OFFICIAL BRAND GUIDELINES · VERSION 2.4

2026 EDITION

glowcart

# Every shade has a name.

*Visual identity, tone science, typography standards, and packaging architecture for modern Indian beauty commerce.*

# Retiring the colonial ‘Fair to Dusky’ ranking forever.

For decades, Indian beauty consumers were categorized into four dismissive tiers: Fair, Wheatish, Dusky, and Dark. In reality, over 14 distinct undertones exist across the median Indian spectrum alone.

Glowcart was founded by bridal makeup artist Tara Kapadia after 12 years of mixing foundations to prevent gray oxidation under Indian heat. We treat skin tone not as a hierarchy, but as optical science.

## Core Brand Tenets

- **Every shade has a name:** Named after geographic, natural, and mineral elements (Pearl, Sand, Honey, Amber, Cinnamon, Cocoa).
- **Zero grey oxidation:** Formulations rigorously tested in 40°C heat and 80% humidity.
- **Absolute custody:** Scannable TrueSeal tamper protection dock-to-door.




## Clear Space & Minimum Sizes

The Glowcart logo consists of the custom Playfair-derived serif wordmark and the integrated gradient Orb with Champagne Gold 4-point sparkle at the 1 o'clock position.

| | |
|---|---|
| **Digital Minimum (Wordmark):** | 20 px height |
| **Digital Minimum (Orb Symbol):** | 16 px height |
| **Print Minimum (Wordmark):** | 12 mm height |
| **Print Minimum (Orb Symbol):** | 8 mm height |

To protect brand integrity, never alter, distort, re-color, or add unapproved decorative elements to the logo.

### Do not rotate

Always maintain horizontal baseline

### Do not recolor

Never use neon, blue, or green fills

### Do not stretch

Preserve 1:1 aspect ratio

### No heavy drop shadows

Maintain flat or subtle glow treatment

## Deep Plum

Primary Brand / Core Luxury Accent

HEX: **#4A1942**
RGB: 74, 25, 66
CMYK: 62, 95, 40, 45
Pantone 5115 C

## Petal Blush

Brand Accent / Soft Tint

HEX: **#F7C6C7**
RGB: 247, 198, 199
CMYK: 0, 25, 15, 0
Pantone 489 C

## Champagne Gold

Warm Metallic Foil / Accent Sparkle

HEX: **#E3C58E**
RGB: 227, 197, 142
CMYK: 10, 20, 45, 0
Pantone 871 C (Foil)

## Porcelain Warm White

Surface / Background Tint

HEX: **#FFF9F7**
RGB: 255, 249, 247
CMYK: 0, 3, 3, 0
Pantone Warm White C

## Midnight Plum

Deep Text / Contrast Ink

HEX: **#2A1027**
RGB: 42, 16, 39
CMYK: 75, 90, 50, 75
Pantone Black 7 C

## Live Ruby

Live Stream / Real-time Notification

HEX: **#E0245E**
RGB: 224, 36, 94
CMYK: 5, 95, 55, 0
Pantone 1925 C

### Pearl
Moti

Range: 100-190
L*: 88

### Sand
Ret

Range: 200-290
L*: 79

### Honey
Shehad

Range: 300-390
L*: 64

### Amber
Kaharwa

Range: 400-490
L*: 49

### Cinnamon
Dalchini

Range: 500-590
L*: 36

### Cocoa
Koko

Range: 600-690
L*: 23

DISPLAY SERIF: PLAYFAIR DISPLAY

# Every shade has a name. Find yours in 8 seconds.

*Used for editorial headlines, product titles, packaging quotes, and unboxing moments.*

BODY SANS: KARLA

Clean, human geometric sans for product details, application steps, and user interfaces.

TECHNICAL: DM MONO

TS-7Q4K-92MD · LAB(64, 15, 29) · ₹2,450

### HOW WE SPEAK (DO)

- “Warm Honey 320 with golden-olive undertones”
- “Formulated to prevent grey oxidation in humid climates”
- “Scannable TrueSeal dock-to-door authenticity verification”
- “Real skin textures, un-retouched swatches on 6 tones”

### WHAT WE NEVER SAY (DON’T)

- “Fair, wheatish, or dusky skin”
- “Whitening, brightening, or fairness treatments”
- “Flawless, porcelain perfection without pores”
- “Universal nude that fits all” (scientifically false)

### Hero Mailer Box

Full Deep Plum exterior flexo flood with white knockout wordmark. Petal Blush interior with die-cut window card slot for personalized ‘Glow on, Nandini’ card.

### Branded Tissue

17 gsm acid-free tissue in Petal Blush with 60% opacity Deep Plum Orb and 4-point sparkle repeating grid rotated 15°.

### TrueSeal Hologram

40 mm 32-point scalloped rosette on holographic void-tamper iridescent film. Leaves ‘OPENED / VOID’ pattern if lifted.

## Glowcart Luxe Store Architecture

Stores feature Deep Plum lacquered fascia with face-lit acrylic channel letters, 5600K daylight-balanced ToneMatch bars, and 24-vial sample dispensing walls.

**Key Materials: Blush Terrazzo Floor · Plum Lacquer · Brushed Champagne Trim**

## Beauty Advisor Uniform & Badge

Advisors wear Deep Plum wrap tunics with Petal Blush collar piping and embroidered Orb on chest. Name badges display the advisor's tone family so shoppers find their skin twins.

**Name Badge: 76 × 25 mm Brushed Champagne Metal · Tone Family Line**

SURFACE 01

### Shopper App & Store

ToneMatch camera scanning, 6-tone curated feed, routine studio, and 90-minute Glow Express delivery.

SURFACE 02

### Brand Studio

Real-time Shade Gap telemetry, inventory replenishment triggers, campaign ROI, and Tuesday bank payouts.

SURFACE 03

### Live Host Console

Backstage creator broadcast teleprompter, synchronized product pins, and permanent on-screen sponsorship badges.

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