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GLOW BRAND IDENTITY & VISUAL GUIDELINES (v2.4)

1. BRAND VOICE AND TONE

Glow is the "Transparent Authority" in clinical skincare. Our voice is data-driven, empathetic, and strictly anti-hype. We speak like a knowledgeable friend who happens to be a chemist.

- Direct and Transparent: We lead with active ingredients and clinical percentages (e.g., "15% Vitamin C" rather than "Brightening Serum").
- Empathetic but Scientific: Acknowledge skin struggles (acne, aging, redness) without using "fear-based" marketing. We solve problems; we don’t shame them.
- Concise: In ad copy, get to the benefit in the first 40 characters. Use bullet points for efficacy data.
- Prohibited Phrases: "Miracle cure," "Instant results," "Secret formula," "Toxic-free."

2. COLOR PALETTE

Our palette is designed to evoke a clinical environment that feels warm and accessible.

- Glow Primary White: #FFFFFF (Backgrounds, clean space)
- Clinical Slate: #2C3E50 (Primary typography, heavy borders)
- Serum Amber: #FFBF00 (Call-to-outs, active ingredient highlighting)
- Skin Neutral 01-04: A range of muted beiges (#F5E6D3 to #D2B48C) used for secondary backgrounds.
- Action Teal: #008080 (Primary CTA buttons only).

3. IMAGERY AND CREATIVE RULES

We prioritize "Real Skin" over "Perfect Skin."

- Macro Textures: High-resolution shots of the product texture (swatches, drops, bubbles) are our highest-performing assets.
- Real Results: Before/After imagery must be standardized. Same lighting, same angle, "Unretouched" watermark required in Clinical Slate 10pt font.
- Diversity in Casting: Models must represent a range of Fitzpatrick skin types (1-6). Avoid heavy makeup; skin should look hydrated but natural (the "Glow").
- Typography in Creative: Use "Inter" (Bold) for headlines. Text overlays should never cover more than 20% of the frame. Use high-contrast backgrounds for readability.

4. AD COPY STRUCTURE

- The Hook: Lead with a specific pain point or a surprising data point (e.g., "Why 80% of Retinol users stop after 2 weeks").
- The Proof: Cite a clinical study or a specific ingredient concentration.
- The Close: Low-friction CTA. Use "Shop the Science" or "Start Your Routine" instead of "Buy Now."

5. LOGO USAGE

- The Glow wordmark must have a minimum clear space equal to the height of the ’G’.

- Do not use the logo on busy photographic backgrounds; use a Serum Amber or White color block behind the logo if necessary.
- Social Media Avatar: Use the "G" icon in Clinical Slate on a White background.