

Brand Guidelines



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Brand

Brand
Essence



Australian-made
skincare with natural
healing properties for
happier, healthier,
younger-looking skin.

– **Committed to Skincare with Minimal Impact**

Seresilk offers an all-embracing skincare routine that is cruelty-free, eco-friendly and Australian made. We are devoted to transparency in our ingredients, and take responsibility for what we put in our skincare, and how we impact the planet.

– **Empowerment, Diversity and Environment**

We are passionate about empowering women and men to love the skin they're in. We achieve this by creating products made from the highest quality, natural ingredients and choosing environmentally conscious manufacturing and packaging to promote sustainable consumer practices.

– **Redefining the Silk Industry**

Our goal is to promote a larger, cruelty-free focused silk industry in Australia. We firmly believe silk has the potential to transform industries beyond luxury garments and cosmetics - from knee reconstructions to rocket ships - but only if we preserve this essential resource.

Brand
Personality

This is the character of our brand.
Seresilk is a new Australian-made skincare
brand using cruelty-free Ahimsa Silk.
With natural healing properties for happier,
healthier, younger-looking skin.

Knowledgable
Transparent
Committed
Empowering
Conscious

Logo

Logo
Primary Logo

The Seresilk logotype is our primary logo - a major representation of our brand. It has a vital role in establishing brand awareness therefore should be used in all our communications in proper, approved forms.

The image shows the Seresilk logotype in a dark green color. The text 'seresilk' is written in a classic, elegant serif font. The letters are lowercase, with a distinctive design where the 's' and 'i' have a slightly more rounded, cursive-like feel compared to the other letters. The 'e' and 'l' are also quite elegant and well-proportioned. The overall appearance is clean, professional, and sophisticated.

[Download Logo](#)

Logo Exclusion Zone

To ensure the logo maintains a high level of visibility it is important that it is surrounded by a minimum amount of clear space. No other graphic elements should encroach within this area. The exclusion zone is equal to the height of the "S" in the logotype above, below and at both sides. It creates a boundary around the logo.

To preserve the readability of the logo it should never be sized below certain dimensions. The minimum length is 15 mm when used in print and a length of 57px in digital environments.



seresilk

15 mm / 57 px

Logo
Incorrect Usage

The logo must always be reproduced in its original state and according to the guidelines. These examples illustrate modifications that must be avoided.



Do not alter the colour of the brand mark



Do not use the logo with low contrast



Do not stretch, rotate or skew the logo



Do not use the logo as an outline



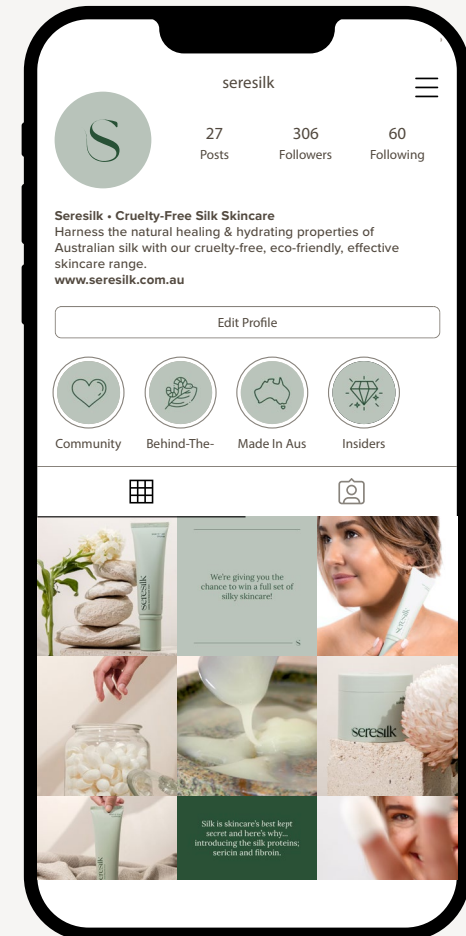
Do not add any effects on the logo



Do not combine with other graphic elements

Logo
SubMark

For optimal use on social channels, a profile icon version of the logo is provided. By using the submark, we maximise our space and take away any issues relating to legibility. The clearspace is adjusted to secure maximise impact.



Download SubMark

Colours

Colour Palette

Our brand iconic colours are Hunter and Sage and they create recognisable combination. Nude works as a neutral base highlighting the simplicity of the brand, giving a sense of clarity to brand assets. For flexibility there is an additional Charcoal colour defined.

Text is always set in Hunter when possible and in Charcoal as secondary option.

A solid dark green rectangular swatch representing the Hunter color.

Hunter

Pantone	350C (Solid Coated)
CMYK	81 / 44 / 80 / 43
RGB	41 / 81 / 53
HEX	#274F37

A solid light beige rectangular swatch representing the Nude color.

Nude

Pantone	n/a
CMYK	3 / 5 / 5 / 0
RGB	248 / 243 / 241
HEX	#F8F3F1

A solid light sage green rectangular swatch representing the Sage color.

Sage

Pantone	5595C (Solid Coated)
CMYK	24 / 12 / 25 / 0
RGB	195 / 205 / 190
HEX	#C2CCBE

A solid dark charcoal grey rectangular swatch representing the Charcoal color.

Charcoal

Pantone	n/a
CMYK	68 / 60 / 54 / 61
RGB	58 / 56 / 58
HEX	#3A383A

[Download Colour Palette](#)

Colour Combining

These examples demonstrate the correct versions to use in specific cases according to colour and contrast. Using the following specified colour combinations guarantees that content will be legible and recognisable. These combinations apply both to the wordmark, and to any other text application. Do not use any colour combinations outside of these scenarios.



Hunter on Sage



Nude on Hunter



Hunter on Nude



Nude on Sage

Typography

Typography
Primary Brand Typeface

Our primary brand typeface is Lora Regular. The typeface is timeless in its appearance, crafted with thorough attention to detail, and is functional across a range of different uses and touchpoints. It's approachable and characterful, making it perfect for a more expressive forms of application and perfectly compliments our logo.

Although Lora is available in a variety of weights and styles, in order to maintain brand consistency, we suggest restricting font use to forthcoming brand use outlines.

Lora Regular is most commonly used across headings for Seresilk.

AaBbCc123
Lora

Lora Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÃÄÅÆÉÊËËÌÍÎÏÓÔÕÖØÙÚÛÜÝ
abcdefghijklmnopqrstuvwxyz
áâãäåæéêëëìíîïóôõöøéúûüý
:;...!?*#\ \ (){}[]--_.,'"'"'"\$€£+-=%&|
1234567890

Lora Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÃÄÅÆÉÊËËÌÍÎÏÓÔÕÖØÙÚÛÜÝ
abcdefghijklmnopqrstuvwxyz
áâãäåæéêëëìíîïóôõöøéúûüý
:;...!?*#\ \ (){}[]--_.,'"'"'"\$€£+-=%&|
1234567890

Lora Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÃÄÅÆÉÊËËÌÍÎÏÓÔÕÖØÙÚÛÜÝ
abcdefghijklmnopqrstuvwxyz
áâãäåæéêëëìíîïóôõöøéúûüý
:;...!?*#\ \ (){}[]--_.,'"'"'"\$€£+-=%&|
1234567890

Download Font

Typography
Secondary Brand Typeface

Our secondary brand typeface is Lato SemiBold. It is a simple, clean and legible typeface.

Although Lato is available in a variety of weights and styles, in order to maintain brand consistency, we suggest restricting font use to forthcoming brand use outlines.

Lato SemiBold is most commonly used in uppercase across subheadings for Seresilk.

AaBbCc123
Lato

Lato SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÃÄÅÆÉÊËËÌÍÎÏÓÔÕÖØÙÚÛÜÝ
abcdefghijklmnopqrstuvwxyz
ääåäåæéëèèíîíóôõöøéúûüý
:;...!/?*#\ (){}[]-_-,"'""'"\$€£+-=%@&||
1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÃÄÅÆÉÊËËÌÍÎÏÓÔÕÖØÙÚÛÜÝ
abcdefghijklmnopqrstuvwxyz
ääåäåæéëèèíîíóôõöøéúûüý
:;...!/?*#\ (){}[]-_-,"'""'"\$€£+-=%@&||
1234567890

Lato Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÃÄÅÆÉÊËËÌÍÎÏÓÔÕÖØÙÚÛÜÝ
abcdefghijklmnopqrstuvwxyz
ääåäåæéëèèíîíóôõöøéúûüý
:;...!/?*#\ (){}[]-_-,"'""'"\$€£+-=%@&||
1234567890

Download Font

Typography
Bodycopy Brand Typeface

Our bodycopy brand typeface is Roboto. It is a simple, clean and legible typeface that pairs perfectly with our primary and secondary typefaces.

Although Roboto is available in a variety of weights and styles, in order to maintain brand consistency, we suggest restricting font use to forthcoming brand use outlines.

Roboto is most commonly used across bodycopy for Seresilk.

AaBbCc123
Roboto

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÃÄÅÆÉÊËËÌÍÎÏÐÒÓÔÕÖØÙÚÛÜÝ
abcdefghijklmnopqrstuvwxyz
áâãäåæéêëëìíîïðóôõöøùúûüý
:;...!?*#\ (){}[]-_-,"'""\$%&+ -=%&||
1234567890

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÃÄÅÆÉÊËËÌÍÎÏÐÒÓÔÕÖØÙÚÛÜÝ
abcdefghijklmnopqrstuvwxyz
áâãäåæéêëëìíîïðóôõöøùúûüý
:;...!?#\ (){}[]-_-,"'""\$%&+ -=%&||*
1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÂÃÄÅÆÉÊËËÌÍÎÏÐÒÓÔÕÖØÙÚÛÜÝ
abcdefghijklmnopqrstuvwxyz
áâãäåæéêëëìíîïðóôõöøùúûüý
:;...!?*#\ (){}[]-_-,"'""\$%&+ -=%&||
1234567890

Download Font

Typography Usage

Lora Regular is intended for display typography, headlines, and titles. It can also be used as a way of highlighting smaller texts, but its predominant usage is for hero messaging.

Lato SemiBold is used to provide typographic contrast. It is most commonly used for pull-quotes, subheadings, or areas of text that are being highlighted within a larger typographic composition.

Roboto Regular is used for all areas of body copy and smaller text. It's the most effective of the three weights for legibility, and as such, is best used when trying to communicate information clearly and practically.

Primary Typography Example

Secondary Typography Example

Body Copy Typography Example

The *only* skincare
brand in the world using
Australian silk.

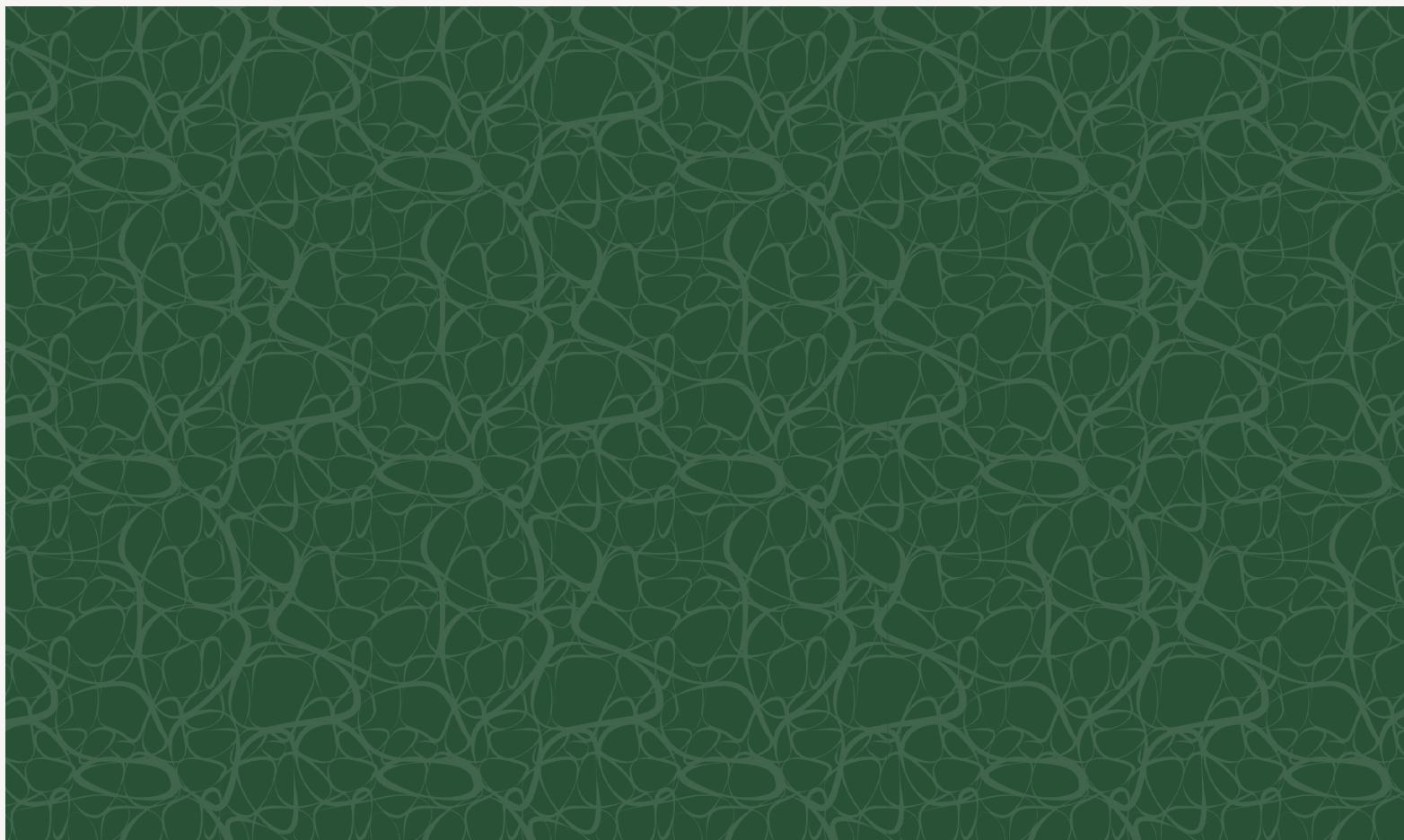
KEY INGREDIENTS

Rich in protein fibres, soft in texture, silk is superior in the world of skincare. Selecting skincare products that support your skin's needs is crucial to restoring and rejuvenating its natural strength and structure. Healthy skin begins with beautifully delicate formulations.

Seresilk was formulated to give you an oh-so-silky smooth feel and so much more.

Brand Pattern

Brand
Pattern



Imagery

Imagery Direction

To capture the premium aesthetic of the brand our imagery follows a few simple principles to achieve a consistent style. Every image should contain natural light, avoiding direct sunshine. Shoots should appear natural and unposed and should contain colours that are calm and composed, without feeling curated. We captured the natural body movements of the models and kept post-production to a minimum to ensure a natural feel. This kind of directed imagery combined with our carefully crafted copywriting creates a warm and relatable tone on all our touchpoints.



Application

Application
Collateral

*not to scale

A sample preview of our collateral.



Application Product Packaging

*not to scale



Application
Product Packaging

*not to scale

<p>DIRECTIONS: After cleansing, soak a singular cocoon in warm water (3-5 minutes) until it reaches the desired level of softness. Delicately place your finger into the Pure Silk Exfoliator.</p> <p>Use the Pure Silk Exfoliator in gentle circular motions on cheeks, forehead and décolletage. The cocoon will remove dead skin cells while reducing wrinkles and fine lines.</p> <p>After exfoliating, allow the cocoon to dry in a well-ventilated area. Each Pure Silk Exfoliator allows for 2-3 uses.</p> <p>Follow with Silk Night Serum and Silk Night Cream.</p>	<p>PURE SILK EXFOLIATOR</p>  <p>150ml 12 Pieces</p>	<p>INGREDIENTS: Silk Cocoon 100% biodegradable; discard with consideration.</p> <p>NOTE: Dermatologically tested and approved. Patch test before application.</p> <p>Made in Australia</p> <p>SERESILK Seresilk Pty Ltd 217/19 Milton Parade Malvern, VIC 3144</p> 
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<p>DIRECTIONS: Apply 2-3 drops of the Silk Night Serum to clean skin.</p> <p>Delicately pat the silk serum into your face, neck and décolletage with your fingertips.</p> <p>Let your Silk Night Serum absorb into your skin and continue with Seresilk's Silk Night Cream.</p>	<p>SILK NIGHT SERUM</p>  <p>100% AUSTRALIAN SILK</p> <p>30ml e 1.01 fl.oz</p>	<p>INGREDIENTS: Aqua, Aloe Barbadensis Leaf Juice, Hydrolysed Silk, Retinyl Palmitate (less than 1%), Hydroxyacetophenone, Sodium Benzoate, Sodium Hyaluronate, Glycerin Stearate, Lauryl Glucoside, Xanthan Gum.</p> <p>NOTE: Dermatologically tested and approved. Patch test before application.</p> <p>Made in Australia</p> <p>SERESILK Seresilk Pty Ltd 217/19 Milton Parade Malvern, VIC 3144</p> 
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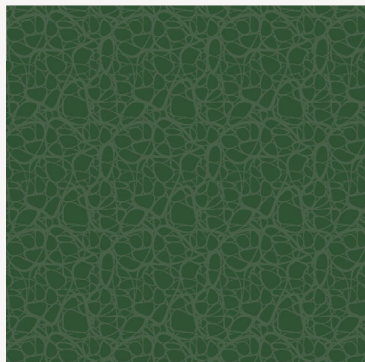


Application Box Packaging

*not to scale



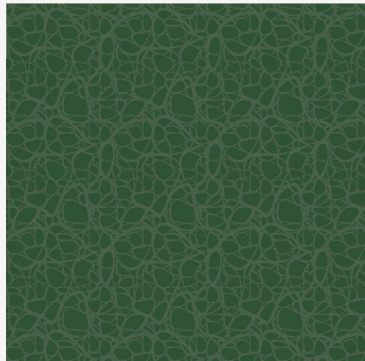
Internal Pattern



Application
Box Packaging

*not to scale

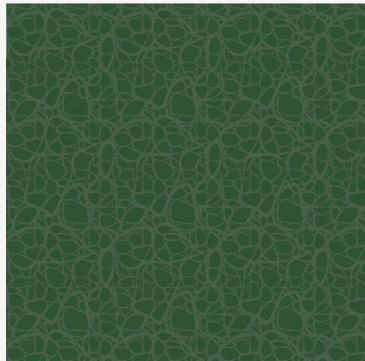
Internal Pattern



Application Box Packaging

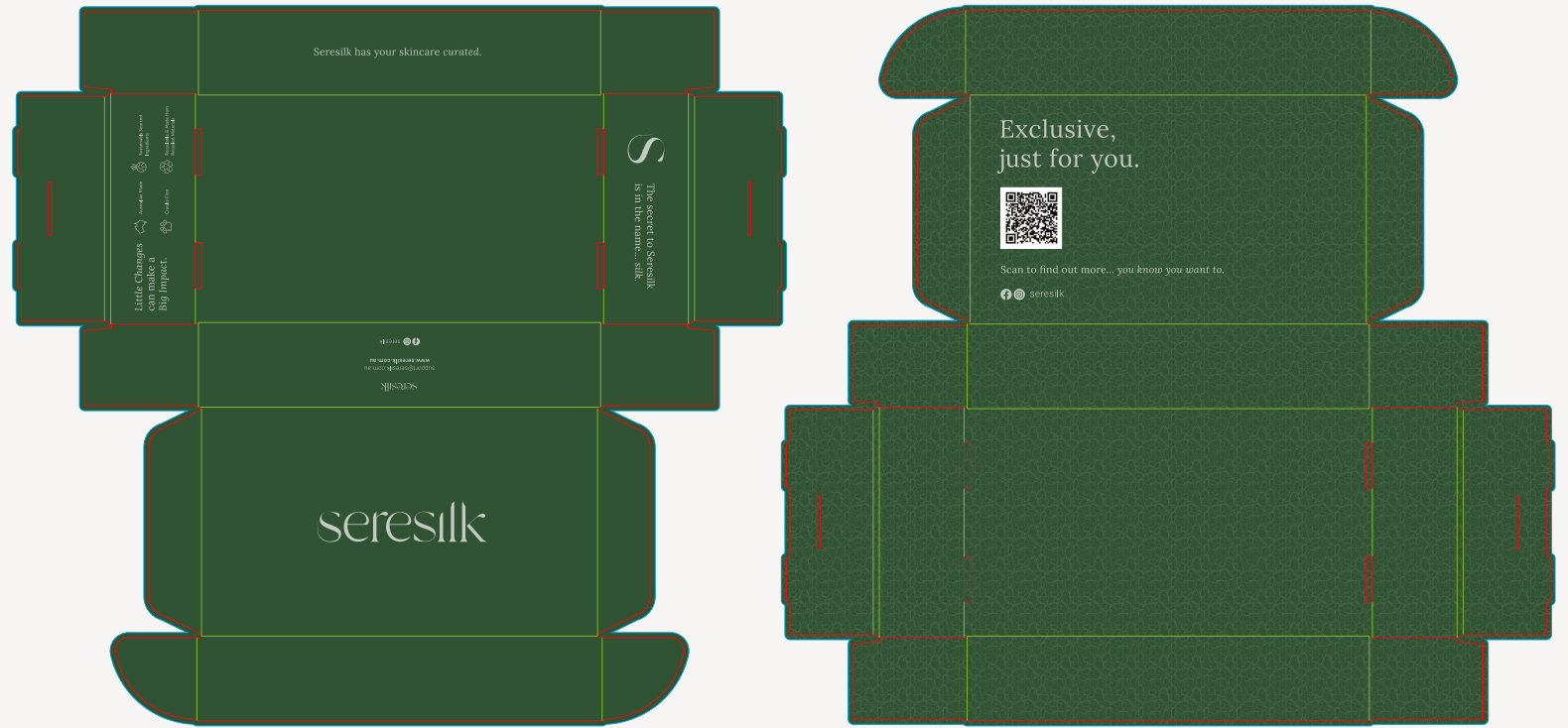
*not to scale

Internal Pattern



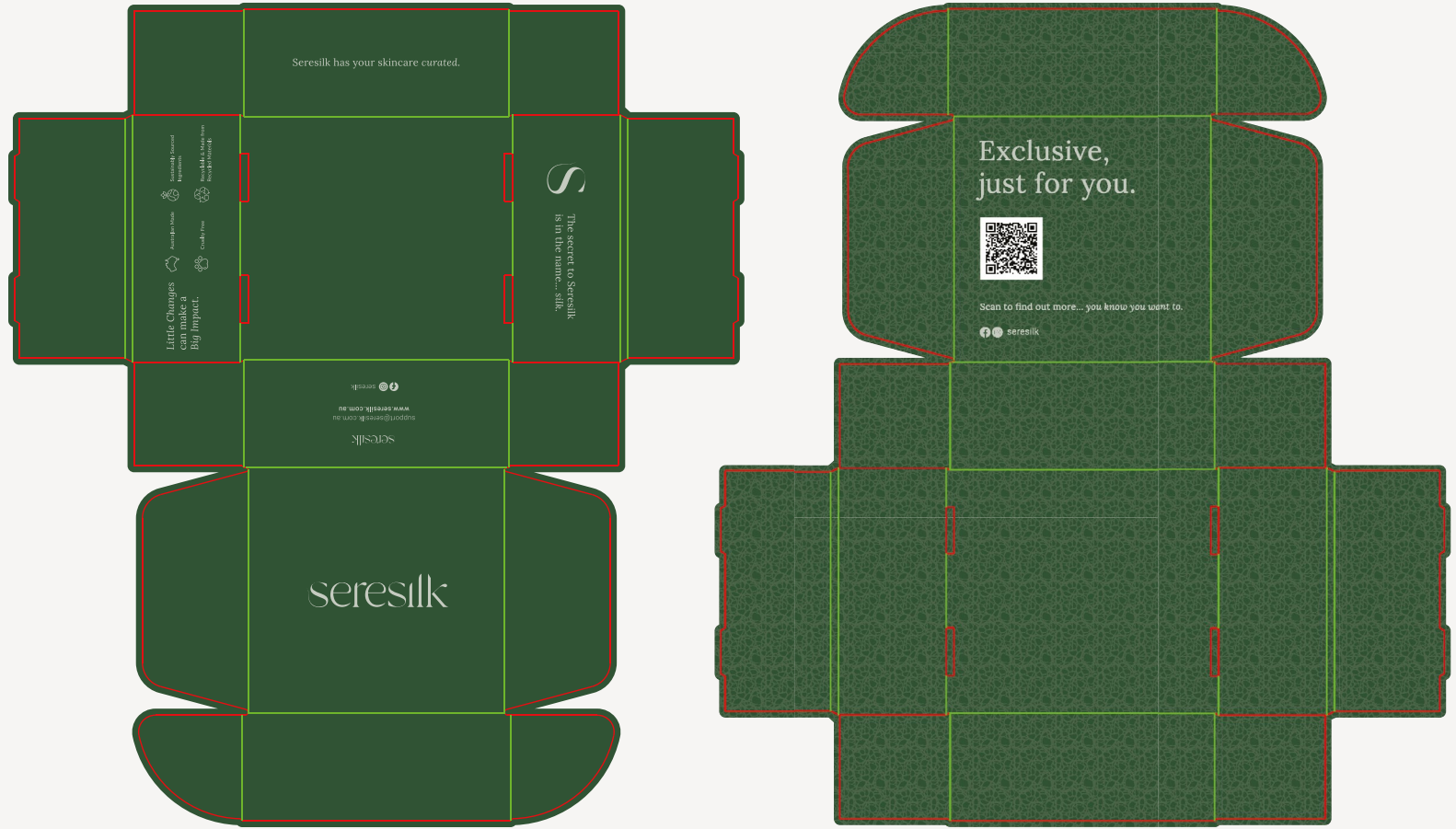
Application
Mailer Box - Large + Insert

*not to scale



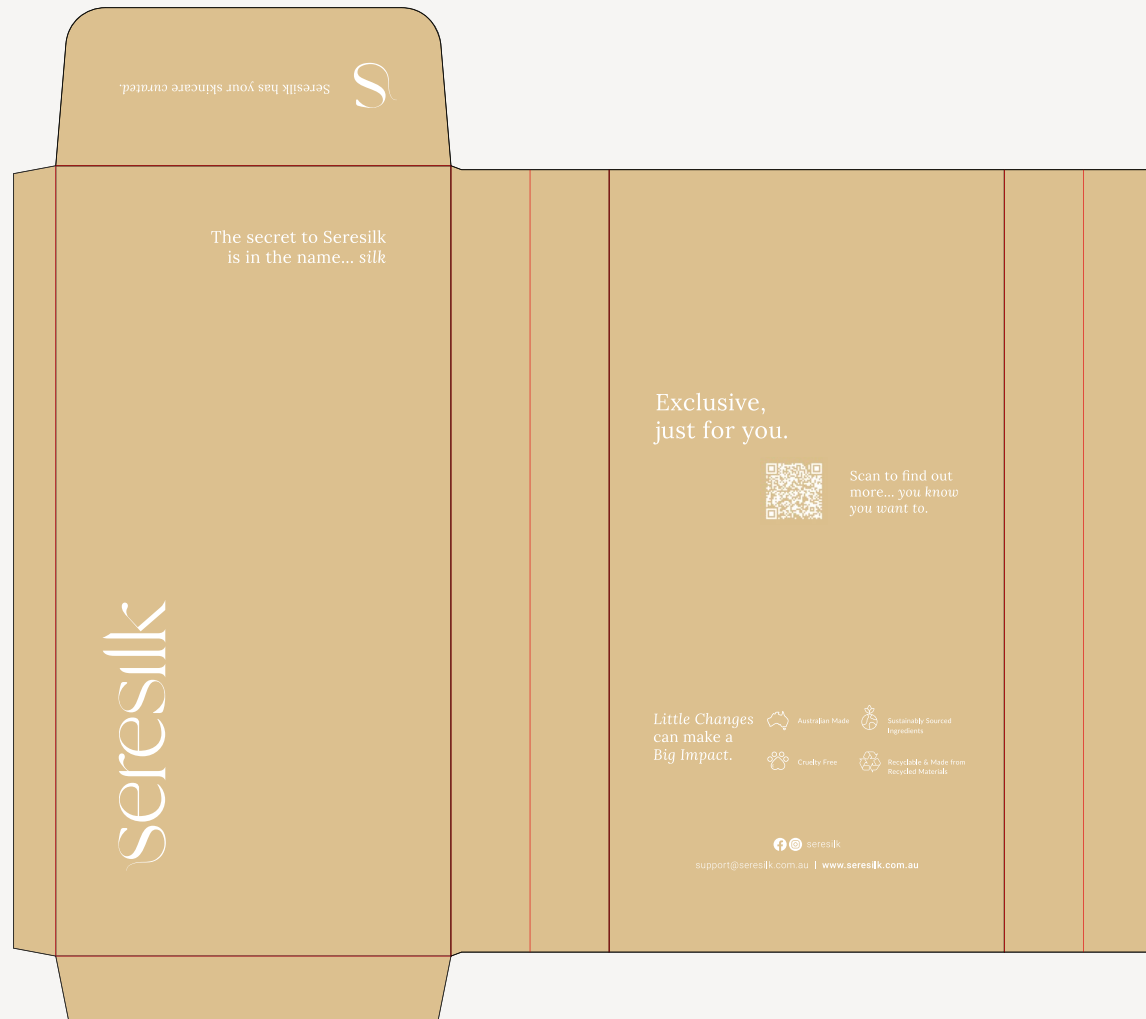
Application Mailer Box - Small

*not to scale



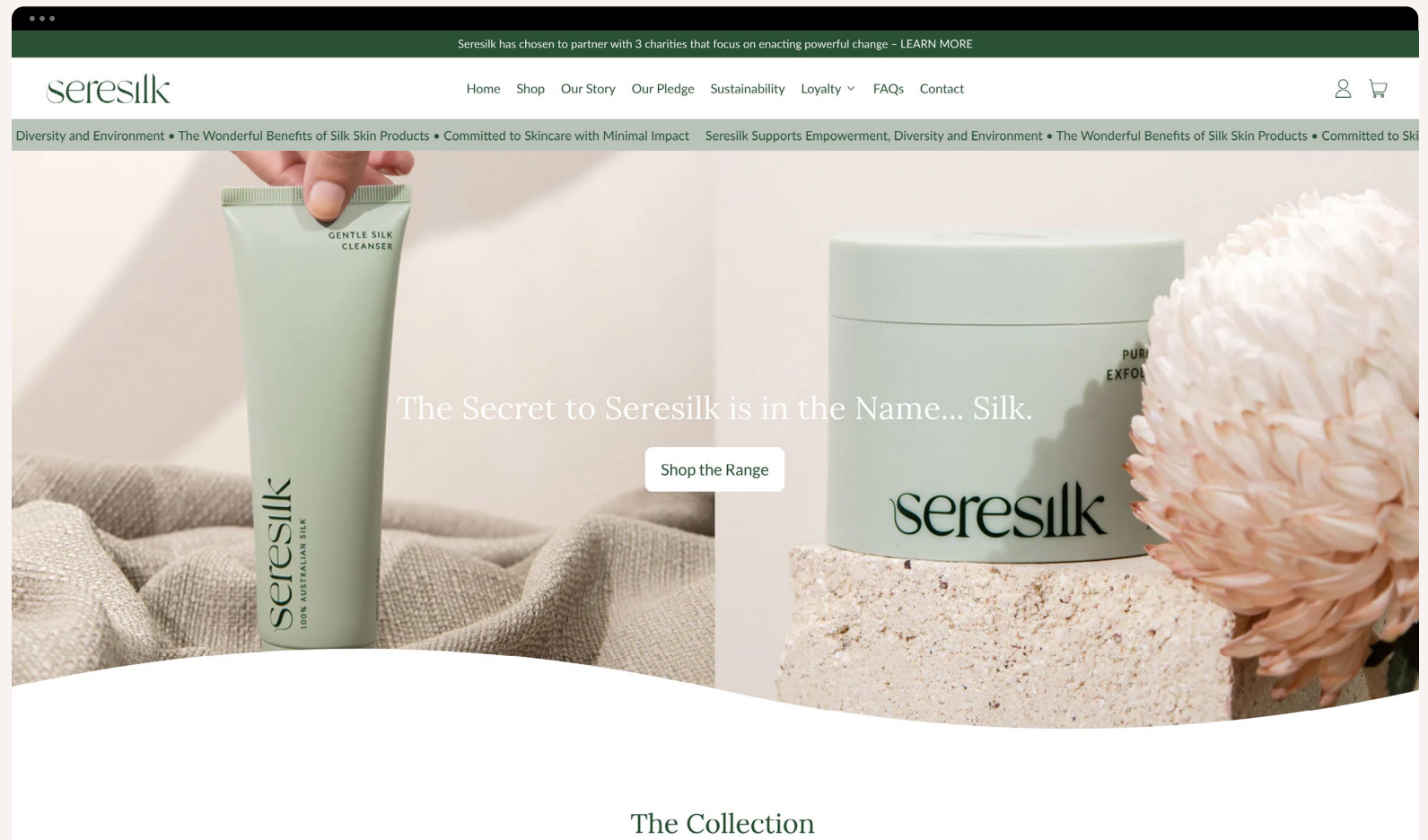
Application
Kraft Mailer Bag

*not to scale



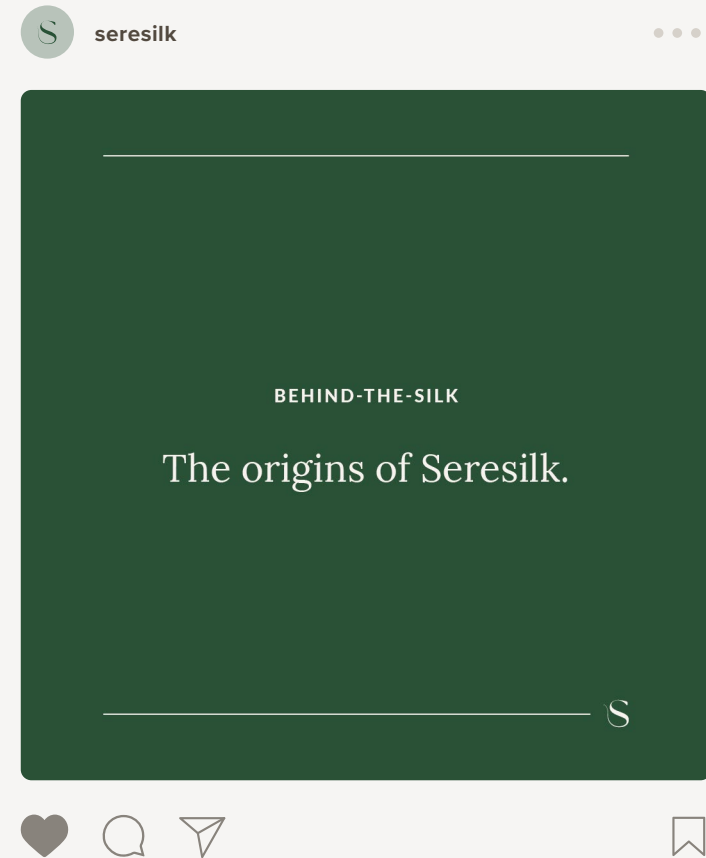
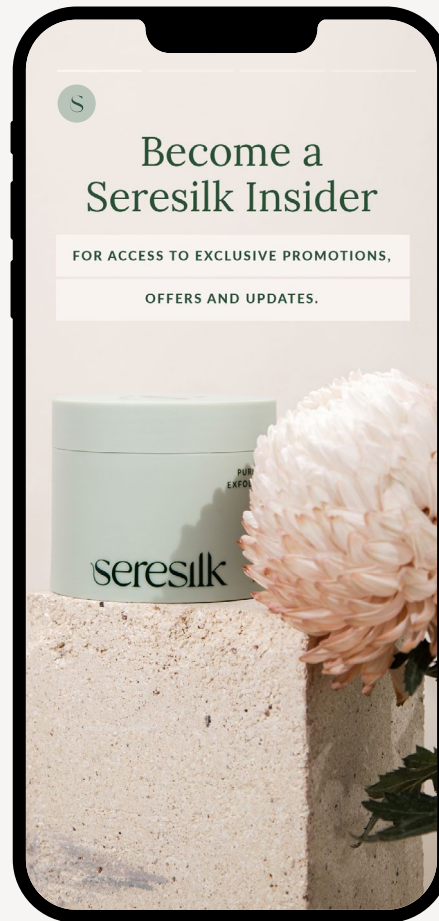
Application Website

A sample preview of our website.



Application
Social Content

Instagram templates are created to look as similar to website design as possible. It is important to make sure they feel cohesive and give readers similar brand experience as on the website.



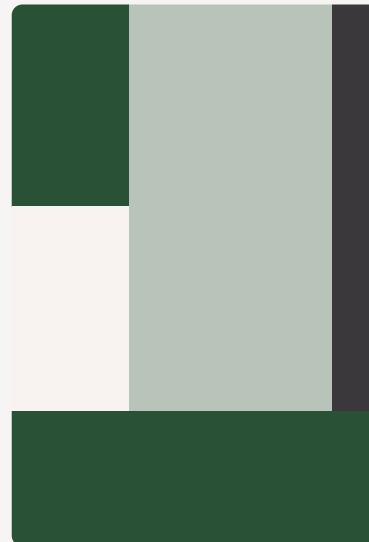
Resources

Resources
Downloads

We've prepared some official brand assets available for download. These key components combine to form the visual cornerstone of the identity. When used according to our brand guidelines rules, our brand can speak in a cohesive and recognisable tone of voice.



Logo
Download



Colours
Download



Imagery
Download



Fonts
Download

Resources

File Types

With all the different file types in this package, we've prepared a small guide to understand each file type and when to use them. The key difference between vector and image files comes down to utility. Image files are composed of a set number of pixels. Because of this set number, if image file is printed at a larger dimension than what it was designed for, it will appear visibly grainy and pixelated because the dots that compose the image are forced to grow larger as the medium they're printed on grows.

AI

Adobe Illustrator

AI is a proprietary vector-based file format by Adobe Systems. It is the standard source file for your logo. Some print shops will request this file when prepping a project for print.

PDF

Portable Document Format

Another editable vector-based file format. Its universal file format makes it extremely versatile. It's typically used for printing and easily sharing documents online.

SVG

Scalable Vector Graphic

SVGs are great for websites or apps to keep logos and icons sharp and are infinitely scalable without pixelation.

EPS

Encapsulates Post Script

Like a PDF, an EPS can be edited with any vector graphics program. Although it's becoming outdated, some print shops with older software will still request these files so they're good to have on hand.

JPEG

Joint Photographic Experts Group

A popular image format that is commonly used for photographs and web graphics. Its lossy compression allows for smaller file sizes than PNG, but does not support transparent backgrounds.

PNG

Portable Graphics Network

Another image file format that is great for web graphics and digital displays. Supporting transparent backgrounds is a key advantage over JPEG, but file sizes are typically larger.

Resources

Colour Spaces

Colour is an important part of our visual identity — it drives recognition and creates attachment to the brand. In order to create the same visual experience in digital, in printed matter we use different colour values depending on the outcome.

When using colour on screens and digital environments we use RGB / HEX colour values. When printing applications there are two different values to use; CMYK or Pantone.

Our brand colour palette is available as ASE files that can be opened with Adobe Creative Suite (e.g. Photoshop, Illustrator and InDesign).

RGB

Digital - Red, Green, Blue

The colour space for digital displays. Red, Green, and Blue make up the colour palette for RGB and is supported in all browsers. These files are used for the digital purposes such as web graphics or photographs. Printing RGB files can result in blurry images with inaccurate colours. Use CMYK or Pantone files for printing purposes.

HEX

A hexadecimal (HEX) colour is specified with: #RRGGBB and is supported in all browsers.

CMYK

Print - Cyan, Magenta, Yellow, and Key (Black)

These are the four basic colours used for printing. CMYK files are for any project that will be physically printed such as business cards or brochures. They are not for screen use. This is the most common value in print material.

PANTONE/SPOT

Offset Print

Pantone Matching System® is a universal colour matching system. Pantone codes differ depending if the paper is coated or uncoated. Pantone is a standardize system for colour. Unlike CMYK, A Pantone or spot colour is a single colour created from a precise mixture of inks. Their colour accuracy is superior to CMYK, but can become costly using more than three colours.

Contact

BE SEEN.
BE HEARD.
BE LOVED.

IF YOU HAVE ANY QUESTIONS,
COMMENTS OR SUGGESTIONS
REGARDING OUR BRAND
GUIDELINES, PLEASE CONTACT:
ADMIN@AGENCYJEAN.COM.AU

