

# DermaGen™

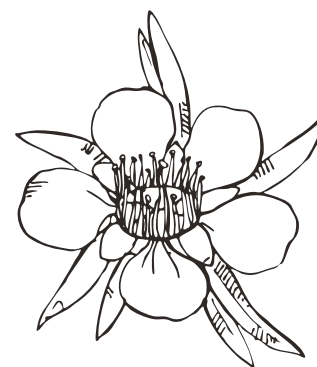


by BOTANICAL CHEMIST



## PRODUCT VARIANT ILLUSTRATION STYLE

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Simple line illustrations that convey the ingredients of the product. Inspired by vintage botanical illustration giving a strong sense of heritage. These can also be used as watermarks.

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## INFORMATION ICON ILLUSTRATION STYLE

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Simplified illustration design Icons depicting various points on the back of the packaging.  
Style could be replicated on instructional sheets.

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## COLOUR PALETTE AS AT 12/6/2020

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The primary colour palette of DermaGen is Black on white, with an intermediate highlight colour palette representing the products variants - Manuka and Propolis.

The Eggshell and Lavender are secondary palette that can be used for backgrounds to highlight certain areas and to break up the layout.

**BLACK ON WHITE**

EGGSHELL

LAVENDER

PEACH ORANGE

FLAVESCENT

CAROLINA BLUE

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## EXTENDED COLOUR PALETTE

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The extended colour palette of DermaGen includes possible colours for future variants. This array of colours also works nicely as a graphical element.

PALE CORNFLOWER BLUE

CAROLINA BLUE

PEACH ORANGE

FLAVESCENT

BANANA MANIA

PALE GOLDENROD

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## TYPEFACES AND USAGE

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The current packaging design features DIN quite heavily. While strong, professional and pharmaceutical, it does not come across as approachable, comforting and empathetic. We have introduced Lato with its thin lines and round open letterforms for the Body to speak softly to the customer.

### DIN

#### BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*():"'←→?

#### MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*():"'←→?

### LATO

#### REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*():"'<>?

#### LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*():"'<>?

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## TYPEFACES AND USAGE

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DIN BOLD

# Header

LATO SEMIBOLD

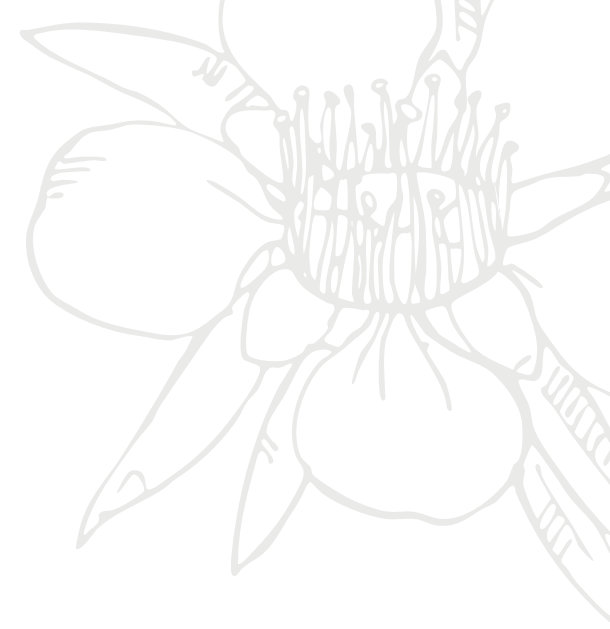
## SUBHEADER

We make skincare products using 100% nature-derived ingredients which have been carefully selected to be gentle yet effective, using sustainable, renewable, and recyclable material, suitable for skin with eczema, dermatitis, acne/pimples/rosacea, sun-damaged skin to renew, soothe, nourish, and regenerate, ultimately giving relief, comfort and peace of mind, and reducing the dependence on anti-biotics and topicals steroids.

LATO LIGHT

LATO LIGHT

We make skincare products using 100% nature-derived ingredients which have been carefully selected to be gentle yet effective, using sustainable, renewable, and recyclable material, suitable for skin with eczema, dermatitis, acne/pimples/rosacea, sun-damaged skin to renew, soothe, nourish, and regenerate, ultimately giving relief, comfort and peace of mind, and reducing the dependence on anti-biotics and topicals steroids.



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## PHOTOGRAPHIC STYLE

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This photographic style supports the proposition that DermaGen uses 100% nature-derived ingredients. It is fresh and bright, with a crisp white background to ensure a pure, clean look reflecting the product.

The images represent actual ingredients, helping create strong a connection with the consumer.



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## PHOTOGRAPHIC STYLE

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This photographic style shows images of people from babies to the more mature with skin that has been renewed, soothed, nourished, and regenerated using this product. They have achieved relief, comfort and peace of mind and will share their experiences with their peers.

The overall colour scheme is healthy skin tone and white.

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