSE GOLD FOIL

I ♥ REVOLUTION



SHINY BLACK

WHITE SILKSCREEN

PINK NEON EFFECT

OBSESSION



MATTE WHITE

BLACK SILKSCREEN

HOLOGRAPHIC FOIL

Revolution Brands
1st Presentation Recap



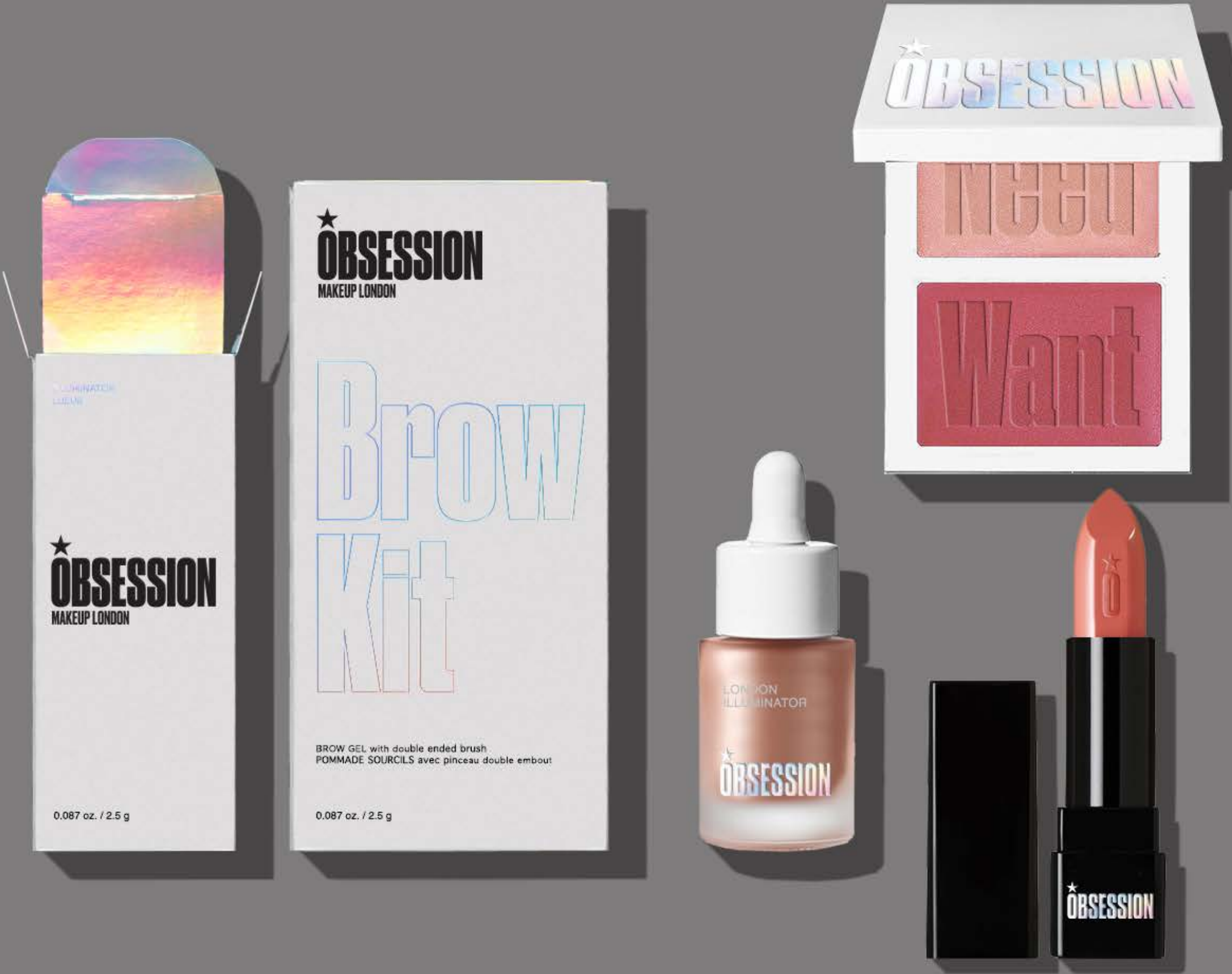
Revolution Brands
Revised



Revolution Brands
Notes



Obsession Makeup London
Approved



Information Hierarchy

Overview

Front of Pack

The logo typeface, Sweet Sans, is used throughout all brands.

Product titles are set in Sweet Sans Medium and descriptors in Sweet Sans Light.



Overview

Back of Pack

The logo typeface, Sweet Sans, is used throughout all brands.

Product titles are set in Sweet Sans Medium and descriptors in Sweet Sans Light.

All legal copy is set in Univers Light Condensed with titles in Univers Bold Condensed.



Revolution – Front of Pack

Sizing of logo vs product title/sub-franchise changes in order to create hierarchy between series and the use of special finishes reinforces their unique qualities.

CORE SERIES



Sweet Sans Medium / All Caps
Product titles font size and style are consistent throughout all products

Sweet Sans Light / All Caps
Product descriptions font size and style are consistent throughout all products

SUB-FRANCHISE



Sweet Sans Bold / All Caps
Sub-franchise name has unique style and is more prominent than the logo and product title

Rose gold boxes are used to denote sub-franchises

Revolution – Back of Pack

Logo size is reduced or logo is dropped when color swatches apply.
Product title and description maintain the same font size and style as the front of pack.
All legal copy is set in Univers Condensed.

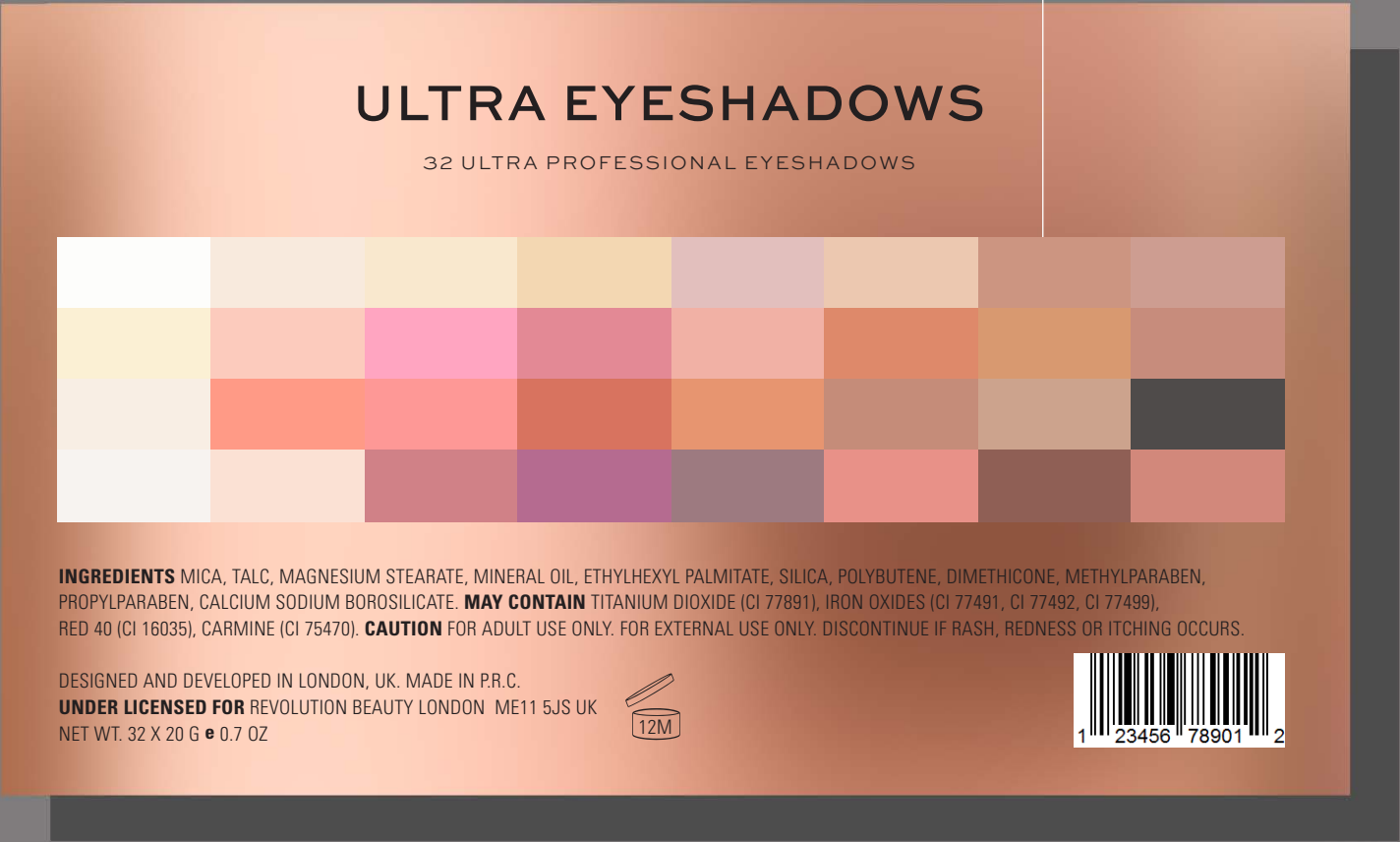
CORE SERIES



Sweet Sans Medium / All Caps
Sweet Sans Light / All Caps

Univers Bold Condensed / All Caps
Univers Light Condensed / All Caps

SUB-FRANCHISE



Are ingredients a legal requirement in the UK?

New graphic
swatch preview

Revolution Pro – Front of Pack

The consistency in design emphasizes the more technical and professional aspect of brand.



Sweet Sans Medium / All Caps
Product titles are consistent throughout all products



Sweet Sans Light / All Caps
Product descriptions are consistent throughout all products

Revolution Pro – Back of Pack

Logo size is reduced to match product title size.
Product size and description maintain the same font size and style as the front of pack.
All legal copy is set in Univers Condensed.

REVOLUTION**PRO**

ULTIMATE MATTES

PRO 32 MATTE EYE COLLECTION

VEGAN | CRUELTY FREE | GLUTEN FREE

INGREDIENTS MICA, TALC, MAGNESIUM STEARATE, PARAFFINUM LIQUIDUM, ETHYLHEXYL PALMITATE, SILICA, POLYBUTENE, DIMETHICONE, METHYLPARABEN, PROPYLPARABEN [+/-: CI 77891, CI 77491, CI 77492, CI 77499, CI 15850, CI 77742, CI 77007]

DESIGNED AND DEVELOPED IN LONDON, UK. MADE IN P.R.C.

UNDER LICENSED FOR
REVOLUTION BEAUTY LONDON
ME11 5JS UK

NET WT. 32 X 20 G **e** 0.7 OZ



12M



1 23456 78901 2

Sweet Sans Medium / All Caps
Sweet Sans Light / All Caps

Univers Bold Condensed / All Caps
Univers Light Condensed / All Caps

REVOLUTION**PRO**

INNOCENT COLLECTION

PRO 32 EYE COLLECTION

VEGAN | CRUELTY FREE | GLUTEN FREE

INGREDIENTS MICA, TALC, MAGNESIUM STEARATE, PARAFFINUM LIQUIDUM, ETHYLHEXYL PALMITATE, SILICA, POLYBUTENE, DIMETHICONE, METHYLPARABEN, PROPYLPARABEN [+/-: CI 77891, CI 77491, CI 77492, CI 77499, CI 15850, CI 77742, CI 77007]

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12M



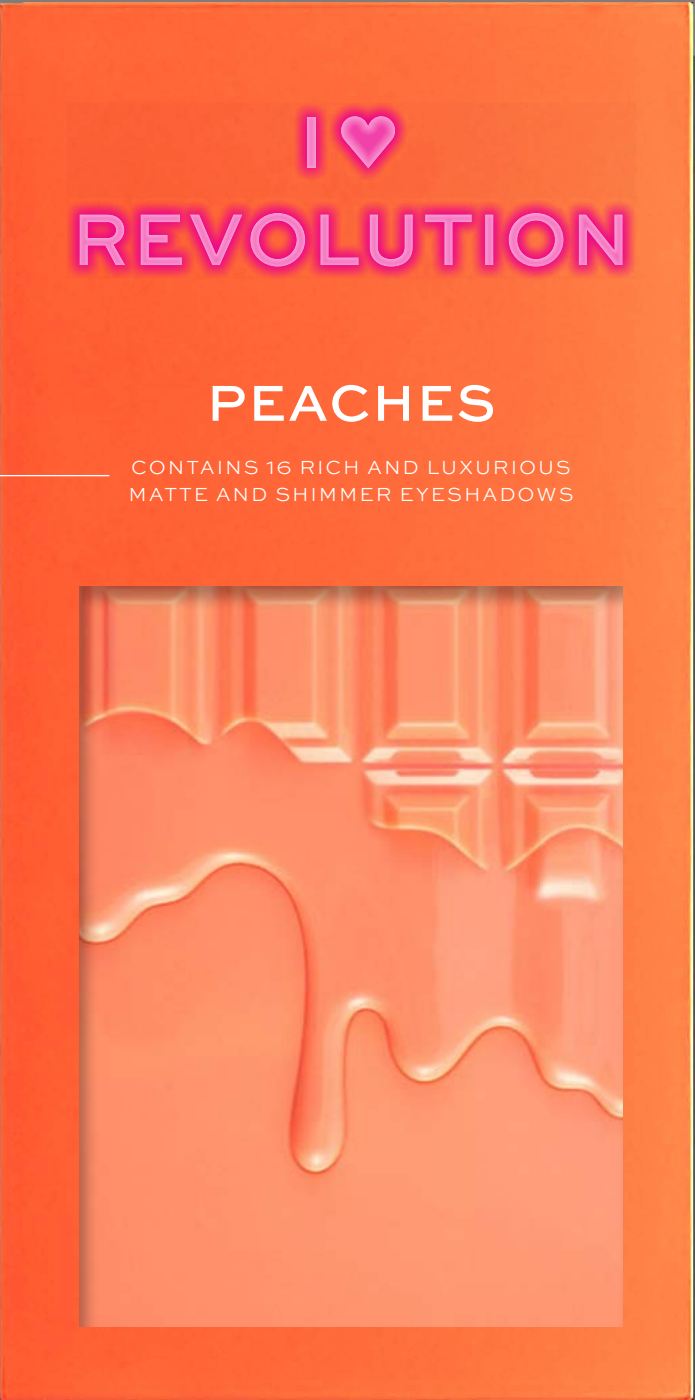
1 23456 78901 2

I ♥ Revolution – Front of Pack

A consistent typeface and tone-on-tone color palette allows the pink stacked logo to remain the most prominent brand element and creates a connection to the Revolution master brand.



Sweet Sans Medium / All Caps
Product titles are consistent throughout all products



Sweet Sans Light / All Caps
Product descriptions are consistent throughout all products

I ♥ Revolution – Back of Pack

Logo is dropped when color swatches apply.
Product title and description maintain the same font size and style as the front of pack.
All legal copy is set in Univers Condensed.



OPTION 3



Thank you.