

 BIOKISSED

Branding Guidelines:

**Mood
Board.**



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Logos and Icons

The BioKissed Logo

Butterflies are deep and powerful representations of life.

Butterflies are beautiful, with layers of mystery, symbolism, and meaning. They are a metaphor representing spiritual rebirth, transformation, change, hope, and life.

The BioKissed logo has always incorporated a butterfly, even in early sketches.

Main Logo



1. The letters B (inverted) and K stand for BK, short for BioKissed
2. The inverted B and K represent a butterfly.
3. The symbol has a double meaning as a person standing tall with arms outstretched, confident, elated, and radiating success.

Icon 1



The butterfly can be used on marketing materials or in combination with text and a tagline.

Icon 2



The written logo font is a stand-alone font, not used elsewhere, and remains unique to the logo style. It can be used at any variation of an angle.

Logo Variations

Proper Logo Use

BioKissed stands for love and nature.

Being touched by BioKissed is being touched by biological, naturally made products.

Like our cells glow from being kissed by the wind, water, sun, or living beings

Our souls will rise by being kissed through our products, mission, vision, and values.

- The B stands for a heart that is open to give and receive.
- The letters B, K, and E stand for the beauty and sensation of imperfection.
- The bold letters in BIO stand for our main goal of being 100% natural.



Loving Nature is the tagline, and this is the most commonly used logo. It is not required to be used in all instances.



Font Guide

The classic nature of Garamond, is paired with the modern, easy to read Montserrat to give the overall feeling of class, ease and grace.

Note:

BIOKISSED as a title of heading;

BioKissed as a copy text.

Headings, titles, quotes,
and large areas

Montserrat

Aa

Primary Font

Montserrat
Weight: 400

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Buttons & Links: Montserrat semi bold
Weight: 600

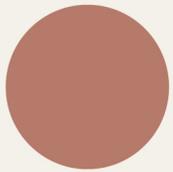
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BioKissed Colour Palette

The colour palette works with the Traditional Chinese Medicine 5 elements.

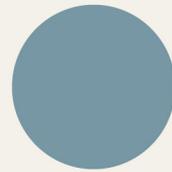
Primary Colour



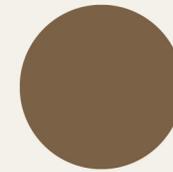
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HEX CODE
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PMS: 7 C



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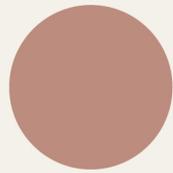


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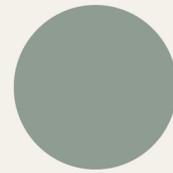


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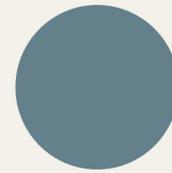
Secondary Colour



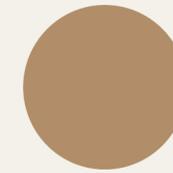
HEX CODE
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HEX CODE
#8f9c91



HEX CODE
#64808b



HEX CODE
#B18E69



HEX CODE
#737372

5 Elements Symbols & Icons

BioKissed interweaves the characteristics of TCM with the colours of nature. These elements will be visible on our products as symbols, as well as to indicate the qualities present in our consumable products (Essential Oils, herbal teas).

We ask our customers to first understand which element best fits their personality traits.



PMS: 7522 C



PMS: 463 C



PMS: 2336 C



PMS: 7696 C



PMS: 7 C

FIRE

Embrace your passion

Fire represents dynamic and enthusiastic individuals. People aligned with fire tend to love and seek attention, are talkative and outgoing, but also sensitive.

EARTH

Discover your nature

Earth portrays reliability and trust. People with a dominant Earth personality are solid, friendly, calm, generous and caring.

METAL

Believe in your strength

Metal depicts firmness, rigidity, persistence, strength, and determination. People aligned with the metal element tend to be organized, business-oriented, and strong-willed.

WATER

Trust your wisdom

Water represents individuals with bright minds. They are mentally agile but remain loyal and steadfast. Water element personalities tend to seek knowledge. They are adaptable and understanding.

WOOD

Nurture your compassion

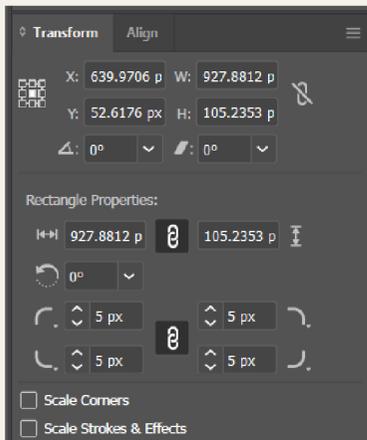
Wood represents the personality of a leader, a hard-worker, and someone who loves a challenge. Wood-type personalities are blessed with flexibility and strength, tend to be socially curious and constantly seek to grow and expand.

BioKissed Design Guidelines

To understand our style, feel and to draw inspiration from our overall branding please have a look through our e-Commerce website

<https://www.biokissed.com/>

How we always curve our square



On the Transform menu add values (5px).

The values usually depend on the square size, so for the website background is 5px.

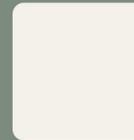


Background Logo



Transparent faded BioKissed Butterfly as a background with 15% transparency.

Off White Colour



Always using off-white (We never use pure white colours as this is quite harsh).

HEX CODE
f4f1e9

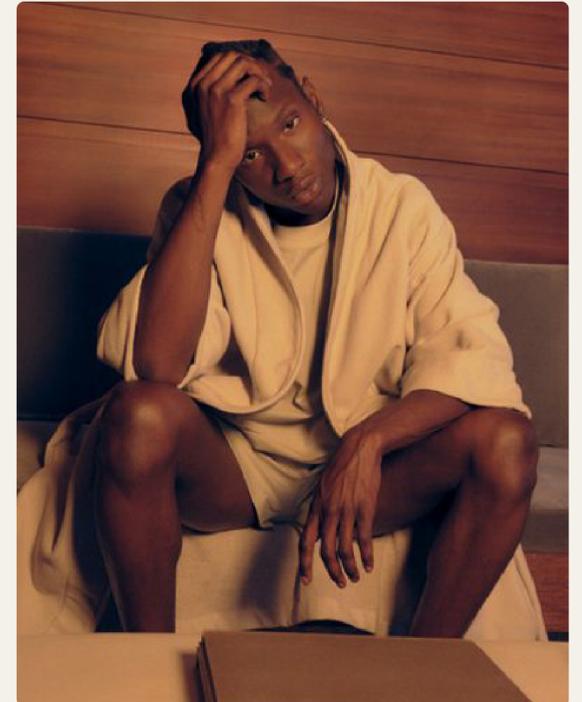
Colour Combination

Colour combinations using only our 5 base colours

Brand & Style Inspiration

Fear of God

High-end, luxury, lifestyle



Brand & Style Inspiration

Satta

Modern, Product-Focused

