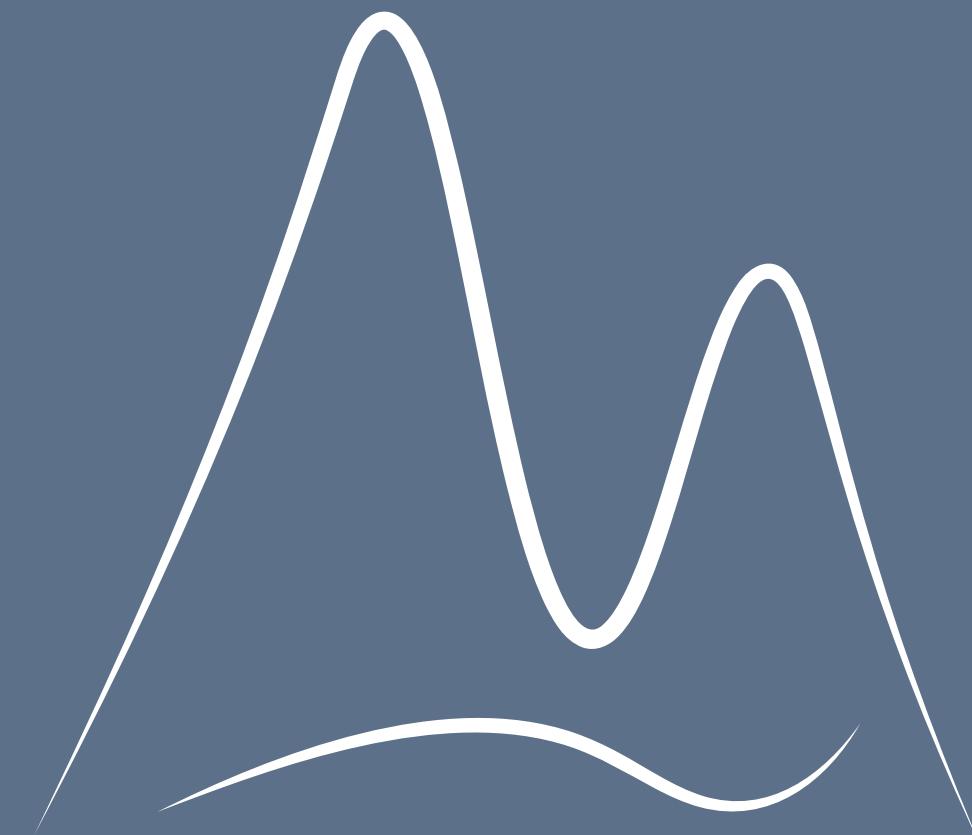


# Avaris Box

## Brand Guidelines



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01

# Brand Position

Brand Position

03

# 1.1 Brand Story

Avaris Box is revolutionising the skincare experience by making it simple, accessible, and effective. With a commitment to transparency and science-backed formulations, we bring dermatologist-approved products straight to your doorstep.

By integrating intelligent AI recommendations, we tailor skincare solutions to your unique needs — ensuring every product works for you.

We believe in seamless accessibility, eliminating the stress of product selection while maintaining affordability and authenticity.

At Avaris Box, our values drive everything we do. We prioritize user-centric solutions, providing clear and transparent product information while ensuring each recommendation is backed by clinical efficacy. Whether you're a skincare enthusiast or just starting your journey, Avaris Box simplifies self-care, so you can focus on what truly matters.

# 1.2 Mission and Vision

**Mission** Avaris Box is committed to making skincare simple, accessible, and effective. We believe in transparency, science-backed formulations, and seamless accessibility — delivering authentic, dermatologist-approved products straight to your doorstep so you can focus on what truly matters.

**Vision** To be the leading skincare subscription service and education platform.

# 1.2 Values

## User-Centric

Avaris Box intelligently recommends products — ensuring personalised, effective solutions that truly work for you.

## Seamless Accessibility

Skincare should be stress-free. Providing authentic, effective products at affordable prices, right to your doorsteps so you have more time for what you love.

## Science-based Efficacy

Every recommended product is clinically proven, ensuring your skincare routine is both safe and effective.

## Transparency

Providing clear, detailed information about the brands we carry, and the products we offer with expert-backed dermatological insights to empower you on your skincare journey.

02

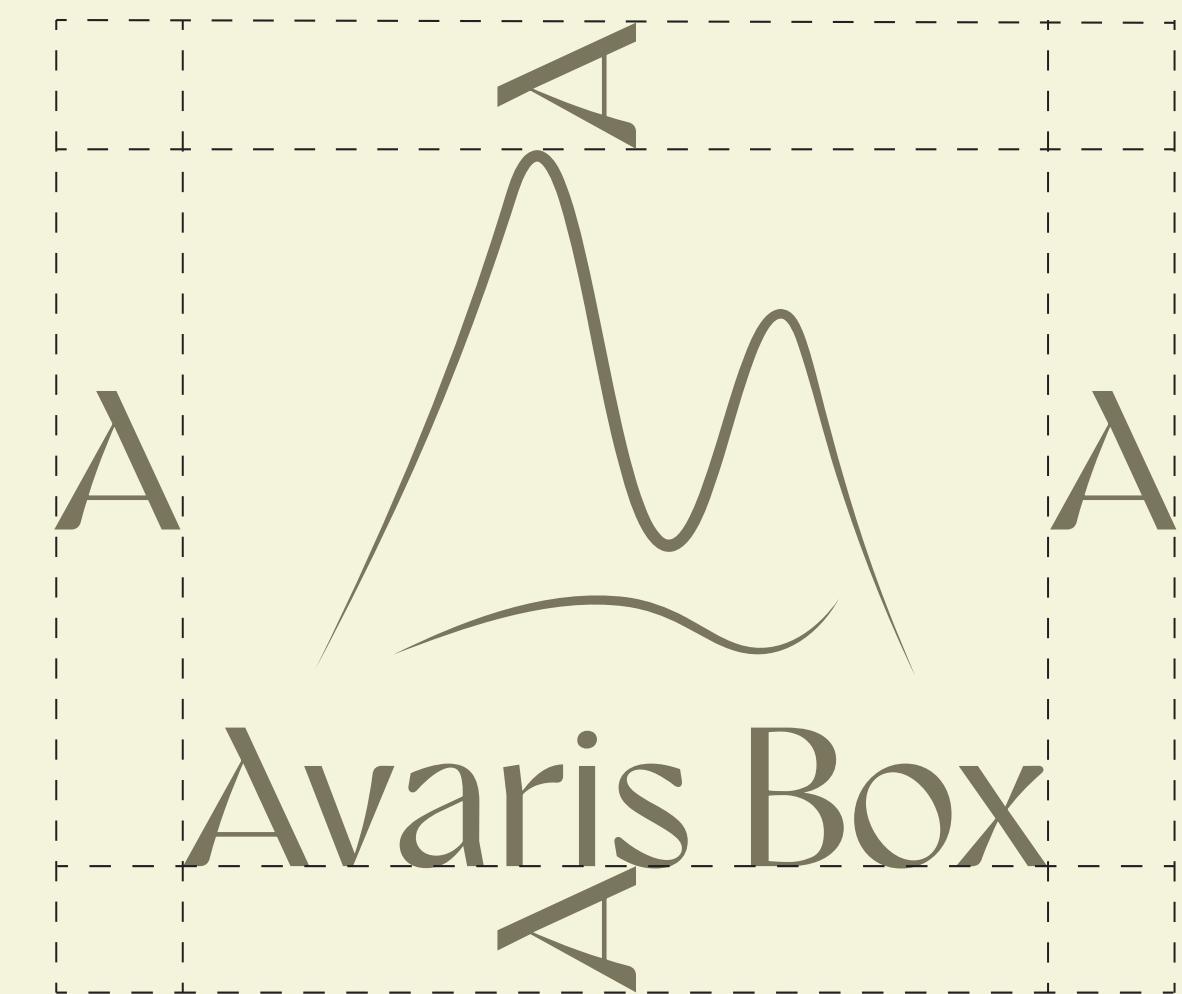
# Visual Identity

# 2.1 Exclusion Zone

An exclusion zone is the minimum amount of space that should be left around the logo.

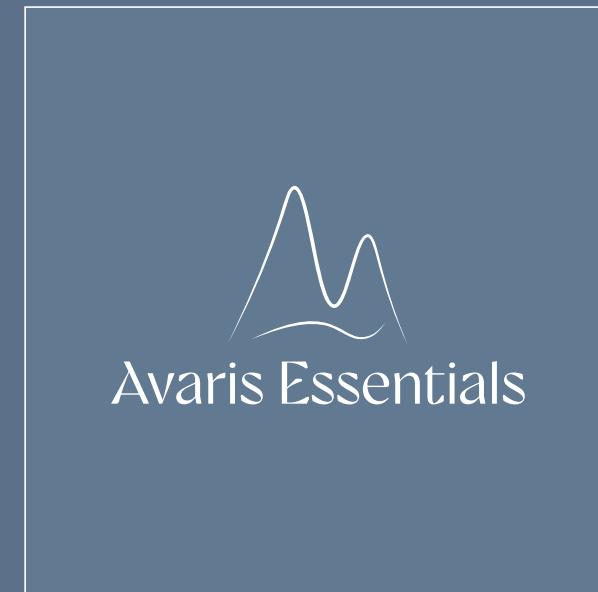
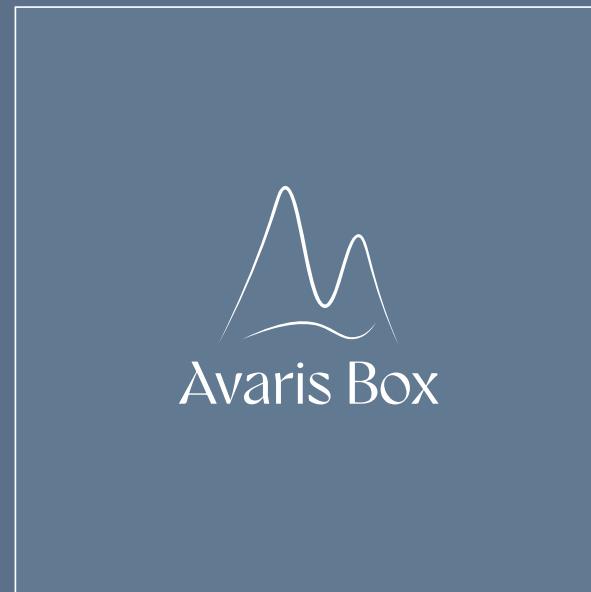
To prevent visual clutter, please ensure all graphic elements remain outside the dotted margins provided. This helps to safeguard brand clarity and visual hierarchy.

The minimum clear space is determined by the size of the logo's letter "A" from the Primary Logo, creating a protective buffer on each side of the logo.

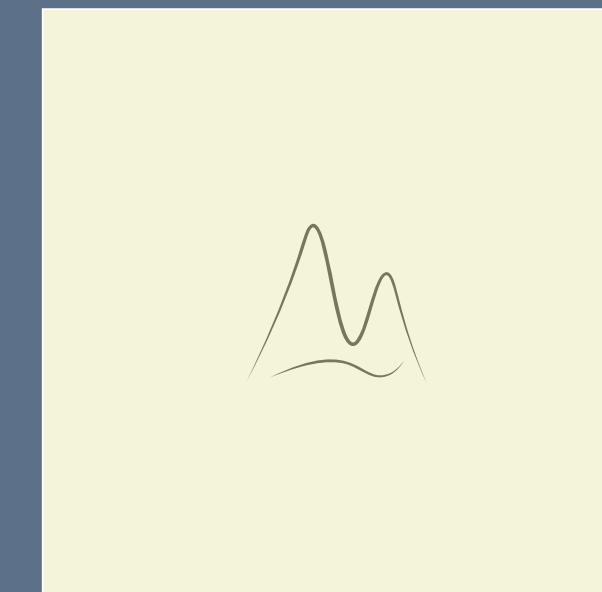
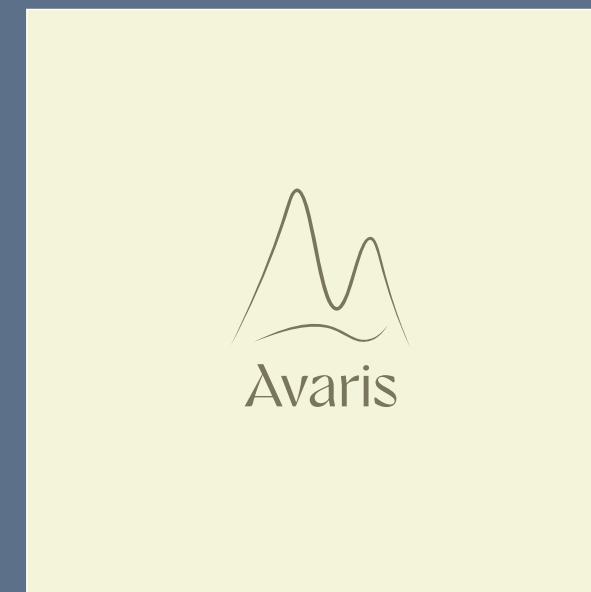
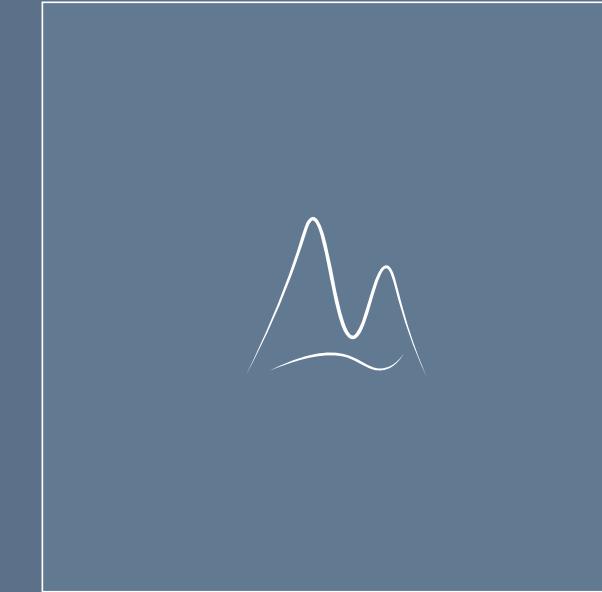


# 2.2 Logo Variations

Logo



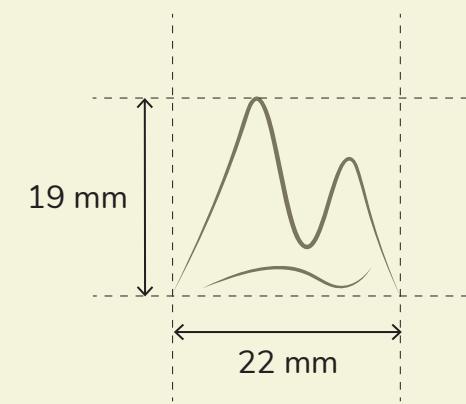
Brand Mark



# 2.3 Minimum Size for Print

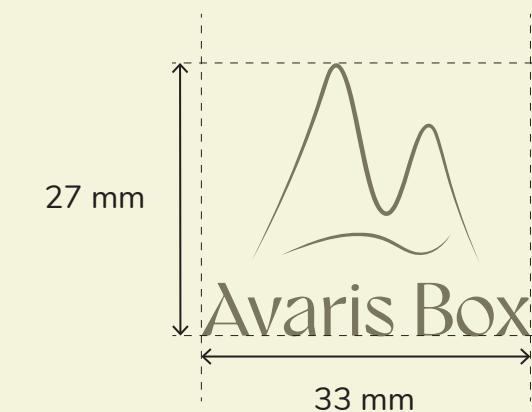
To maintain the clarity of the logo in printed materials, please adhere to the following minimum size guidelines.

**Brand Mark**



Ensure that the logo has a minimum width of **‘22 mm’** and a height of **‘19 mm’**.

**Logo**

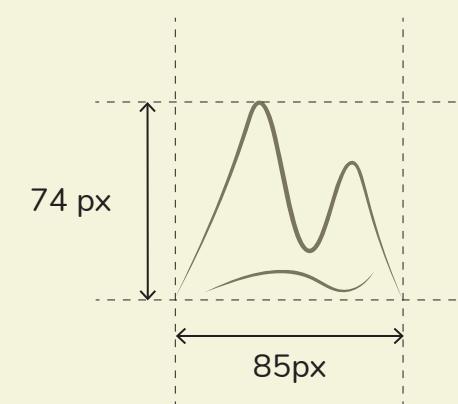


Ensure that the brand mark has a minimum width of **‘33 mm’** and a height of **‘27 mm’**.

# 2.3 Minimum Size for Digital

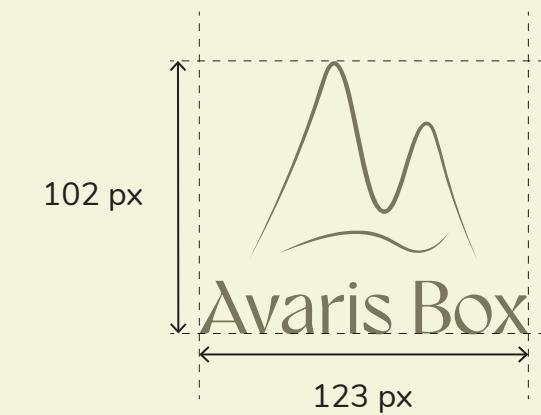
To maintain the clarity of the logo in digital media, please adhere to the following minimum size guidelines.

**Brand Mark**



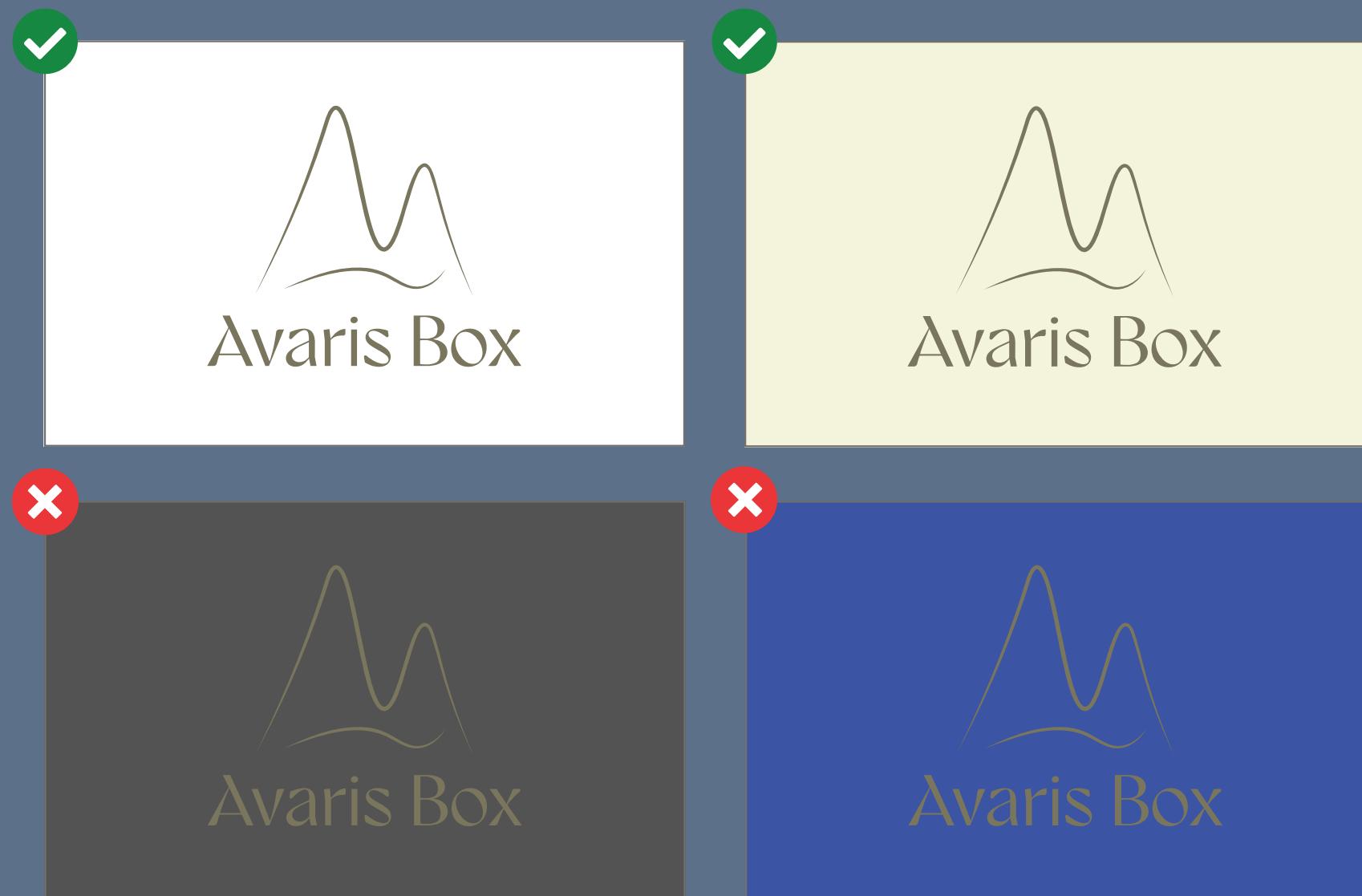
Ensure that the brand mark has a minimum width of '**85 px**' and a height of '**74 px**'.

**Logo**



Ensure that the logo has a minimum width of '**123 px**' and a height of '**102 px**'.

## 2.4 Logo Usage



### DO's:

1. Use background colours that provide strong contrast with the brand logo
2. Use background with the brand colours

### DONT's:

1. Don't use backgrounds with similar colours to the logo
2. Don't use luminous or neon-coloured backgrounds as they could be distracting from the focal point of the logo

03

# Core Design Elements

# 3.1 Typography

Aa  
Gyst Variable

Gyst Variable serves as Avaris Box's primary typeface, embodying sophistication and expertise. Its clean lines and adaptable weight variations allow for both bold statements and refined messaging, reinforcing Avaris Box's commitment to credibility and personalization. Strong yet effortless, Gyst Variable ensures a polished and modern brand presence across all platforms.

As Avaris Box's secondary typeface, Nunito brings warmth and accessibility to Avaris Box's brand identity.

Its rounded letterforms create a welcoming and approachable feel, making complex skincare guidance feel simple and personal. With excellent readability across digital and print, Nunito softens the brand's voice while maintaining clarity and professionalism.

Aa  
Nunito

## 3.2 Brand Colours

White

Hex: #FFFFFF

CMYK: C0 M0 Y0 K0

RGB: R255 G255 B255

Blue

Hex: #5E718A

CMYK: C69 M51 Y32 K7

RGB: R94 G113 B138

Brown

Hex: #7B765E

CMYK: C50 M44 Y64 K17

RGB: R123 G228 B94

Beige

Hex: #F3F2DA

CMYK: C4 M2 Y15 K0

RGB: R243 G242 B218



Avaris Box