



OBAGI™



Brand
guidelines

2019

Your skin is a marker of your past.
Of all your laughs — but also all your tears.
Of your suntans — and your sunburns.
Of your exposure to life.

But what if your skin said more about your future than it said about your past?
What if skincare wasn't about "correcting" or even "preventing" life?
What if, instead, it was about unleashing your skin's full potential?

Obagi is the complete skincare company, designing transformational products that promote skin health — not just today but for many more tomorrows, too.

It's all about developing scientifically backed, clinical-quality formulations to promote healthy, future-facing skin.

Because just like the people who use our products, we're not interested in looking backwards.

We're proud of the category we helped create. But we're eager to redefine it.

**That's why we're creating the future of skincare —
and a community of future fearless customers.**

Visual identity

Visual identity
Elements overview

Logo



Color



Typography

AaBbCc
12345



Imagery



OBAGI™
MEDICAL



Abc 123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Visual identity

Logo

Sub-brands

Obagi Medical— carries a logo lockup. While the look and feel of it is distinct, the logo lockups help drive a consistent brand experience across every touchpoint and interaction.

These lockups were carefully engineered in three sizes to ensure legibility and navigation: please do not alter them.



Visual identity

Logo

Color variations and backgrounds

The logo is available in a variety of colors and compositions. Our primary logo is white with a navy outline. Our secondary logo is for colored backgrounds and features a solid white square with no rule. In certain situations, we also have a knocked-out version, though this should be used sparingly.

Primary use

Outline logo on white background



Secondary use

White square logo on navy or image background



Use sparingly

White outline logo on image background only



Visual identity

Logo

Clearspace and
minimum size

Clearspace is the area surrounding a logo that must be kept free of any text or graphic elements. Thankfully, our logo has built-in clearspace. To maintain the integrity of the mark, do not crop it or let the logo bleed off the edge of a page.

Legibility of the logo artwork is crucial, too. For that reason, the logo must be sized large enough to be read easily on every application. To that end, we've created three sizes of logo — large, medium and small. These logos were engineered to help ensure the mark is legible and that the rule is appropriately sized.

Large

Use this version when logo square is larger than 4"



Medium

Use this version when logo square is between 4"–0.75"



Small

Use this version when logo square is 0.75" and smaller



Minimum size

Print: 0.5"
Digital: 80px

Visual identity

Logo

Misuse

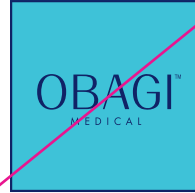
Our logo is the most important component of our visual identity, which means it has to be used consistently and correctly.

This document includes a lot of helpful standards for proper application of our logo; however, it's also important to keep in mind the things we can't and shouldn't do with the logo. Here are a few examples.

✘ Don't change the color of the logo.



✘ Don't fill the logo square with color.



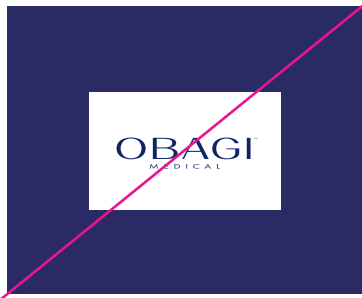
✘ Don't use without an outline on a white background.

The logo is shown in its standard black color on a plain white background. There is no square border around the text. A red diagonal line is drawn across the logo from the bottom-left to the top-right.

✘ Don't add any effects to the logo.



✘ Don't crop into the logo square.



✘ Don't use the navy outline logo on a solid background or imagery.



✘ Don't bleed the logo off the side of a page.



✘ Don't use the white outline logo on a solid color background.



Our color palette balances subtlety and boldness, with primary colors — navy and white — that are highly functional, yet uniquely ours. Our secondary palette provides a pop with proprietary gold, sky and lavender hues. Together, these create a color system that is entirely Obagi.

Navy

Pantone 2758C / 281U
c100 m90 y5 k39
r19 g36 b102
Hex #132466

White

c0 m0 y0 k0
r255 g255 b255
Hex #ffffff

Gold

Pantone 116C / 114U
c0 m14 y100 k0
r255 g205 b0
Hex #ffcd00

Sky

Pantone 2198C / 2198U
c63 m0 y14 k0
r67 g196 b217
Hex #43c4d9

Lavender

Pantone 2715C / 2725U
c56 m50 y0 k0
r134 g140 b210
Hex #868cd2

Our primary font is Futura PT, a contemporary and widely loved piece of typography. We do not use italics; rather, we create emphasis and appeal through a variety of weights. Futura PT is unique in that its lightest and heaviest weights are radically different: find the size that works for your touchpoint.

Futura PT

Futura PT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura PT Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura PT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura PT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our system font is Arial; it's used wherever Futura PT is not available, be it because of licensing or program compatibility.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

We use the navy from our color palette for all body copy and as a default type color. Headlines and sub-headlines can carry any color from the palette, provided legibility is sufficient.

As for combining colors, this chart shows which colors can be used together, while providing sufficient contrast. Please do not use any color combinations other than those shown here.

Acceptable type and background color combinations



Visual identity

Imagery

Overview

Imagery is key to telling a story that is both fearless and future-facing. To that end, we organize photography around three key themes: lifestyle, close-ups and visionary. On the following pages, we'll outline how and where to use these different types of images.

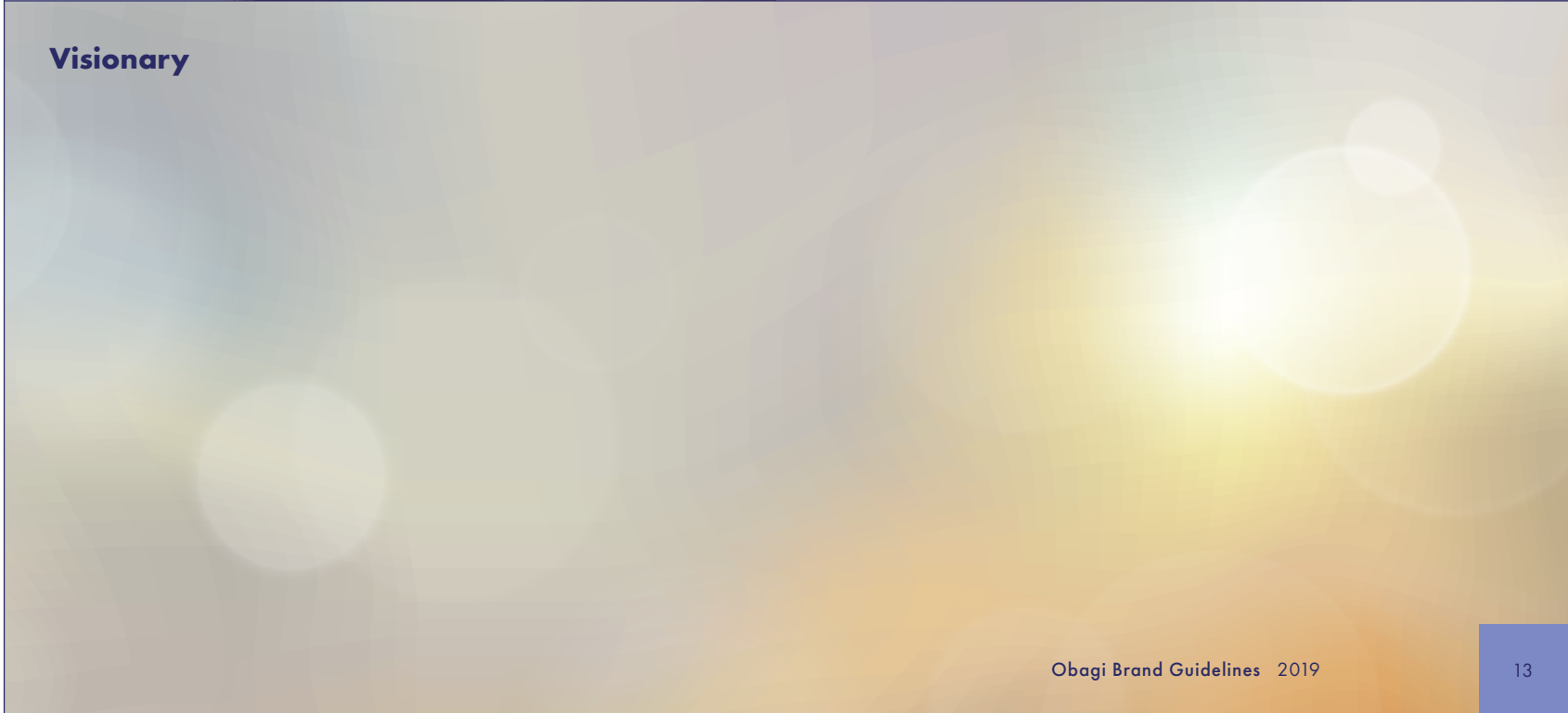
Lifestyle



Close-ups



Visionary



Visual identity

Imagery

Lifestyle

Lifestyle images are just that: candid, “in the moment” photos that capture a customer in the thick of life. These images feature a lot of light and a mix of textures to feel authentic to the customer’s world. They are experiential and editorial, without being gritty or documentarian.

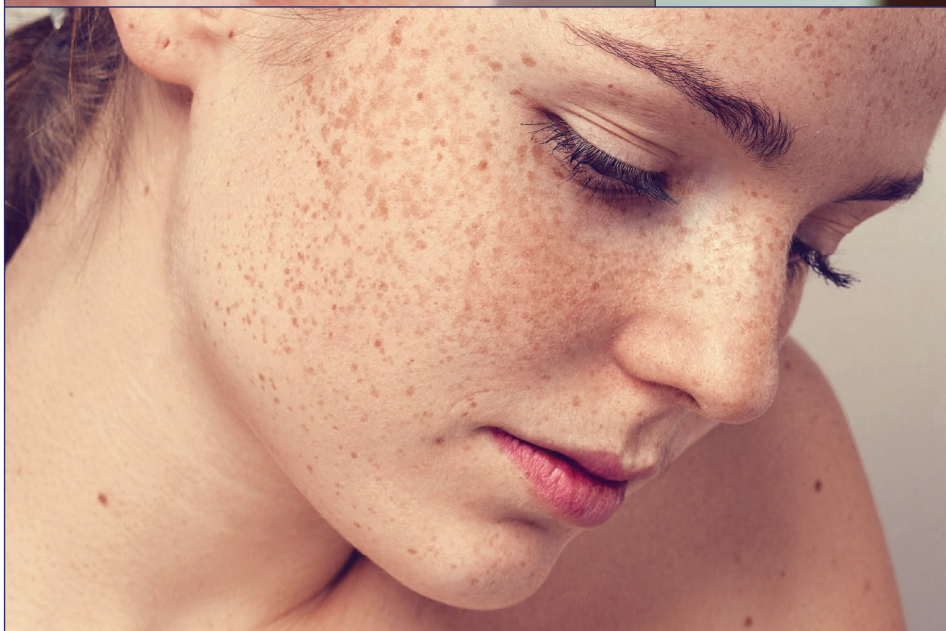


Visual identity

Imagery

Close-ups

Close-up images focus on our competitive edge: results. They are all about celebrating real skin, with close crops and zooms.



Visual identity

Imagery

Visionary

Visionary photos serve a unique role: they are blurred and light-filled images that we use as background devices in layouts. No part of the visionary photo should be in focus: it's all about capturing that blur of energy as we move into the future.



Visual identity

Visionary photo asset

We have created a visionary photo asset that can be cropped and zoomed in countless ways. This asset serves as a background in layouts. Feel free to create new visionary photo assets in keeping with the rules on the previous page.

The visionary photo asset is vector-based, making it infinitely scalable. Use only a cropped portion of the asset, preferably an area that includes a light source.

While this artwork should always be scaled proportionally, it can be rotated and flipped to suit any layout.

Visionary photo asset



Visual identity

Layout structure

While our visual identity system does not include a formal or fixed grid, we do tend to follow general rules around the division of a layout or touchpoint. Aim to divide designed pieces by halves, thirds or quarters to create an adequate foundation for layouts.

Our layouts feature rule lines that are inspired by the logo itself. These lines can be used to divide up pages and create space for content. Images always appear within rectangles; accent colors only appear in perfect squares.

While there is no formal rule on placement, please keep the logo near the top of layouts.

Finally, keep in mind that we are sentence case brand.

