

Clean Canvas Co.

— Empowering Expression, Enhancing Natural Beauty —

OVERVIEW

OUR GOAL.

Welcome to Clean Canvas Co., where beauty meets inclusivity and creativity knows no bounds. At Clean Canvas Co., we believe in the power of clean beauty and the freedom of self-expression. Our brand is more than just makeup - it's a canvas for creativity, a celebration of individuality, and a commitment to inclusive, ethical beauty practices.

At the heart of Clean Canvas Co. is a dedication to inclusivity in every sense of the word. From our carefully curated ingredients to our sustainable packaging, we prioritize transparency and integrity in everything we do. We believe that beauty should never come at the expense of our health or the planet, which is why we're committed to using only the safest, most nourishing ingredients in our products.

But Clean Canvas Co. is about more than just clean ingredients - it's about empowering individuals to embrace their natural beauty and express themselves authentically. Whether you're experimenting with bold colors and avant-garde looks or keeping it simple with a natural, dewy glow, Clean Canvas Co. is here to support you every step of the way. LuminArt High-Definition Radiance Booster Highlighter - where every stroke is a masterpiece, and every glow is a work of art.



TYPOGRAPHY

Heading 1 - Bodoni

HEADING 2 - BODONI

Paragraph - Gotham

Introducing "LuminArt High-Definition Radiance Booster Highlighter": Our revolutionary HD highlighter is meticulously crafted to redefine luminosity, providing a radiant glow that transcends traditional makeup boundaries. Inspired by the precision and clarity of high-definition graphics, this illuminating masterpiece delivers a flawless finish that enhances your natural beauty with unparalleled brilliance.

Formulated with advanced light-diffusing pigments, LuminArt seamlessly blends into the skin, creating a multidimensional effect that captures and reflects light from every angle. Whether applied to the cheekbones, brow bones, or cupid's bow, its velvety-smooth texture glides effortlessly, imparting a luminous sheen that lasts all day.

Beyond its exceptional performance, LuminArt embodies our brand's ethos of clean beauty and innovation. Free from harsh chemicals and parabens, this cruelty-free highlighter is crafted with care, ensuring a guilt-free indulgence in luxury. Elevate your makeup routine and unleash your inner artist with LuminArt High-Definition Radiance Booster Highlighter - where every stroke is a masterpiece, and every glow is a work of art.

LOGOS



This circular logo is meant for social media purposes only.



The thin logo is meant for square images or smaller spaces.

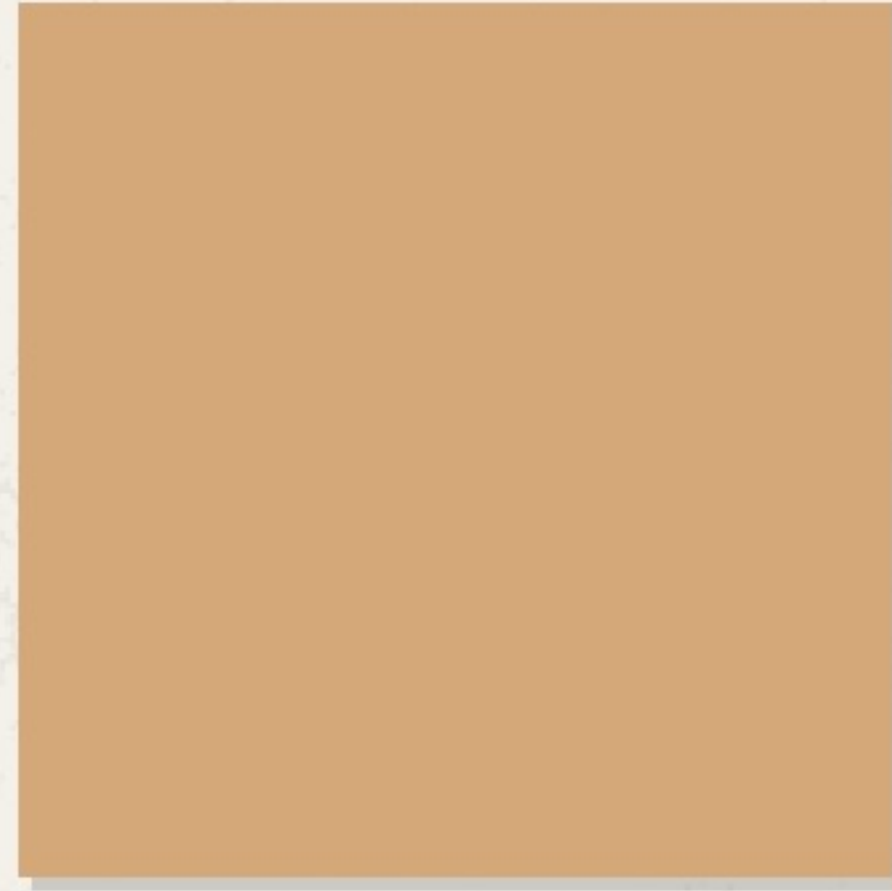


The wide logo is used when more horizontal space is available.

COLOR



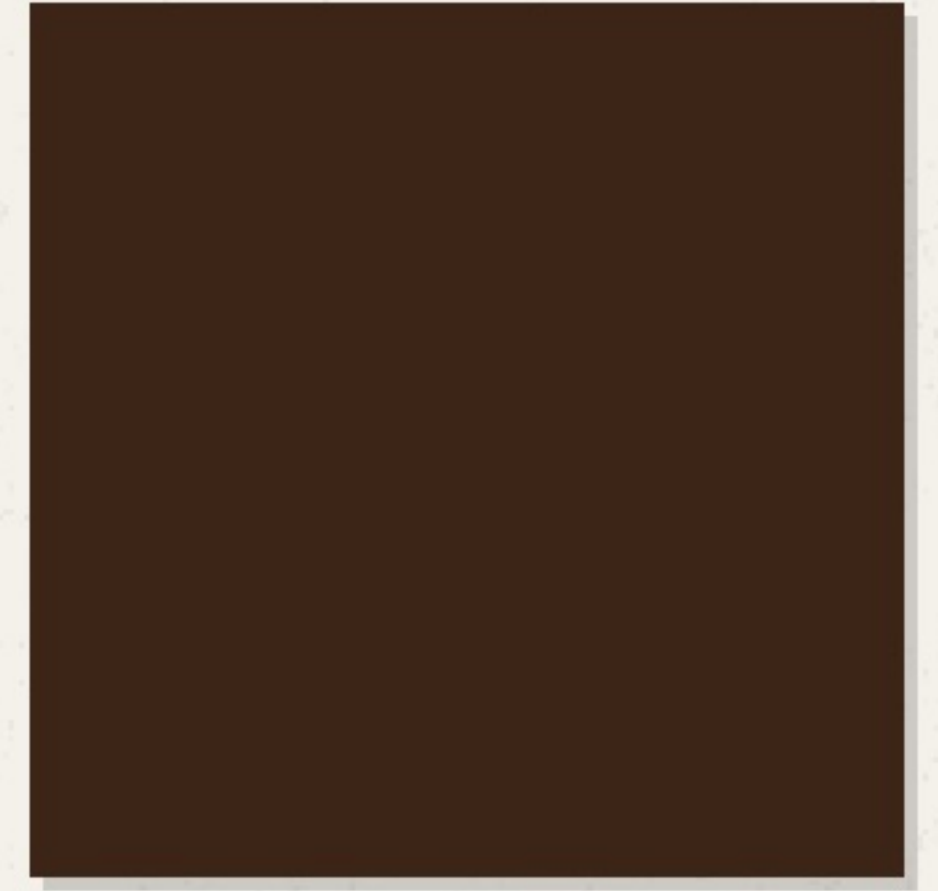
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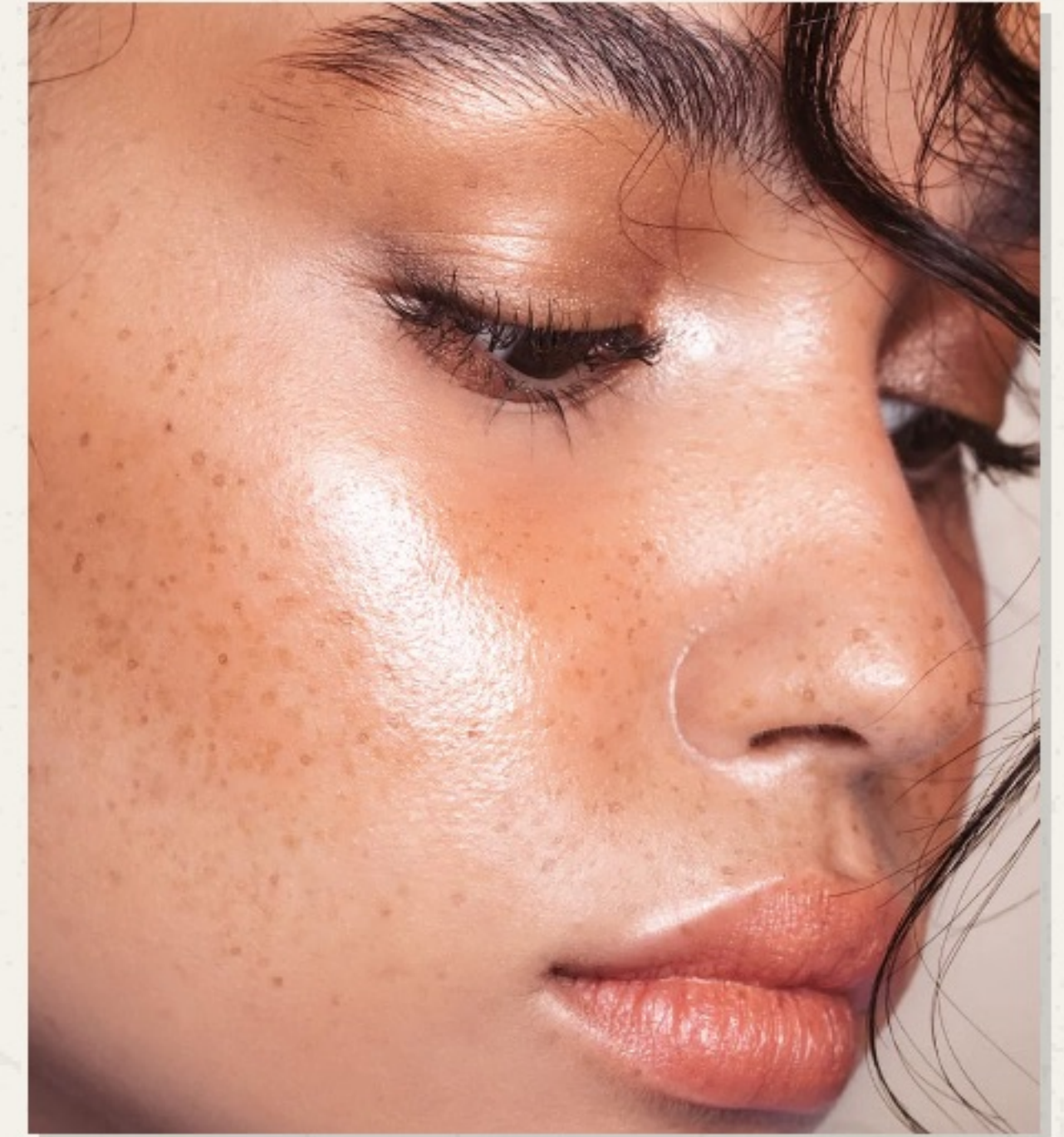
In our brand, the selection of colors isn't just about aesthetics; it's a reflection of our deep commitment to inclusivity and celebrating diversity. We understand that beauty comes in all shades, and our color palette is intentionally crafted to embrace the richness of skin tones from around the world.

IMAGERY



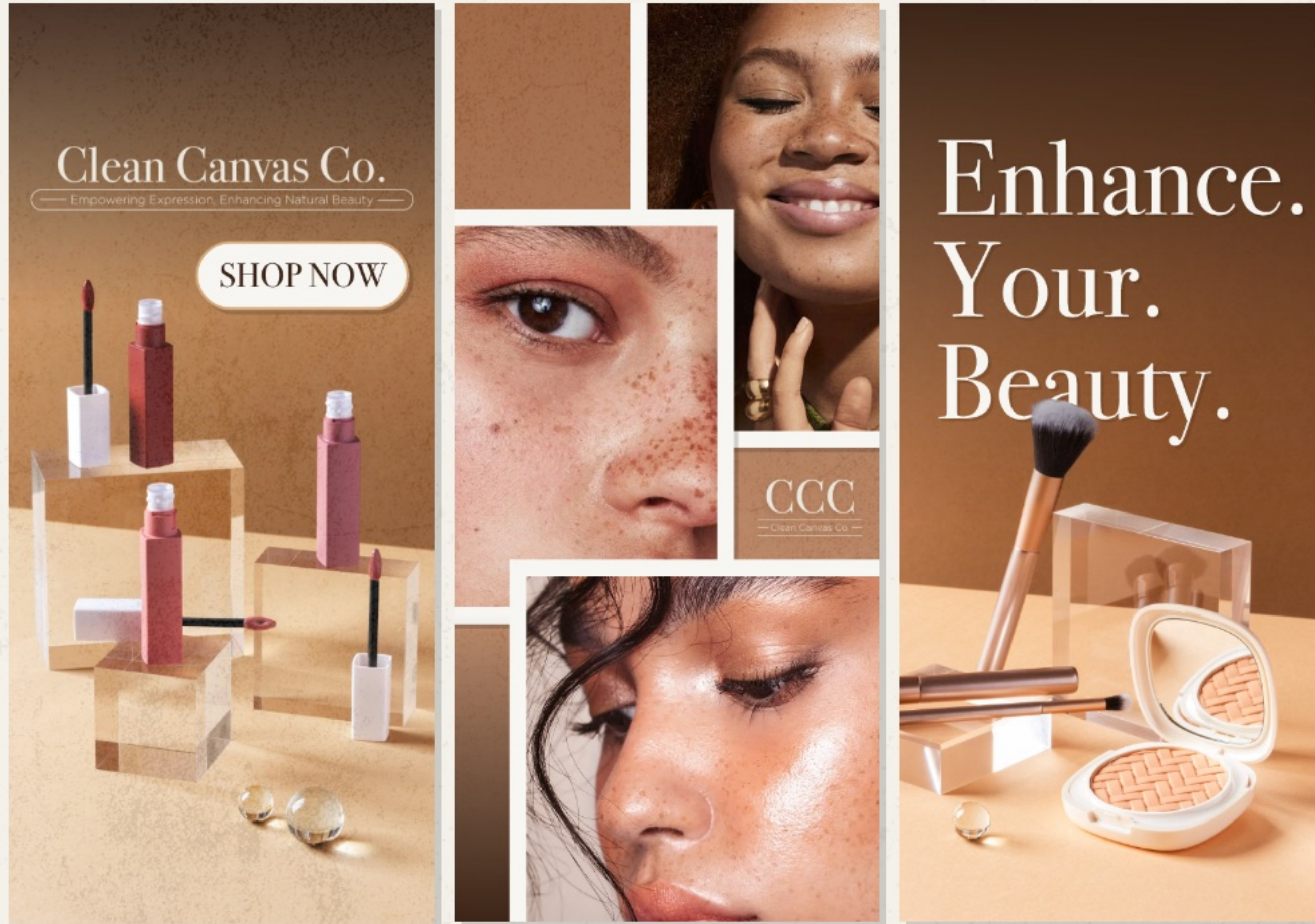
In our brand, photography isn't just about capturing products – it's about telling a story of natural beauty and clean aesthetics. Our photos are carefully curated to evoke a sense of simplicity, integrity, and authenticity, reflecting the essence of our brand ethos.

IMAGERY CONT.



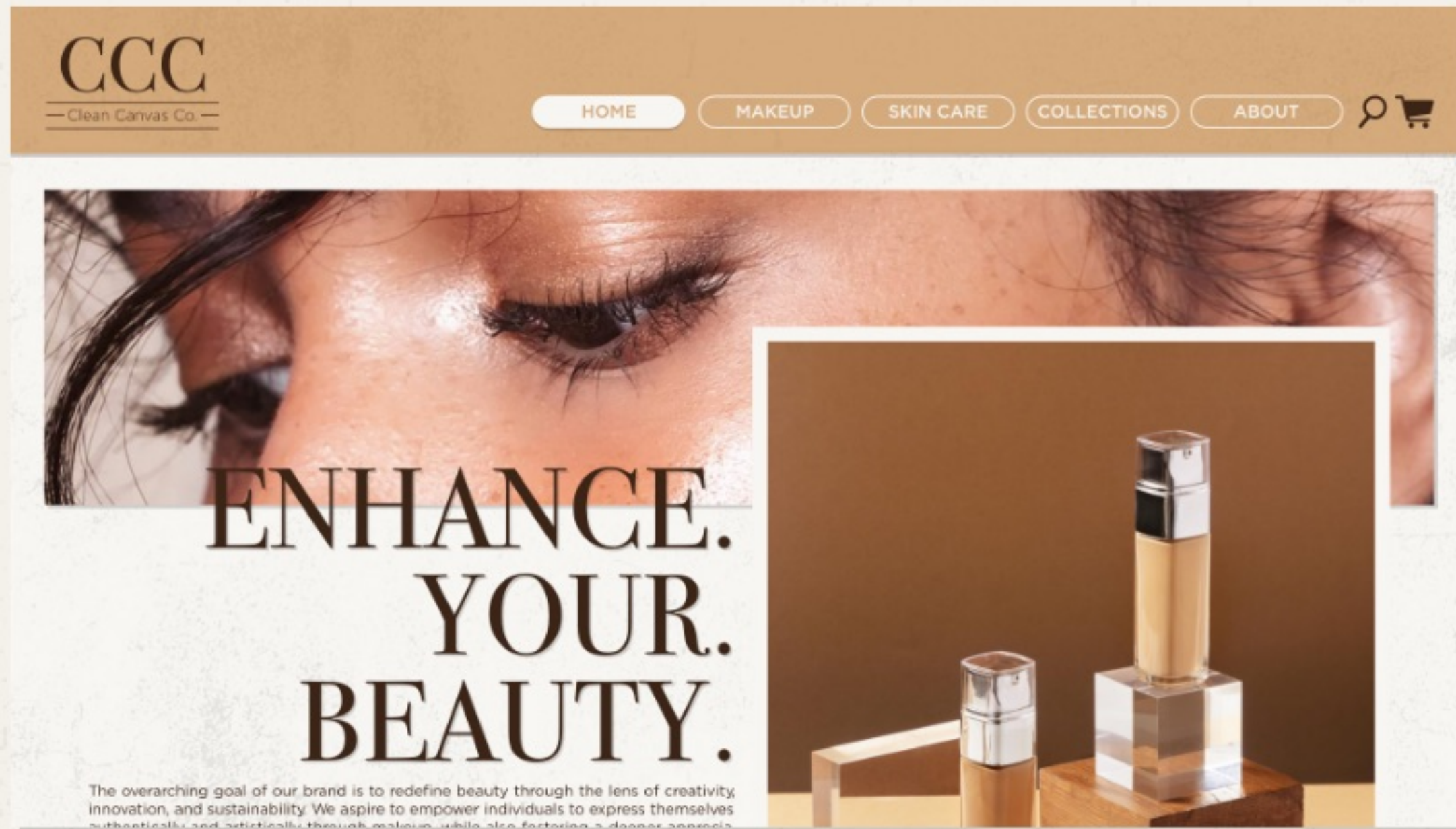
Diversity isn't just a buzzword – it's a core value that shapes everything we do, including our choice of models. We believe that beauty comes in all shapes, sizes, genders, ages, and ethnicities, and our models reflect this belief.

SOCIAL MEDIA POSTS



At CCC., we prioritize Instagram stories as a vital platform for connecting with our audience and conveying our aesthetic. Consistency is key, with each story reflecting our clean, minimalist brand vibe through curated color schemes, typography, and visual elements.

WEBSITE




CCC
— Clean Canvas Co. —

HOME MAKEUP SKIN CARE COLLECTIONS ABOUT

ENHANCE.
YOUR.
BEAUTY.

The overarching goal of our brand is to redefine beauty through the lens of creativity, innovation, and sustainability. We aspire to empower individuals to express themselves authentically and artistically through makeup, while also fostering a deeper appreciation for the artistry of graphic design. Our mission is to provide a platform where beauty enthusiasts can explore their creativity, experiment with different looks, and feel confident in their own skin.



CCC
— Clean Canvas Co. —

HOME MAKEUP SKIN CARE COLLECTIONS ABOUT

OUR MISSION.



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At the heart of our brand is a commitment to clean beauty and ethical practices. We aim to set new standards in the beauty industry by offering high-quality, cruelty-free products that are free from harmful ingredients. By prioritizing sustainability in every aspect of our business, from sourcing ingredients to packaging materials, we strive

Our website serves as a sleek and user-friendly hub for all things Clean Canvas Co. It features minimalist design elements and intuitive navigation to ensure a seamless browsing experience. The shop section offers our full range of clean beauty products, categorized for easy exploration. Customers can browse, add items to their cart, and securely checkout with a few simple clicks.


WEBSITE CONT.

CCC
— Clean Canvas Co. —


HOME MAKEUP SKIN CARE COLLECTIONS ABOUT  

SHOP YOUR FAVES.


Shop our range of high-quality, cruelty-free makeup products designed to enhance natural beauty while allowing individuals to express their unique style.



HD Highlighter
Illuminating highlighters that provide a lit-






Canvas Powder
Silky-smooth powder compacts in a variety



Blank Canvas Concealer
Illuminating highlighters that provide a lit-

CCC
— Clean Canvas Co. —

HOME MAKEUP SKIN CARE COLLECTIONS ABOUT  













★★★★★
100+ reviews

HD Highlighter
RADIANCE BOOSTER HIGHLIGHTER PEARLS

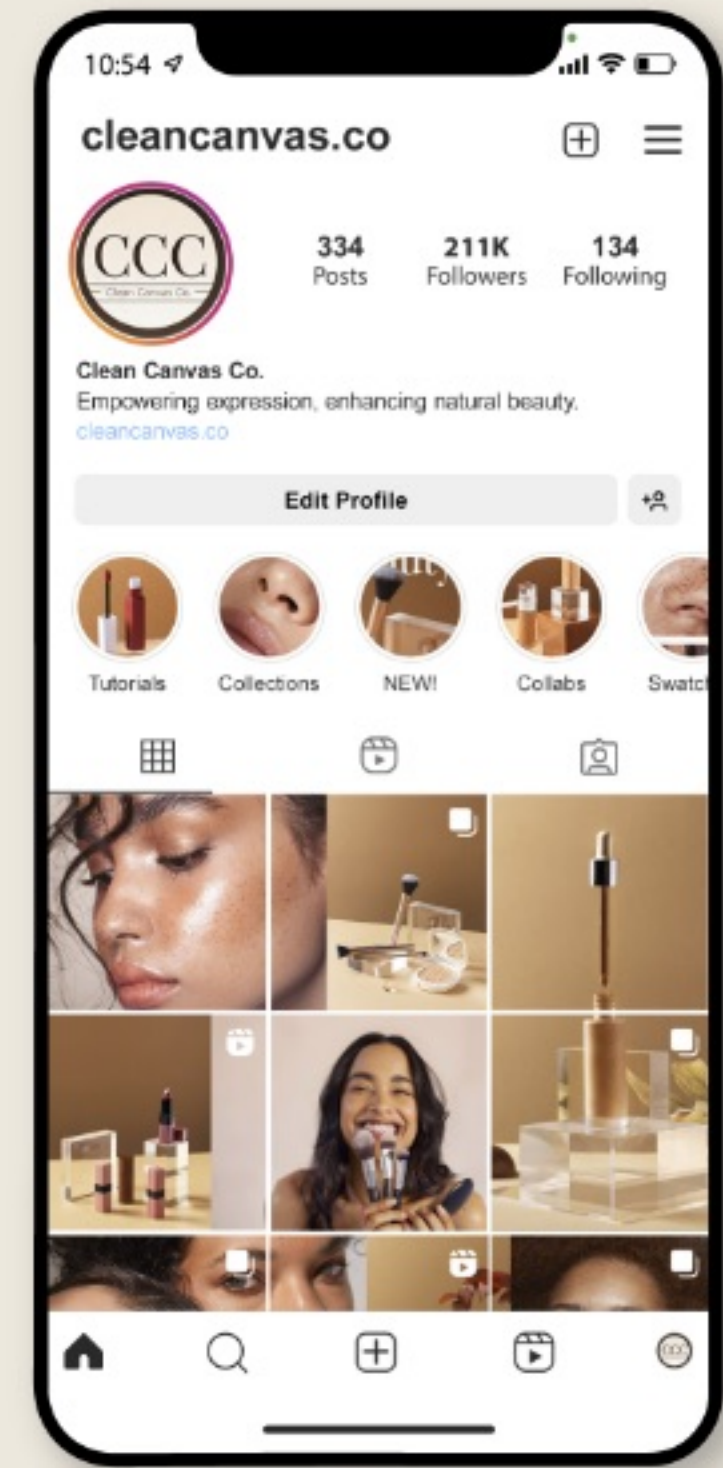
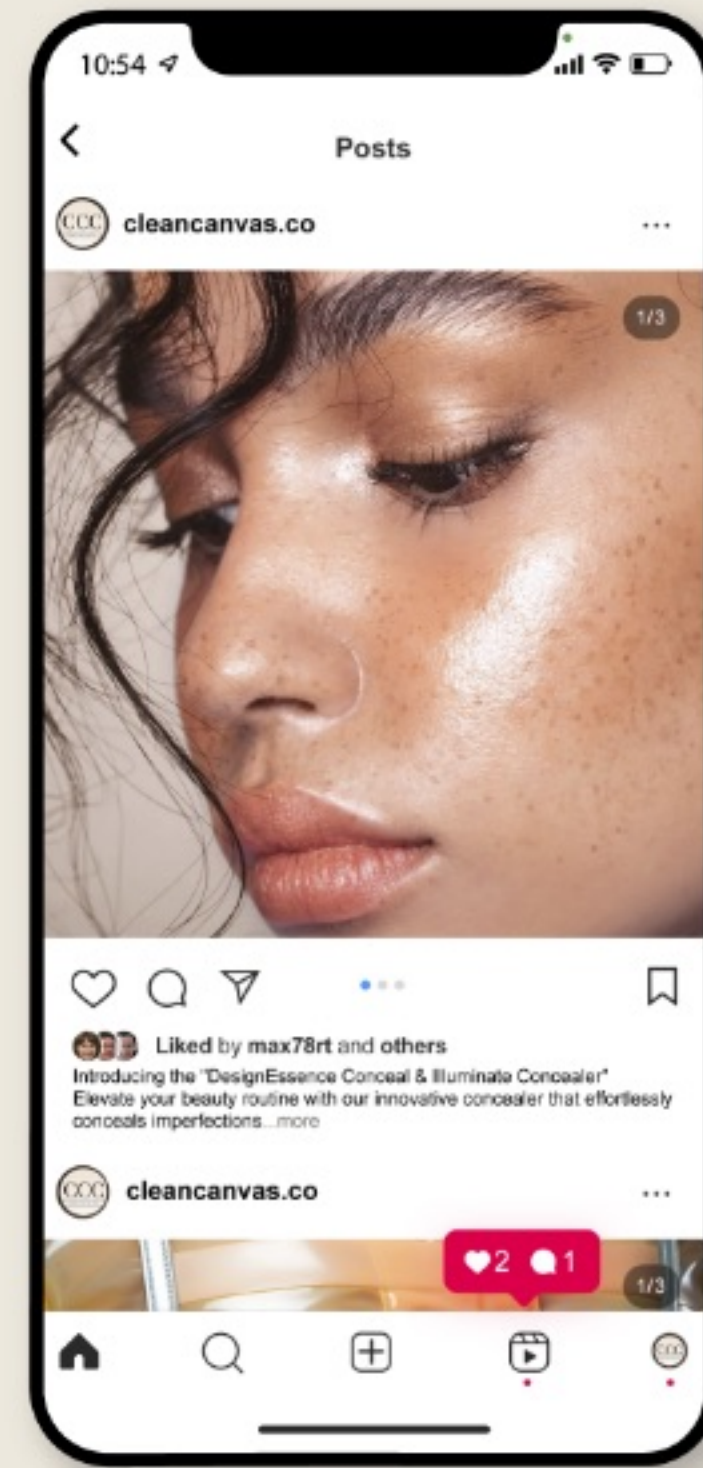
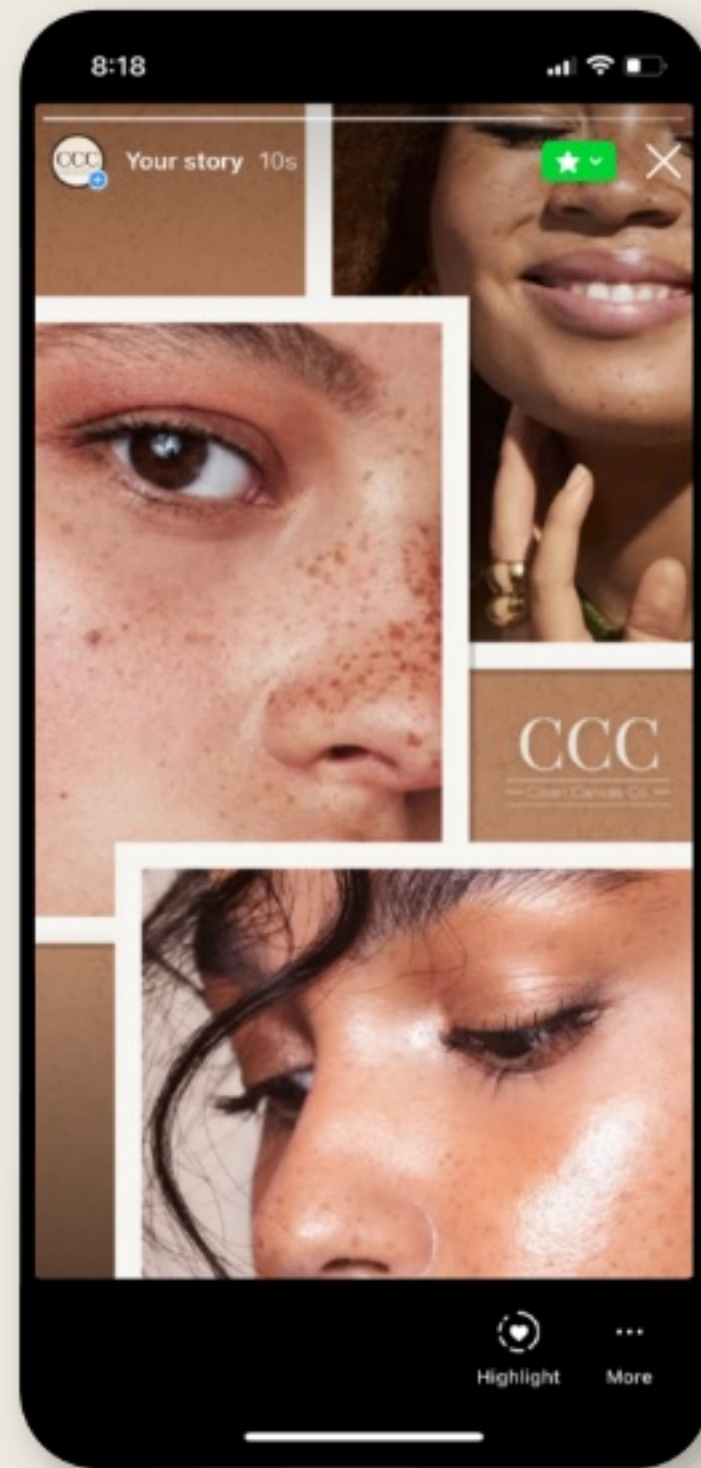
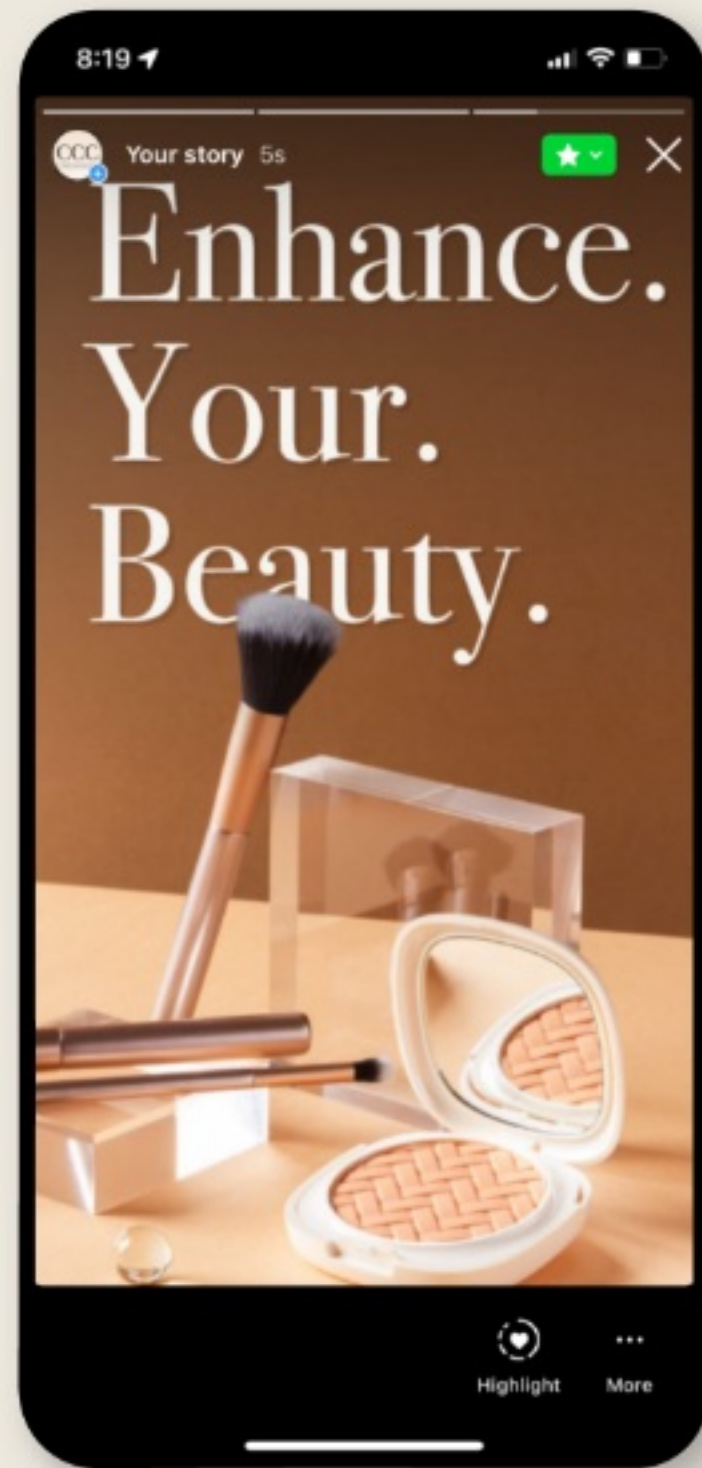
Illuminating highlighters that provide a lit-from-within glow, perfect for accentuating features and adding dimension to the face.

SHADES:



MOCKUPS



MOCKUPS CONT

