RONIKA

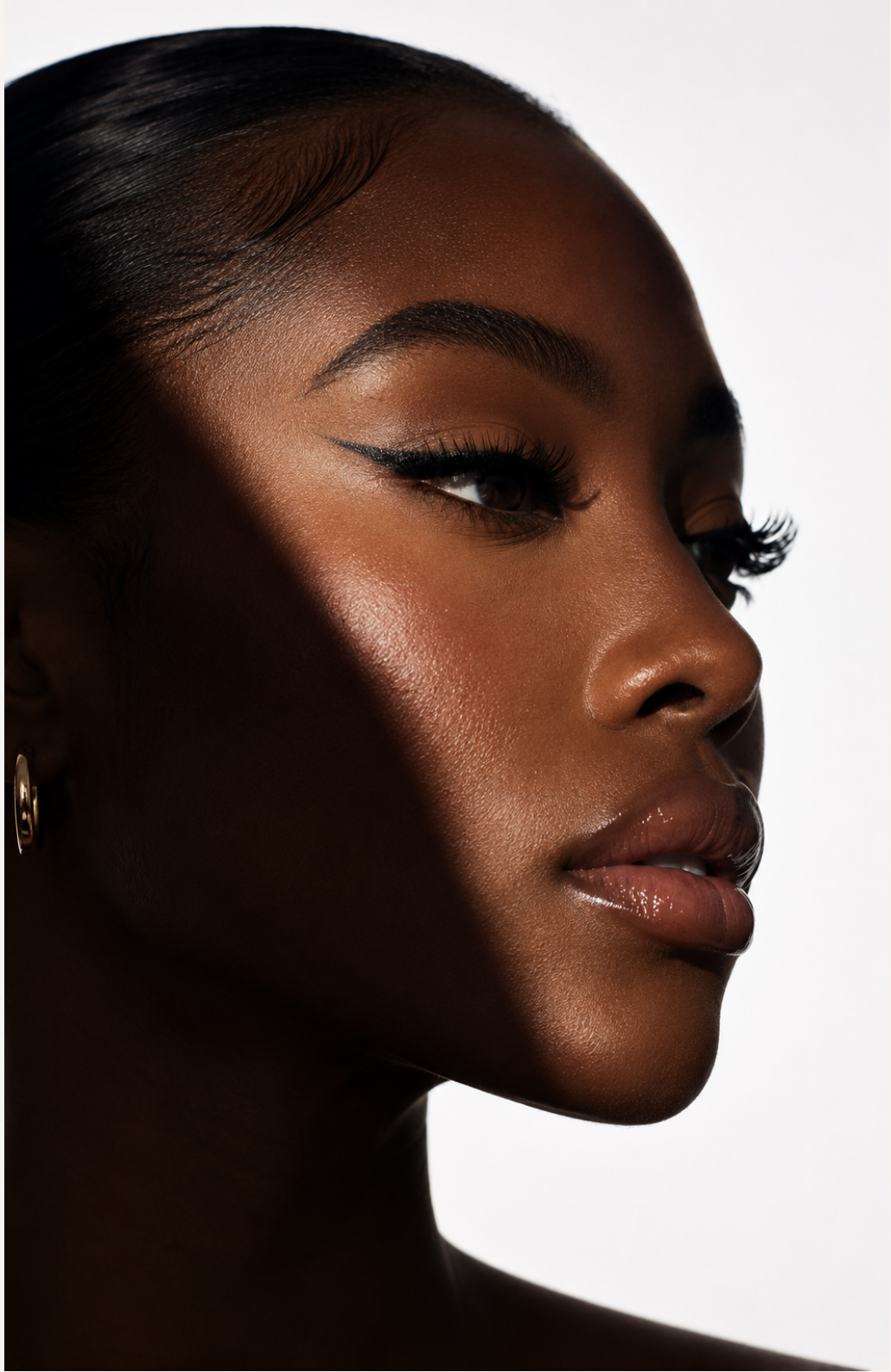
BEAUTY

VISUAL IDENTITY · OCTOBER 2026

Brand guidelines.

A light, editorial identity for beauty,
rituals and the client experience.

Softness, with intention.



Soft beauty. Clear identity.



THE VISUAL DIRECTION

Quietly elevated.
Warmly personal.
Confidently feminine.

Light, not heavy

Ivory, cream and blush create the foundation. Deeper tones belong to type and small accents, not large backgrounds.

Editorial, not ornamental

Express the brand through beautiful type, clear space and close-up imagery. Keep the identity wordmark-led, without a monogram.

Human, not clinical

Show real skin texture, lash detail and thoughtful product presentation. Keep the voice welcoming and assured.

The wordmark.

RONIKA

BEAUTY

PRIMARY IDENTITY

RONIKA in Canela, with BEAUTY in spaced Instrument Sans beneath. Preserve the original proportions and letterforms.

SPACE & SCALE

Leave at least the height of the BEAUTY line around the logo. Make the secondary line clearly legible at its final size.

KEEP IT PURE

No RK monogram, stretching, outlines or added shadows. Keep the two lines together as a single identity.

RONIKA

BEAUTY

ROSE-TONED / PRIMARY

RONIKA

BEAUTY

WHITE / WHEN CONTRAST ALLOWS

RONIKA

BEAUTY

BLACK / SINGLE-COLOUR OUTPUT

The light palette.

IVORY
#F6F3F1
Primary background

CREAM
#F1EBE7
Secondary background

BLUSH
#E4D2D1
Soft feature panels

NUDE
#DDBEB7
Supporting warmth

ROSE
#CCA898
Small colour moments

TAUPE
#BB8D7B
Supporting detail

COCOA
#705956
Readable body text

TERRACOTTA
#AB6659
Wordmark & accents

LIGHT IS THE FOUNDATION

Use ivory, cream and blush across the largest areas. Nude and rose add variation without making the identity feel heavy.

DEPTH IS AN ACCENT

Reserve cocoa for clear text and terracotta for the wordmark and small accents. Avoid dark wine or black page backgrounds.

A considered type wardrobe.

CANELA · WORDMARK

The distinctive brand signature.

RONIKA

OGG · DISPLAY

Editorial titles and product names.

Beauty, in the details.

INSTRUMENT SANS · BODY

Descriptions, navigation and labels.

Thoughtful beauty rituals, a considered client experience, and the confidence to make it your own.

JENNIFER SCRIPT · ACCENT

Short expressive phrases. Use sparingly.

Your everyday beauty ritual.

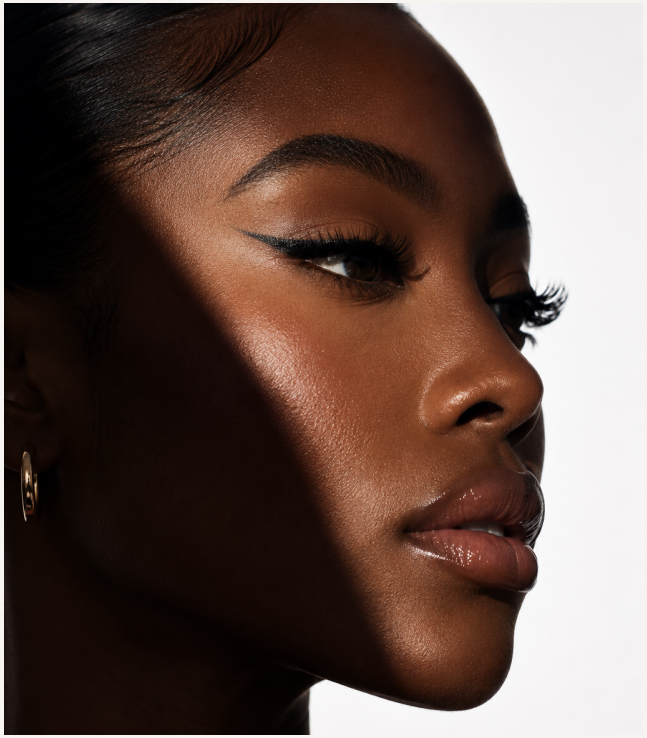
REENIE BEANIE · OPTIONAL

Informal annotations, not primary headings.

A little note, just for you.

Font licensing: the supplied Canela file is labelled Trial. Confirm a suitable commercial licence before public or commercial use; this guide does not grant font rights.

Let the detail speak.



LASH ARTISTRY

Close crops bring attention to the eye, shape and finish. Preserve the subject's key features.



SKIN & TEXTURE

Warm, luminous skin feels personal and editorial. Keep highlights and natural texture visible.



BEAUTY IN MOTION

Show the ritual as well as the result. Application imagery connects the product to its everyday use.

Use clean crops and consistent light. Avoid heavy colour filters, blurred details and text placed over eyes or lips.

Products, beautifully presented.



Ronika Beauty lash packaging and tools.



PACKAGING IS PART OF THE IDENTITY

Show blush packaging, the wordmark and tools clearly. Let shadows feel natural, with clean backgrounds and enough space to inspect the product.

BALANCE PRODUCT WITH PEOPLE

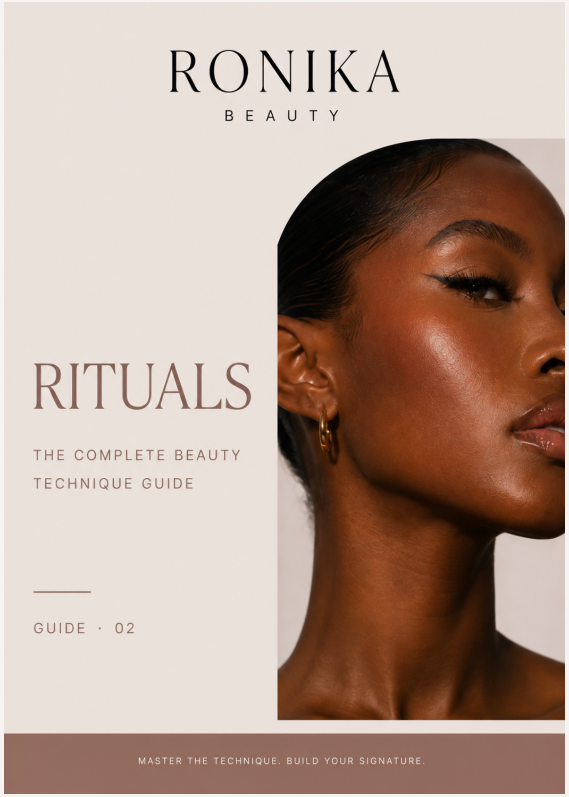
Pair still-life photography with shared beauty moments. Keep the styling soft and the focus on the subjects, not decoration.

The digital collection.



THE CLIENT EXPERIENCE

Use the supplied full cover artwork.



RITUALS

Keep title, portrait and wordmark intact.

One family. Two signatures.

The approved covers carry the same light, editorial language as the store. Use these artworks in place of generic workbook covers.

COVER PLACEMENT

Maintain the original aspect ratio. Fit the whole cover inside devices and product tiles rather than cropping its edges.

MOCKUP PLACEMENT

Present tablets and workbooks on light surfaces. Avoid dark display panels or additional logos.



Bring it together.

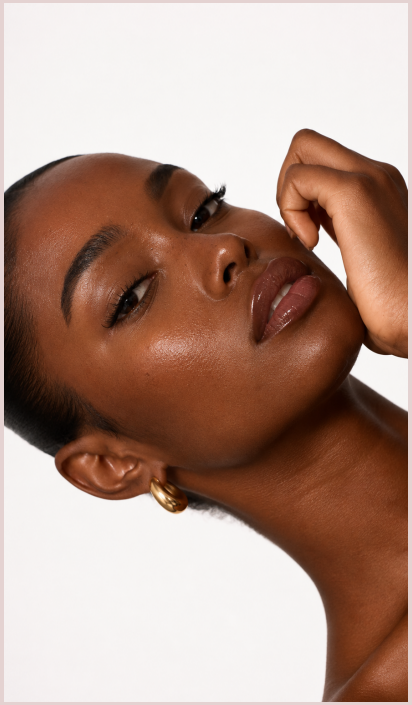
RONIKA

BEAUTY

The beauty of ritual.

A considered collection for everyday beauty.

EXPLORE THE COLLECTION



Space is part of the design.

Give the imagery and type room to breathe. Keep the composition simple, with one clear focal point and a light foundation.

HIERARCHY

Wordmark first, expressive Ogg heading second, concise Instrument Sans copy third.

ACCENTS

Use Jennifer Script for a single small moment. Let blush panels and terracotta details support, not compete.

CONSISTENCY

Keep the same type roles, palette and image treatment across the store, sales page and digital covers.

Illustrative layout study · Carry the identity consistently across print and digital, without adding a monogram.

The brand, at a glance.

01 / Keep the wordmark intact.

Canela RONIKA, spaced BEAUTY beneath. No monogram.

02 / Lead with light.

Ivory, cream and blush backgrounds. Cocoa text, terracotta accents.

03 / Respect each font's role.

Ogg for display, Instrument Sans for body, Jennifer for brief accents.

04 / Show real beauty detail.

Clear lash and skin imagery. Natural light, careful crops, visible products.

05 / Use the approved ebook covers.

The Client Experience and Rituals, uncropped and undistorted.

06 / Give everything room.

Quiet composition, generous clear space and legible text.

Always, beautifully considered.



Approved digital-product imagery.