



*jane iredale*  
THE SKINCARE MAKEUP®

UK & IRELAND BRAND GUIDE

*jane iredale*

Core Brand Values

# *jane iredale is* Beauty That Can

Clean makeup *can* deliver beautiful results.

More than 25 years ago, Jane Iredale envisioned a makeup that was good for the skin – equal parts clean ingredients, skin-loving benefits and no-fade performance. She knew that what you put on your skin *can* change you, and she decided to make a change for the better.

Today, in a beauty world of nos and don'ts, we are still all about *can*.

Beauty that *can* perform without harmful toxins.

Beauty that *can* strengthen skin with beneficial botanicals.

Beauty that *can* bring out your absolute best.

Be a **#BeautyThatCan**.





# Beauty That *Can*

## THE DETAILS

We believe clean beauty *can* benefit your skin, at every age, state and condition, and enhance your look to reflect nothing less than the best you.

Our clean, no sacrifice formulas combine skincare science and potent natural extracts to bring you complexion benefits plus the power of long-wear performance.

Our commitment to clean creates a positive impact not only on your skin—but also on the planet.

You make things happen and so can your makeup. See and share what clean beauty can do.

**#BeautyThatCan**



CORE VALUE

## Clean Beauty

You *can* trust us to do the right thing.

Fillers, harsh chemicals, and artificial fragrances and preservatives included in most makeups cause skin irritation and often worsen the skin concerns they're trying to conceal.

We formulate without skin irritants while maintaining superior performance and complete robust testing to ensure our formulas are safe and effective for even the most sensitive skin.



Cruelty-free



Sensitivity tested



Non-comedogenic



No synthetic preservatives



No synthetic fragrances



CORE VALUE

## Skin-Loving

Makeup *can* be good for your skin

Our skin-boosting formulas combine smart skincare science and powerful natural ingredients, so you can enjoy long-wear performance while strengthening and nourishing your skin.

Each formula is carefully crafted with ingredients that soothe, hydrate, protect and calm, making them ideal for sensitive skin, acne, oily skin and dry skin.





## CORE VALUE

# Trusted by Professionals

When *jane iredale* launched Amazing Base® Loose Mineral Powder in 1994, it was immediately embraced by dermatologists and plastic surgeons for its ability to cover, soothe and protect.

Today, we continue to partner with skin professionals on new innovation, and our top-selling makeup is recommended and distribute by renowned dermatologists, plastic surgeons, estheticians, salons, spas and resorts worldwide.

Our extensive panel of testing, which includes comedogenicity, skin irritation, heavy metals and phototoxicity, ensures our formulas are safe to use on vulnerable and compromised skin.



*"We have been offering jane iredale for years to safely conceal post-injection bruises. Our patients trust us to inject their skin with quality products, and we only want to provide them with the best products for topical use as well."*

Missy Clifton, MD, FAAD

A DEEPER DIVE

# How Our Core Values Come To Life

Mission	Beauty That <i>Can</i> exists to bring out the best in your skin and you, every day.
How	Clean, skin-loving formulas that don't sacrifice performance.
Reason to Believe	Products that bring together skin-boosting botanicals, clean skincare science and long-wearing ingredients. A way of working that's thoughtful about skin, the earth and humanity.
Physical Benefit	Beauty that <i>can</i> give you the skin you want without sacrificing the look you love.
Emotional Benefit	Bring out your best so that you <i>can</i> bring beauty to everything you do.
Attitude	Knowledgeable. Approachable. Affirmative.
Sustainability POV	Responsibility never stops. We're always searching out and working with new ways to minimise our environmental impact—from package to process and beyond. And we enable social responsibility for ourselves, our employees and our customers.
Brand Purpose	We cultivate beautiful change with everything we do. That's why we give our resources, time and energy to improve our community, animal welfare and the environment.



*jane iredale*

Bringing the Brand to Life



“Clean beauty has always  
been our foundation.”

*Jane*

## The Pioneer of Clean, Skincare Makeup

As a founder-led brand, we celebrate the makeup principles Jane pioneered: clean, skin-loving formulas that *can* deliver the best for your skin and the community we support.

We leverage quotes from Jane to bring to life our product collections, brand philosophy and beauty that *can* language.



## The *jane iredale* Attitude

### HOW WE COMMUNICATE

We are a perpetual positive energy machine. We move with grace and determination to the beat of our own drummer, seeking for betterment in everything. Every engagement is a chance to be a catalyst. To have an effect.

Undaunted by problems, unmoved by fly-by-night trends. We're full of useful information, we get to the point and we inspire action.



## The *jane iredale* Tone

The tone of our communication helps us establish credibility, build trust and inspire.

We are:

**Positive.** Good, affirmative and constructive.

**Pragmatic.** Sensible and realistic, in a way that is based on practicality.

**Active.** Engaging and ready to move.

Our tone:

**Substantive** but not too serious.

**Optimistic** but not naive.

**Opinionated** but not biased.

**Individualistic** but not rebellious.

**Informative** but not superior.

**Upbeat** but not over-the-top.



## The *jane iredale* Consumer

### THE WOMAN WE TALK TO

Our consumer is not defined by an age, demographic or socioeconomic status.

Our consumer is someone who:

- cares about the health and appearance of her skin
- is premium, feminine but not pretentious
- embraces looks that feature flawless complexions
- prioritises a clean, holistic, engaged life



## Our Consumer's Mindset

The *jane iredale* consumer purchases or considers brands from four main categories:

### **Skincare Makeup:**

She wants the makeup she wears to contribute to the health of her skin.

### **Clean Makeup:**

She cares about the ingredients she puts on her skin but will not sacrifice performance.

### **No-Makeup Makeup:**

She seeks a natural look that's just like her own skin, only better.

### **Professional Makeup:**

She trusts and seeks out professional recommendations for skincare and makeup products.

The *jane iredale* consumer does not want to choose between healthy, luminous skin and uncompromising performance, and she examines ingredients and consults experts.

## How to Bring to Life Beauty That *Can*

Ways to elaborate on Beauty That *Can* with messaging that shines a light on added benefits, for skin and the world, beyond the bottle.

*jane iredale* is:

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- Beauty that *can* do it without toxins.
- Beauty that *can* let you say, “Bye bye acne.”
- Beauty that *can* make people ask, “What are you using?”
- Beauty that *can* last through the first kiss, the last dance and the happy tears.
- Beauty that *can* show the world your absolute best.
- Beauty that *can* strengthen your skin.
- Beauty that *can* help those in need.
- Beauty that *can* help an animal find a home.
- Beauty that *can* provide a sense of belonging.

# How to Bring to Life Beauty That *Can*

## SOCIAL POST EXAMPLES

jane iredale  
Sponsored •

Like Page



**Rosacea? We can help.**


Lots of people get diagnosed with rosacea, but it's often a reaction to parabens in makeup formulas. Since our foundations are paraben-free, they can cover the condition while soothing the skin. And they won't make the situation worse.

Learn More

368 80 Comment 4.9K Views

jane iredale  
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Like Page



**Makeup aging you? We can help.**


A lot of so-called age-defying makeups make lines look worse because they settle into them. Since our foundations are talc-free, they can skim over imperfections and create a smooth canvas, while antioxidant botanicals can work to repair age damage.

Learn More

368 80 Comment 4.9K Views

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Like Page




**Beauty that *can* do without toxins.**

Learn More

jane iredale  
Sponsored •

Like Page




**Beauty that *can* show the world your absolute best.**

Learn More

jane iredale  
Sponsored •

Like Page



**Beauty that *can* help an animal find a home.**

Learn More





## Beauty That *Can* Strengthen a Community

At *jane iredale*, we believe in commitment to community both at home in the Berkshires and beyond. That's why we support organizations that help animals, women and the environment.

We believe that no matter where you are in the world, our brand has a responsibility to be connected to your community.

# How we give back

We believe in supporting the following groups to drive our brand mission. Here are guidelines on how to bring commitment to community to life in your market.

We encourage you to support similar organisations in your local communities.

## Community

**What it is:** Supporting local organizations that make your community thrive.

*Click logos to learn more.*



## Women's Groups

**What it is:** Supporting organizations that improve women's lives.

*Click logos to learn more.*



## Animals

**What it is:** Supporting organizations that prioritize the health and well-being of animals in your community. *Click logo to learn more.*



## Environment

**What it is:** Supporting organizations that improve the environment and our shared planet.

*Click logos to learn more.*



save our monarchs





# Sustainability Philosophy

Responsibility never stops.

We're always searching out and working with new ways to minimise our environmental impact—from package to process and beyond. We are committed to the below principles:



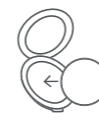
## Refuse

Refuse to use plastic packaging where possible.



## Reduce

Reduce our use of virgin plastic via light-weighting or alternate materials.



## Reuse

Offer reusable products where possible.



## Recycle

Ensure our items are recyclable where possible.

# How to Execute the Brand Look and Feel



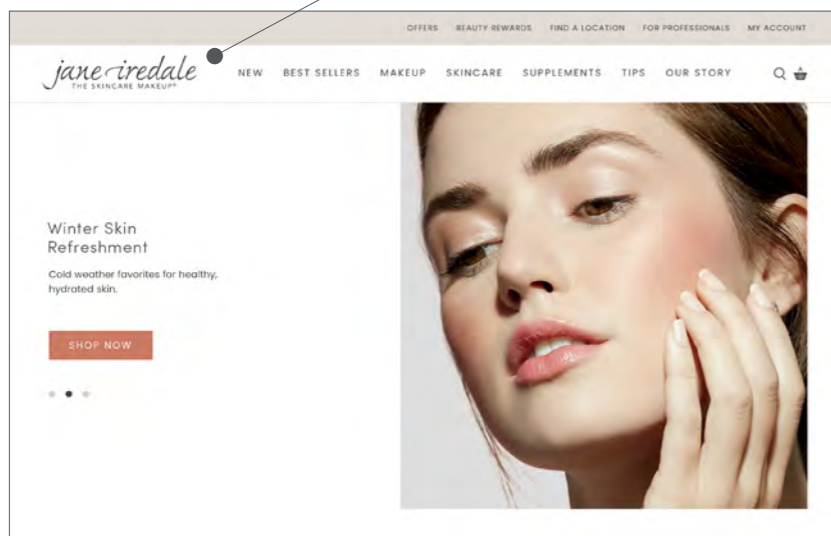
# Logo

## PRIMARY USAGE

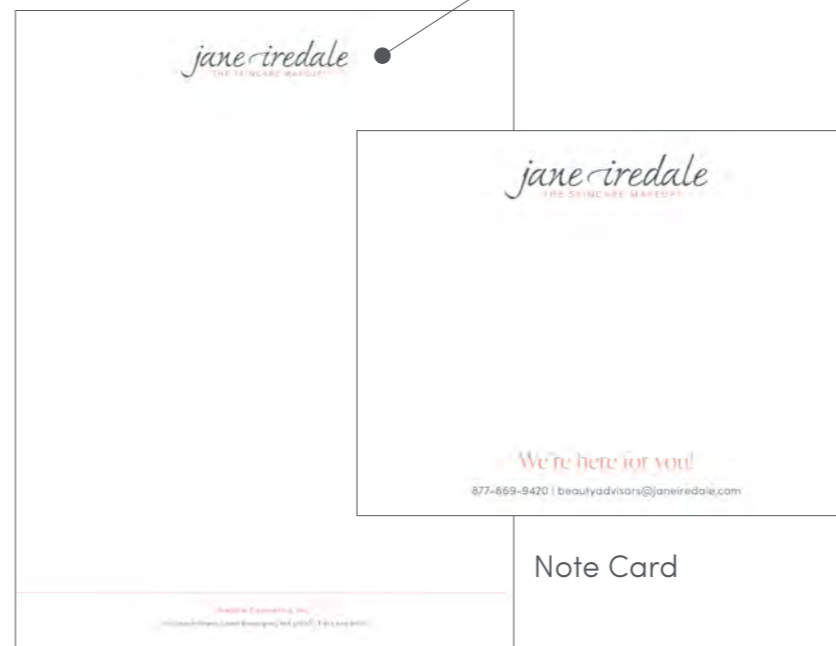
When creating any brand assets use the approved *jane iredale* logo.

The following are two examples of the primary logo. Option 1 is all gray, while option 2 uses our pink brand colour as an accent.

Option 2 is only to be used in print materials, on social media or digital ads.



Website



Stationery

Note Card

# Logo

## ORIENTATION

The following are three different possible orientations of the *jane iredale* logo.



Horizontal



Vertical  
(no tagline)



Stacked

# Logo

## NO-NO'S

To ensure ideal brand representation, the logo should not be altered, modified or redrawn. It's form, orientation and color should always remain as indicated in this brand book.



**Do Not** alter colors outside of brand color palette



**Do Not** warp or modify letterforms



**Do Not** stroke or outline



**Do Not** rotate



**Do Not** add effects



Make sure to provide sufficient contrast when using logo over photography or backdrops.





TYPOGRAPHY

# Type Palette

Our typographic palette consists of three weights of Sofia Pro (Regular, Light and Extra Light) and our complimentary serif, IvyPresto Display.

Sofia Pro Regular

AaBbCcDdEeFfGgHhIijjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

Sofia Pro Light

AaBbCcDdEeFfGgHhIijjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

Sofia Pro Extra Light

AaBbCcDdEeFfGgHhIijjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

IvyPresto Display Thin

AaBbCcDdEeFfGgHhIijjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

IvyPresto Display Light

AaBbCcDdEeFfGgHhIijjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz

# The Brand. The Company. The Person.

How to differentiate  
between the three.

## The brand

*jane iredale*

*jane iredale*

*jane iredale* – THE SKINCARE MAKEUP®

Always use one of these when speaking to the consumer.

## The company

In a business context, use one of the following:

Iredale Cosmetics, Inc.

Iredale Cosmetics

## The person

When referring to Jane, the person, spell her name in upper and lower case without italics: Jane Iredale.

## Registered trademarks

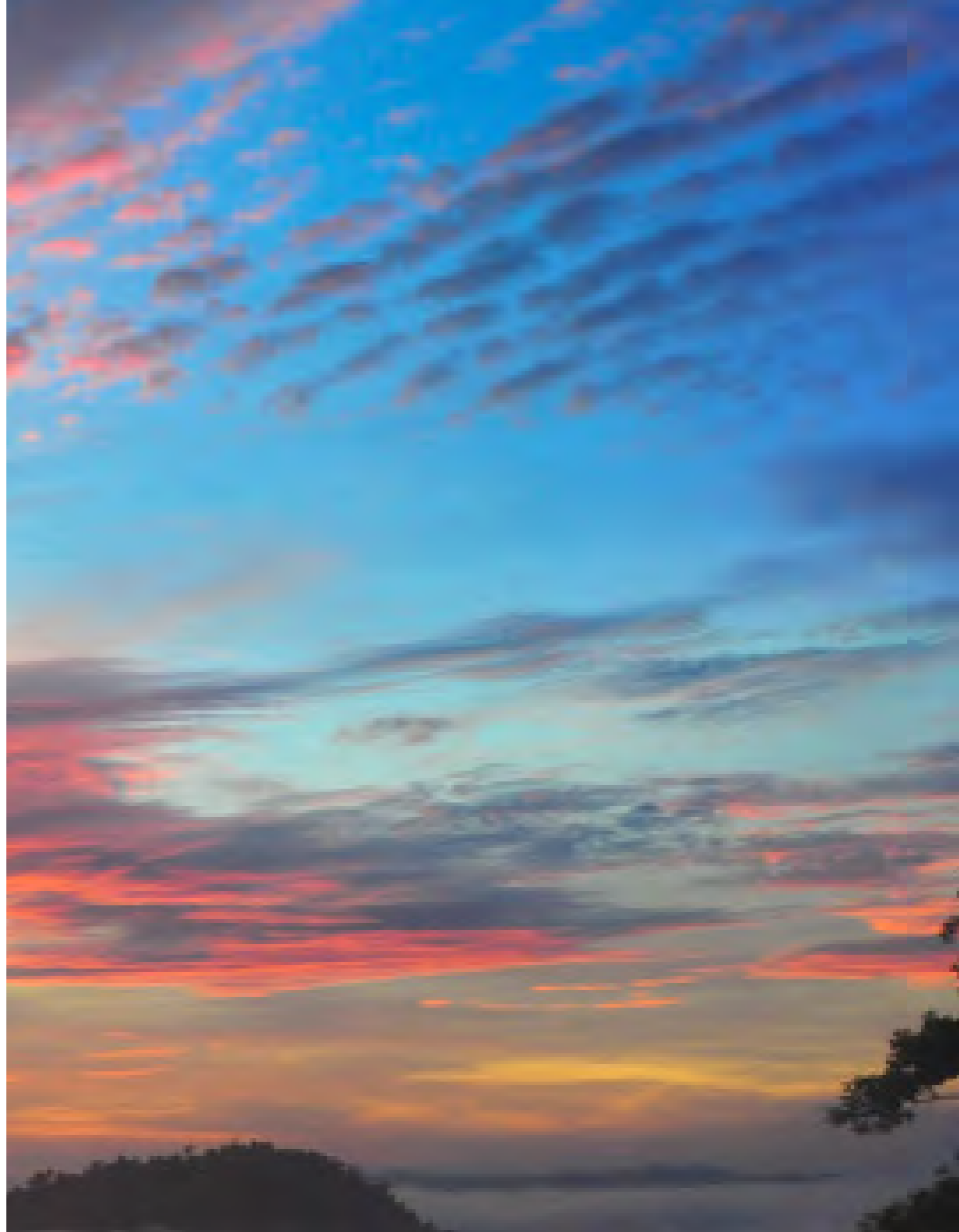
Many of our products and taglines are trademarked ™ or registered ®.



COLOUR

# *jane iredale* Palette

Turning to uplifting nature for inspiration, we pulled colour from the peaks of Great Barrington at our home in the Berkshires.



COLOUR  
*jane iredale* Palette

Turning to uplifting nature for inspiration, we pulled colour from the peaks of Great Barrington. This palette consists of white, warm neutral, blush, lavender, blue and a dark gray.

The blue colour is for use only in Jane's signature and as a hand written note.

The gold is to be used in product componentry and as gold foil in print.



COLOUR

# Digital Palette

For digital, we have created an expanded palette in order to provide enough color variations to maximise the consumer experience.

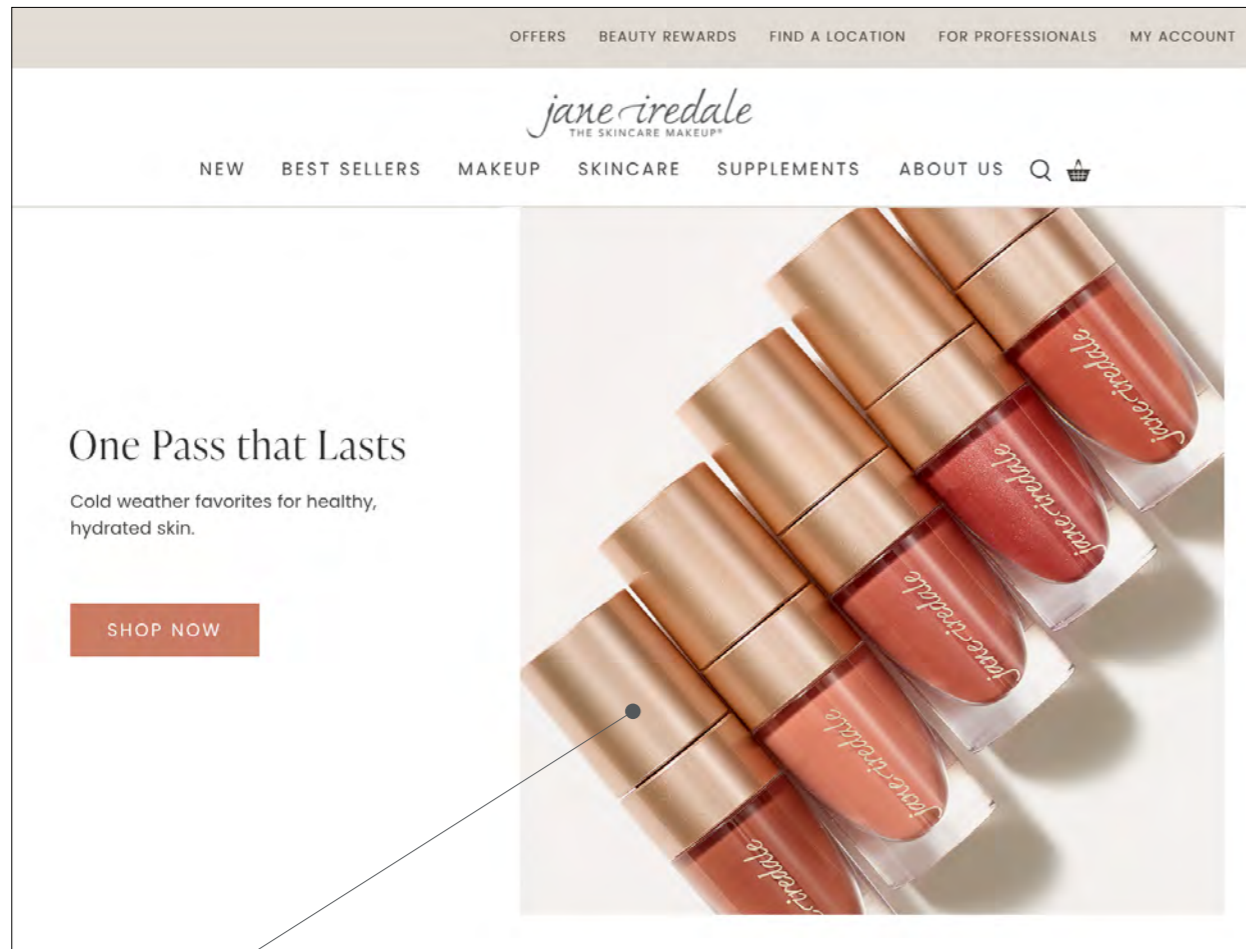
We have also introduced a darker blush color to ensure our website colours meet ADA compliance standards and to ensure ideal maximum legibility.

<b>OFF WHITE</b> #F9F8F6 Checkbox Background	<b>WHEAT</b> #f0ede9 Strokes/Outlines, Background	<b>WARM GRAY</b> #716e69 Body Type	<b>90% BLACK</b> #414042 Headings
<b>BLUSH</b> #F79C88 Primary Links	<b>BLUSH</b> #F0BFAC Link Accents	<b>LAVENDER</b> PMS 7676 C CMYK 62 66 10 0 RGB 118 102 159 #76669F	<b>BLUE INK</b> #393E99 Jane's signature
<b>BLUSH</b> #F79C88 Primary Links			<b>MEDIUM GRAY</b> #b3b2af Dropdown Icon, Lines, Inactive, Secondary Button
			<b>LIGHT GRAY</b> #d5d0c9 Arrows, Background

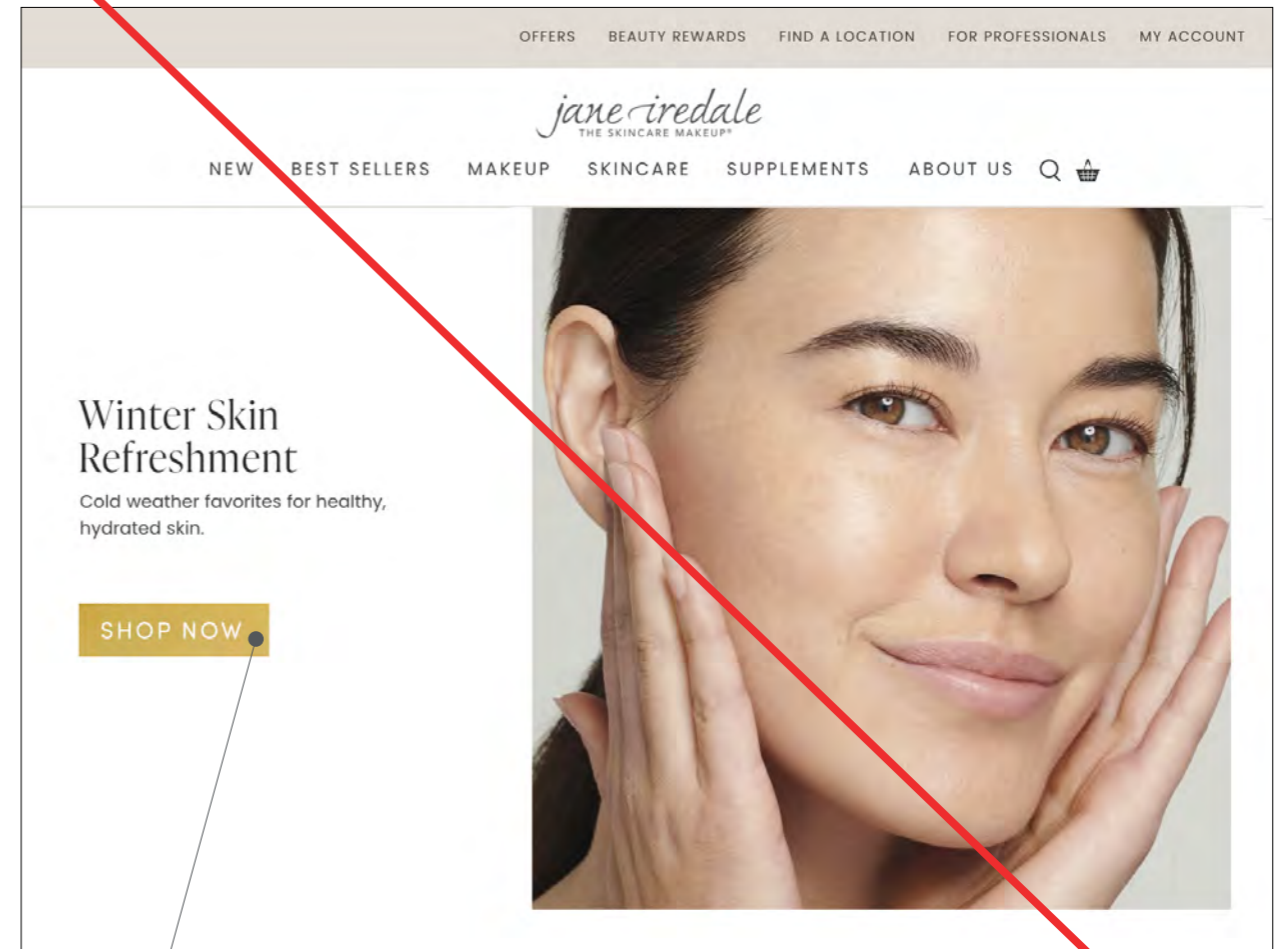
COLOUR

# Digital Palette

NOTE: Gold is not to be used as a HEX colour on the website. It can be featured in photography elements only.



YES



NO

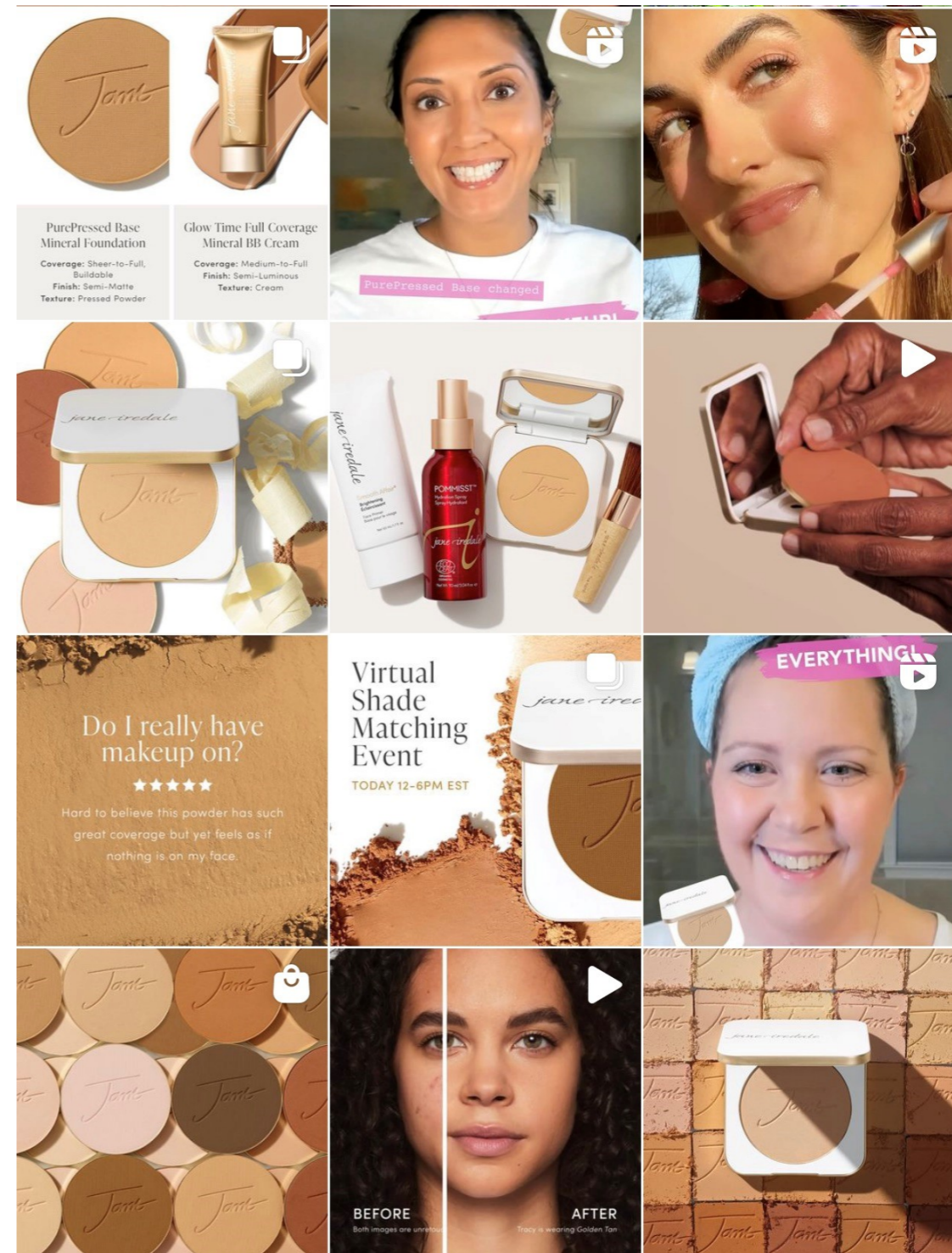




INTERNET GUIDELINES

# Websites & Social Media

Social media and websites are an integral part of daily life and as such marketers are increasingly using them to communicate with customers. Please use the following guidelines on marketing *Jane Iredale* products across all websites and social media platforms.



## INTERNET GUIDELINES

# Websites & Social Media

- Content should be legal, decent, honest, truthful, respect fair competition and must respect the spirit and letter of the UK Code of Non-broadcast Advertising and Direct & Promotional Marketing (CAP Code)
- Content should not imply a product can be sold legally if it cannot
- Content should not falsely imply that you are acting as a consumer for the purpose of furthering your business
- Content must be factually correct and not materially mislead or exaggerate or be likely to mislead or through omitting information also mislead
- Content or posts that have claims must be able to substantiate those claims
- Content must not claim the advertiser's job or livelihood is in jeopardy if the customer does not buy the product
- Content must not claim to offer a product as "free" if the customer has to pay anything other than unavoidable costs of responding and collecting or paying for delivery. If something is offered as free, the extent of the commitment from the customer must be clear
- Content that includes comparison information should not mislead, or be likely to mislead and compare products meeting the same need or intended purpose. That should be objective, relevant, verifiable and representative of the feature of the product, which may include price. It should not confuse with another product on trade mark, trade name or other mark of a competitor
- Content should not discredit or denigrate another products, trademarks or other tradenames. They should also not show a trademark or quality mark without the correct authorisation

## INTERNET GUIDELINES

# Websites & Social Media

- Content that includes a testimonial must have evidence of the endorsement, permission to use that testimonial and it should relate to the product being promoted
- Content must not cause offence, particularly on grounds of race, religion, gender, sexual orientation, disability or age. It must not cause fear or distress that is excessive or without justifiable reason, and not use a shocking claim merely to attract attention
- Content must not target anyone under 18
- Content must not unfairly portray or refer to anyone in an adverse or offensive way
- Content that refers to someone with a public profile or the image is a crowd scene with identifiable persons – seek advice before publishing (CAP 6.1)
- Content that contains a competition or prize draw should be checked first as they are subject to further rules (CAP 8) [https://www.asa.org.uk/type/non\\_broadcast/code\\_section/08.html](https://www.asa.org.uk/type/non_broadcast/code_section/08.html)
- Content that is personalised must respect GDPR at all times
- Content that contains environmental claims must be clear, not omit information that could mislead and be substantiated. If they do have any such claims please see the link for further advice (CAP 11) [https://www.asa.org.uk/type/non\\_broadcast/code\\_section/11.html](https://www.asa.org.uk/type/non_broadcast/code_section/11.html)
- These guidelines are a summary of some important parts of the CAP Code. They are provided for information purposes only and do not constitute legal advice. You should consult your legal advisers to confirm whether the information provided is applicable to your particular situation. Clever Beauty does not accept any responsibility for any actions taken or not taken as a result of the information provided.

