Indoor Weather

Brand guidelines

EKX Studio · 31 October 2026
Portfolio concept. Fictional brand.

Skincare for the climate you actually live in.

They ask where you live. We ask which room you're in.

Dry-witted | Observant | Calm | Plain-spoken | Sunny

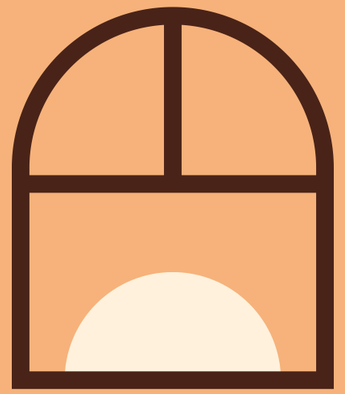
Primary. Use it first.

Indoor
Weather

Secondary. For narrow spaces.

Indoor Weather

Symbol. For icons and caps.



Clear space

One sun all round.

Keep the space of one sun clear on every side.

Smallest sizes

Never smaller than this.

Shown at actual screen size.
Print sizes need a proof.

70 px

20 mm in print

130 px

35 mm in print

16 px

6 mm in print

Indoor Weather

× Don't stretch it

Indoor Weather

× Don't tilt it

Indoor Weather

× Don't recolour the sun

Indoor Weather

× Don't add effects

Indoor Weather

× Don't use it on low contrast

× Don't place it on busy photos

Apricot

Primary
HEX #F6B27A
RGB 246 178 122
CMYK 0 28 50 4

Aa

12.2:1
All text

Terracotta

Primary
HEX #C8502B
RGB 200 80 43
CMYK 0 60 78 22

Aa

7.5:1
All text

Cocoa

Text
HEX #4A2318
RGB 74 35 24
CMYK 0 53 68 71

Aa

12.2:1
All text

Butter cream

Neutral
HEX #FFF1DC
RGB 255 241 220
CMYK 0 5 14 0

Aa

5.1:1
All text

Blush

Neutral
HEX #F9D5BE
RGB 249 213 190
CMYK 0 14 24 2

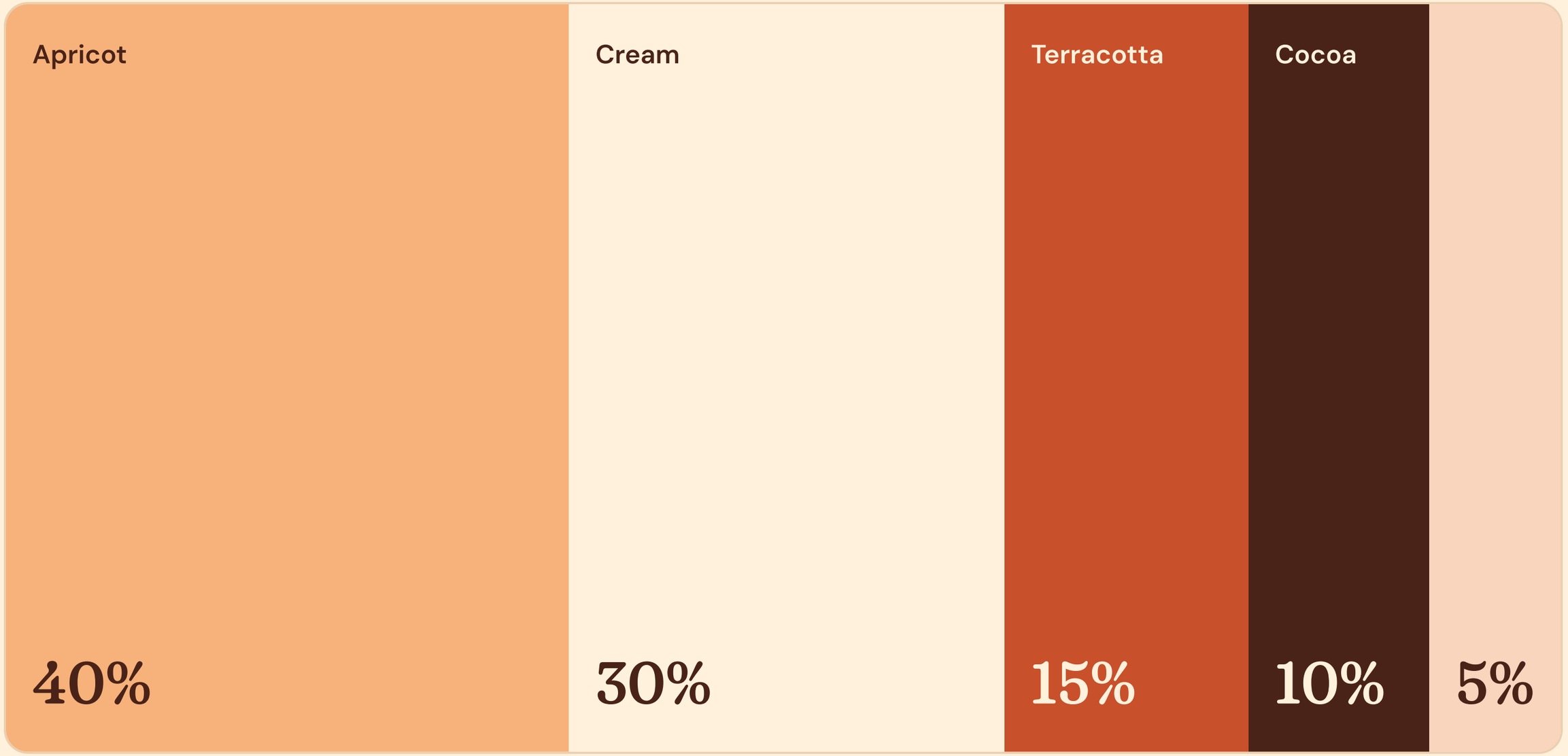
Aa

4.1:1
Large text only

Aa

4.1:1
Large text only

How much of each



Fraunces, soft + semi-bold, for what we say

Outlook for your face: improving.

DM Sans, for what you need to know

Dry in the meeting room, with tightness moving in by 3pm.

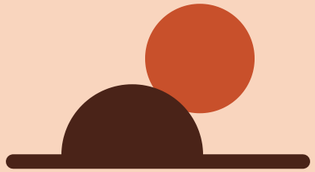
Aa Bb Cc Dd Ee Ff Gg
0123456789

Both fonts: SIL Open Font License, free for commercial use.

Clear Spells

Light Drizzle

Cloud Cover



Sunny Intervals

Today's forecast

Cloud Cover

Conditions

Dry, with air-con

Outlook

Improving

When

Morning and night

Say

Today: dry in the meeting room.

Outlook for your face: improving.

Scattered showers, mostly around your desk.

Don't say

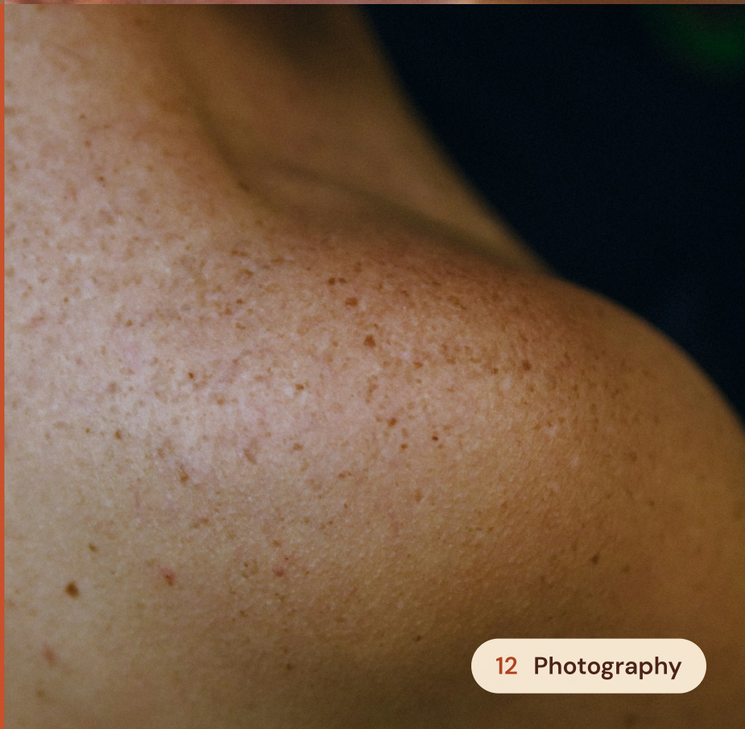
Air-con is destroying your skin.

Clinically proven climate defence.

Unlock your most radiant self.

Joke about the weather and the office, never about someone's skin.

Real skin.
Real light.



Forecast: glowing.

Indoor Weather
Clear Spells
Gel cleanser

Indoor Weather
Light Drizzle
Face mist

Indoor Weather
Cloud Cover
Moisturiser

Indoor Weather
Sunny Intervals
Sunscreen

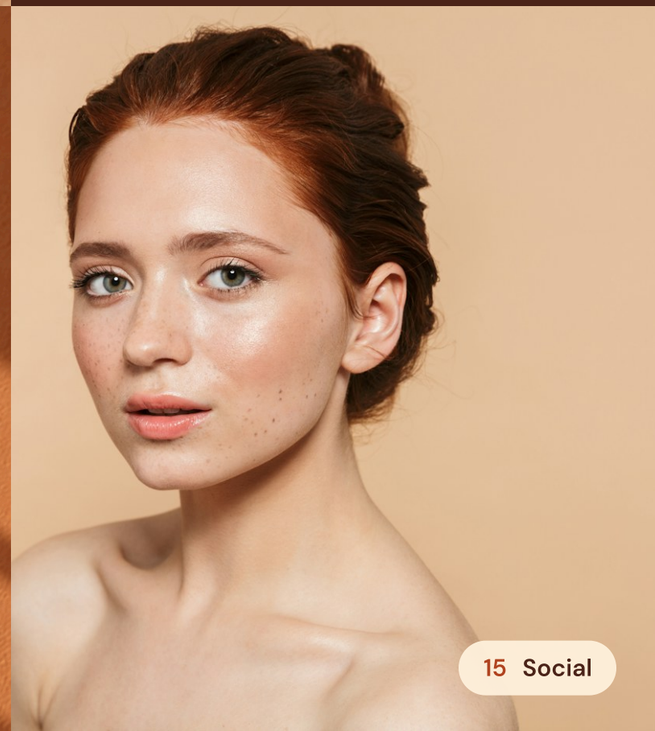
Today's skin forecast

Open-plan: dry. Meeting Room B: severe.

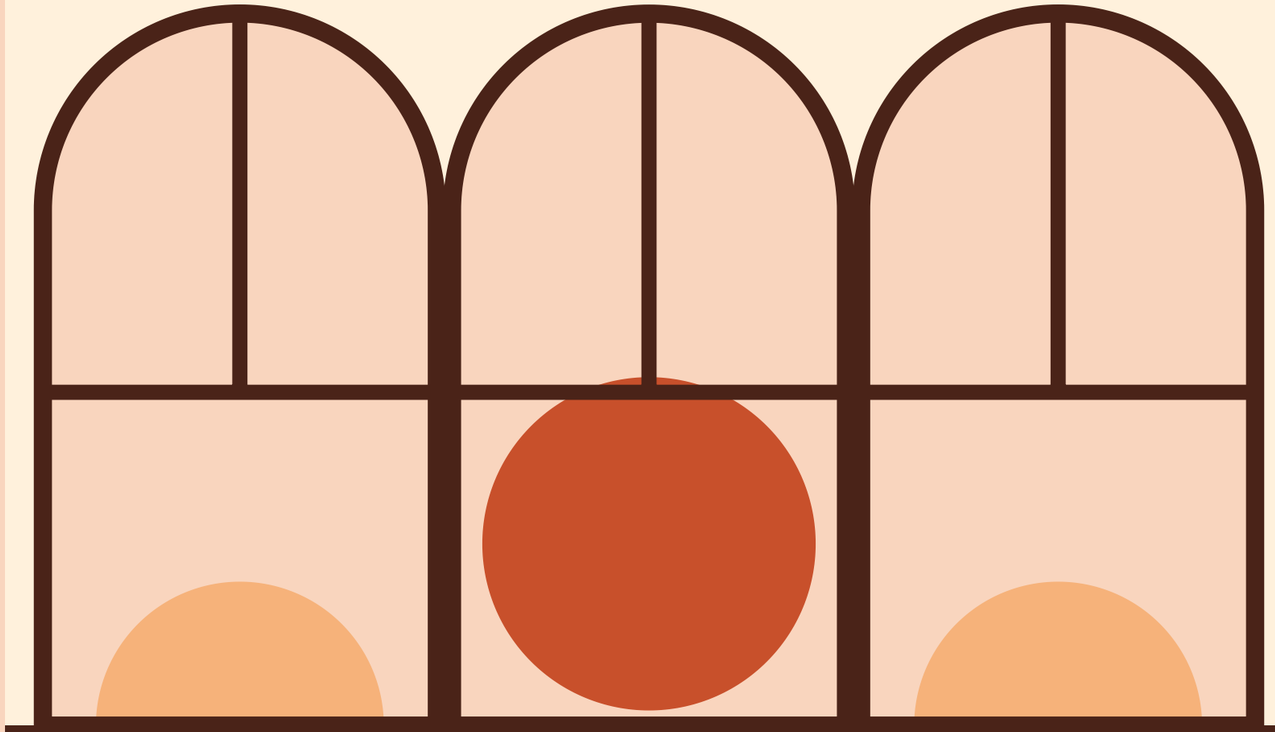
Today's skin forecast

Outlook for your face: improving.

It's 19°C in here and 34°C outside. Your skin has questions.



Indoor Weather



Inside today: dry. Outlook: glowing.