

Brand Guidelines

SPARITUAL®

Our design language.



A NOTE FROM

OUR FOUNDER

“ We are a sustainable, vegan beauty brand based on the rituals of self-care. Our roots are firmly planted in the healing traditions of the spa and our products are developed to intentionally connect customers to Slow Beauty Rituals that encourage them to relax, nourish and reconnect their mind, body and spirit. ”

Shel

SHEL PINK

FOUNDER, AUTHOR & SLOW BEAUTY PIONEER



*WE WROTE
THE BOOK ON
SELF-CARE*

**Slow Beauty: Rituals And Recipes To Nourish
The Body And Feed The Soul**

BY SHEL PINK

Our voice is

Meaningful

Compelling

Insightful

We are a guide and educator; helping people take a slower approach to beauty. By encouraging people to make positive choices about their well-being, they are empowered to create self-care rituals and define their own beauty standards.

Our Values

An inspired beauty brand.



HYDRATING MIST, KEY INGREDIENTS

CLEAN BEAUTY INSIDE + OUT



CRUELTY-FREE



VEGAN



NATURE DERIVED
+ ORGANIC

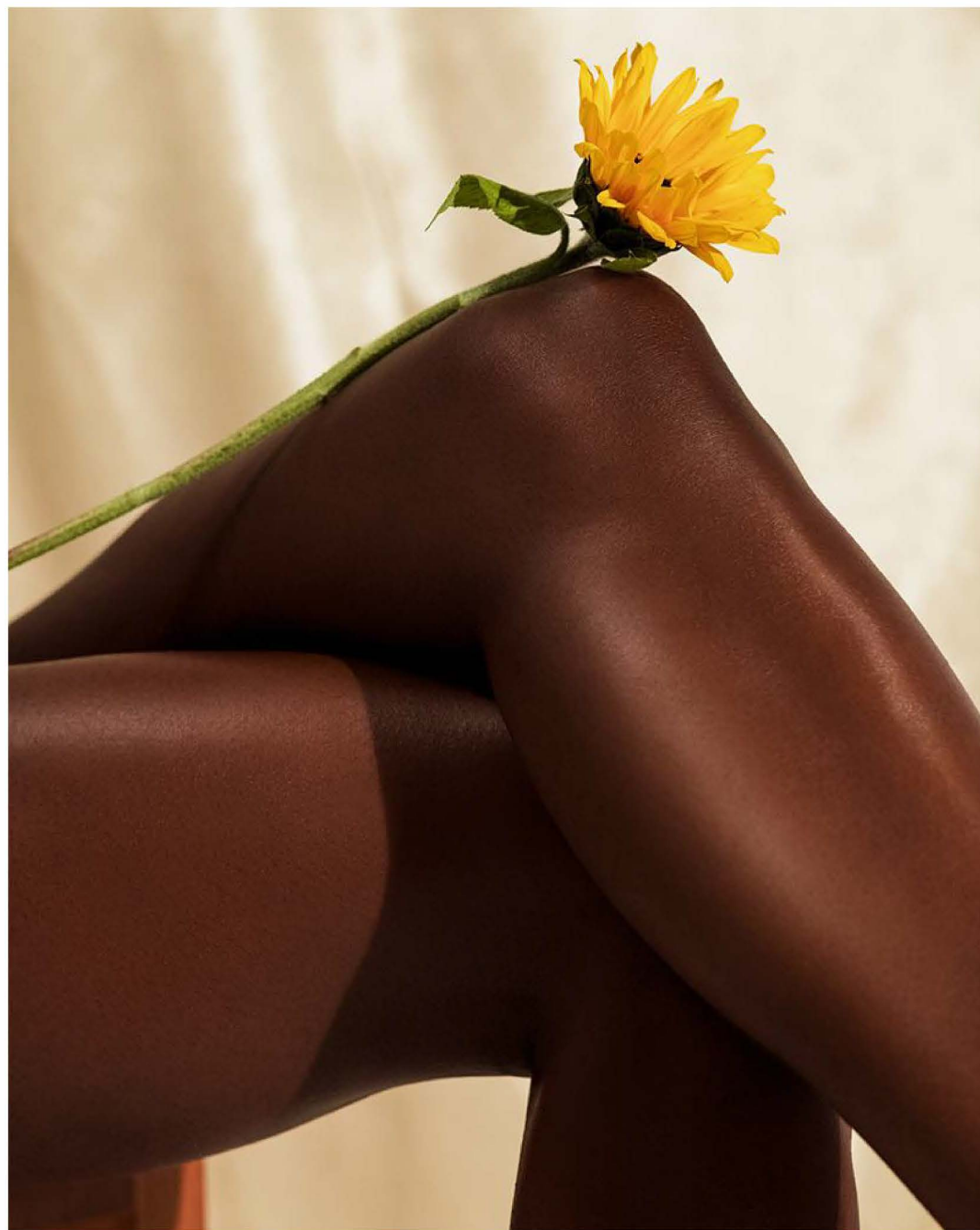


RECYCLED +
RECYCLABLE
PACKAGING

FORMULATED WITHOUT
Parabens, Petrochemicals,
Synthetic Fragrances and Dyes,
GMOs, and Gluten

**Better for your body.
Better for our planet.**

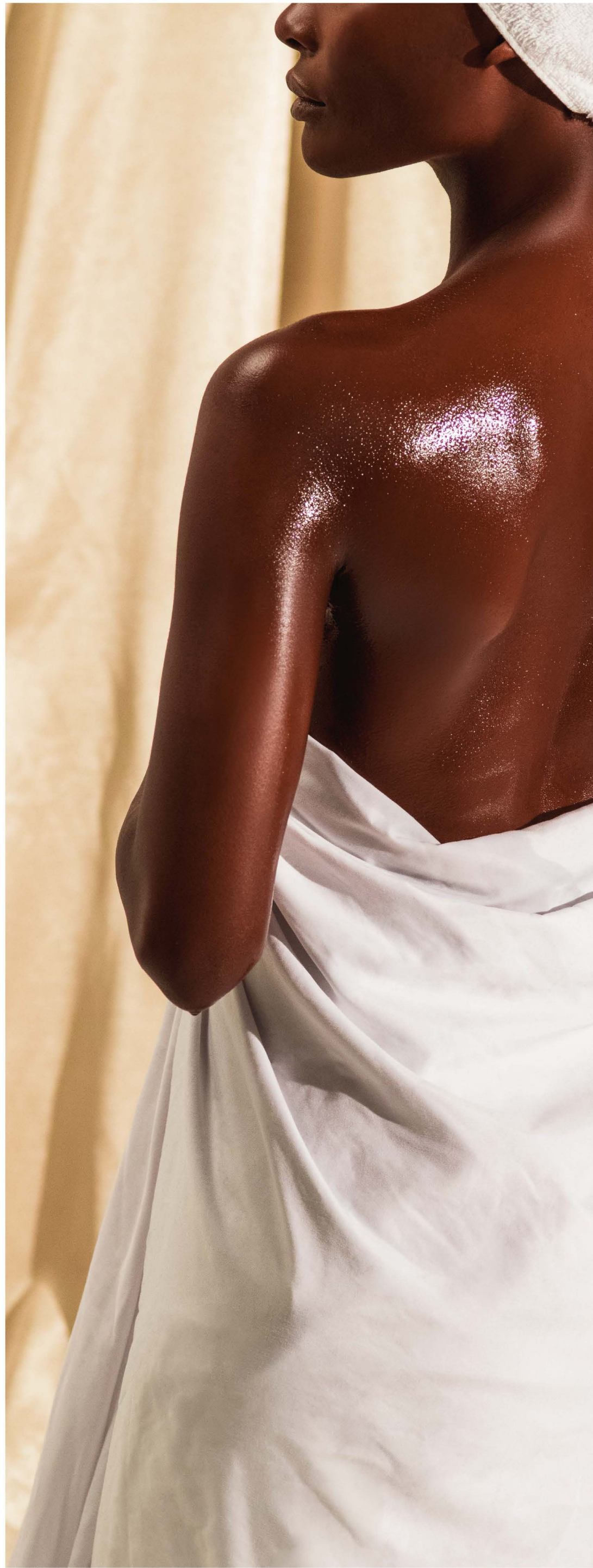
THE ART OF *SELF-CARE*



Self-care is an art form like painting, poetry, dance. In its pure state our body knows bliss. We invite you to master the art of self-care by joining us in a process of wholeness; a way to profoundly care for, deeply commune with, and endlessly be inspired by the body as a work of art. Commune with yourself. Live in ritual.



SPA CULTURE



Our roots are firmly planted in the ancient and present healing traditions of the spa, the true source of wellness.

SPA PARTNERS



FOUR SEASONS



THE RITZ-CARLTON

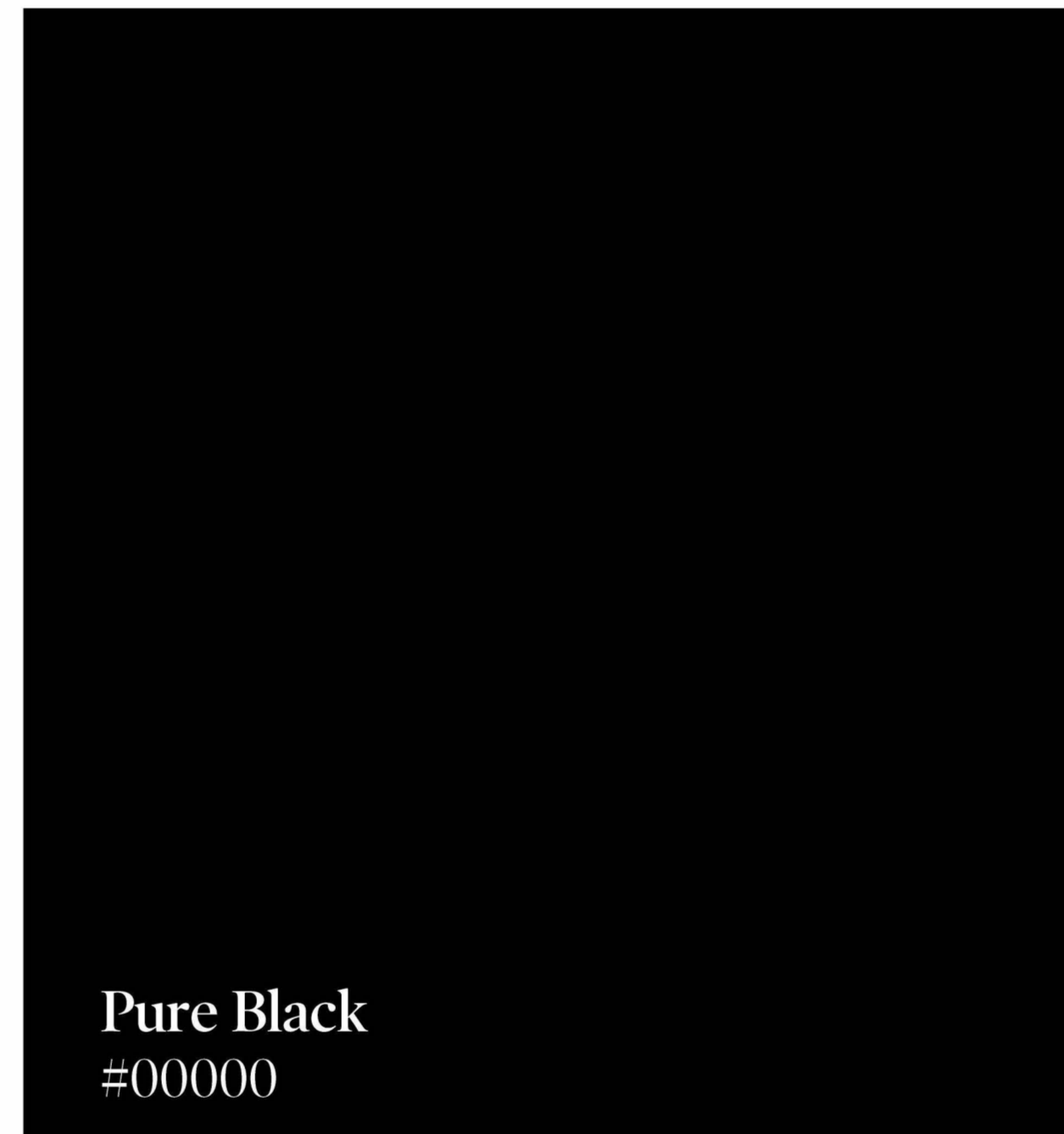
Sandals



We are trusted experts in 5-star resorts around the world and develop custom treatments for our spa partners that incorporate the practice of Slow Beauty.

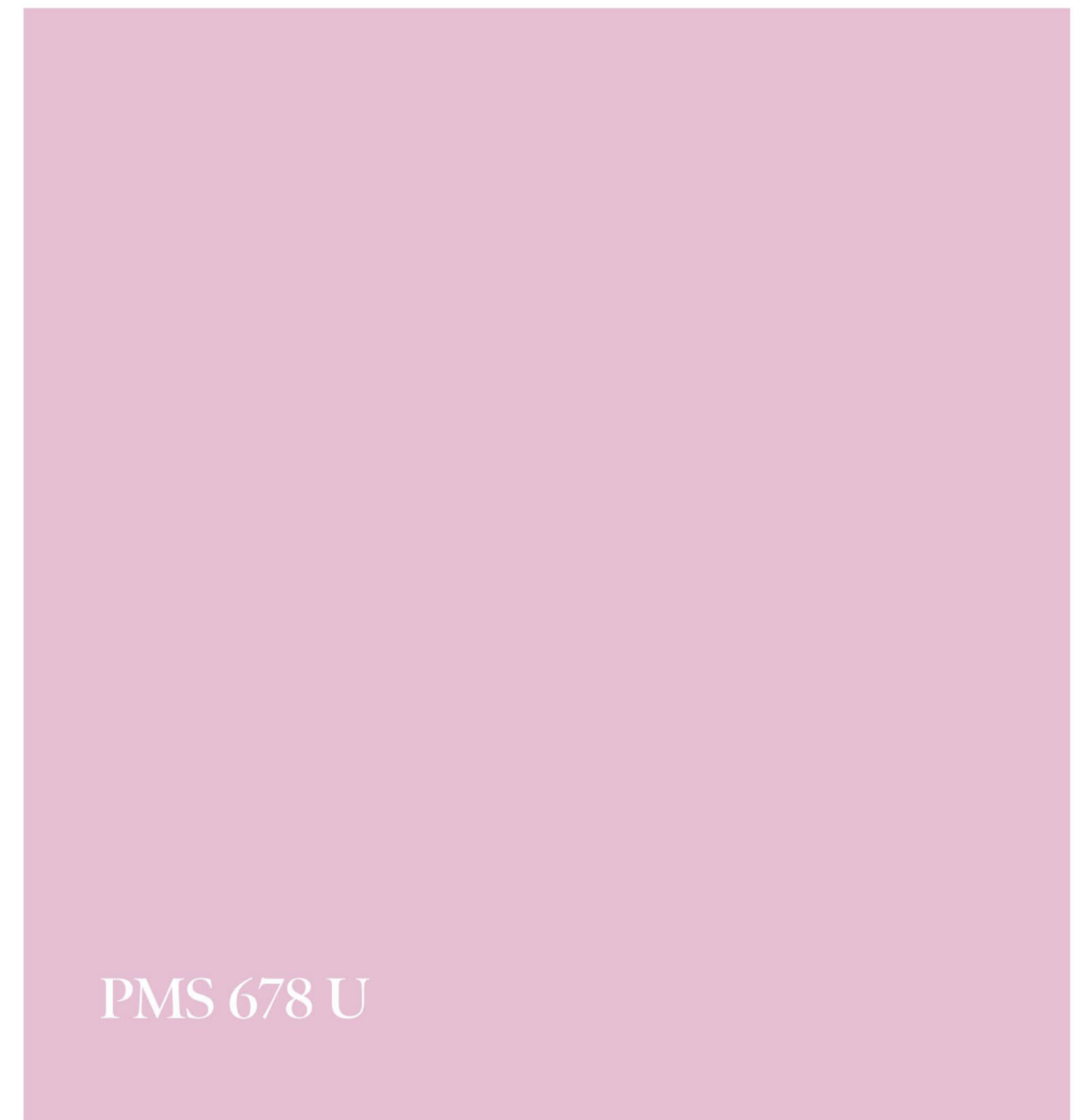
Color Palette

Our design language



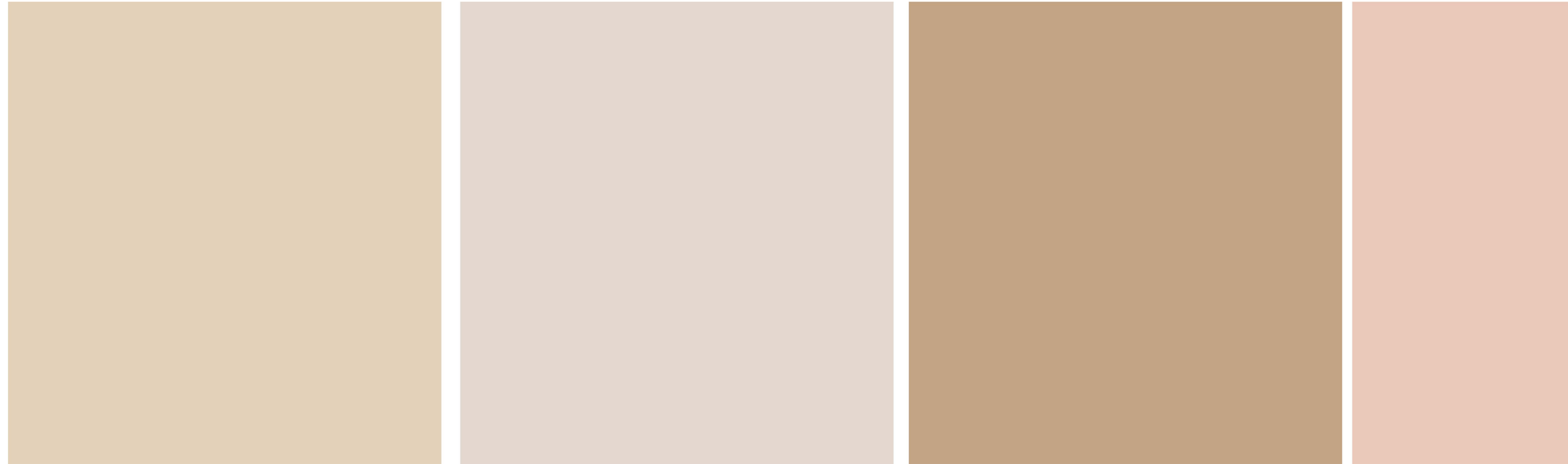
Brand Colors

Our core colors for the brand consist of a neutral black for type face, and a Seashell accent color. Mainly we use black #000000 and white #ffffff to keep our look contemporary, organic, luxury, and clean on our communications.



Packaging

These are our core packaging colors, each color corresponds with a scent story. Sometimes these can be utilized on a marketing campaign but I would suggest only using sparingly or if it makes sense in a scent story related campaign.



Accents

Here are some recommended accent colors. Designers have freedom to use accent colors as in seasonal campaigns, email, and marketing promotions. Accent colors should be selected and used sparingly in complement with our core colors. You can use the ones above or discover your own depending on the seasons and trends.

Our Type

Our design language

T Y P O G R A P H Y

Benton Sans

This font is primarily used in subheaders and body copy--it looks nice tracked out a bit (not too loose) on subheaders, buttons, and CTA's, on in a type lock-up with Poynter OS. It can be used with weights Light, Book, and Regular. Please refrain from using the italicized version, heavier weights or super light ones. Underline can be used for CTA's. For headers, use all caps and sentence case for paragraphs.

Aa

Aa Bb Cc Dd Cc Ee Ff Gg

li Jj Kk Ll Mm Nn Oo Pp

Rr Ss Tt Uu Vv Ww Xx Yy

01 02 03 04 05 06 07 08

T Y P O G R A P H Y

Poynter OS Display

This font is primarily used in Headers and to make a bold statement. It can be used with weights Roman and Semi-Bold, refrain from using the bold weight (can look too heavy). You can also use all-caps Italicized in Roman weight for an editorial feel.

Aa

Aa Bb Cc Dd Cc Ee Ff Gg

Ii Jj Kk Ll Mm Nn Oo Pp

Rr Ss Tt Uu Vv Ww Xx Yy

01 02 03 04 05 06 07 08

THE LOGO



The Lock-Up

Our logo lock-up is used on prod packaging and displays and includes our registered trademark symbol. It always includes a product category below in the same typeface, Affogato, as the logo. Two examples are shown on the right.

SPARITUAL®
NAIL CARE

SPARITUAL®
BODY CARE

Our Images

Our visual language.

Artful. Elevated.

Our evergreen imagery is artful and elevated in feel, and should have a natural and warm feeling. Our models should have retouched skin, but natura looking, with some shine, but not overly perfected in feel.



Accessible & Elegant

Our social media feed should contain imagery that feels high-end, yet natural in feeling. It should feel aspirational, yet attainable. It should focus on IRL in-situ shots of product and nail art.

