toufu

JENNY TRUONG

we are toufu

We are a skincare brand rooted in wellness and simplicity, offering minimalist and effective solutions for soft, healthy skin. Guided by a vision to empower self-care, toufu embraces sustainability, transparency, and inclusivity in every product. The brand values the harmony between nature and innovation, crafting gentle, thoughtful skincare that inspires confidence and promotes a balanced lifestyle.

This publication has been developed to guide users of toufu's visual identity on how to use the company's logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that toufu has been building.
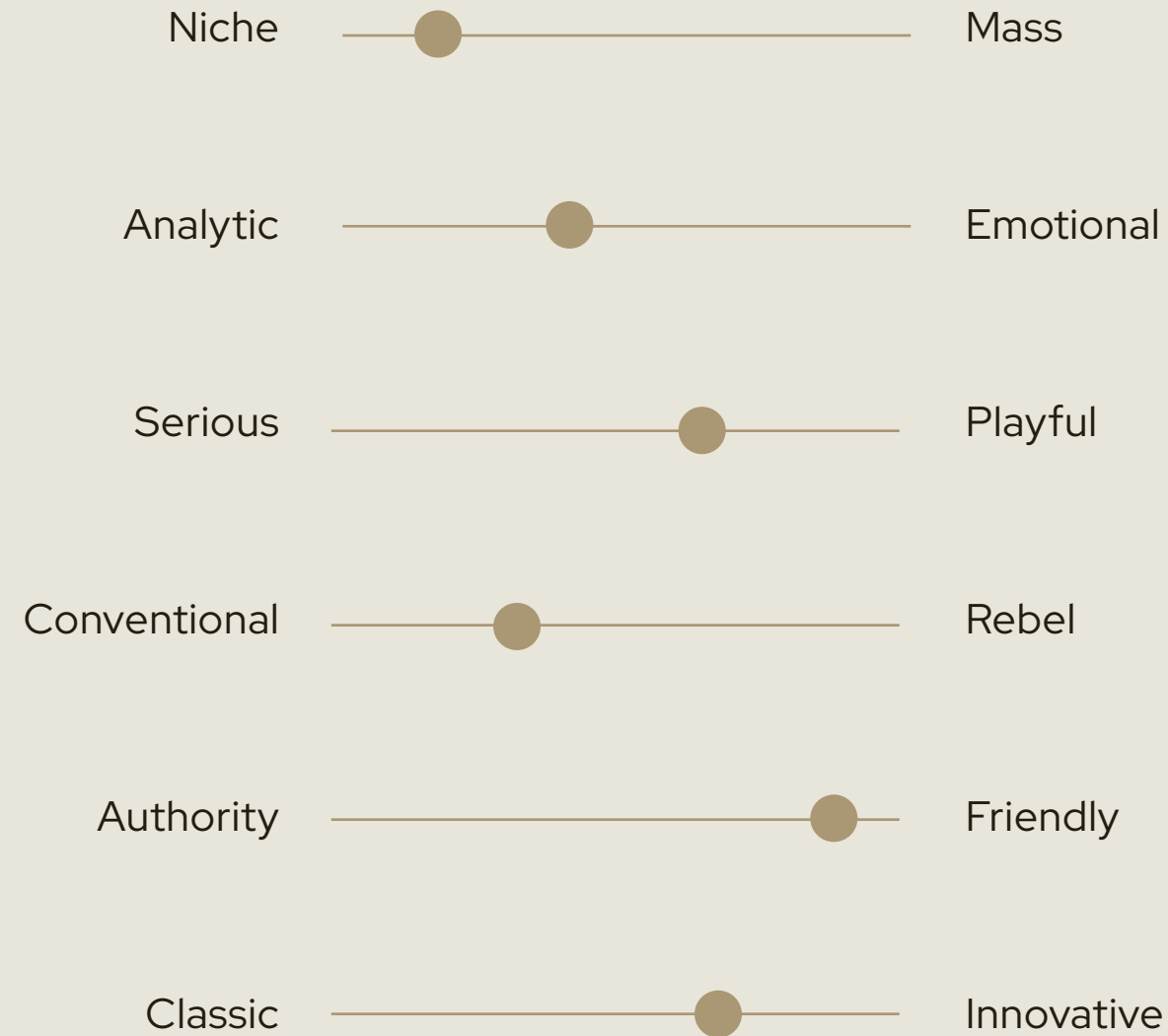
brand personality

Niche	●———————	Mass
Analytic	——●—————	Emotional
Serious	————●———	Playful
Conventional	—●————————	Rebel
Authority	———————●—	Friendly
Classic	————●———	Innovative

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logo

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the toufu brand, its use must be managed through the standards set out in this guide.

Proscribed uses

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way.

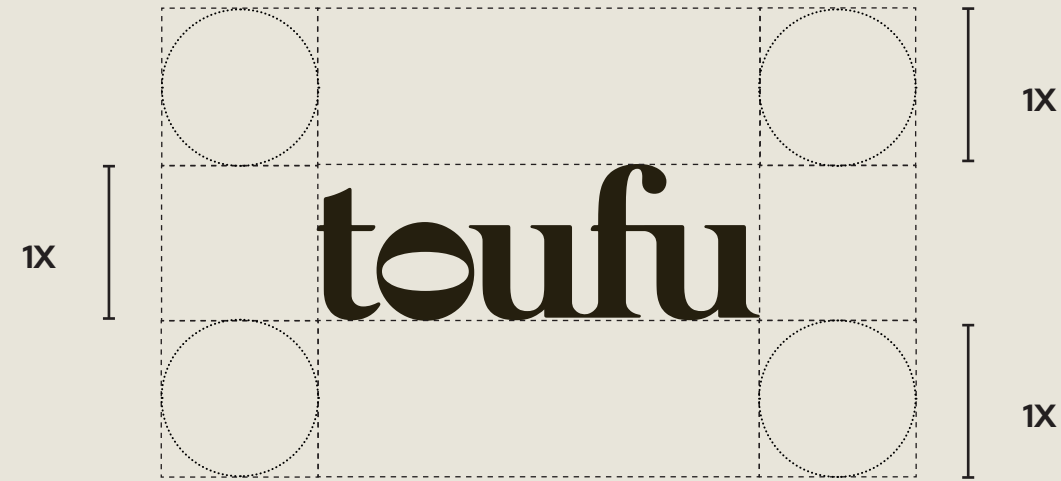**color – positive version**

toufu

toufu

toufu

buffer zone

To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic or textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the "O" inside the word "toufu".

mininum size

A minimum size for usage of the logo must be determined to ensure optimal visibility. The toufu logo must measure at least 1 inch wide (2.5 cm).

toufu

1 inch / 100 px

colours

The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, are **black slug**, **quail valley**, **bungalow beige**, **narvik**, and **white chalk**. Technical specifications are detailed below.

black slug
#251f0d
RBG 38-32-14
CMYK 34-36-60-90

narvik
#e8e4da
RBG 232-228-218
CMYK 8-7-13-0

quail valley
#aa9773
RBG 170-151-115
CMYK 34-36-60-3

bungalow beige
#ccc1ab
RBG 204-193-171
CMYK 21-20-33-0

white chalk
#f7f5f2
RBG 247-245-242
CMYK 2-2-3-0

typography

The official typefaces to be used in corporate and marketing communications, for printed or electronic documents, are **Red Hat Display**, **Fraunces** and **Hubballi**. Produced by **Google Fonts**.

Red Hat Display

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#$%^&*()_+-={}[]|\;:'",.<>/?

À Â Æ Ç É È Ê Î Ï Ô Œ Ù Û Ü Ÿ
à â æ ç é è ê î ï ô œ ù û ü ÿ

Regular   **Medium**   **Bold**

• Body text

Fraunces

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#$%^&*()_+-={}[]|\;:'",.<>/?

À Â Æ Ç É È Ê Î Ï Ô Œ Ù Û Ü Ÿ
à â æ ç é è ê î ï ô œ ù û ü ÿ

SemiBold

• Titles

• Subtitles

Hubballi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#$%^&*()_+-={}[]|\;:'",.<>/?

À Â Æ Ç É È Ê Î Ï Ô Œ Ù Û Ü Ÿ
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Regular

• Signature

graphic elements

Soy beans

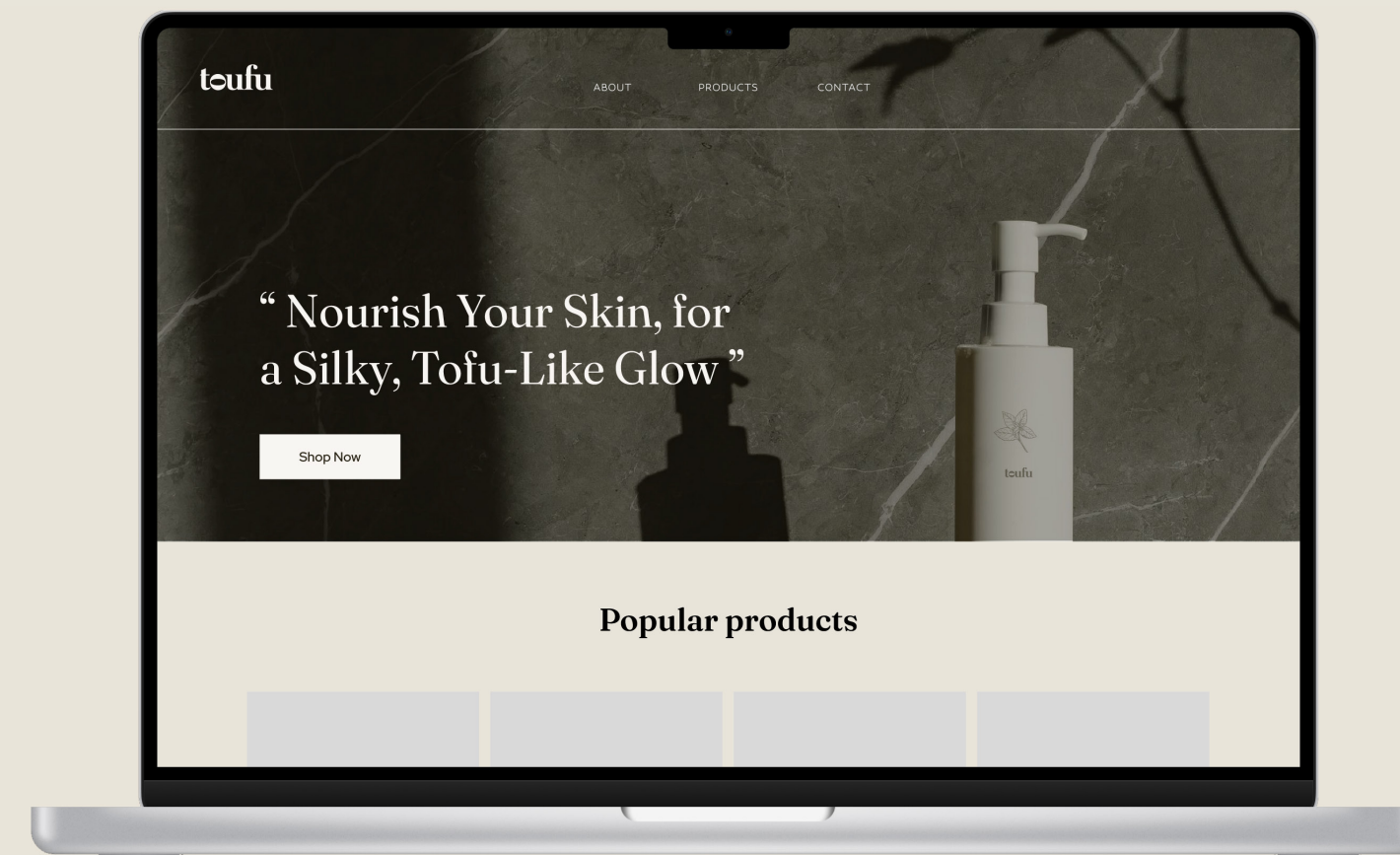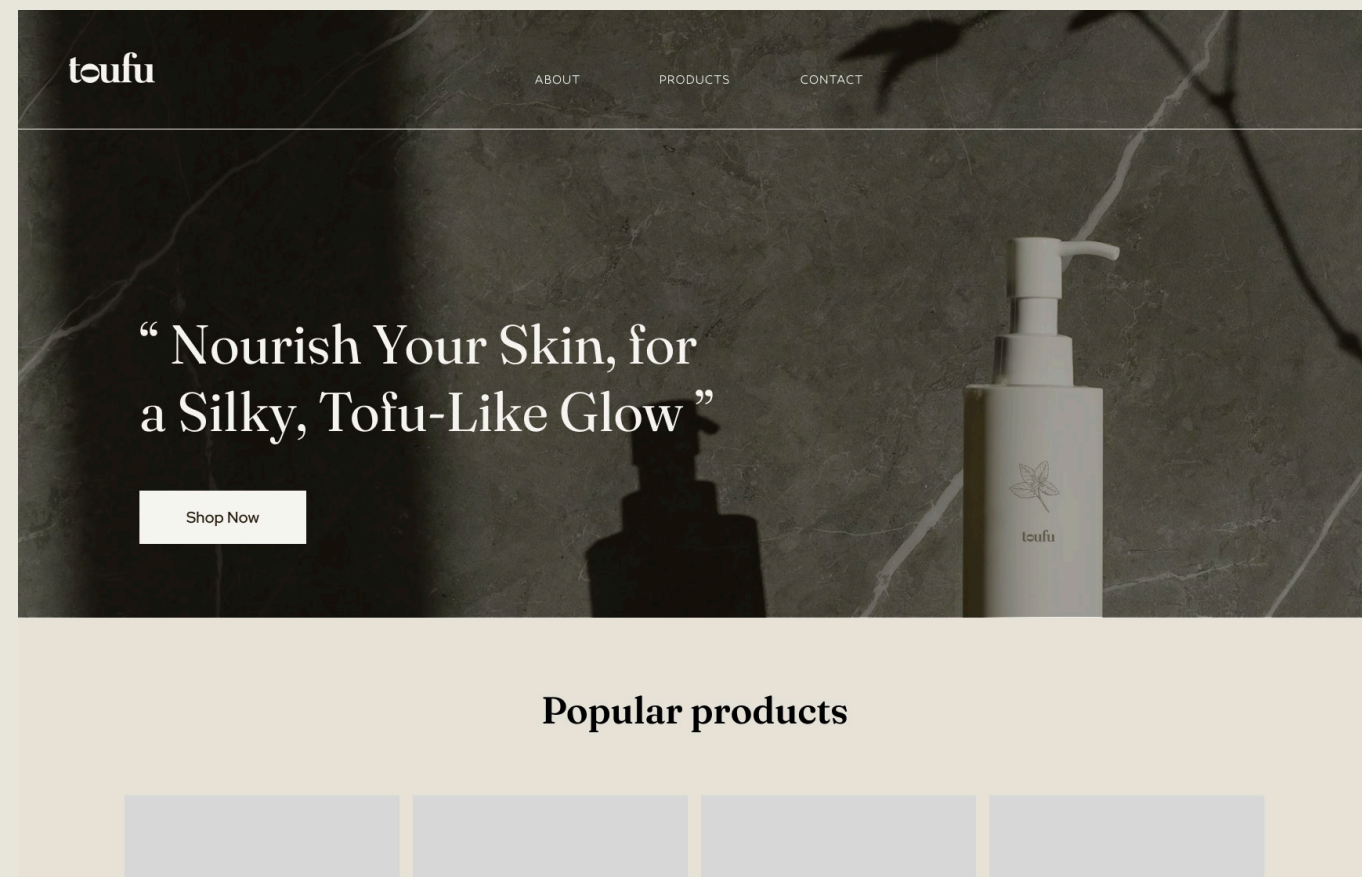
Soy plant

application examples

toufu's skincare products

toufu's merch and store

website wireframe and prototype

toufu