



ROSENVÉ

Skin, let it should be

Visual Standards & Guidelines



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BRAND PHILOSOPHY

NOURISH WITH OIL

Rosenvé believes that true luxury skincare is not defined by age, but by a woman's understanding of her skin and her rhythm of life.

As skin matures, care shifts from instant results to long-term balance, from visible stimulation to quiet nourishment.

Rosenvé is created for women who value refinement, stability, and the confidence that comes with time.

Designed for both early mature and fully mature skin, Rosenvé offers a calm, elevated approach to skincare — where care becomes a daily ritual rather than a corrective act.

We do not seek to reverse time, but to care for skin in harmony with it.



LOGO USAGE

MAIN LOGO FEATURES RATIONAL



Rosenvé adopts a name-led logotype, aligning with international luxury skincare brands that build long-term recognition through consistent use of the brand name itself.

In high-end skincare, value is defined not by complex symbols, but by the expertise, trust, and time a brand represents. For this reason, Rosenvé centers its identity on a clear, restrained, and highly recognizable wordmark, ensuring strong visibility across all products and communication touchpoints.

The refined typographic structure reflects the brand's commitment to long-term skin care and formulation integrity, while carefully balanced proportions allow the logo to remain elegant across different sizes and materials.

The rose appears only as a subtle secondary element, adding emotional nuance without compromising clarity, ensuring the logo's longevity and global adaptability.

LOGO USAGE

LOGO DESIGN GRID



Square-format logo



Horizontal logo

Logo must be used in the following sizes and formats for all communications.

LOGO USAGE

COLOR VARIATIONS



LOGO USAGE

BACKGROUNDS



LOGO USAGE

INCORRECT USAGE



Do not rotate the logo icon



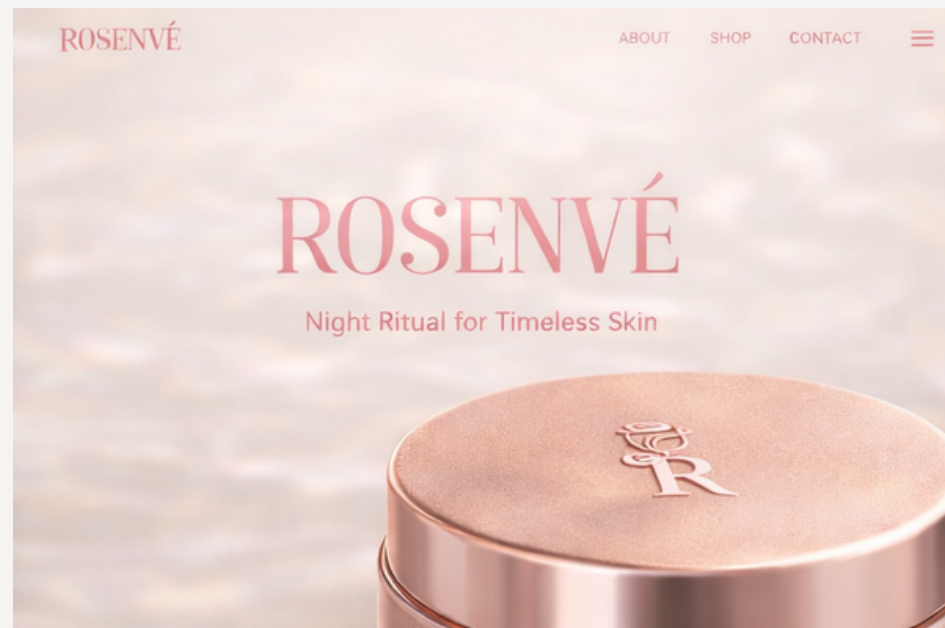
Do not alter the alignment
of the logo wording



Do not use different colors for
the logo icon and wording

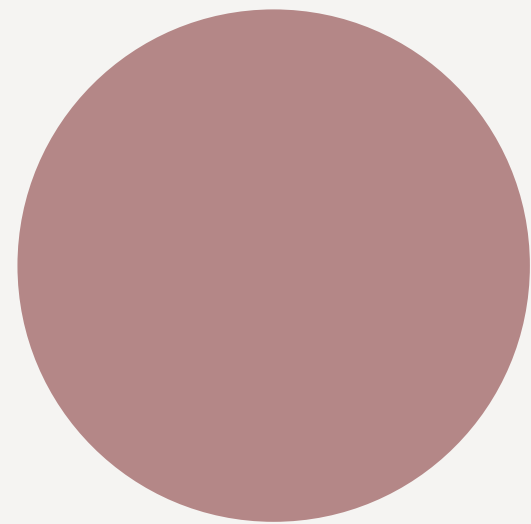
LOGO USAGE

MOCK UP



LOGO USAGE

PRIMARY & SECONDARY PALETTE



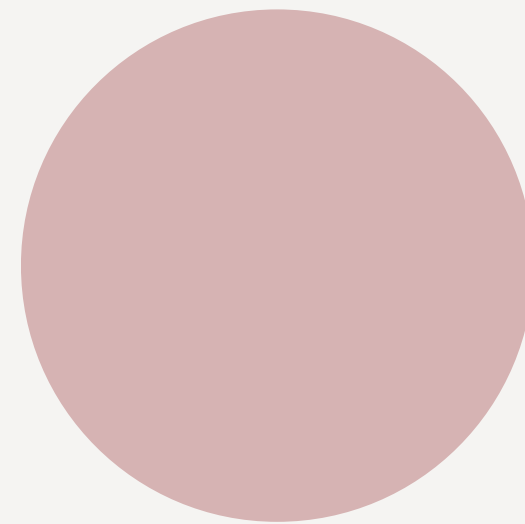
BLUSH ROSE
#B48787



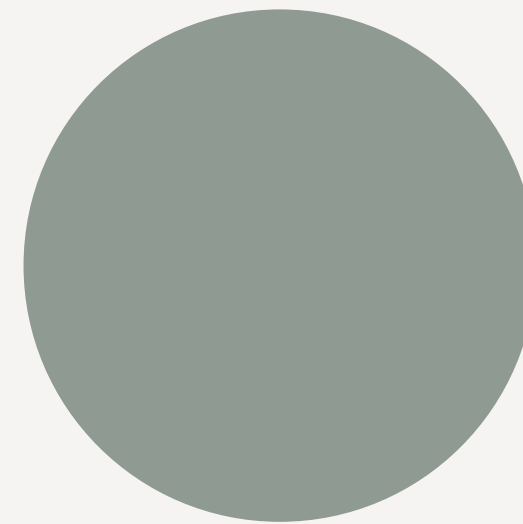
IVORY WHITE
#F5F2EF



PLATINUM GREY
#CFCFD2



SOFT BLUSH
#D6B3B3



DEEP SAGE GREY
#8F9B92



WARM CHARCOAL
#3F3A38

Primary colors

Secondary colors

FONT

Manison Condensed Med

For Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz1234567890!@#\$%^&
*()

Inter Medium

For title

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuvw
xyz1234567890!@#\$%^&*()

Manison Condensed Reg

For Subheaders

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdef
ghijklmnopqrstuvwxyz1234567890!@#\$%^&
*()

Inter Light

For graphic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZabcdefghijklmnopqrstuvw
xyz1234567890!@#\$%^&*()



MOODBOARD

