

*Destinee*  
Cosmetics

# History

Destinee Cosmetics was created by Destinee; a young, classy, and fashionable woman. Destinee Cosmetics is a high quality makeup and beauty line. It all began back in 2014 when pen was simply put to paper and a flat brush pressed eyeshadow onto the eyelid.



As a designer, she thinks a lot about packaging, first-time user experiences and marketing materials that surround beauty products. In addition to that, she notices how well they work for her skin.

She puts a lot of value on self-care because she works long days. So she decided that she did not want to invest solely in makeup, or only in skincare; she wanted to make sure she had quality products in every category.

Years of using all different kinds of brands of makeup helped develop a sixth sense for the creator. She knew what was relevant and what worked. She's tried every product under the sun, got the inside scoop from fellow friends, and researched a variety of beauty blogger's on YouTube. Destinee Cosmetics is distilled from years of recommendations from the most passionate, classy, and coolest girls on the planet.



Top to bottom: Balm Dotcom in Original, Rose, Coconut, Cherry, Mint, and Birthday.

# Vision & Personality

Destinee Cosmetics celebrates real girls, in real life. Destinee Cosmetics is a new way of thinking about makeup and beauty products. "Beauty" should be fun, easy, imperfect, feminine, expressive, and personal. We believe that you give life to the products--the products don't breathe life into you. Skincare is essential. Every girl needs these skincare and beauty products in their daily routine.

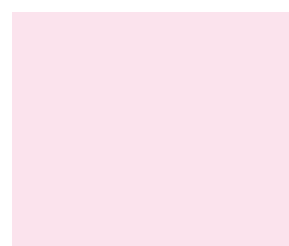
We think of our skincare like makeup, designing our products to work together to immediately bring out your best.



hello, *gorgeous.*



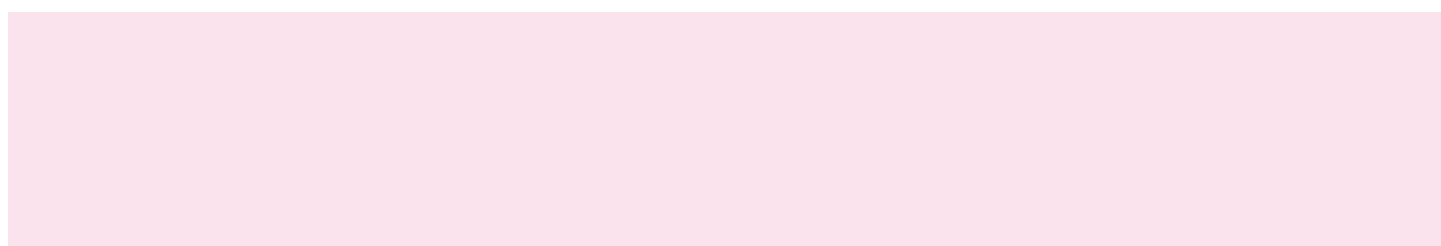
# Color & Typography



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**G** 227  
**B** 237

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**CMYK**  
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Y 0 K 0



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**G** 189  
**B** 224

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**CMYK**  
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**CMYK**  
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Y 55 K 33



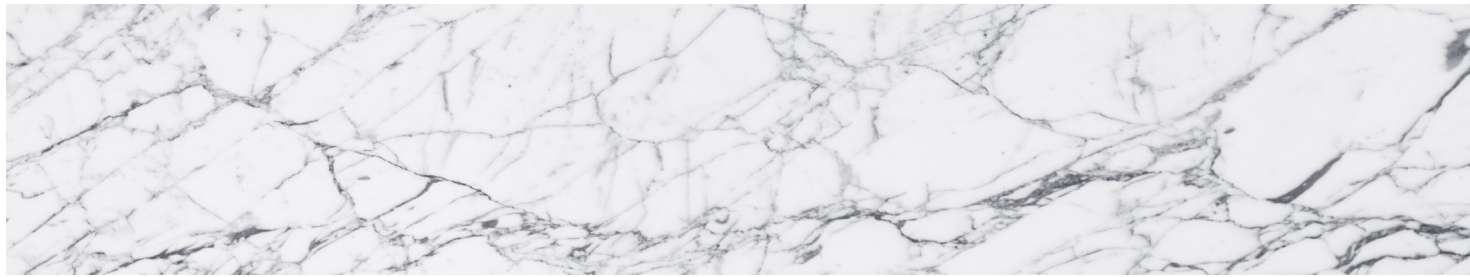
Font 1

*Saturday Script Oblique*

Font 2

Helvetica Light

# Photography Style



# Letter & Business Card



# Social Media Guide

## Words We Like

**expression**

**classy**

**passionate**

**feminine**

**be yourself**

## Words We Don't Like

**ugly**

**toxic**

**unnatural**

**fake**

**strict**

*End.*