

BRAND GUIDE

avjou

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BRAND OVERVIEW

Avjou is innovating science and nurturing confidence through natural, effective hair care solutions.



Avjou Founder - Golnaz Ahmadi

As a renowned hair stylist in Los Angeles, I often saw my clients and friends struggling with the issues of premature greying and hair loss. I noticed them showing signs of depression, suffering from low confidence, and losing themselves.

The effect of losing your hair is already emotionally painful, but greying at the same time compounds the issue and feels even more devastating. I knew I needed to make a difference. So I set out to create a brand that would tackle both of these challenges at the same time.

Avjou is the result of 2 years of intense research and development in my salon and with leading local scientists and chemists. The result is a line of products that I am happy to present as natural and effective cures for premature greying and hair loss.

With love,
Golnaz A

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LOGO ELEMENTS

The brand's proper name is 'Avjou,' stylized in all lower-case.

The brand icon is stylized lower-case a, as taken from the brand name graphic.

The "o" in the brand name is slightly skewed to show imperfection and personality. All letters are aligned at top and bottom, except for the descender of the "j" which extends below the baseline. The length of extension is based on the concept bellow:

The slope of right side of the 'a', the descender of the 'j' and the left side of the 'u' are all identical. The excess space above this shape on the 'j' determines its extension below the baseline.

Clear space is used to ensure that no additional graphics or text crowd the brand name. Always try to maintain the minimum or ideal clear space when designing for web or print.

When used vertically, the brand name should always read top to bottom, never bottom to top.

brand name

avjou



clear space



brand icon

a

vertical use

avjou

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SUB-BRANDS

When the brand name is accompanied by a sub-brand, such as 'researche,' 'kids,' 'home,' etc., the sub-brand will be appended on the bottom right in its own unique style and font, while always leaving the brand's proper name in-tact.

'avjou recherche' sub-brand example

The image shows the brand name 'AVJOU' in a large, bold, black serif font. Below it, the sub-brand name 'recherche' is written in a smaller, black, sans-serif font. The text is centered and overlaid on a light blue grid consisting of two vertical lines and two horizontal lines.

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ICONOGRAPHY

This slide presents a variety of potential iconography for the brand. These options serve merely as a launching point for inspiration. While each demonstrates a facet of the brand's identity, they're not exhaustive or limited choices.



opaque icons



examples in brand colors



transparent watermarks



COLOR PALETTE



AVJOU BLUE
 PANTONE 2915 C
 HEX 4c98cb
 RGB 75 154 204
 CMYK 64 22 0 8
 LAB 60 -13 -34
 GrayScale 40

WHITE
 PANTONE P 1-1 C
 HEX fff
 RGB 0 0 0
 CMYK 0 0 0 0
 LAB 0 0 0
 GrayScale 0

LEMON
 PANTONE 396 C
 HEX e8d947
 RGB 232 217 69
 CMYK 10 8 100 0
 LAB 86 -7 69
 GrayScale 21

COLOR PALETTE

The chosen color palette for Avjou evokes an air of clean, natural beauty that mirrors the brand's overall mission and positioning.

By focusing on organic and harmonious shades, the palette offers proper contrast and variance, enhancing the user experience (UX) on the brand's website and on print products.

AVJOU BLACK
 PANTONE BLACK 6 C
 HEX 23 24 23
 RGB 35 36 35
 CMYK 72 64 65 71
 LAB 14 -1 0
 GrayScale 86

WARM RED
 PANTONE 485 C
 HEX d64a28
 RGB 214 74 40
 CMYK 0 83 92 12
 LAB 52 54 49
 GrayScale 71

LILAC
 PANTONE 2573 C
 HEX b37f9e
 RGB 179 127 158
 CMYK 6 43 0 26
 LAB 59 24 -9
 GrayScale 53

GOLD
 PANTONE 7559 C
 HEX 9b7135
 RGB 156 114 53
 CMYK 0 32 74 45
 LAB 51 12 39
 GrayScale 72

GRASS
 PANTONE 376 C
 HEX 859d38
 RGB 134 157 56
 CMYK 31 0 87 32
 LAB 61 -20 47
 GrayScale 51

FONT PALETTE

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FONT PALETTE

The font palette for Avjou is very clean, simple, and modern. For all Headings and Titles, use various weights of Futura PT, a classic font known for its legibility, balance, and good on-page contrast.

For Body Paragraph copy for web and print, use Garet at the 'Book' weight with standard spacing. Garet has slightly more character and charm than Futura PT, but retains the clean, modern, sans-serif motif and is a good complementary choice.

When designing packaging, use Broadacre at the 'Regular O' weight for product titles (such as "hair serum"). This weight of Broadacre has a unique style and balance that sets it apart from most common fonts and should be used sparingly for effect. The capital letters are too stylized for the Avjou palette, so when in use, Broadacre should only be typed in all lower-case.

H1, H2, H3, Titles

Futura PT – Light, **Medium, Heavy**

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&* ()

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&* ()

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&* ()

Body Paragraph
Garet – Book

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !@#\$%^&* ()

product titling, lower-case only
 broadacre – regular O

abcdefghijklmnopqrstvwxyz

TONE
OF
VOICE



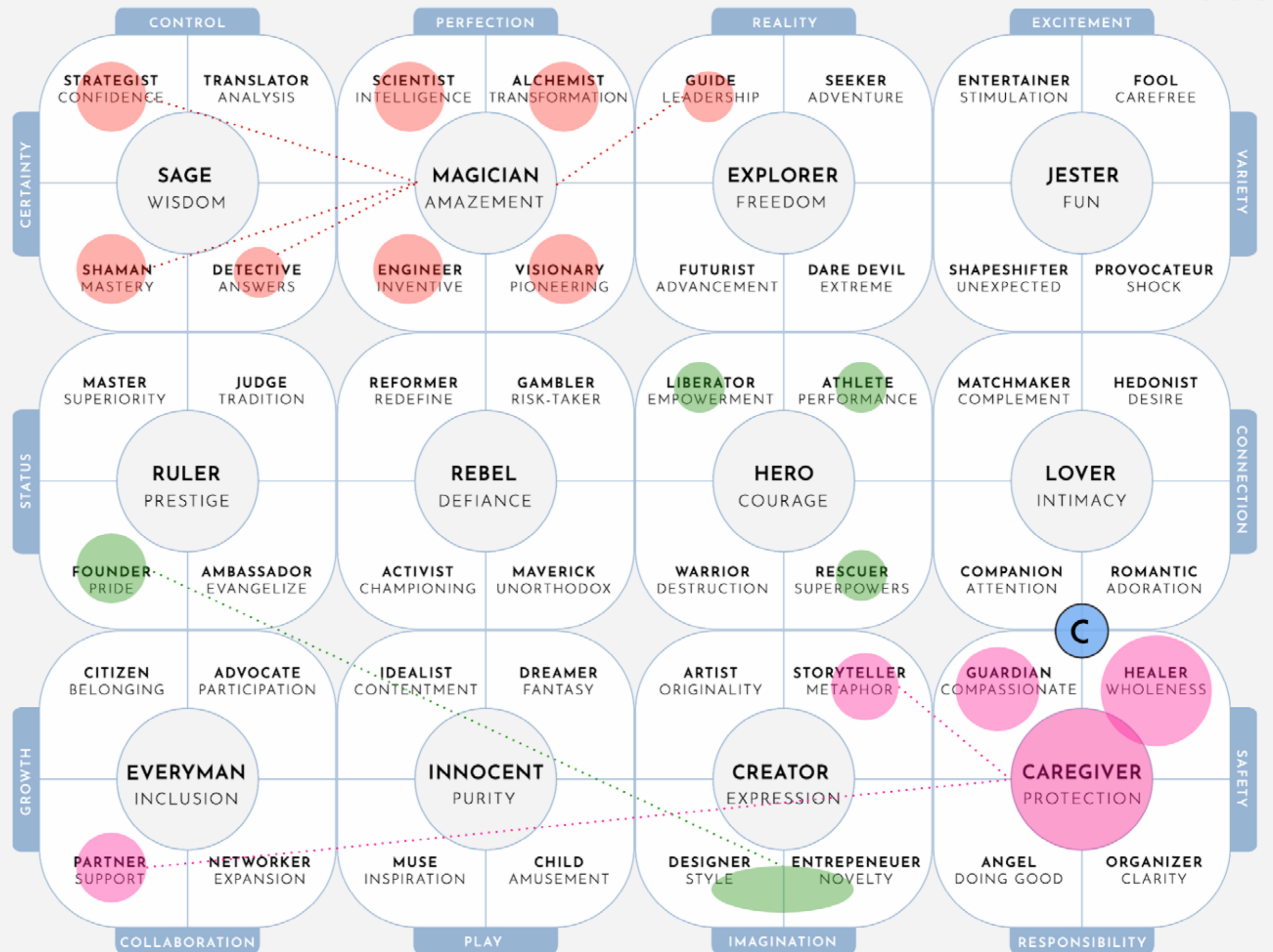
ARCHETYPE HEAT MAP

Avjou's primary archetype is **The Caregiver**, reflecting the brand's deep commitment to compassion, wholeness, healing, and nurturing. This archetype embodies the essence of Avjou's mission to provide natural and safe solutions for hair rejuvenation.

The Magician serves as Avjou's secondary archetype, capturing the brand's intelligence, transformative properties, inventiveness, visionary pioneering traits, and confidence in its offerings. This archetype aligns with Avjou's innovative approach to hair care, emphasizing the brand's ability to create clinically-proven solutions.

Avjou's supporting archetypes are a blend of the **Hero** and **Creator**, each contributing unique facets to the brand's identity: The Hero emphasizes empowerment, performance, and rescuer traits. The Creator focuses on style and entrepreneurship, reflecting Avjou's attention to aesthetic detail, innovative formulation, and artistic expression.

Access to Avjou's full Tone Of Voice guide is available upon request.

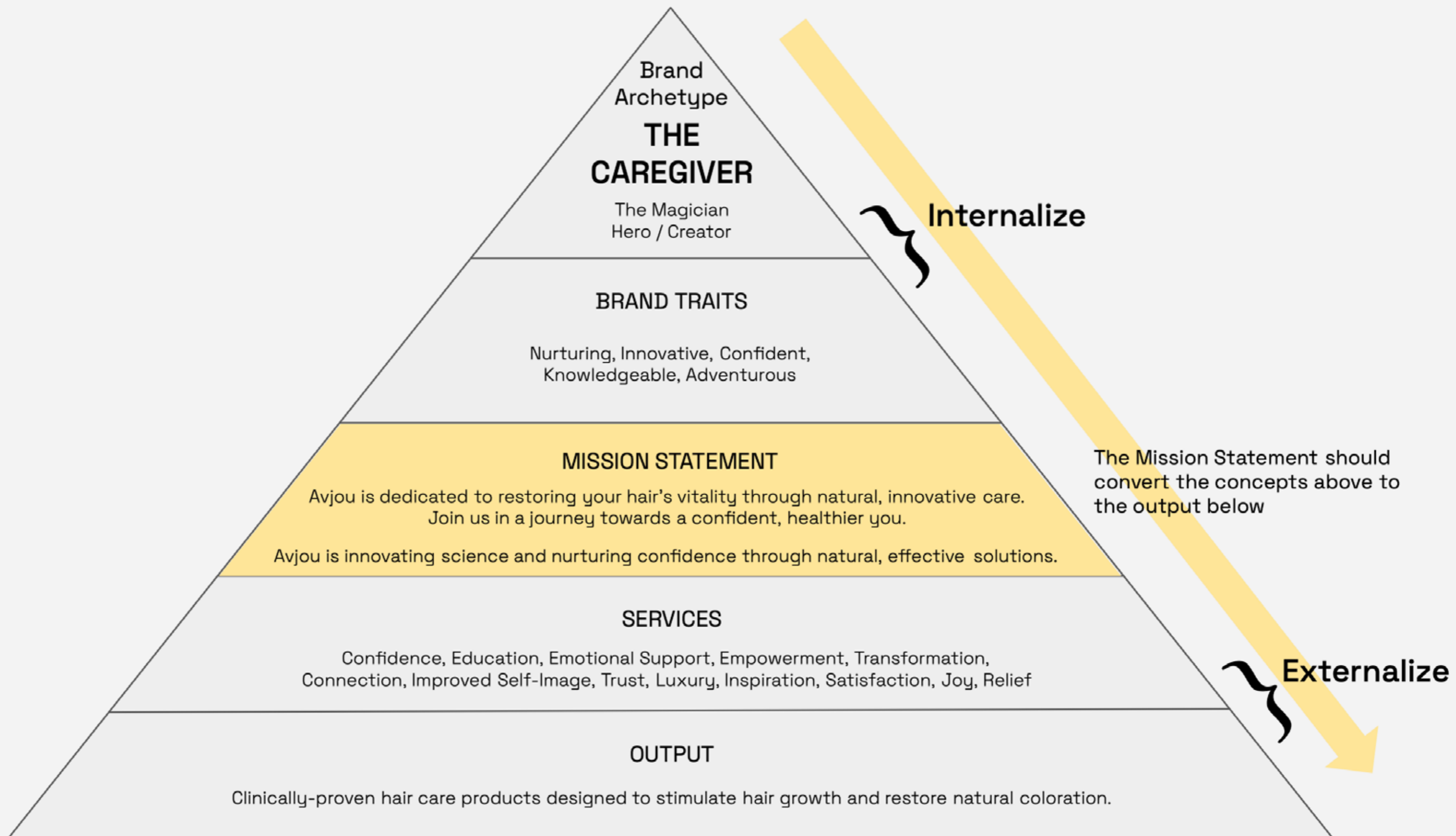




TOV PYRAMID

The TOV Pyramid sums up Avjou's brand voice in a single visual. Brand Archetypes and Traits are to be internalized and used to guide the brand in its creative and business decisions, but not externalized as public-facing language or marketing copy.

The brand's Services are intangible qualities, feelings, and benefits that the audience receives, while the brand's Output are the actual tangible products. Both Services and Output are marketable and should be shown and explained at every opportunity.



USE AND MISUSE

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PRODUCT USAGE

Shown on this page are digital mockups to illustrate how the brand might use its elements, fonts, and colors when designing products and packaging.

Note the use of space, the correct vertical arrangement of the brand title, the use of the various fonts, weights, and the use of other languages (English, French, Chinese, Arabic) in the same font weight and styles.

Designs should always be kept as clean, simple, and balanced as possible, avoiding busy graphics, patterns, dropshadows, outlines, or other text or graphic decorations.

Ideally, each product would contain white, Avjou Black, and one color from the palette, avoiding mixing multiple colors together, even if on brand. This ensures contrast and uniformity as the brand's offerings expand.



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PHOTO USAGE

When shooting or choosing photos for social or marketing use, a few guidelines should be followed to remain on-brand:

Make sure to include various types of people throughout, not only young, female, objectively beautiful models. Showing younger, older, male, female, different races and ethnicities shows that this product line is for anyone suffering from premature hair-loss or greying.

Use enjoyable use imagery (someone in the shower for example, using and enjoying the process and product).

Use clear, high-quality, detailed imagery at every opportunity, and make sure to leave space for branding/watermarking on images. Branding should be in approved brand colors.

Showing texture and color of product is good, as is showing products in situ when possible.



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PHOTO MISUSE

Avoid anything that looks overly clinical, medicinal, or employs any lighting/styling that medical or clinical products would normally use.

Avoid anything negative, shameful, sad, dark, depressing, or that makes fun of, satirizes, or makes light of hair loss or greying. Humor is not part of the brand's language.

Avoid graphics, illustrations, or other things that belong in a doctor's office or hair treatment facility. Although the brand is clinically-proven, there is no need to share overly clinical imagery as a selling tool.



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LOGO MISUSE

These are just a few examples of ways that the logo elements should NOT be used.

Don't mix fonts, cases, or use any elements in mixed positions or unapproved rotational angles.

Don't use any other fonts beyond what is approved in this guide.

Don't mix colors between elements, even if on-brand, and, as always, maintain proportions at all times with no exceptions ever.

Don't use drop-shadows or 3D elements, as the brand is intentionally clean and flat. Don't use any unnatural colors, neons.

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