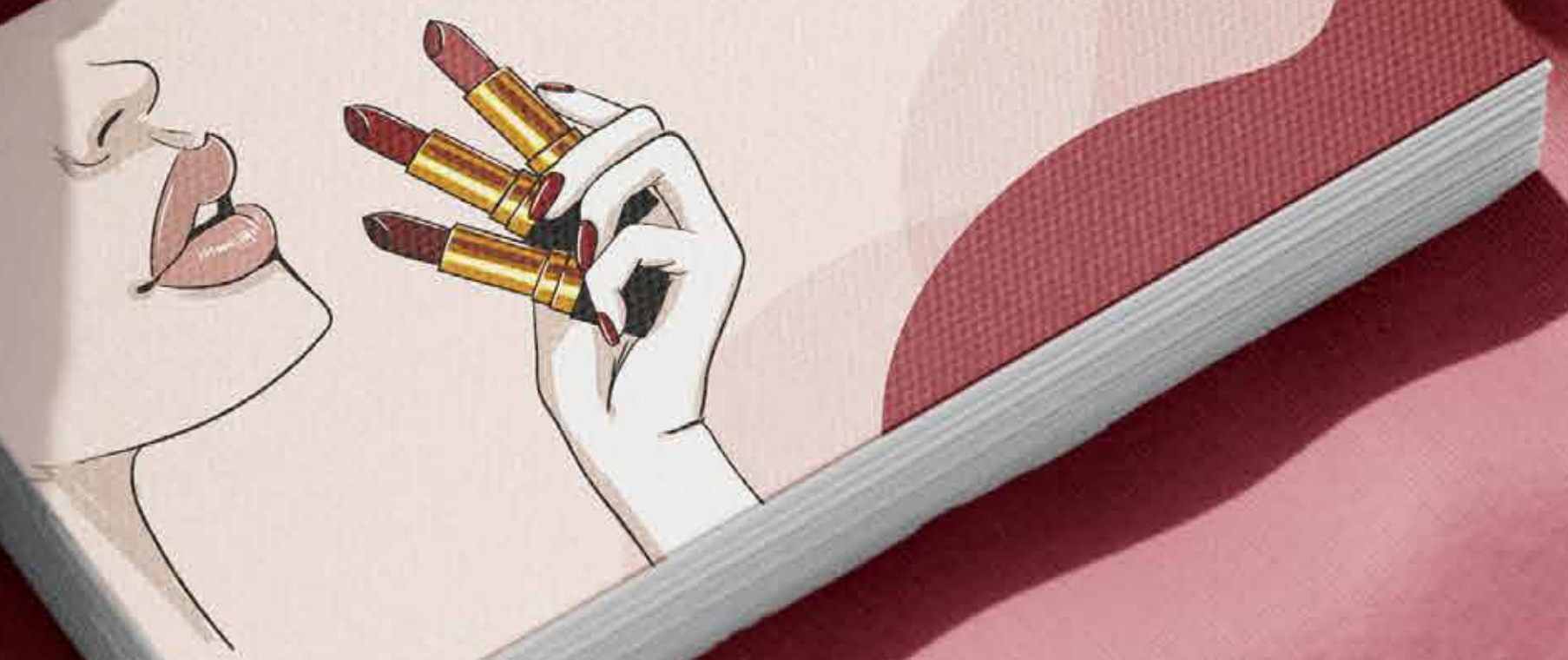


KARIBO

Say Yes To, Guy Beauty



| About

Karibo is a a custom lipstick cosmetic label that believes in being unique and being one's own self. With their "Say yes to guy beauty" they've driven awareness that make up belongs to all genders.



| Problem

To come up with an identity for a customised lipstick label that is gender neutral and the design should be printable across applications

KARIBO



| Creative Solution

We suggested a typography route wherein there is no separate symbol to keep things simple and the typo itself has sharp & curve edge blend along with wine red colour to appeal to both the genders.



| Logo Breakdown

KARIBO

Typeface that gives the brand luxury & an elegant look.
The curve in Letter “A” helps it to stand out.

| Logo Construction

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| Typography

A A

HANOVER LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Ø123456789!#%&\$

Brand Colors

Hex Code: #9E515B

R: 158 C: 32%

G: 81 M: 76%

B: 91 Y: 53%

K: 14%

Hex Code: #FEEAE3

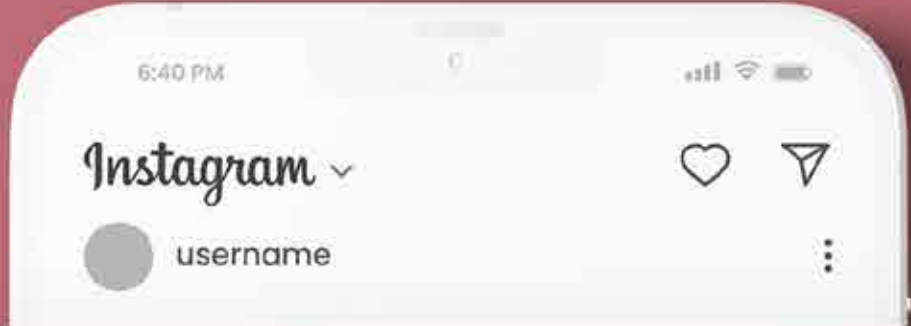
R: 254 C: 0%

G: 234 M: 9%

B: 227 Y: 7%

K: 0%





KARIBO



SHAURYA BATRA
@shauryagasm


To me, beauty is not what you see, it's what you feel. Makeup is just an extra layer of beautiful we add to our already existing beautiful. Growing up a son of a makeup artist, makeup has always fascinated me. And when i put on makeup, not only does it unleash my creativity, it unleashes a more powerful version of myself because it makes me feel beautiful but also more myself.

★★★★★

@KARIBOFORYOU

KARIBO

Say yes to
Guy Beauty!



KARIBO

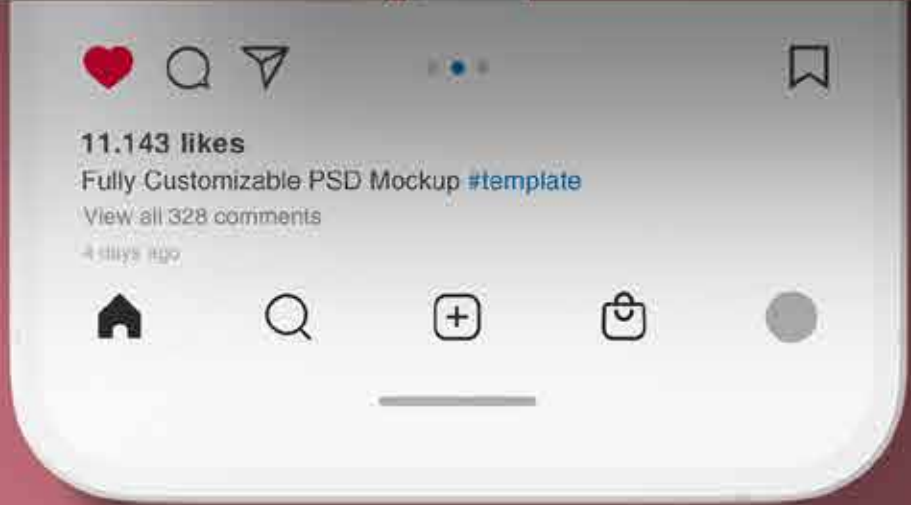


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| Impact

The identity connected well with the target market and the design is scalable across product categories