MY BLOCK SKIN x
SOHO HOUSE FESTIVAL

SOHO HOUSE FESTIVAL   /   My BlockSkin

A WALKTHROUGH OF BRAND VISUAL IDENTITY + BRANDED SPACE APPLICATION

COLOR   /   TYPOGRAPHY   /   PHOTOGRAPHY   /   LOGO

Brand Basics

COLOR   /   TYPOGRAPHY   /   PHOTOGRAPHY   /   LOGO

My Block Skin's visual identity evokes a largely universal, premium sensibility.

Our branding reflects the simplicity and clean nature of this product, a major selling point in the category.

Our primary aim with our visual branding is to aid men, particularly men of color, in becoming more receptive to skin care and sun protection.

OUR BRAND IS:

- Premium, sophisticated
- Timeless
- Bold in its simplicity
- Gender-inclusive
- Androgynous, but male-leaning
- Clean, in both presentation and product

My Block Skin brand voice and tone is currently in development.
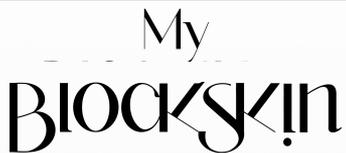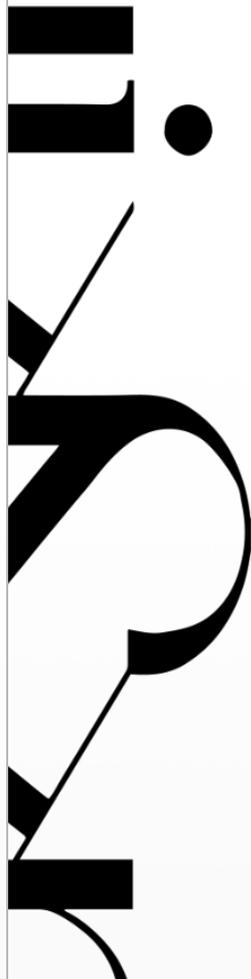
Logo

PRIMARY

SECONDARY

The logo mark serves as the defining visual element of My Block Skin branding, primarily for its use as a textural border element ((left) and also as a framing device in model photography.
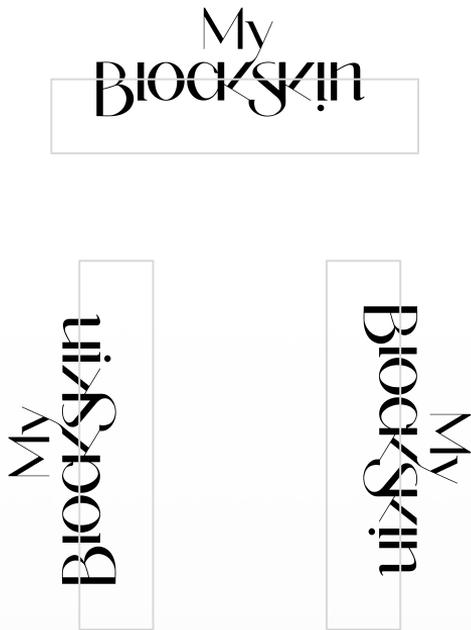
A secondary logo mark may be used for selective OOH instances, where legibility is important (think further away).

5

My
Blackskin

Approved areas for segmented border element

🚫 Avoid these cropped areas for logo border element

🚫 Do not border **more than one edge** at a time

Color

CYMK
0
0
0
0

RGB
255
255
255

PANTONE
11-0601 TCX

CYMK
60
60
60
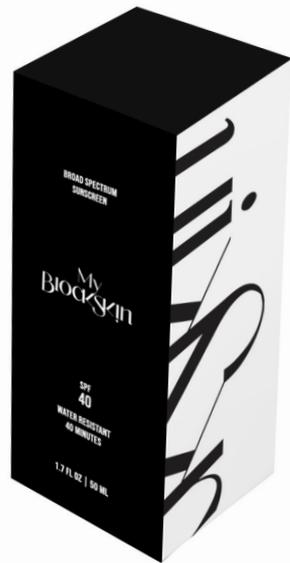100

RGB
0
0
0

PANTONE
19-0303 TCX

#ffffff

#000000

CYMK
3
2
2
0

RGB
243
243
243

#f3f3f3

PACKAGING CONCEPT

Our brand's essential visual impact lies in our consistent use of a strictly black and white palette.

Gray is employed in limited, necessary cases, such as text containers or highlight. Packaging does not exhibit gray, nor does text/logo ever appear in gray.

*Note balanced white and black use in the developing package design.

COLOR PAIRING/APPLICATION | Apply to text, logo, and design overlays

COLOR BEST PRACTICES

- Use solid fill

- Avoid gradients

- Avoid drop shadows. The high contrast palette ensures legibility.

- Strive for visual equilibrium between black and white shades used.

- Employ white for text/logo overlay on photographic background

COLOR STROKE

Black, white, or gray

To divide text and use as horizontal or vertical accent

Images can be outlined, but don't have to be

Always use thin weight

1px or comparable in scale

Typography

SYSTEM

1

3 FONT SYSTEM

HEADER

H1 | Amelaryas, Logo Font | Weight: Regular

SUBHEADER / BIG NUMBERS

H2 | Oswald | Weight: Medium

Body Copy

Body Copy | Lato | Weight: Regular

SYSTEM

2

3 FONT SYSTEM

HEADER

H1 | Oswald | Weight: Normal

SUBHEADER / BIG NUMBERS

H2 | Oswald | Weight: Medium

Body Copy

Body Copy | Lato | Weight: Regular

My Block Skin branding has 2 header and subsequent text systems; rather, 2 different combinations.

Subheaders in both systems can appear smaller, no larger (in context of size ratios) than shown.

Uphold size ratios displayed for both font families and do not mix H1's.

To uphold a masculine feel, our second system drops Amerlaryas, the more illustrative fon. Instead, we employ Oswald font as both H1 and H2.

HEADER

HEADER

SYSTEM

1

3 FONT SYSTEM

SYSTEM

2

3 FONT SYSTEM

SUBHEADER

SUBHEADER

Body Copy

Body Copy

INVERTED

LOREM IPSUM

My
Blackskin

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

HEADER

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
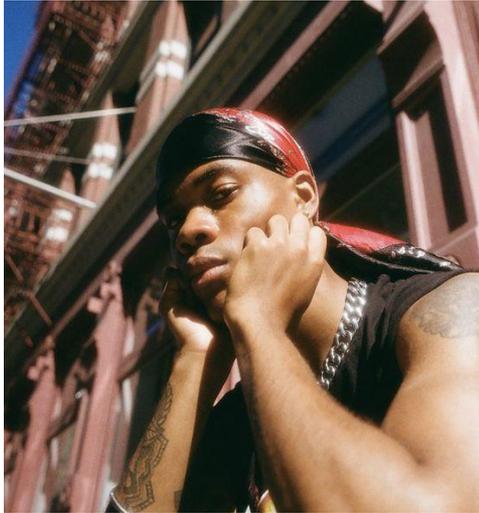
Photography

Subjects should be somewhat up-close, for a focused, "protagonist" feel

Shot outdoors, preferable in golden light. If shot indoors, should have a strong light source with high contrast shadows

There should be an element of spontaneity. Even if posing, it should feel genuine; authentic

Blend industrial and natural settings for visual juxtaposition

AVOID

- Black and white photography, as we lean on images to inject color into our visuals
-
- Subjects lit from the back

- Subjects who appear too far away

- Overly-posed subjects

- Extremely saturated imagery, or too cool in tone.

When shooting or selecting photography, stay away from these characteristics.

My Blockskin

Abore et dolore
]aliqua. Ut enim ad
minim veni.i

Abore et dolore
]aliqua. Ut enim ad
minim veni.i

SPF   40

My Blockskin

Brand Activation

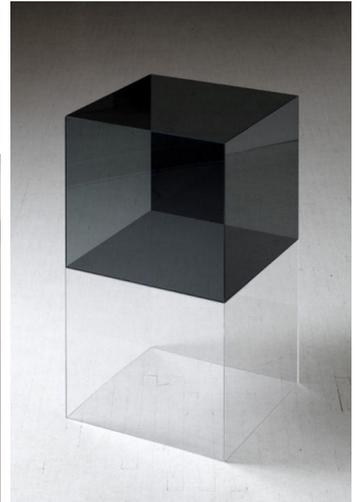COLOR   /   TYPOGRAPHY   /   PHOTOGRAPHY   /   LOGO

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TEXTURE/SURFACES

Mirrored Glass

To reflect the sky and effectively use it as a surface pattern/color pop in the space (playing off of sunscreen).

Clear Acrylic

This sunscreen is clear is consistency; a very unique quality within the product category. Punctuating the space with contemporary, clear acrylic surfaces echoes our product's defining physical characteristic.

Warm Concrete Textures

To contrast the more delicate acrylic textures. Also allows us to use our secondary gray color in a highly textural way.

Rich Wood Surfaces, Bar

Enriching the branded space with rich wood textures will help tie in the Soho House Festival vibes and ensure the otherwise clean, posh space also feels warm and relaxing.

COLOR

Flower Plooms

When we apply our simple brand palette to the space, we can punctuate vivid color into the space via bold flowers. They can be placed in small, localized areas of the space, so the whole space can remain neutral /androgynous in feel.

Simple and Clean

Applying our simple palette to the space ensures a cohesive backdrop for pops of color (like Fud drink product).

Warm Concrete Textures

Deep earth tones, through our mixture of different materials, can create a masculine-leaning, relaxing space.
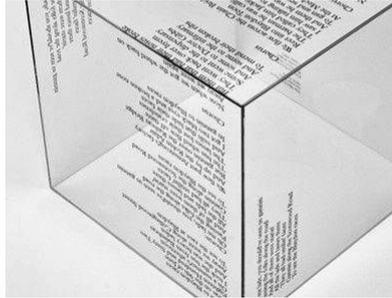
Color Reflected

Whether sunny blue skies or cloudy that day - our mirrored surfaces will capture the day's light/tone, making it part of the general color display.

FURNITURE/DECOR

Contemporary, Classic

To reflect the sky and effectively use it as a surface pattern/color pop in the space (playing off of sunscreen).

Acrylic Surfaces, Displays

This sunscreen is clear is consistency; a very unique quality within the product category. Punctuating the space with contemporary, clear acrylic surfaces echoes our product's defining physical characteristic.

Cabana Decor

To keep the fun, summer vibe of the festival going, we can incorporate cabana-style seating and can further punctuate the area with color by placing plants.

Mix and Match

Concrete, wood and acrylic textures combine. We create an eclectic look by combining these elements, and differently styled furniture to create a neutral, yet rich space. The mixture can also add charm and keep our space from feeling corporate.

Thank You