



CRUELTY-FREE,  
HIGH-PERFORMANCE  
MAKEUP. REINVENTION  
OVER PERFECTION.  
INSPIRATION WITHOUT  
REPLICATION. KINDNESS  
OVER CRUELTY.  
UNSUBSCRIBE FROM  
BEAUTY TELLING YOU TO  
BE PRETTY. BE WHATEVER  
YOU WANT TO BE.

THIS REBRAND FOCUSES  
ON WHO WE ARE AS A  
BRAND. BOLD, EDGY AND  
ADVENTUROUS. NOT HELD  
DOWN BY GENDER  
STEREOTYPES OR THE  
CRAZY OBSESSION WITH  
PINK.

# TABLE OF CONTENTS

<b>6</b>	<b>BRAND HISTORY</b>	<b>16</b>	<b>COLOR</b>
<b>8</b>	<b>VALUES</b>	<b>18</b>	<b>TYPOGRAPHY</b>
<b>10</b>	<b>WORDMARK</b>	<b>20</b>	<b>TAGLINE</b>
<b>12</b>	<b>SAFE AREA</b>	<b>22</b>	<b>PATTERNS</b>
<b>14</b>	<b>SIGNATURE</b>	<b>24</b>	<b>MARKETING</b>
		<b>26</b>	<b>SOCIAL</b>



## BRAND HISTORY

Since 1996, Urban Decay has defied the beauty industry standards. Pushing against the industry's sea of pink-dominated counters we stand for badass, cruelty-free, high-performance makeup.

**URBAN DECAY WAS CREATED TO REBEL** against the abundance of pink makeup products on the market.

Pink, red, and beige tones dominated the beauty industry palette until the mid-1990s. In 1995, Sandy Lerner and Patricia Holmes decided to form a cosmetics company, which they named Urban Decay. The brand has come a long way since 1966, now a global makeup brand owned by L'Oreal. In the past two decades however, it's expanded to redefining neutrals while maintaining its edge in the beauty community.



# AUDIENCE AND VALUES

URBAN DECAY IS FOR  
EVERYONE. NEWBIE OR  
PRO. NO MATTER GENDER,  
AGE, OR RACE.

Urban Decay is passionate about their values and will not settle for anything less. As the times change so does Urban Decay. We are committed to these values that make our company.



We've NEVER tested on animals. And we never plan to. Urban Decay knows our furry friends are family.

We're working hard to create as many possible Vegan formulas to be the most inclusive for our customer base.



Urban Decay was born in SoCal and takes inspiration from all over. Anything from street art to LA's skyline.





**OUR NEW LOGO  
BRINGS A NEW EDGE  
TO URBAN DECAY.  
IT'S PLAYFUL AND  
BOLD JUST LIKE US.**

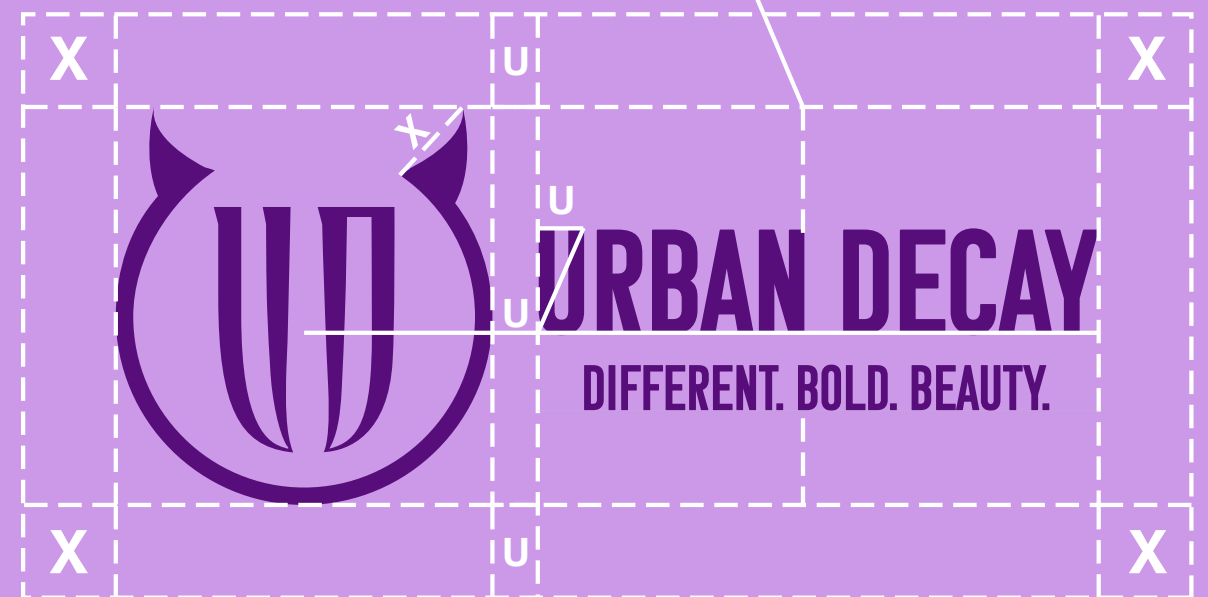
Strong typefaces combined with a sense of symmetry and sharpness; horns to feel fierce and alternative. The icon creates a face, the blank canvas for Urban Decay's products. We are known for our purple. So we have taken that purple we all know and love and updated it and added a larger palette. Purple symbolizes magic, mystery, creativity, dignity, and royalty. All characteristics of the Urban Decay user. The circular shape represents equality. We come together and stand around everyone for the love of makeup.

# SAFE AREA

When thinking about the safe area, utilize the measurement tool to accurately decide on the correct safe area. Measure from point to point as shown.



Notice that these values are not even. "Urban Decay" should sit on a baseline extending from center of 'UD'.



# CORRECT



Positive/ Negative Mark: While black and white versions are acceptable in special cases, primary color palette should be favored.

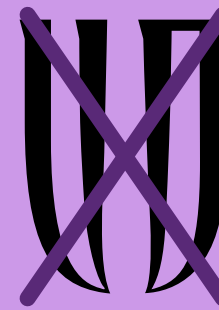


Color Mark: Take away all text or no text. 'UD' excluded. Mark should only use primary color palette. Special colors will be released to design team for holidays and promotions.



Dark Background: Use Fairy Purple on dark colored backgrounds. Avoid Royal Purple and Midnight Purple.

# INCORRECT



Do not remove or reorder elements.



Do not put dark color mark on dark color background. Do not use mark in color other than designated palette. Do not add a stroke.



Do not resize elements.

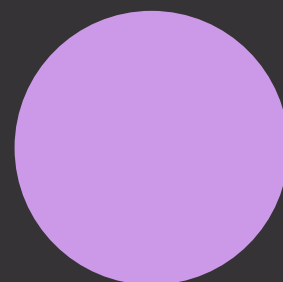


# COLORS

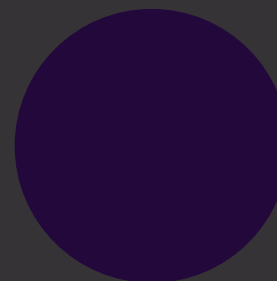
## PRIMARY COLORS



**Royal Purple** 580E7A  
HEX 592977  
RGB 89, 41, 119  
CMYK 26, 66, 0, 53  
PMS 3555 C

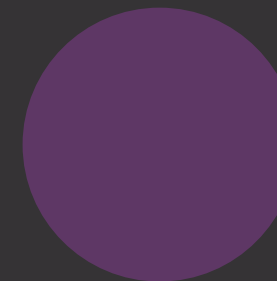


**Fairy Purple** CD9AE8  
HEX CC99E8  
RGB 204, 153, 232  
CMYK 12, 34, 0, 9  
PMS 529 C



**Midnight Purple** WW  
HEX 23083C  
RGB 35, 8, 60  
CMYK 42, 87, 0, 76  
PMS 2695 C

## SECONDARY COLORS



**Dusty Purple** 5E3765  
HEX 5E3765  
RGB 94, 55, 101  
CMYK 7, 46, 0, 60  
PMS 519 C



**Hippo Purple** 865CAC  
HEX 865CAC  
RGB 134, 92, 172  
CMYK 22, 47, 0, 33  
PMS 2076 C

# KOMU B

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

Main font in branding. Komu B is the fundamental piece of Urban Decay's identity.

# TALON

A B C D E F G H I J  
K L M N O P Q R S  
T U V W X Y Z

This font should only be used in the UD of word mark or in special advertising campaigns upon permission or request.

**DIFFERENT.**

**BOLD.**

**BEAUTY.**

**TAGLINE**

Different- Defying Beauty Standards  
Bold- The Main Character  
Beauty- Find your YOU

Special use of Royal Purple against Midnight Purple in pattern use is allowed.



## MARK PATTERN

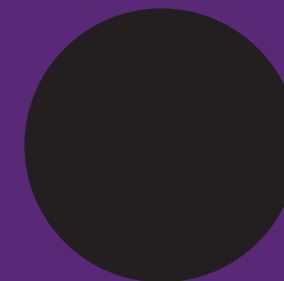
Used in merchandise, packaging, shipping materials, marketing. Interchange any colors in Primary or Secondary palettes. Special color combinations will be released for holidays and promotions by design team.

22



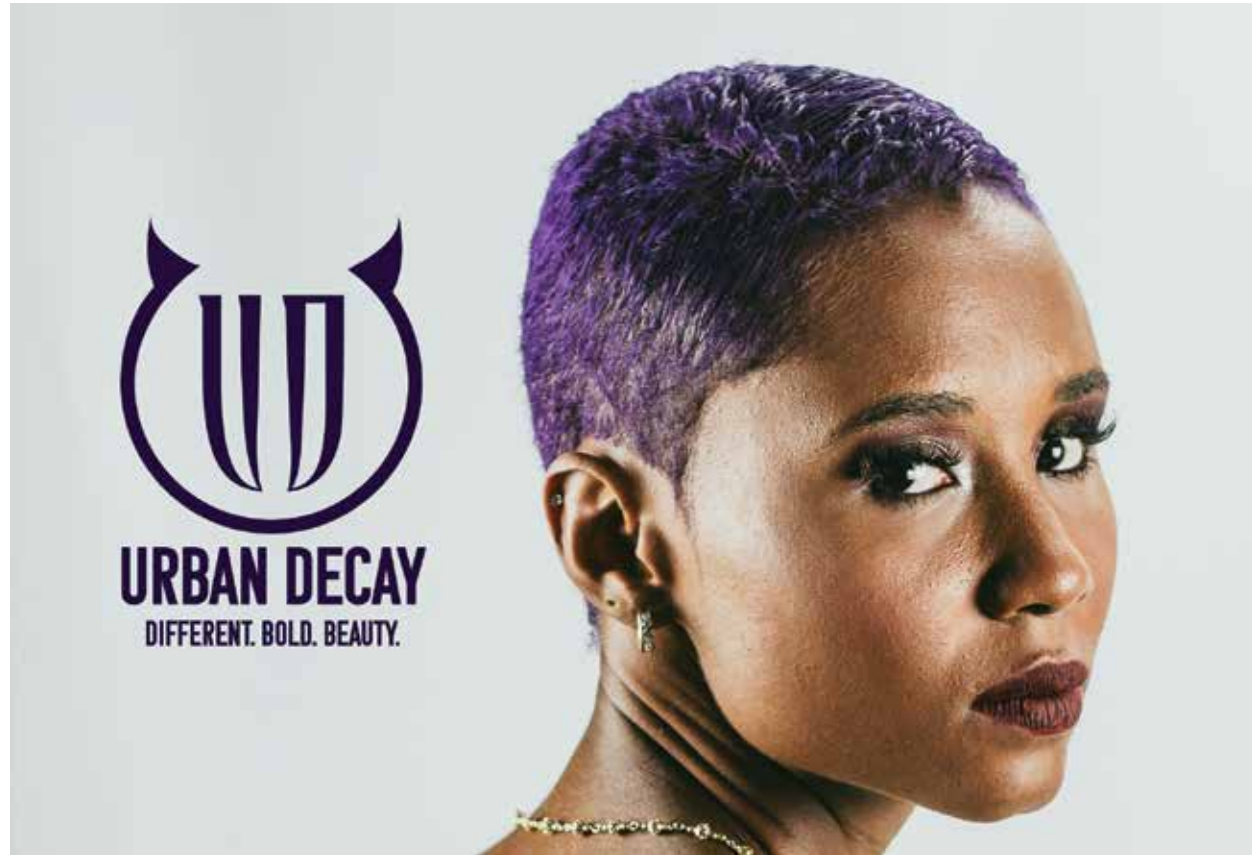
## Ring Pattern

Used in merchandise, packaging, shipping materials. Special color palette.



**Lava Rock 23083C**  
**HEX 231F20**  
**RGB 35, 31, 32**  
**CMYK 70, 67, 64, 74**  
**PMS 419 C**

23



# NEW PACKAGING FOR CULT FAVORITES.

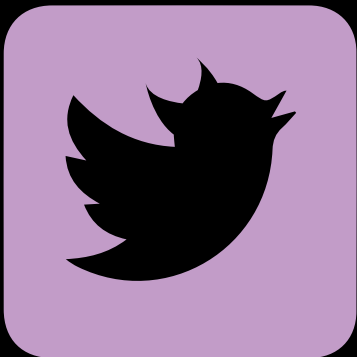




**@URBANDECAYSNAPS**



**@URBANDECAYCOSMETICS**



**@URBANDECAY**