

Rare Beauty

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<https://www.rarebeauty.com/collections/shop-all>

LOGO GUIDELINES

Rare Beauty

Traditional use of the logo on the website.

rare impact

A separate logo is used for Rare Beauty's mental health initiatives, Rare Impact.



The R symbol logo can be placed on products caps or as the sole logo.



Products are labeled with Rare Beauty written horizontally or vertically without the R symbol. It is important to note the words are always straight and never set at a diagonal.

*It is important to note that the R is not fully connected on any use of the Rare Beauty logo.
Acceptable colors are white, maroon and light pink.



RARE BEAUTY

Incorrect font and capitalization

Rare Beauty

Incorrect color

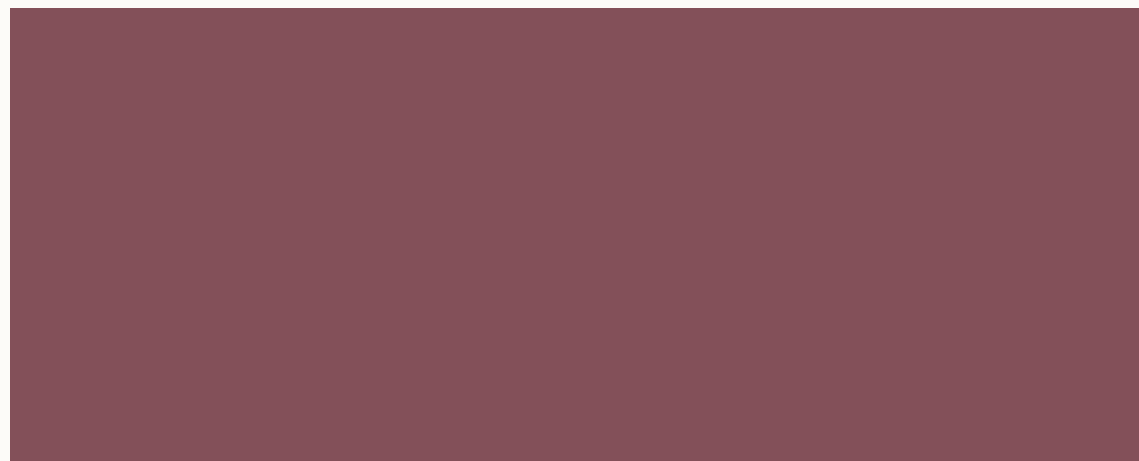
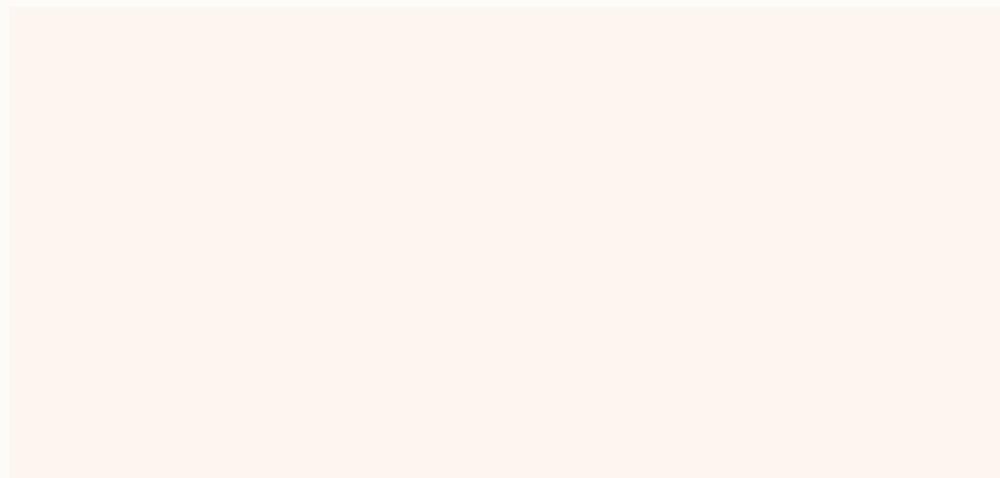
rare BEAUTY BRANDS

Incorrect font, capitalization and addition of "brands"

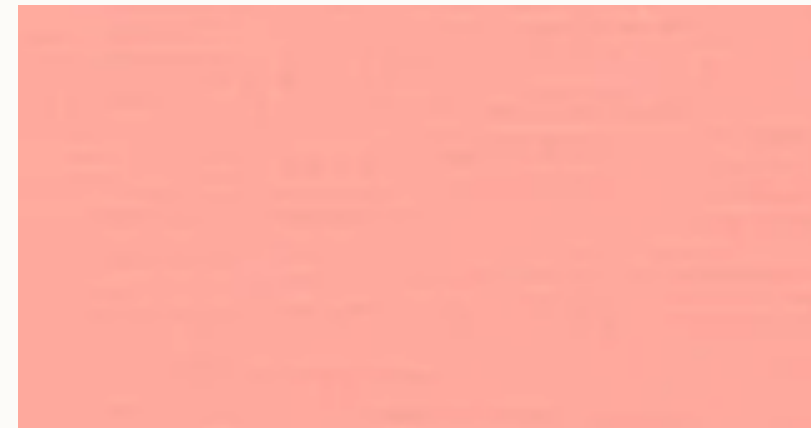
COLORS

Rare Beauty uses maroon and neutral tones as their primary colors. To add a pop of bright colors to their website and products a peach and purple/pink tone are used.

Primary Colors



Secondary Colors



TYPOGRAPHY

abcdefg
hijklmnopqr
stuvwxyz

Rare script

The Rare Beauty script font takes inspiration from one of Selena Gomez’s handwritten notes. It was created as a custom script font for the brand, making it almost seem like you are receiving a handwritten note yourself. The script is commonly seen contrasting with a more traditional font.

About Us

Rare Beauty is breaking down unrealistic standards of perfection.

This is makeup made to feel good in, without hiding what makes you unique—because Rare Beauty is not about being someone else, but being who you are.

Additionally, a classic editorial serif is used for the header and body text in product descriptions.

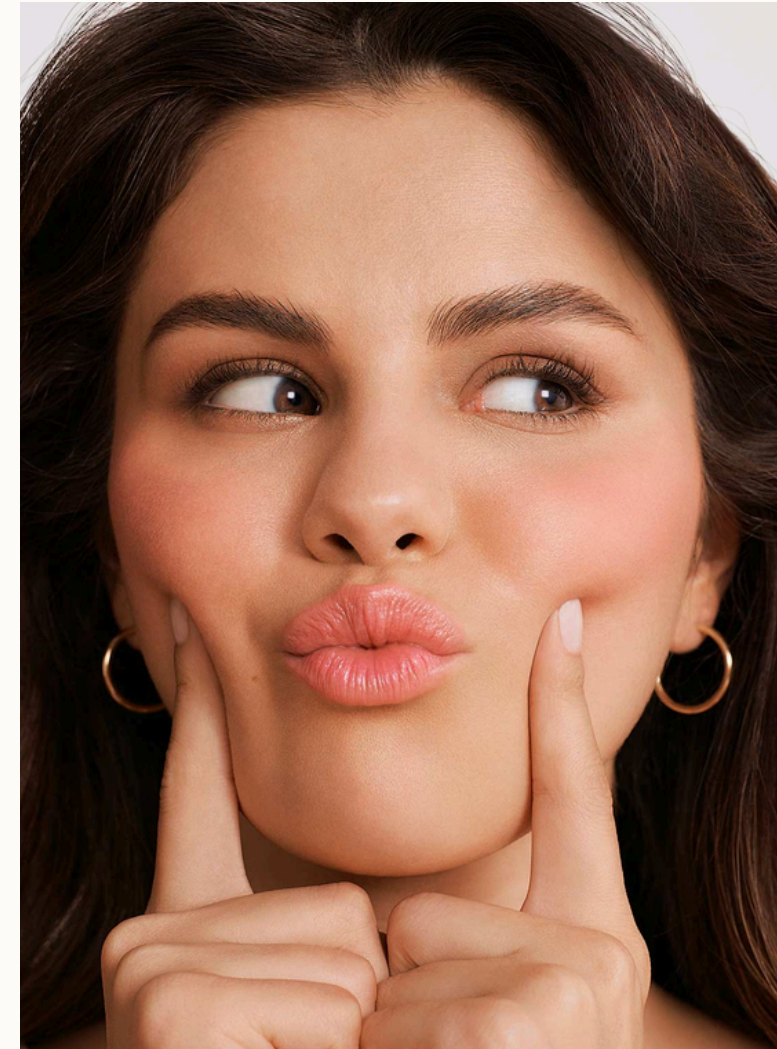
IMAGERY

Lighting



In their photos Rare Beauty uses fairly soft and natural lighting. The soft lighting helps to make you envision the products in your own space. In the photos there are small subtle shadows reflecting the shape of the product.

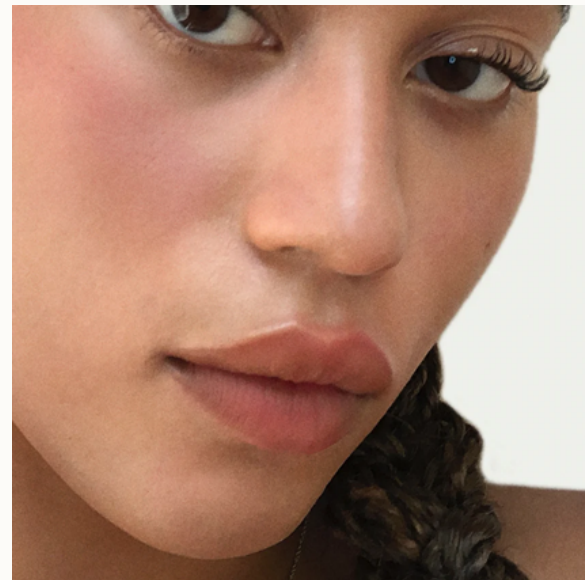
Mood



The overall messaging of Rare Beauty is reflected in the mood of their photos. The photos have a light hearted tone which emulate positivity, self acceptance and inclusivity

IMAGERY CONTINUED

Camera



Rare Beauty uses close up photography which creates a sense of individuality. Close up photography is ideal for makeup because it shows the products in use.

Tone



The photos reflect a confident and playful tone.

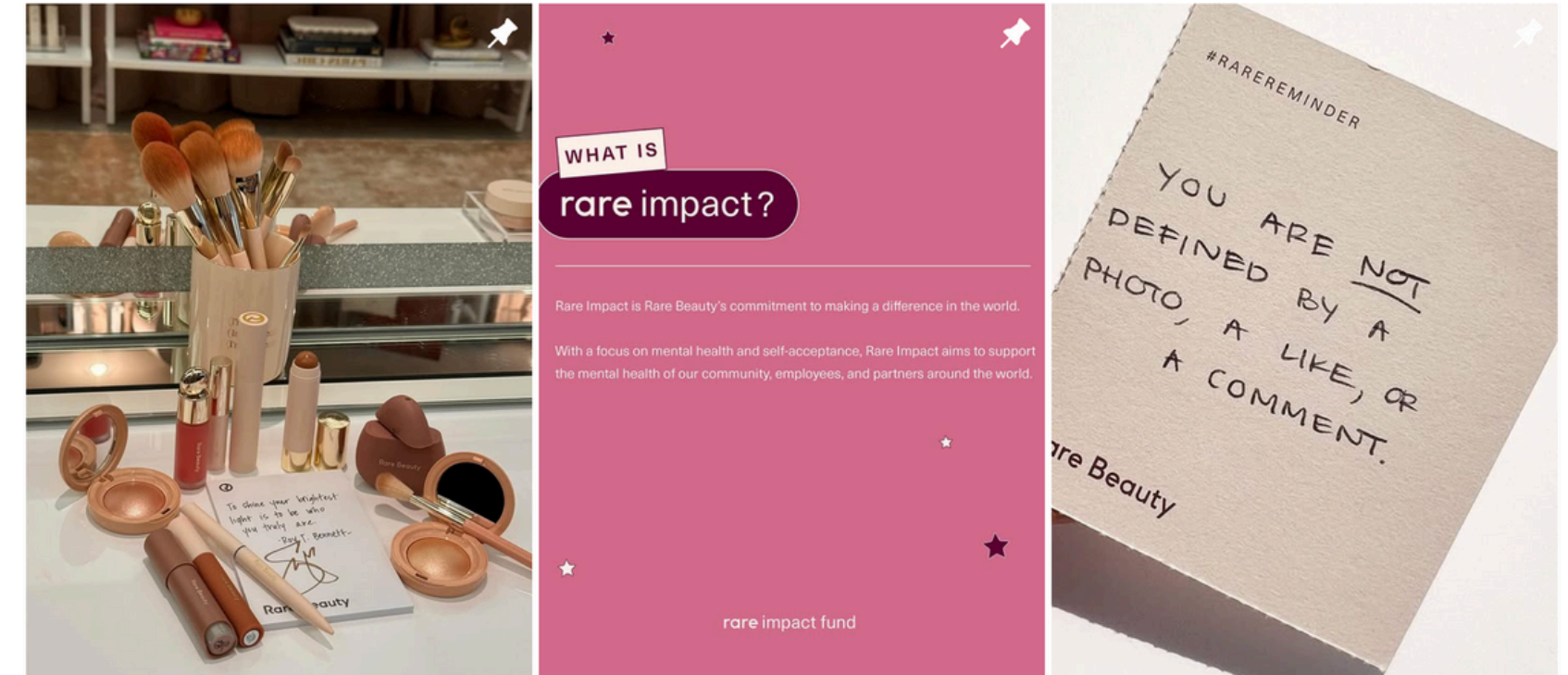
IMAGERY IN CHANNELS

In Sephora store display

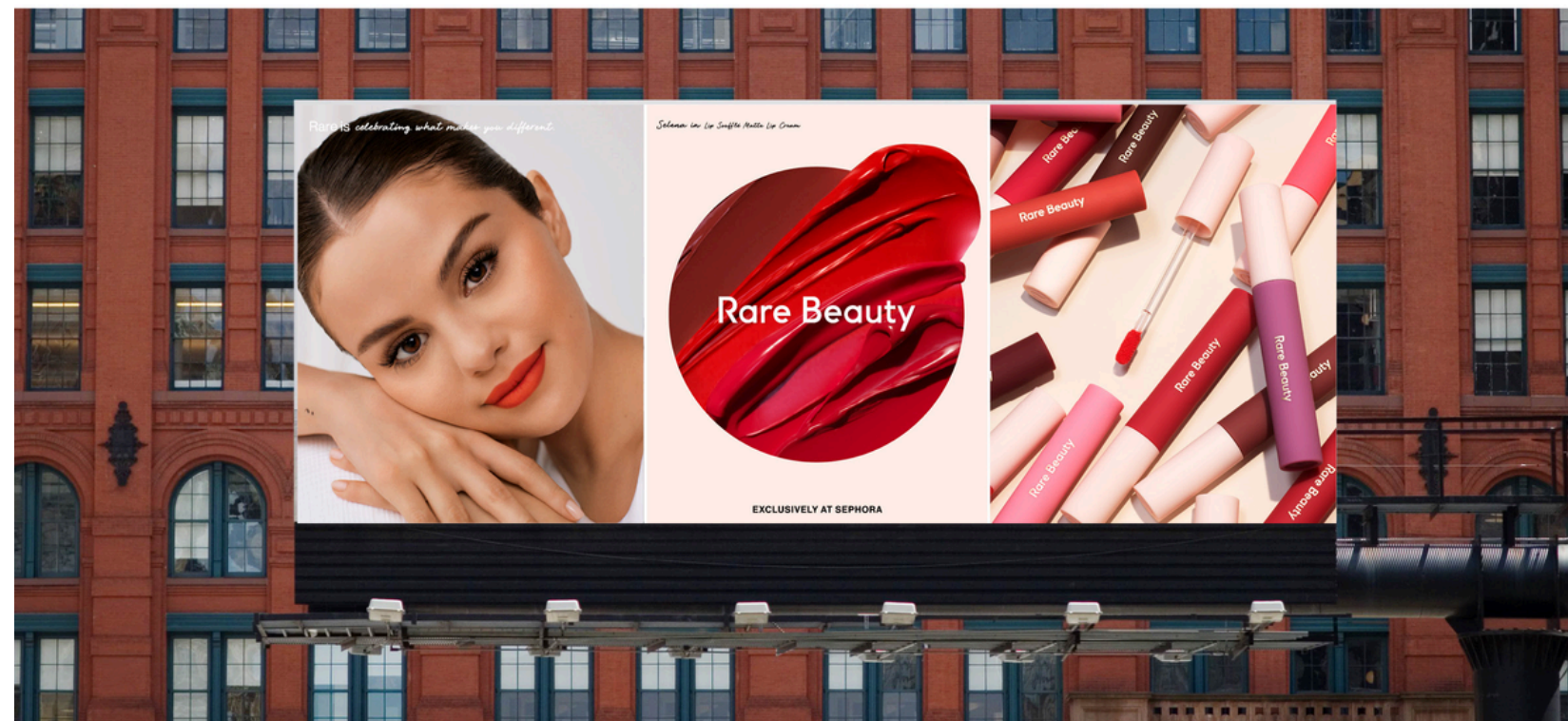


The in store display uses a soft photo to nicely contrast with the product.

Pinned Instagram Photos



The Instagram photos capture the supportive nature of Rare Beauty with soft colors and handwritten notes

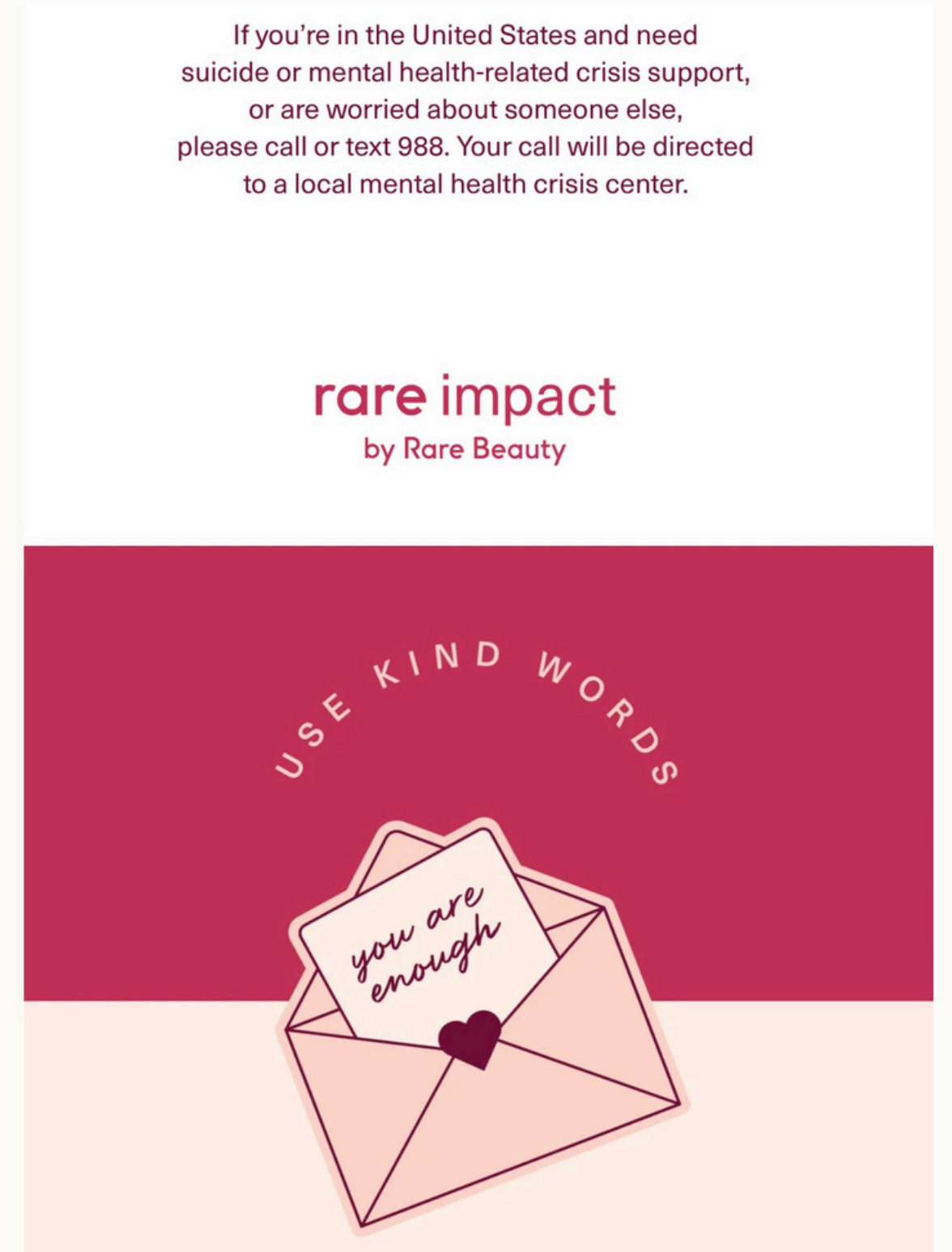
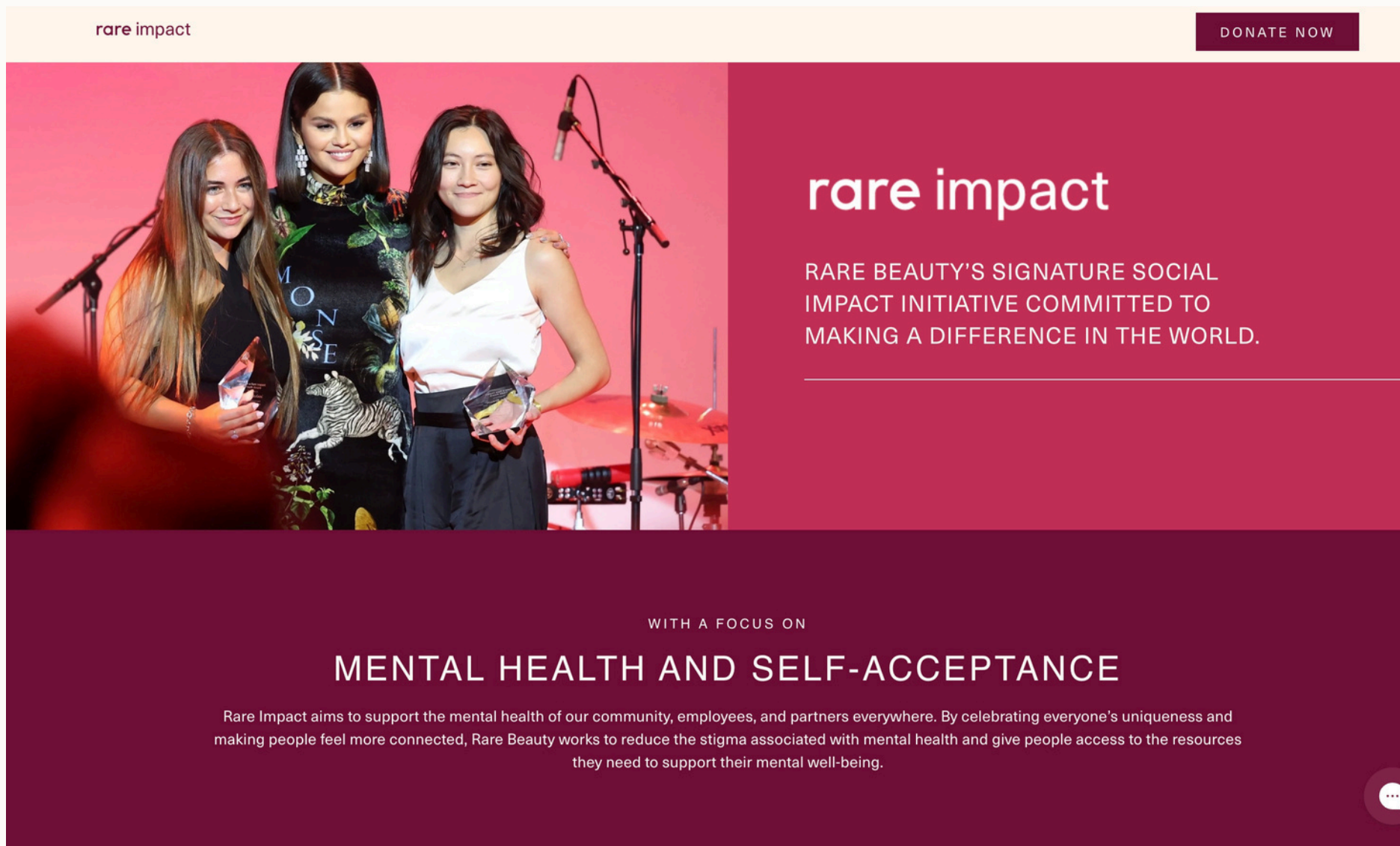


Billboard/signage use bright products to capture and hold attention. The lipgloss smears add depth and texture to the photo.

BRAND ARCHITECTURE

<https://www.rarebeauty.com/pages/rare-impact>

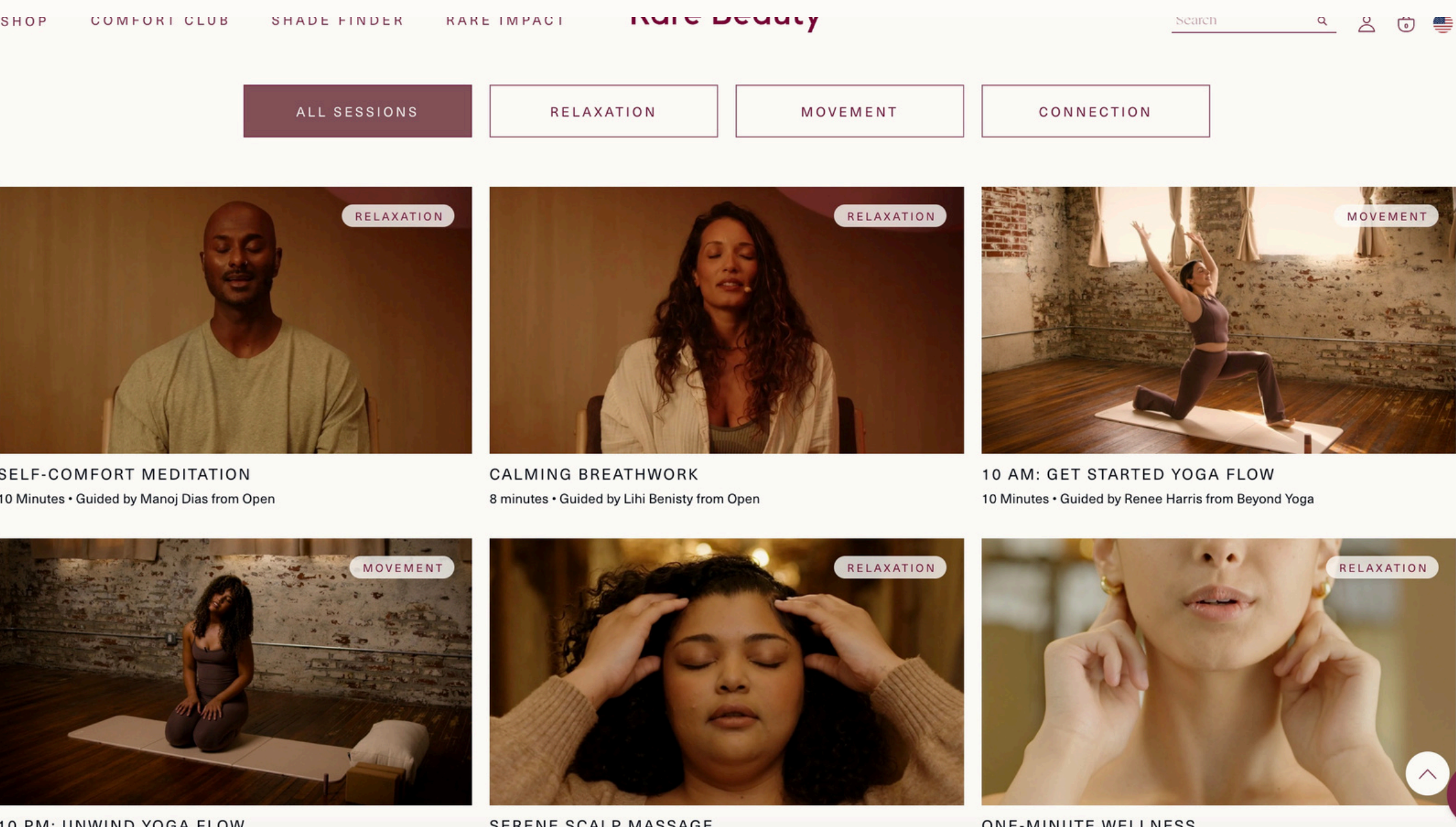
Rare Impact is not a sub brand, rather a philanthropic initiative of Rare Beauty. It was created with the basis of promoting mental health resources, self love and acceptance. In 2023 Rare Impact raised over 7 million dollars to increase mental health resources and training, fostering sustainability and expanding access in under-resourced communities. Overall, Rare Impact is extremely aligned to Rare Beauty's mission and values.



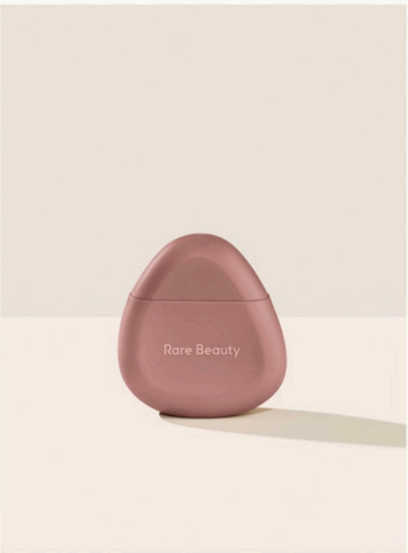
BRAND ARCHITECTURE

<https://www.rarebeauty.com/blogs/comfort-club>

In January 2024, Rare Beauty released Comfort Club, a segment on their website with virtual guided sessions in relaxation, movement and connection. The videos range from 1-10 minutes, with the goal of leaving you feel more comforted by the end of the session. Additionally, Rare Beauty offers a Find Comfort Collection which includes lotions, fragrance mists, eye patches and body creams in a comfort scent.



Find Comfort Hydrating Body Lotion



Find Comfort Hydrating Hand Cream



Find Comfort Claw Clip – Awaken Confidence



BRAND MISSION



Our Mission

We are on a mission to help everyone celebrate their individuality by redefining what beautiful means. We want to promote self-acceptance and give people the tools they need to feel less alone in the world.

Our vision is to create a safe, welcoming space in beauty—and beyond—that supports mental well-being across age, gender identity, sexual orientation, race, cultural background, physical or mental ability, and perspective.

We believe in the beauty of imperfections.

We nurture a caring, respectful community.

We create meaningful connections and relationships.

We champion authenticity and positivity.

We lead with transparency to build trust.

We believe there is power in being vulnerable.

BRAND POSITIONING

For affluent beauty and skincare enthusiasts ages 18 to 45 looking to maintain a natural look, Rare Beauty is the makeup brand of choice because of the certified vegan, cruelty free products and mental health initiatives Rare Beauty users can achieve their ideal look without compromising on ingredients or morals.

Rare Beauty

FOUNDER QUOTE

WRITING SAMPLES

“Being rare is about being *comfortable* with yourself. I've stopped trying to be perfect. I just want to be me.”

SELENA GOMEZ, CA

Think no-makeup makeup in a bottle. Easy to throw on with just your fingers, this super comfortable, breathable tinted formula blends like moisturizer into a smooth, hydrated, naturally radiant finish.

Rare Beauty’s writing is simple yet effective. The short blurbs on the website reflect the brand/product’s purpose in a casual and friendly way.

Positive Light Liquid Luminizer

★★★★★ [1282 REVIEWS](#)

No. *Exhilarate*

Good news—our fan-fave liquid highlighter fam is growing, with two NEW shades: Exhilarate (champagne gold) and Reveal (copper). Create an instantly dewy, buildable glow while nourishing skin so it looks on the bright side all day.

A Note From Our *Founder*

I think Rare Beauty can be more than a beauty brand—it can make an impact. I want us all to stop comparing ourselves to each other and just start embracing our own uniqueness.

BRAND VOICE

Rare Beauty's brand voice is authentic, compassionate and inclusive, making every message feel like a friend checking in on you. Their writing is conversational and supportive reminding you that you're valued and seen. Rare Beauty's social media posts, website, videos and product names are a reflection that the company's mission is not to drive profits but support the wellbeing of society.



Kind Words Matte Lip
Liner

★★★★★ [595 REVIEWS](#)

With Gratitude Dewy
Lip Balm

★★★★★ [1093 REVIEWS](#)

No. *Support*

TOOLS AND RESOURCES

<https://www.rarebeauty.com/collections/new>

<https://www.rarebeauty.com/pages/rare-impact>

<https://www.rarebeauty.com/blogs/comfort-club>

PROCESS EXPLANATION

While putting my style guide together, I was inspired to make it visually pleasing, like Rare Beauty. Since its launch in September 2020, Rare Beauty has done a great job of meeting its customers where they are and supporting what they want to become. So I tried to do just that in my guide! I wanted to give visual and written explanations to help the viewer understand the brand and its mission so someone unfamiliar could understand.

I began this process by identifying the important visual elements to reflect throughout the guide. I decided to use a soft, neutral background color throughout the guide because it reminded me of the soft and neutral light used in photography. I thought that a bright white background would have been too harsh for a brand with such a kind-hearted message. Additionally, I did not want the typography to be too overpowering; it was simplistic and not distracting. I veered away from using Rare Beauty's fonts because I wanted to create a contrast between their writing and my own descriptions.

My style guide aims to answer the question, "How should Rare Beauty's logo appear?" By giving examples of the correct and inappropriate uses of the logo, I aimed to provide a clear depiction of what is right and wrong. Additionally, my guide answers the question, "What is the tone of this brand?" I aimed to stay authentic to the way the brand wants to come across to customers, emphasizing the mission-centric foundation.

I spent a lot of time scrolling through Rare Beauty's website and social media to choose the samples that best represented it. I decided to give various examples of logos on products to understand better how they would look if you saw them in stores. Additionally, I used writing samples and messaging similar to those I consistently saw. I wanted to ensure I was accurately representing the true messaging and not a one-off version. My style guide may not be perfect, but Rare Beauty says to embrace imperfection!