

PERSONAL CARE PRODUCTS COUNCIL **BRAND IDENTITY GUIDELINES**

Logo

The Personal Care Products Council logo features our full name alongside three vertically stacked circles, symbolizing our commitment to safety, quality and innovation.

Logo Usage Guidelines:

Primary Logo: Use the the logo with full-color circles and black text. Ideal for light backgrounds to maintain strong contrast and legibility.

Secondary Logo: Use the logo with all-white circles and text. Designed for using dark backgrounds to ensure clear visibility and contrast.

Tertiary Logo: Use the logo with full-color circles and white text. This version may present legibility challenges on very light or very dark backgrounds. Always test the logo for sufficient contrast before applying to a final design.

Primary



Secondary



Tertiary



Colors

PCPC's staple color family is purple, signifying luxury and power (much like the characteristics of the companies we represent).

Our primary colors include Amethyst (deep purple), Orchid (bold purple) and Cleanser (powder blue).

A secondary color in our palette is Lavender (pale purple).

Our tertiary color is Blush (hot pink).

Color Usage Guidelines: When using these colors, be sure to mainly use Amethyst, Orchid and Cleanser, and sparingly use Lavendar and Blush (primary versus secondary/tertiary colors).

Of course, we can't forget to mention our basic colors of Mascara (pure black) and Sunscreen (pure white).

Amethyst

HEX: #330069

RGB: (51, 0, 105)

CMYK: (51, 100, 0, 59)

Orchid

HEX: #6830C1

RGB: (104, 48, 193)

CMYK: (46, 75, 0, 24)

Cleanser

HEX: #B8DCFF

RGB: (184, 220, 255)

CMYK: (28, 14, 0, 0)

Lavender

HEX: #E5E3FF

RGB: (229, 227, 255)

CMYK: (10, 11, 0, 0)

Blush

HEX: #F06AC8

RGB: (240, 106, 200)

CMYK: (0, 56, 17, 6)

Typography

Just as our words are intentional and refined, so too is our choice of typeface. We use the **Area** typeface family—**Normal** and **Extended** styles—for its clean, modern aesthetic and its ability to balance boldness with softness. This helps PCPC communicate clearly and confidently with both the public and our stakeholders.

Font Usage Guidelines:

Headlines: Typically set in Extrabold or Black for strong visual impact.

Body Copy: Primarily uses Regular for readability and consistency.

Subheads, Fine Print and Supporting Text: Font weights and styles are selected based on the surrounding visual hierarchy to maintain clarity and cohesion.

Area Normal

Thin
Regular
SemiBold
Bold
ExtraBold
Black

1234567890
! ? & \$ % #

Area Extended

Thin
Regular
SemiBold
Bold
ExtraBold
Black

1234567890
! ? & \$ % #