üGlo

The üGlo brand has been designed to epitomise modern sophistication and youthful vitality. Typography plays a crucial role in üGlo's visual identity, with the fonts offering a blend of boldness and refinement, ensuring readability and aesthetic appeal in all brand communications. The combination of brand colours project a balance of luxury and dynamism, aligning perfectly with the brand's mission to evoke Shine, Youth, Glow, Skin, Young, Happy, and Peace. The brand patterns featured are geometric and modern, further reinforcing üGlo's contemporary and stylish image.

The üGlo brand identity is intentionally diverse, facilitating a range of applications, from digital interfaces to physical products and promotional materials, showcasing the brand's versatility and adaptability in different contexts. The unique, cohesive and polished design language ensures that üGlo stands out in the competitive landscape of skin and beauty products, resonating with consumers who value both elegance and efficacy.

Brand Logo

Primary Logo / Inverse Logo

üGlo

üGlo

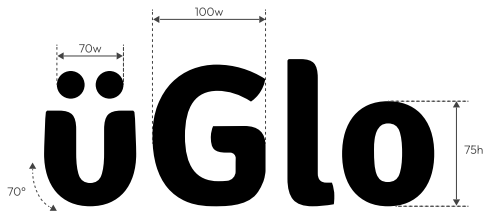
Brandmark

Primary Brandmark / Inverse Brandmark

Gradient Brandmark

Logo Construction

The logo features a custom sans-serif typeface designed to maintain perfect legibility across various applications, underscoring the brand's commitment to clarity and professionalism. The logo's unique "ü" character not only adds a distinctive touch but also embodies the brand's playful yet elegant essence. Allow plenty of white space in digital and print design, so the logo can breath.



Typography

Primary Font

Aa

DM Sans Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Secondary Font

Aa

Manrope Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Color Palette (sRGB / SWOP2)

Primary Colors

Gradient Colors

Beige

Pantone
7499c / 7506u
CMYK
6, 4, 23, 0
RGB
240, 235, 203
HEX
f0edcb

Dark Orange

Pantone
1495c / 2013u
CMYK
0, 48, 88, 0
RGB
247, 141, 30
HEX
f78d1e

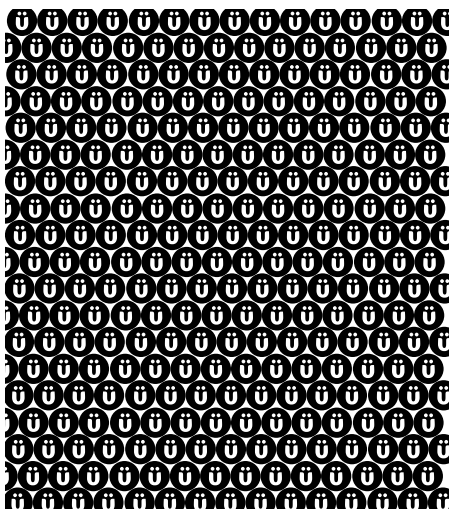
Chili Red

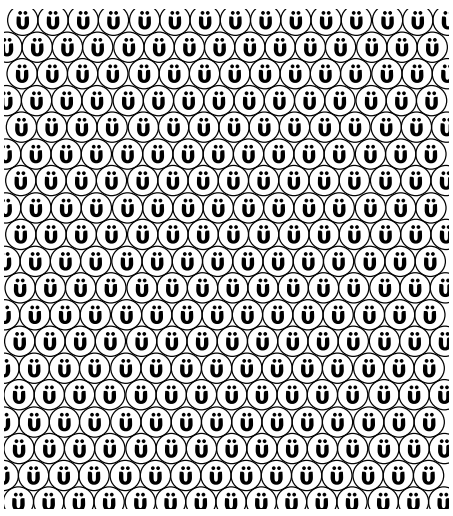
Pantone
179c / 2347u
CMYK
0, 92, 83, 0
RGB
231, 65, 39
HEX
e74127

Rebecca Purple

Pantone
526c / Medium Purple u
CMYK
74, 95, 0, 0
RGB
102, 51, 153
HEX
663399

Brand Patterns

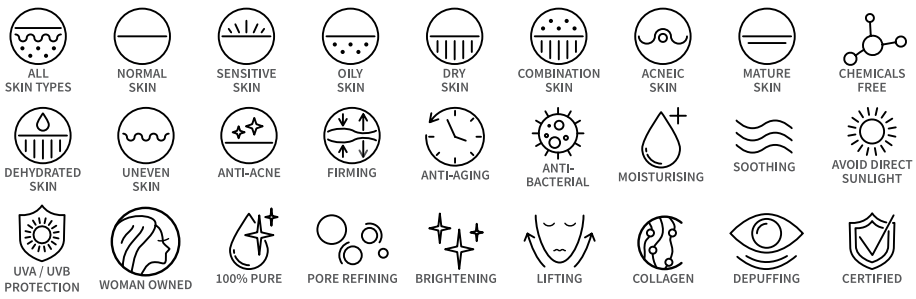
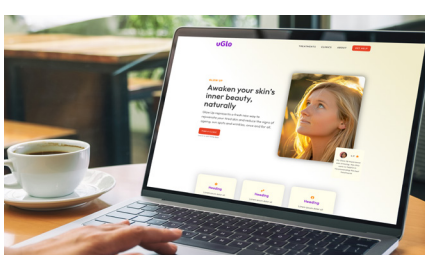




Gradient Construction

This gradient is a powerful visual tool for üGlo, symbolising the brand's core values of energy, beauty, vibrancy, and the excitment of youth.

Icon Set



Applications