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*Kiehl's*

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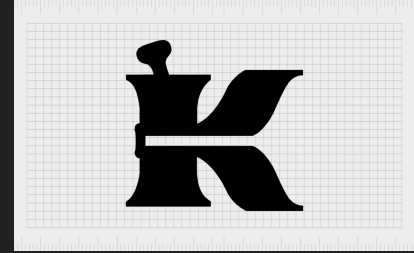
*Alex Goethe*

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# LOGO GUIDELINES- Proper

The logo features the word "Kiehl's" in a white script font with a curved underline, flanked by the words "SINCE" and "1851" in a white serif font.The logo features the word "Kiehl's" in a black script font with a curved underline, flanked by the words "SINCE" and "1851" in a black serif font.

The main brand and website logos are a classic script font, unique to the Kiehl's brand. White or black font color with the founding date and a curved underline. Always in landscape.

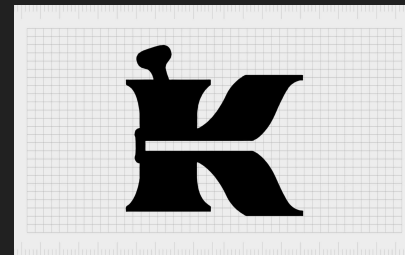
The logo features the word "KIEHL'S" in a bold, black, serif font, flanked by horizontal lines above and below, with the words "SINCE" and "1851" in a black serif font below.

The logos that appear on the products either have the capital K logo, in a color that matches the product, or the capital block letter "Kiehl's" with the founding date. Always in landscape at the top of the bottles.

# LOGO GUIDELINES- Improper

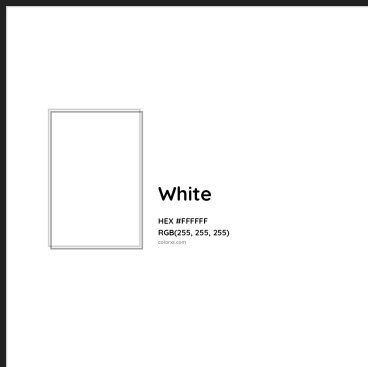


Occasionally use the main brand logo on certain products, always position it horizontal on any major brand page, never vertical. Never change the colors from black and white.

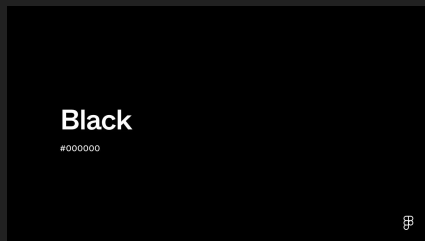


Use only these variations of product logos horizontally at the top of each product. The logo colors can change based on the theme of the product.

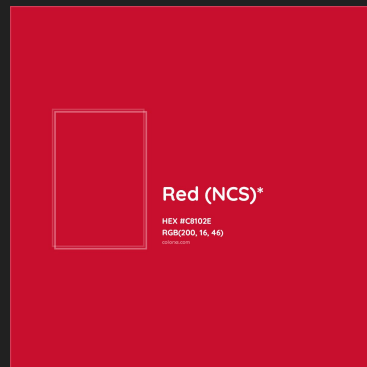
# COLOR PALETTE



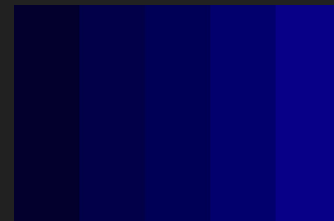
White. Hex #FFFFFF



Black. Hex #000000



Deep Red. Hex #C8102E



Dark Blue Tones

**\*Occasionally other bright colors  
are used depending on the  
product.**

# TYPOGRAPHY

**FOR WEBSITE:** Use Cheltenham bold for menu tabs and headings in all caps. Use the same, but not-bold and regular cases for product descriptions and long text.

**FOR LOGO:** Use the classic script font in white or black on website and social media pages.

**FOR PRODUCTS:** Use either of the logos, pre-structured fonts, and use Cheltenham for the product descriptions and any other fine print.

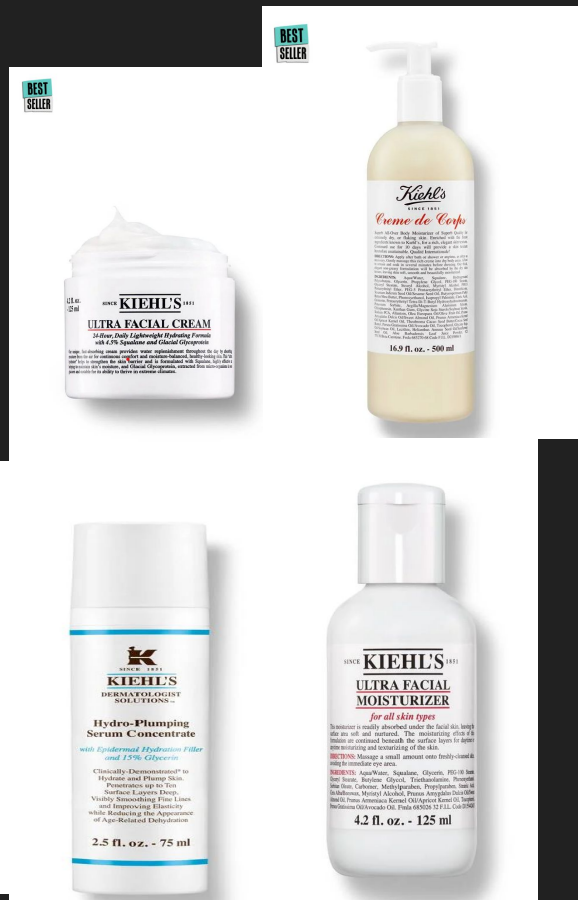
# IMAGERY

## CLEAN

Basic images.

Emphasize the product.

Neutral background.



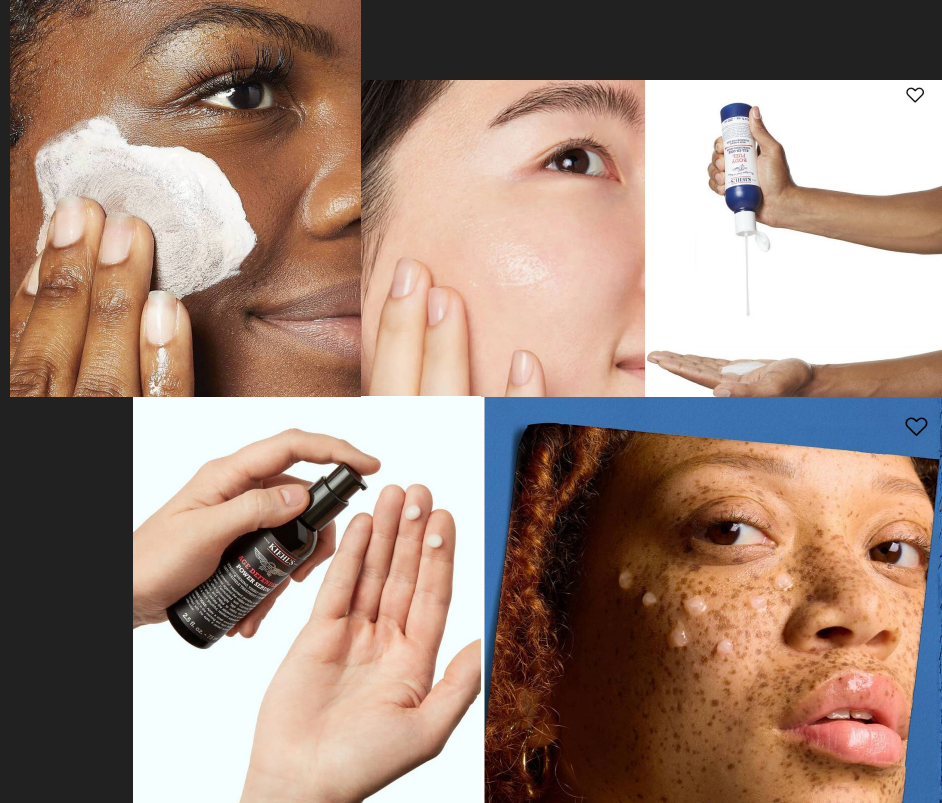
# IMAGERY

## APPLIED

The products are the focal point.

Show what they look like on skin.

Show varying skin types.



# IMAGERY

## INFORMATIVE

Visual aids showing product details.

Ingredients and application steps.

Before and afters.



Joloba Butter  
Shea Butter  
Honey  
NEW!  
Our Formula



Tri-Peptide  
helps counteract  
the visible effects  
of dark circles  
& puffiness



10% Pure Vitamin C  
helps boost radiance  
& visibly reduce the  
appearance of lines,  
wrinkles & other  
signs of aging



# ARCHITECTURE

Kiehl's is a sub-brand of the L'Oreal Group, but has maintained its own original branding and website. The in-store experience is unique as well, differing from a typical L'Oreal store. Kiehl's itself doesn't have any sub-brands, but it does have varying product lines all under the same house.

# MISSION

At Kiehl's, our mission is to formulate gentle yet effective skincare products like we have for the past 171 years. Whether it's our innovative, paraben-free formulas, use of cutting-edge ingredients, or commitment to sustainable packaging, our dedication to helping you achieve a healthy skin barrier has always aligned with our commitment to the health of our planet. We have come a long way from our old-world apothecary days in New York's East Village, but our expert approach to skincare and strong brand values have and always will remain the same.

# POSITIONING

To 25-50 year old adults who value high-quality and effective skincare, Kiehl's is the brand of skincare products that provides the best results because it has science-backed, all natural ingredients.

# VOICE

**INFORMATIVE:** We use words that educate our consumers.

**FRIENDLY:** We invite customers in, emphasizing comfortability.

**AUTHENTIC:** We are transparent about our ingredients and quality products.

**COMMUNITY ORIENTED:** We have immense pride in accepting and caring for our community.

# WRITING SAMPLES

**INFORMATIVE:** “Our nature-inspired, scientifically-proven formulas are powerful yet safe and help improve overall skin quality for visibly healthier-looking skin. Experience our personalized consultation to discover the products that are right for you.”

**FRIENDLY:** “CELEBRATE THE SEASON WITH HOLIDAY HITS”

**AUTHENTIC:** “Discover our #1 face cream formulated with 4.5% Squalane, Glacial Glycoprotein and Pro-Ceramides to strengthen your skin's moisture barrier”

**COMMUNITY ORIENTED:** “We are proud to announce our partnership with the Ali Forney Center, the largest organization to protect LGBTQIA2+ youth from the harms of homelessness and empower youth with the tools needed to live independently.”

# RESOURCES & TOOLS

<https://www.kiehls.com/>

# PROCESS EXPLANATION

Kiehl's has a very straightforward and neutral approach to branding the company. The company is not too flashy, but focuses more on being informative and transparent to its' potential customers. I looked through multiple pages of the brand website as well as the Instagram page for the brand before starting the style guide. That's where I found mostly neutral colors and straightforward wording for products and other pieces that the company writes about. I tried to utilize the Duolingo style guide as inspiration for this project, but Kiehl's doesn't really fit that mold. Kiehl's is a much more professional and classy looking brand, but it still provides a welcoming atmosphere for all. I wanted to maintain Kiehl's main brand looks and feels for the style guide to the best of my ability. Other than the mission statement and logos, there isn't much of the brand that is public knowledge. I made my own conclusions about the typography, imagery, and brand voice for Kiehl's based on the website samples.

# PROCESS EXPLANATION

The style guide will help anyone working on the brand with the basic fundamentals of the brand. It explains what typography to use in every situation on the website or even emails. The guide also explains how to properly take pictures of products and models using the products. This includes showing either the ingredients or steps that go along with each product. It gives color guidelines and shows when to use them with logos and products. It shows which logos to use for each part of the brand. I took logos straight from the website and the products featured on the homepage to show the most commonly used logos. I took writing samples from four different sections of the website to show how the voice is incorporated in different ways. For the typography I found the closest resemblance to what is used on the website with the exception of the main logo which is a unique font invented by Kiehl's, according to what I found online. I took color samples from the website to find the closest hex's to the main and secondary color palettes that Kiehl's uses for the website. Most of what is featured in this style guide is based primarily on the website with a few nuances.