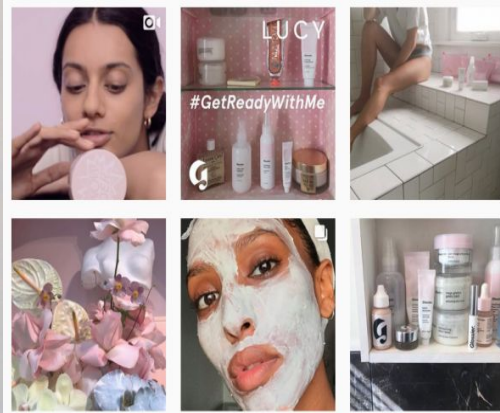


***Glossier.***



## Brand Tagline

**YOU  
LOOK  
GOOD.**

**SKIN FIRST.  
MAKEUP  
SECOND.**

**SKINCARE IS  
ESSENTIAL,  
MAKEUP IS A  
CHOICE.**  
(MAKE GOOD CHOICES)

**WAKE UP  
EARLY FOR  
WORK.**  
INSTAGRAM UNTIL YOU'RE LATE FOR WORK.

## Brand Tone

Glossier's tone comes across as playful and cheerful, using taglines & phrases like:

“Skin First, Makeup Second.”

“You Look Good”

These phrases come up in a lot of their marketing including packaging & displays.

# Glossier. - Look book

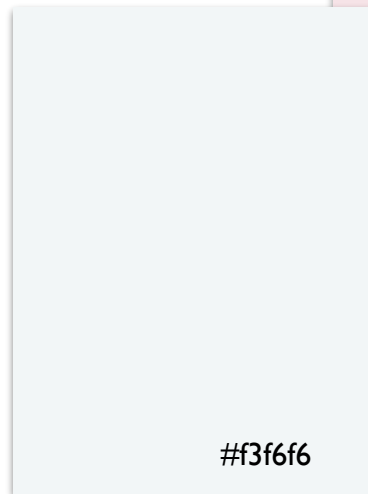
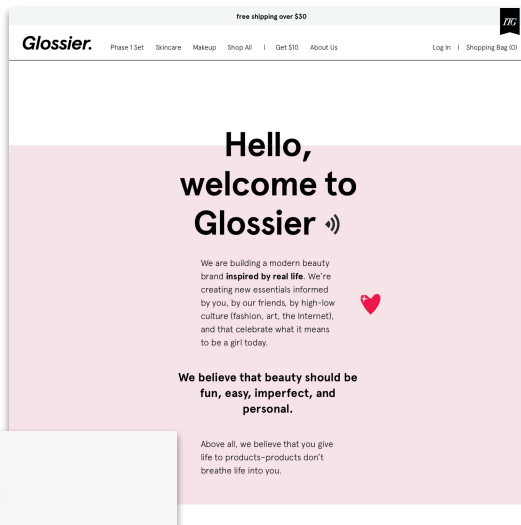
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Apercu

**Apercu Pro**

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1234567890

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
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1234567890



Color Palette:

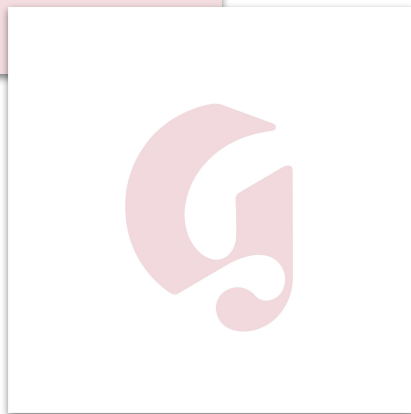
## Primary Brand Logos



## Secondary Brand Logos



Brand Logos  
In color &  
B+W

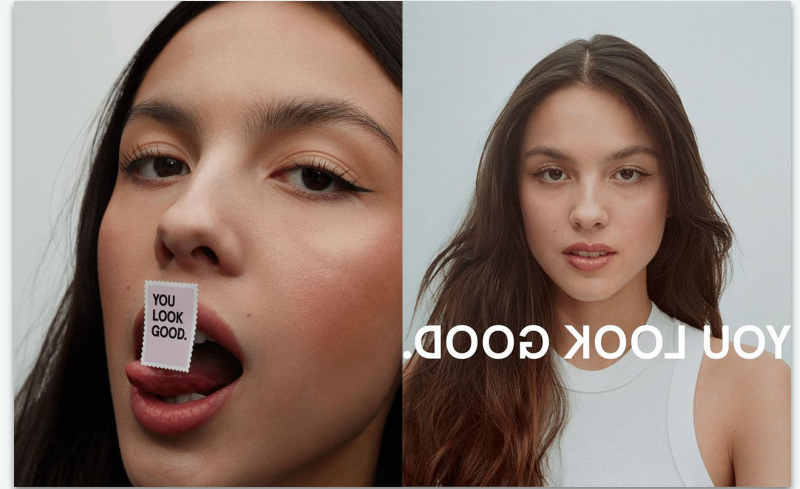




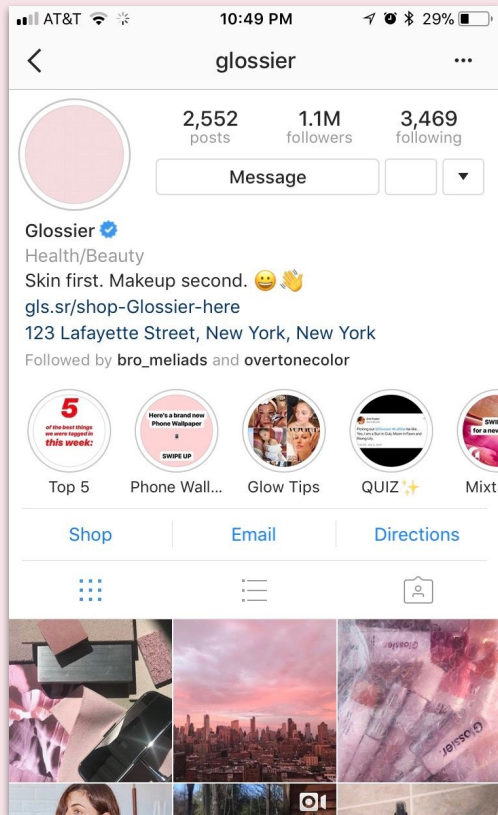
# Target Audience

Glossier aims primarily at young women ages 16-25 years of age. Recently, they have also started to market towards men making the company more inclusive in their representation. They support progressive ideals like social justice, sustainability, and body positivity. They are known for their minimalistic pink & grey aesthetic.

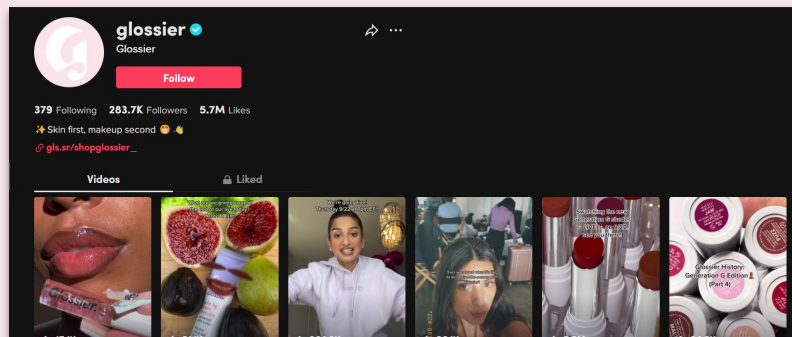
Their Target market is someone who considers themselves trend setters & maintains a “clean girl” aesthetic. Glossier markets towards the individual that tends to do light & natural makeup/ looks as opposed to someone who may typically do a full face makeup routine.



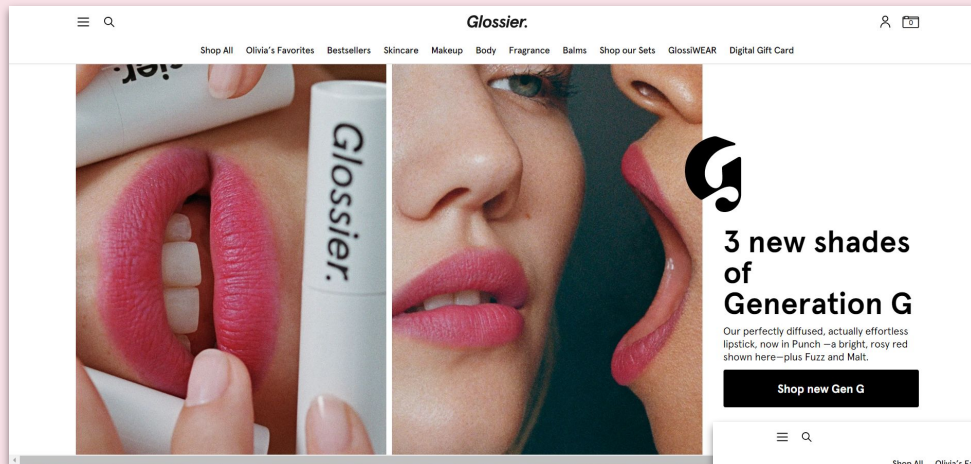
# Creative Design Formats



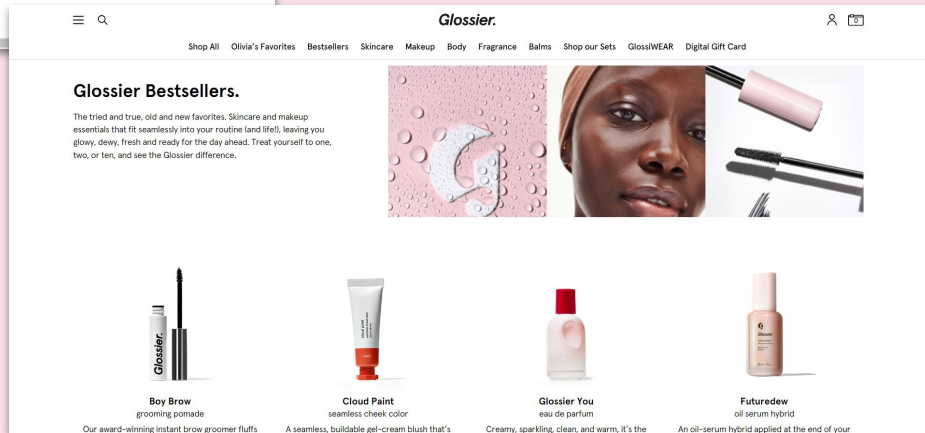
## Social Media



# Creative Design Formats (Cont.)

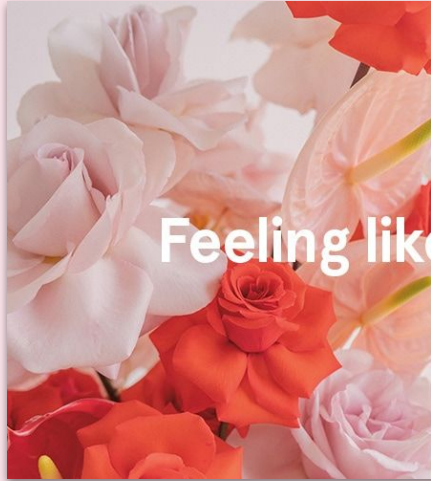


Website





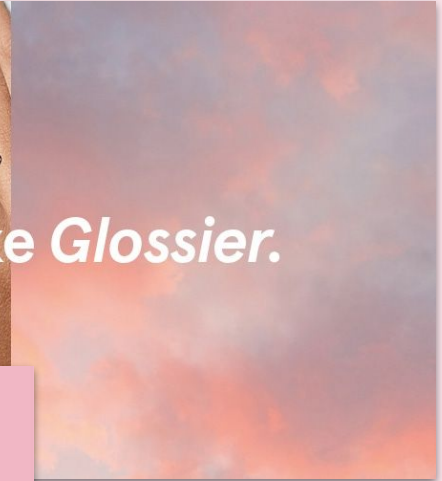
# Creative Design Formats (Cont.)



Feeling like *Glossier.*



Feeling like *Glossier.*



Print  
Campaigns



*find  
beauty  
in  
your  
flaws.*

skin first,  
makeup second  
always.



# *Glossier Brand Style Guide*

Created by: Abbie Rios  
Integrated Marketing Communications  
Prof. Lawson  
Fall 2022