

Name of Project:

Cosmetic Logo Design & Branding Guide (AllOil Pte Ltd)

Task Description:

Overview

AllOil is a premium all-purpose hair and skin oil made from pure, all natural ingredients with no chemical additives. It is a potent, yet gentle, healing and nourishing elixir for both hair and skin.

The AllOil brand stands for inclusivity – our products are designed for all ages, all genders, all hair types, and all skin types. Hence the name “AllOil”. Whether for a fresh, polished look when going out, a soothing night-time ritual, or quality bonding moments with family, or loved ones, AllOil’s subtle, natural fragrance enhances closeness without being overpowering. Our formulation keeps essential oil levels within safe, skin-friendly limits, ensuring daily use is gentle yet powerfully nourishing.

AllOil intends to disrupt the cosmetic industry by addressing three core issues:

- i. Overuse of synthetics and chemicals,
- ii. Unnecessary product variety
- iii. Arbitrary marketing claims about hair and skin “needs”.

Vision: To transform the modern approach to hair and skin care — reconnecting people with nature and each other through clean, pure, minimally processed products that promote true skin and hair health, supported by modern science.

Mission: AllOil encourages personal responsibility and health awareness: hydrate, eat well, and nurture your skin and hair naturally, making AllOil a trusted part of your daily routine to truly “*bring yourself to life.*”

Deliverables

The project requires the following:

- One custom **LOGO** design with **THREE** separate variations; and
 - All logo variations must be provided in high-resolution vector format (e.g., AI, EPS, or SVG) to ensure scalability for print and digital use.
 - Include transparent PNG versions.
 - Please provide the logo files with both live text (with fonts included) and outlined text versions to ensure compatibility and easy editing if needed.
- A simple/mini **Branding Guide** to guide future packaging, labels, website, and marketing materials.

Details for each are presented below

Logo Design and THREE variations

1. Primary Logo

- Full version suitable for general use (products, website, marketing material).
- Design concept:
 - A text-based logo in black, with artistic elements.
 - Starts with the word “All” – either in all in caps or just the “A” capitalized (designer’s choice).
 - The word “Oil” should be around half the height of “All” and joined directly, with no space.
 - Under “Oil”, include 4 oozing oil droplets.
 - The first three increase oozing droplets increase in length progressively.
 - The last oozing droplet is the shortest.
 - Exactly how the oil droplets connect to, and ooze from, the word “oil”, we leave to the designer’s instinct.
 - Please see examples attached for illustrative and guiding purposes only:

ALL OIL

(All letters in Caps)

ALL OIL

(Only A and O in caps)

- The word “AlOil” and the outline of the oil droplets should be in black.
- The inside of the droplets should be coloured with an oil-slick effect – see reference images attached.



- If an oil-slick texture cannot be vectorized cleanly, use three colours of an “Earth” tone color palette (eg. turquoise, light orange, darker orange) to create a simple banded pattern. The colours bands may be horizontal or wavy subject to the designer’s judgement. Please see example of desired “Earth” tone color palette, and banded design, below:



2. Secondary Logo

- Same as the primary logo, but optimized for use on black or dark backgrounds.
- The interior of the oozing oil droplets can be, empty (i.e. just the outline), in greyscale, or another appropriate color variant for contrast (subject to designer's judgement).

3. Simpler Text based logo with slogan

- Text-only version using the same font as the primary and secondary logos.
- Form: AllOil
 - Only "A" and "O" capitalized.
 - No spacing between "All" and "Oil".
 - Include the slogan "*bring yourself to life*" placed aesthetically based on your design instincts - for example, below the wordmark.

Mini Branding Guide

• Colour Palette

- Define official colors used in the logo(s)
- Provide HEX, RGB, and CMYK values for both print and digital use

- The colour palette should have an earthy, organic feel. Avoid harsh or artificial-looking colors. You may take guidance from the earth tone images attached above.
 - [This main palette will guide the overall brand look; individual scent variants will be developed later, so you only need to design one base palette now.]
- **Typography**
 - Specify the fonts used in the logo (and provide font files if possible)
 - Recommend a simple font hierarchy for future headings/body text (optional)
- **Logo Usage Rules**
 - Maintain the original aspect ratio — do not stretch, warp, or distort
 - Do not apply unauthorized effects (shadows, gradients) unless designed in
 - Minimum print size: the logo must remain legible when printed at 35mm wide (to fit tube caps)
 - Recommend clear space around the logo so other elements don't crowd it

Technical Deliverables

- Provide each logo variation in:
 - AI / EPS / SVG (vector)
 - PNG (transparent)
 - JPEG (high-res)
- Provide live text + outlined text versions
- Provide final color codes (CMYK, RGB, HEX)
- Package all files clearly labelled

Thank You!

Please read this carefully and reach out (alloil.org@gmail.com) if you have any questions before starting. I'm excited to see your designs!