HALCYRA

SKINCARE, IN ORDER



BRAND GUIDELINES

Calm, in order.

Version 1.0 · November 2026 · Concept project

Contents

03	The brand	Introduction
04	Logo system	Logo
05	Construction	Logo
06	Clear space & minimum size	Logo
07	Logo on colour	Logo
08	Incorrect use	Logo
09	Core colours	Colour
10	The six step colours	Colour
11	Typography	Typography
12	Graphic elements	Graphic language
13	Iconography	Graphic language
14	Art direction	Photography
15	Layout principles	Layout
16	Application: packaging	Applications
17	Application: social media	Applications
18	Application: stationery & retail	Applications
19	Files & contact	Resources

03

The brand

HALCYRA is a six-step skincare routine for people who want fewer, better products and a clear order to use them in.

The name comes from *halcyon*: calm, settled days. Every decision in the identity follows from that: generous space, a quiet palette, and a numbered system that tells the customer what comes next.

PERSONALITY

Calm	Never loud, never cluttered. Space is part of the design.
Ordered	Numbers, grids and steps. The routine is the product.
Warm-clinical	Precise like a pharmacy, soft like a home bathroom.
Honest	Plain claims, full ingredient lists, no miracle words.

VOICE

Short sentences. Plain words. “Apply 3–4 drops to clean skin” — not “Unlock radiant, glass-like skin”.

04

Logo system



Primary wordmark

Default for packaging fronts, website header, documents.



Stacked lockup

Square spaces: social avatars, shopping bags, display headers.



Horizontal lockup

Wide, short spaces: letterhead, email signature, shelf strips.



Brand mark

Small sizes: favicon, lid tops, seals, app icon.

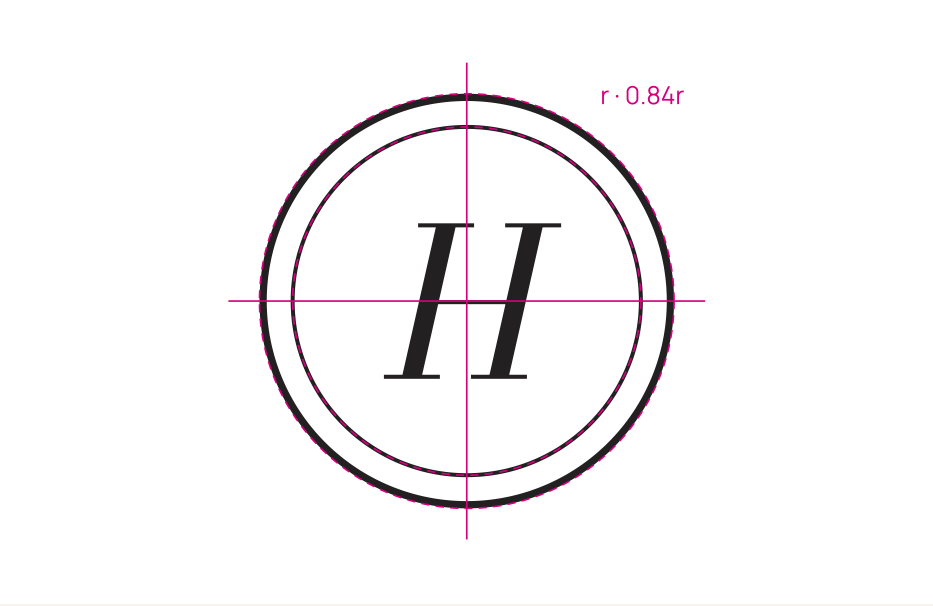
All logo files are outlined vectors: they never depend on the font being installed. Files: SVG, PDF, PNG (transparent), in ink, reverse, black and white.

05

Construction



The wordmark is Bodoni Moda Medium, all caps, tracked +420. The wide tracking gives the letters room to breathe; it is part of the logo and is never tightened.



The mark is two concentric halos (outer ring at r, inner at 0.84r) around an italic H, centred on its cap height. The stroke of the inner ring is about half the outer.

06

Clear space & minimum size



Keep a clear space of **x** (the cap height of the wordmark) on every side. Nothing — text, edges, other logos — enters it.

MINIMUM SIZE

Primary wordmark	18 mm wide in print · 110 px on screen
Stacked lockup	22 mm wide · 120 px
Horizontal lockup	26 mm wide · 150 px
Brand mark	6 mm · 24 px



Shown at minimum size

Below 18 mm (e.g. a 5 ml sample sachet), use the brand mark alone.

Logo on colour



Ink on white or ivory — default



Ivory on ink



Ink on step tints



On the darkest step (N°06) the logo switches to ivory. Never place the logo on photos without a calm, even area behind it.

Incorrect use



Do not stretch



Do not recolour



Do not rotate



No shadows or effects



Do not tighten the tracking



Do not place on busy backgrounds

Core colours

Ink
Text, logo

HEX #232022
RGB 35 32 34
CMYK 0 9 3 86

Ivory
Backgrounds, info panels

HEX #F7F3EC
RGB 247 243 236
CMYK 0 2 4 3

Sand
Secondary surfaces

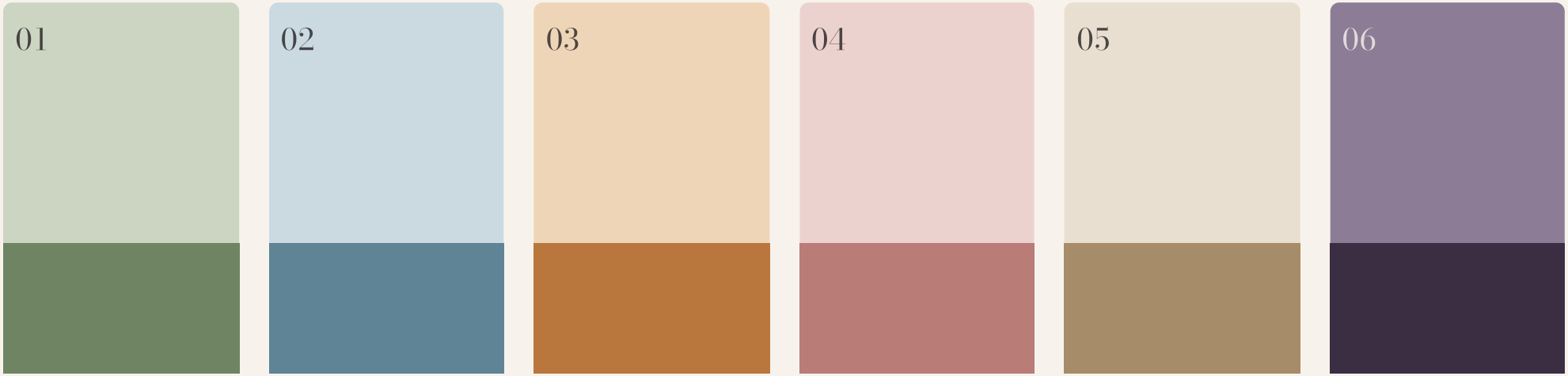
HEX #E9DFD0
RGB 233 223 208
CMYK 0 4 11 9

White
Labels, digital

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

CMYK values are calculated starting points. Final print colour is matched on press against a signed proof; for large runs specify Pantone with the printer.

The six step colours



Cleanse

Tint #CBD5C2
CMYK 5 0 9 16
Deep #6F8463
CMYK 16 0 25 48

Tone

Tint #CBD9E1
CMYK 10 4 0 12
Deep #5E8496
CMYK 37 12 0 41

Brighten

Tint #EFD5B8
CMYK 0 11 23 6
Deep #B9773E
CMYK 0 36 66 27

Balance

Tint #ECD2CE
CMYK 0 11 13 7
Deep #B97C77
CMYK 0 33 36 27

Moisturise

Tint #E9DFD0
CMYK 0 4 11 9
Deep #A68C68
CMYK 0 16 37 35

Renew

Tint #8D7C95
CMYK 5 17 0 42
Deep #3B2E43
CMYK 12 31 0 74

Each step owns one tint (the pack) and one deep shade (caps, carton spine, accents). Colours mark the routine order; they are never swapped between products.

Typography

Bodoni Moda

Aa Bb Cc 0123 — N°02

Brand voice: wordmark, numerals, headlines. Weights 400 and 500, italic for the N°. Never below 7 pt.

Manrope

Aa Bb Cc 0123 — 200 ml · 6.76 fl oz

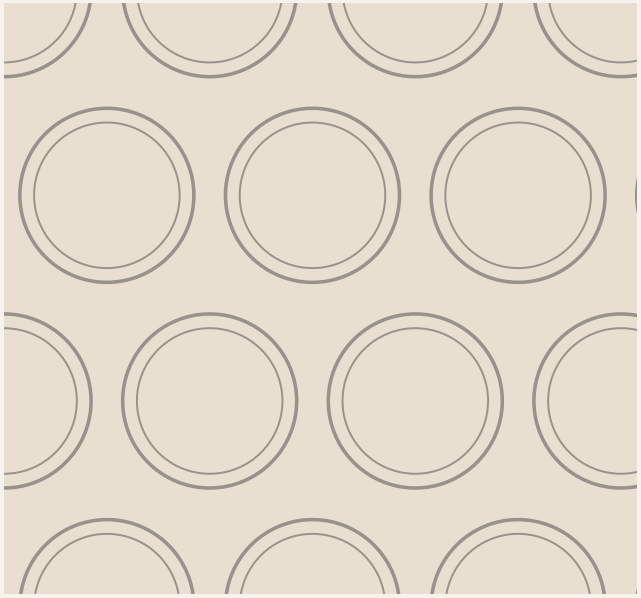
Everything people read: names, directions, ingredients, regulatory text. Weights 400–800.

HIERARCHY

Headline	Bodoni Moda 400, 28–48 pt
Numeral	Bodoni Moda 400 + italic N°
Product name	Manrope 700 caps, tracking +200
Body	Manrope 400, 9–11 pt, leading 1.5
Regulatory	Manrope 400, min. 4.5 pt (6 pt where possible)

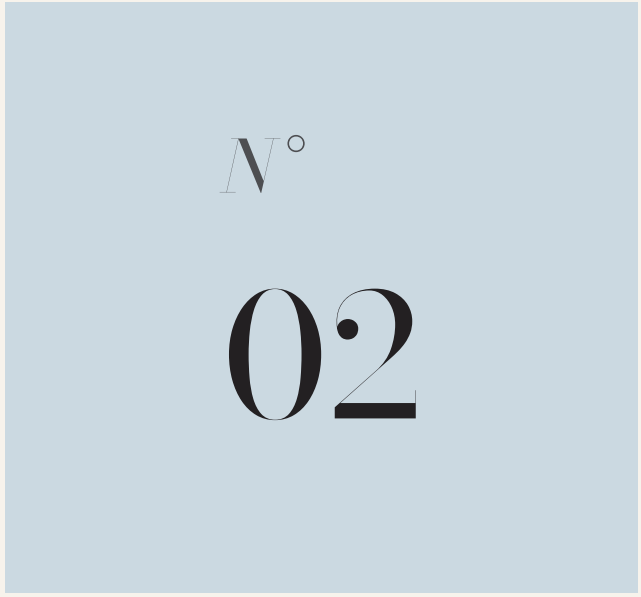
Both typefaces are free under the SIL Open Font License, so they can be used on packaging, web and print without a licence fee.

Graphic elements



Halo pattern

Repeating double rings. Tone-on-tone only, 20–40% opacity.



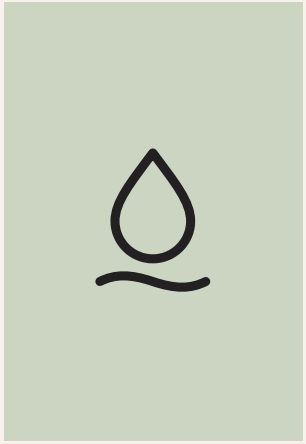
Step numeral

The hero of every front panel, always inside a double halo.

The rule

A short 70%-opacity line between wordmark and numeral. Width = 9% of panel.

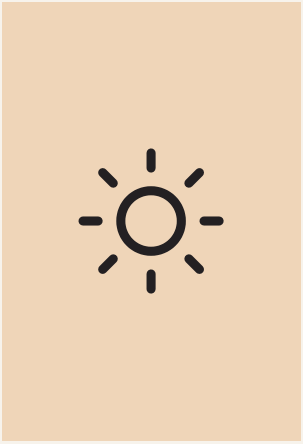
Iconography



01 · Cleanse



02 · Tone



03 · Brighten



04 · Balance



05 · Moisturise



06 · Renew

Line icons on a 24-unit grid, 1.2 stroke, round ends. One icon per routine step, used on the website, social posts and the counter display. Icons never replace the step number.

Art direction

DO

- Soft daylight from one side, long gentle shadows.
- Products on stone, linen or plain paper in step colours.
- Real skin, no heavy retouching.
- One product, or the full routine in order N°01 → N°06.

DON'T

- Splashes, petals, gold dust, lab glassware.
- Before / after images or medical promises.
- Busy props that compete with the numerals.

Reference set-up (render) — final photography to be shot



Layout principles



1. **Centre axis.** Logo, numeral and product name share one vertical centre line.
2. **Fixed order.** Wordmark → rule → numeral → name → descriptor → size.
3. **Margins.** 8% of the panel width on each side; nothing inside the margin but colour.
4. **Space over size.** When text does not fit, cut words before shrinking type.
5. **One colour per piece.** A layout uses one step colour plus ink and ivory.

Application: packaging



Six products, four formats, one grid. Full packaging specification is in the HALCYRA packaging case study.

Application: social media









Three templates: step feature, tip, journal quote. Square 1080 px; the logo sits bottom-left at 20% of the width; one step colour per post.

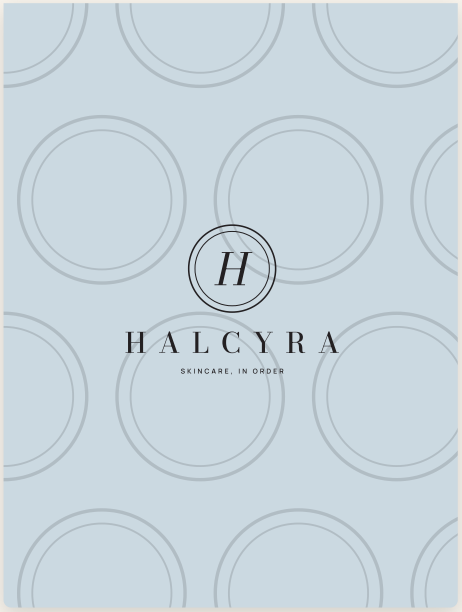
Application: stationery & retail



Business card 85 × 55 mm



Letterhead A4



Shopping bag

Files & contact

Logo	SVG · PDF · PNG, 4 lockups × 4 colourways
Colours	HEX · RGB · CMYK (this book)
Fonts	Bodoni Moda, Manrope — Google Fonts, SIL OFL
Icons	SVG, 24-unit grid
Packaging	Dielines and print PDFs: packaging case study

Questions about using the brand?

Ask before you improvise. A quick check is cheaper than a reprint.

HALCYRA is a concept brand created by HelpLagbe Digital to show a complete identity system. It is not a real company, and no client commissioned it.