

# Core Values

Inclusivity  
Through And  
Through

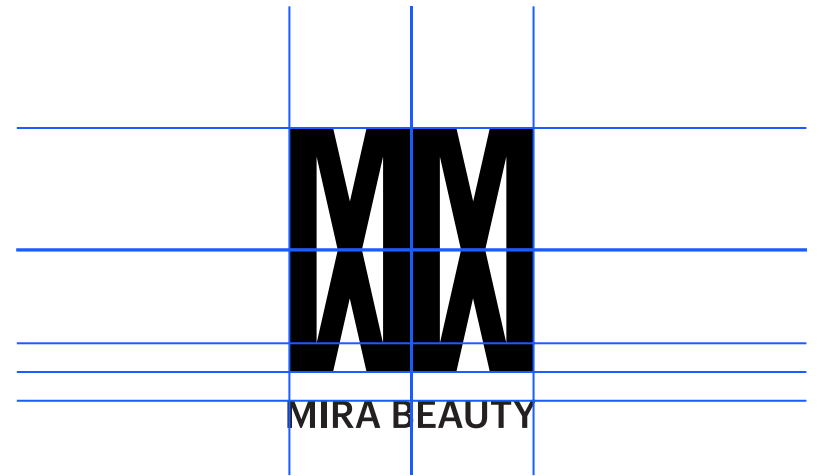
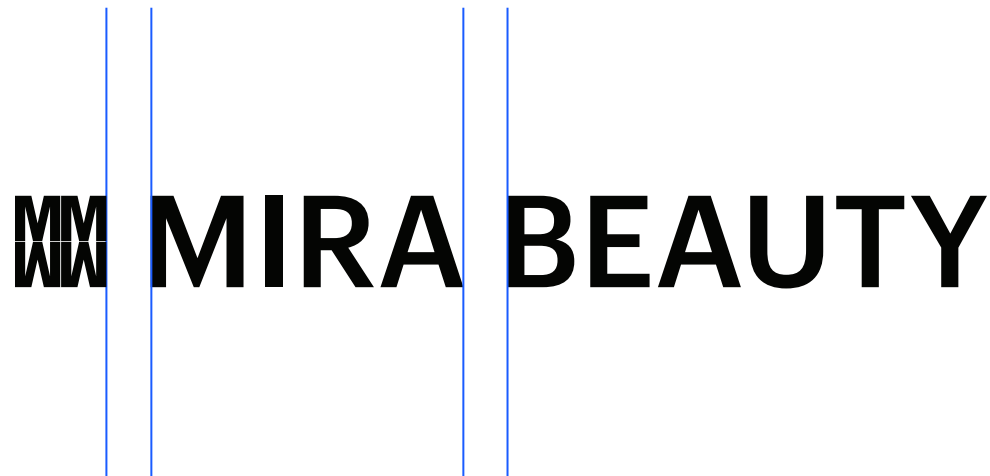
Accessibility  
Of  
Information  
For All

Integrity  
Through  
Transparency

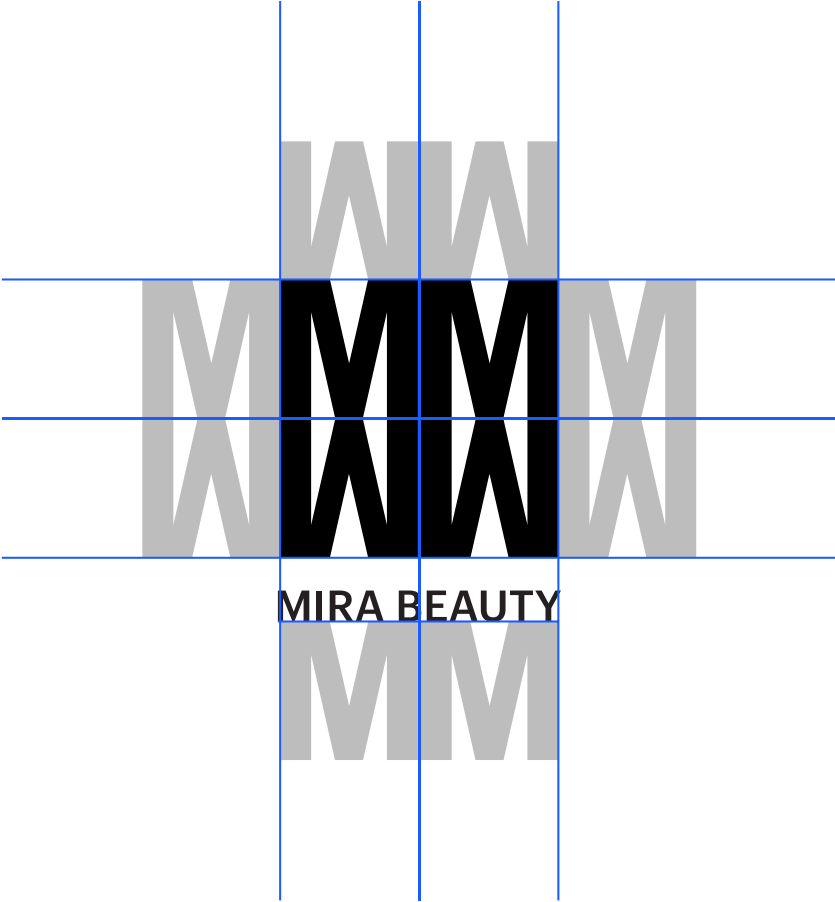
Adaptability  
For  
Good

# Logo Lockup

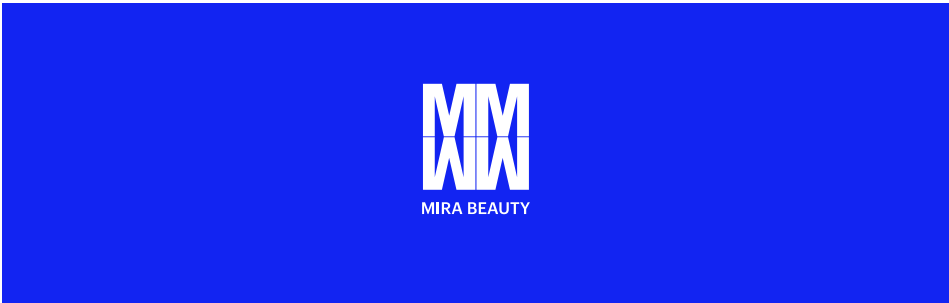
**MM MIRA BEAUTY**



# Logo Clear Space



# Logo Backgrounds

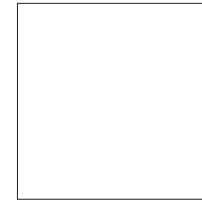


# Brand Colors

The core brand colors are black, white, and **MIRA** blue. **MIRA** Blue is used for calls to action in the user interface and for color blocks and highlights in marketing material.



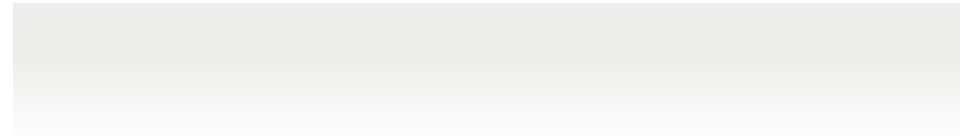
#000000



#FFFFFF



#1224F2



#EDECE9 to #FFFFFF

# Logo Misuse

When using the monogram and logotype do not change its color, rotate it, use it to mask images, crop it, overlay other logos or images, use a drop shadow, or change the typeface and font.



# Typography: Graphik

medium

**Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789**

regular

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789

light

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0123456789



# System Fonts

**H1 - H2 - H3 - H4**

**MEDIUM**

H5 - H6

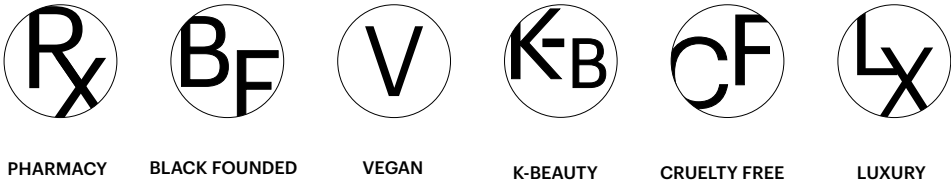
LIGHT (mobile only)

H7 - H8

REGULAR

# System White Space

Alternate graphics, media rich, and text blocks to give imagery and colors space to breathe.



# Lifestyle Icon Construction

fig 1: diagonal upward movement of letters

fig 2: static and centered single letters

fig 3: diagonal downward movement of letters

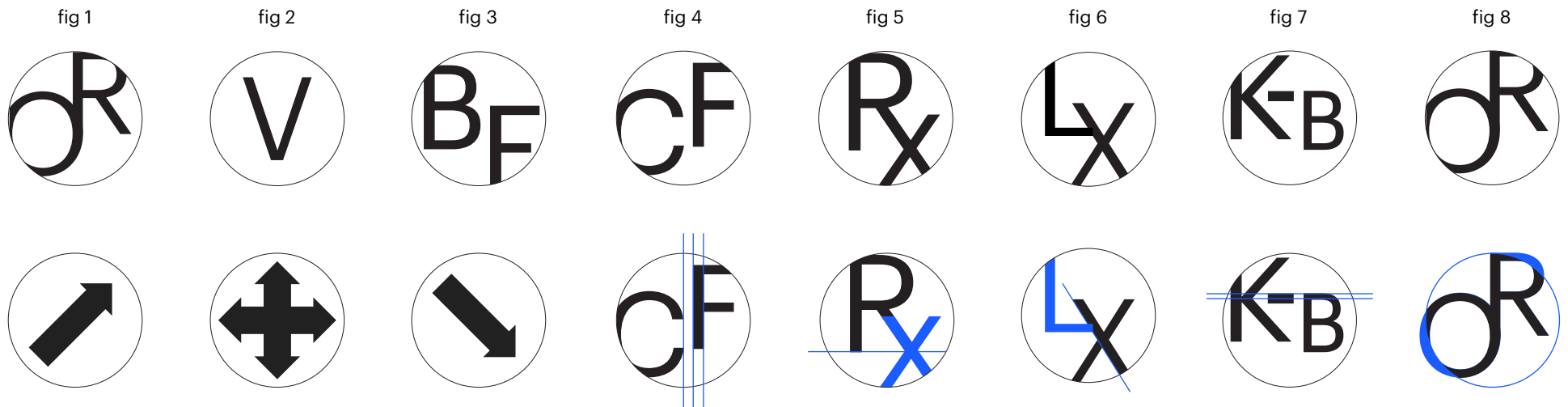
fig 4: spacing between letters when combination makes letters illegible

fig 5: find center and edge alignments when possible

fig 6: find point and edge alignments when possible

fig 7: find edge to edge alignments when possible

fig 8: crop curved letters by the outer circle up to the inner edge of the letter curve



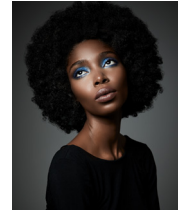
# Photography Approach

Brand imagery utilizes professional hi-fi beauty shots and amateur lo-fi photography.

Hi-fi photography is directed, captured, post-processed, and lightly retouched by well seasoned photographers. Hi-fi imagery contrasts dark and moody studio lighting with bright and airy natural lighting.

Lo-fi photography is produced with lo-fi equipment like a cell phone, SLR film camera, Polaroid, etc. It is well composed, edited, and post-processed yet keeps a raw, unretouched, and unfiltered feel.

Casting strives for diversity and inclusivity of race, gender, age, and nationality with significant representation of minority groups.



hi-fi portraits



hi-fi textures & crops



lo-fi portraits



# Illustration

Brand illustrations mix manually drawn elements, computer generated form, photo and video collage, and two-to-three-dimensional form. The color scheme is the brand colors. Color blocks have light outlines.

These elements bring to the table joy and play combined with the serious and precise craft of beauty.



# Email Signature

**Jay Hack**

Co-founder, CEO at MIRA BEAUTY

XXX-XXX-XXXX

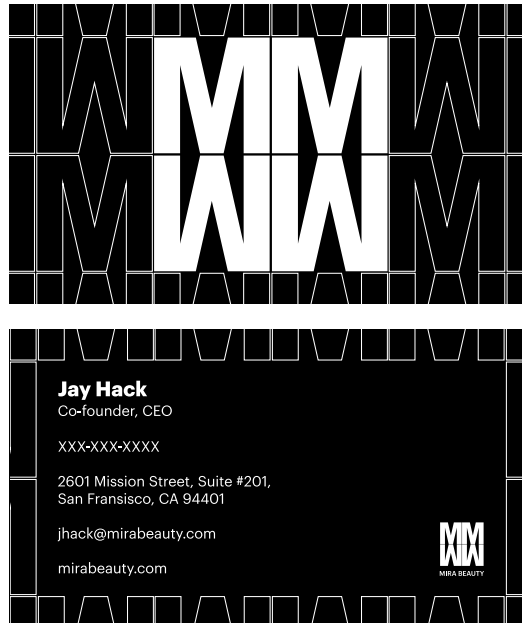
[jhack@mirabeauty.com](mailto:jhack@mirabeauty.com) | [mirabeauty.com](http://mirabeauty.com)

2601 Mission Street, Suite #201, San Fransisco, CA 94401



MIRA BEAUTY

# Business Cards



# Keynote Presentation: Cover





# Keynote Presentation: Title



# Keynote Presentation: Text

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

# Keynote Presentation: Text & Image

Lorem ipsum  
dolor sit amet,  
consectetur  
adipiscing elit,  
sed diam  
nonummy nibh  
euismod  
tincidunt ut  
laoreet dolore



# Copy Rules

Internal & External Materials, Channels and Copy

#1. **MIRA BEAUTY**. Always use “**MIRA**” and “**BEAUTY**” together, in all caps. There are multiple Mira’s out there, so using the combination of “**MIRA BEAUTY**” in all caps will help us differentiate our name.

#2. For convenience in text and copy: Always use “**MIRA BEAUTY**” the first time, then you can just use “**MIRA**” the second time. Example: “**MIRA BEAUTY** today announced the launch of a new feature. This is the third feature of this type launched by **MIRA**.”

#3: For social, blog, and more conversational copy - refer to **MIRA BEAUTY** as either:

- We
- Our team
- Our company
- Our people

Consumers, shoppers, buyers, members are always referred as “**MIRA** Guests” or “guests.”

Always use [mirabeauty.com](http://mirabeauty.com) without “www”

