

K·ALOS
HEALTH + BEAUTY

Brand Guidelines

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Introduction

What is Kalos?

Brand Values

2.0

Visual Identity

Visual Identity

Logo

Colors

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Application

Application

1.0 Introduction

WHAT IS KALOS?

Kalos is a premier health + beauty store.

We provide our valued customers with not only top quality products, but also a luxury shopping experience.

Live your best lifestyle with Kalos.



01

Aesthetically pleasing store and high-end customer service.

Enjoy all the benefits of shopping luxury products.

Luxury

02

We have a high standard for the brands we carry as well as our own in-house Kalos lines of products.

Our store supports cruelty-free and ethical brands that source from organic and natural ingredients.

Ethical & Quality

03

We carry a range of essential to niche health and beauty products, allowing you to revolutionize your entire lifestyle regiment with Kalos.

Find your new 10 step skincare routine at Kalos.

Essential Lifestyle

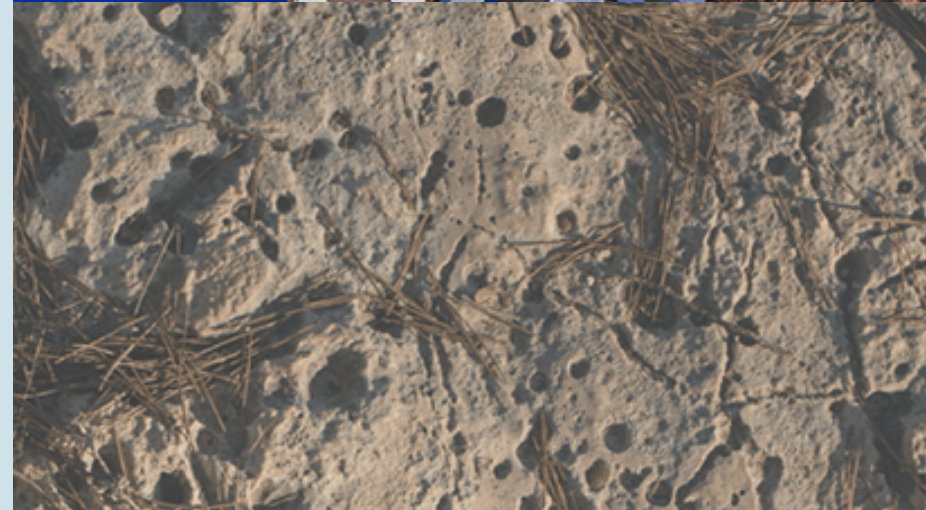
BRAND VOICE

Sourcing inspiration from the luxurious elements of nature, Kalos sets out to provide an aesthetic of elevated familiarities.

High-End

Modern

Trustworthy



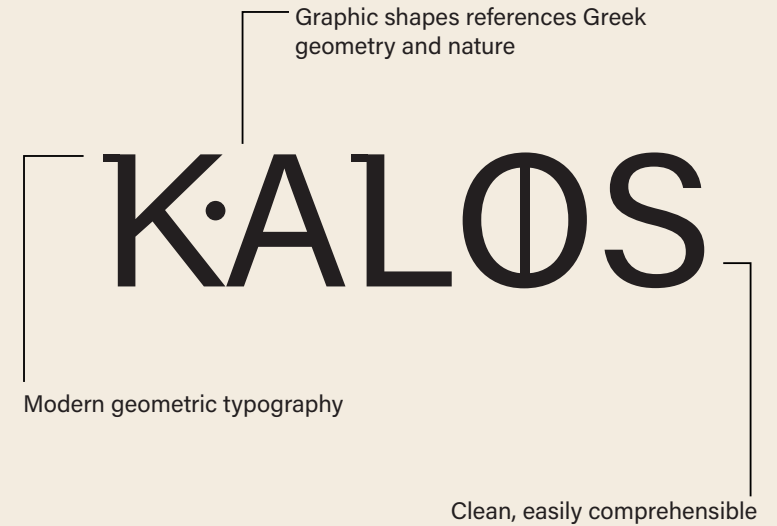


2.0 Visual Identity

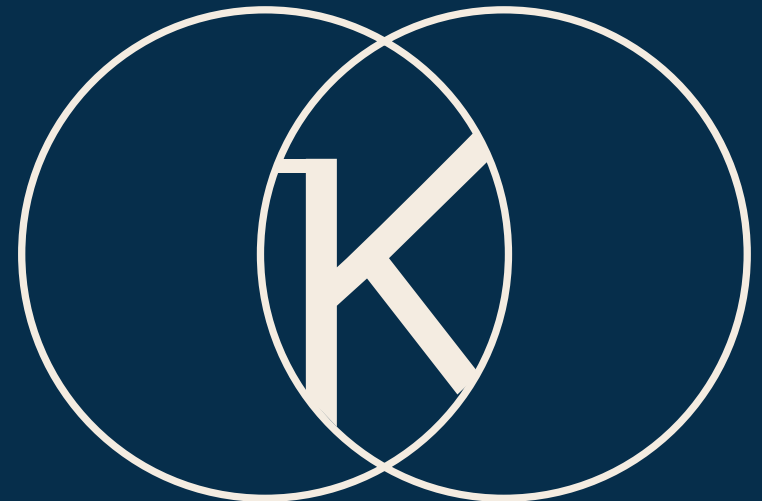
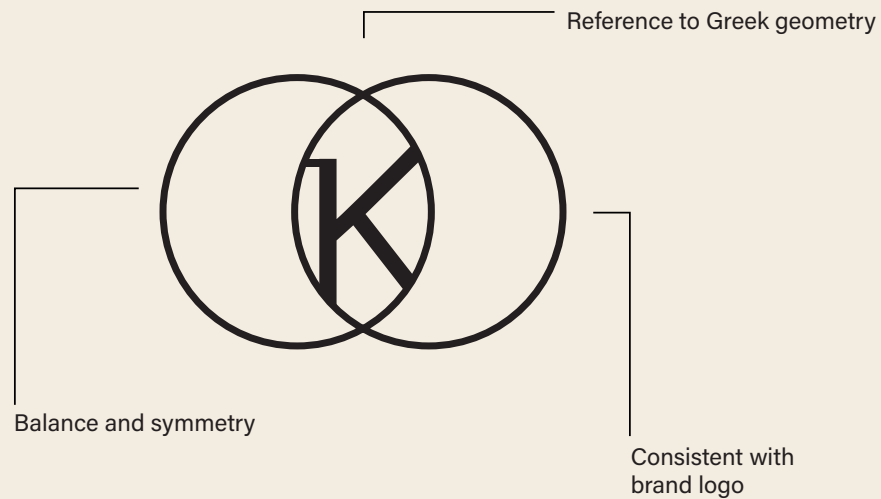
K·ALOS

HEALTH + BEAUTY

PRIMARY LOGO



WORD MARK





K·ALØS
HEALTH + BEAUTY

STRUCTURE

Typeface: Acumin Variable Concept
Weight: Semi Bold

Typeface: PT Sans
Weight: Regular
Kerning: 200 (29.5 pt)

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HEALTH + BEAUTY

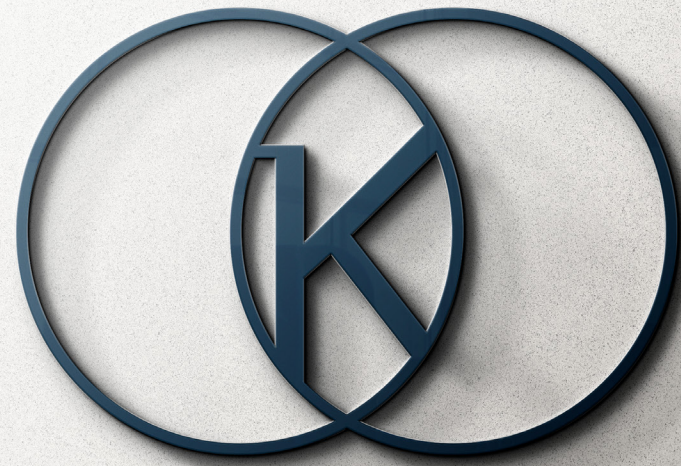
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#F2E9DF

#42C7F3

#A0C6D6

#CEEBCF



K·ALØS

#052F4B

K·ALØS

#CEEBF2

K·ALØS

#F2E9DF

FONTS

Acumin Variable Concept Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

PT Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Marble Arch Caption Trial Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

3.0 Application

K·A·L·O·S

HEALTH + BEAUTY

Don't
calor
REMEM
THE
memor

£1.50
£2.50
£3.50





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Introducing our
new line of
wellness shots







KALOS

IRON

Aids in red blood cell formation
88 Capsules | 60mg

DIETARY SUPPLEMENT



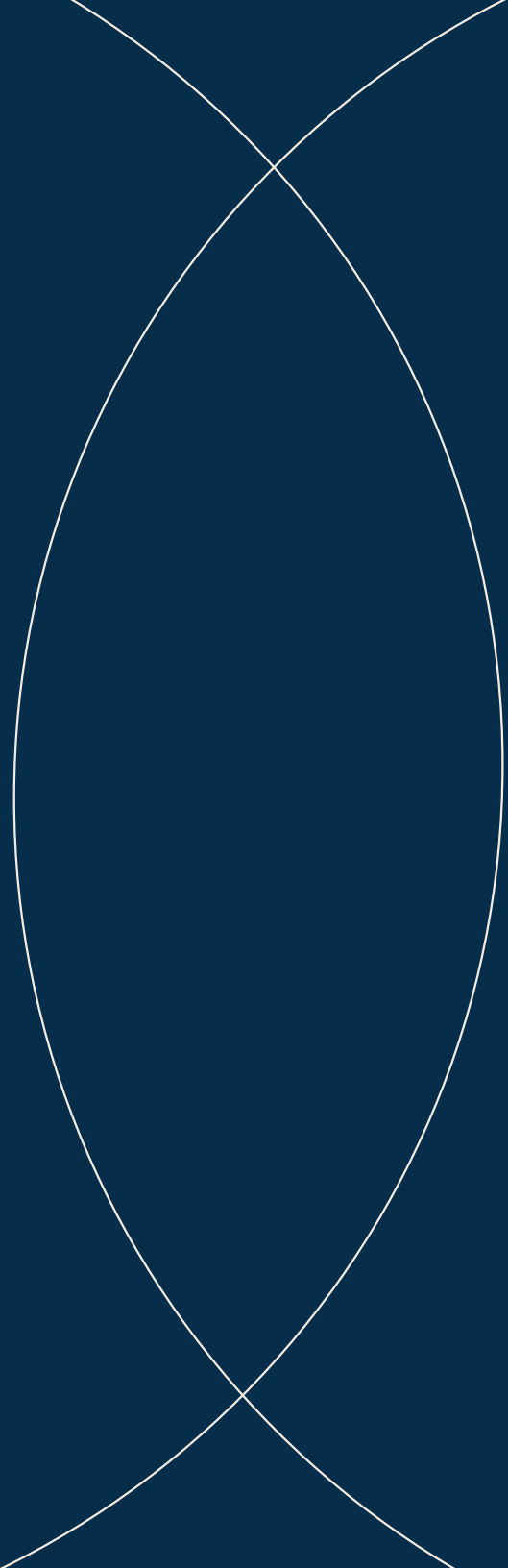
KALOS

IMMUNITY SHOT

Ginger, turmeric,
probiotics
Defense Health Shot

1.0 FL OZ / 30mL





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2023