

Sans

Serif Display

Serif Text

*Script Collection
& Beauty Editor*

INTRODUCING THE SEPHORA TYPE SYSTEM

The Sephora Type System. Mired in the well-worn typefaces of Gotham and Didot, Sephora's creative team realized a need for a fresh visual voice in their typography for their rebranding process. Therefore, they enlisted the New York-based studio Mucca, for art direction, and the typeface development team at Schriftlabor, in Vienna, to create a highly functional, proprietary typographic system to visualize the brand's aesthetic values. ¶ An analysis of the typographic landscape in the beauty industry revealed a disorderly predominance of geometric sans and Didone typefaces. Capturing the traditional aesthetics of the industry remained a primary goal, but a modern take was in order. So, for the new flagship font family **Sephora Serif Display**, we stayed true to the elegance of the high contrast, but we broke the rigid vertical emphasis by tilting the axis, and introducing expressive bracketed serifs. The type family stands out and works even in challenging environments,

such as when placed over photos. ¶ We went back to the proportions of classic Roman capitals to develop **Sephora Sans**, a complementary family that combines the aesthetic poles of warmth and minimalism. The simple geometric shapes make it an extremely versatile tool for any of the brand's applications. ¶ **Sephora Serif Text** is a workhorse family, optimized for long texts and high legibility in small sizes, characterized by more even proportions, toned-down stroke contrast and more generous spacing. ¶ The **Sephora Script** fonts were based on the handwriting of a young woman in Chicago. They redirect attention in a lively, yet exclusive manner. One was specifically designed for the Collection house brand, the other conveying the feel of a Beauty Editor suggesting products to a good friend. ¶ Finally, Sephora can express their brand with their own, unique typographic voice across all their communication touchpoints.

Serif Display Light

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. 1234567890

Serif Display Light Italic

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. Sephora's unique, open-sell 1234567890

Serif Display Book

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. 1234567890

Serif Display Book Italic

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. Sephora's unique, open 1234567890

Serif Display Medium

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Serif Display Medium Italic

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. 1234567890

Serif Display Bold

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Serif Display Bold Italic

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Serif Text Light

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Serif Text Medium

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Serif Text Medium Italic

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Serif Text Bold

**Sephora is a visionary
beauty-retail concept
founded in France by
Dominique Mandon-
naud. 1234567890**

Serif Text Bold Italic

***Sephora is a visionary
beauty-retail concept
founded in France
by Dominique Man-
donnaud. 1234567890***

Sans Light

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud. Sephora's 1234567890

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Sephora Script Collection

Sephora is a visionary beauty-retail concept founded in France by Dominique Mandonnaud in 1970. Sephora's unique, open-sell environment features an ever-increasing amount of classic and emerging brands across a broad range of products including skincare, color, fragrance, body 1234567890

Sephora Script Editor

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Consistent characteristics and weight distributions across families



Display

Text

Sans

Consistent letter proportions across families

Sephora Serif *Display*

Sephora Serif *Text*

Sephora Sans

Consistent hand across script styles: 'sisters, not twins'

Sephora Script Hand

Collection

Sephora Script Hand

Editor

SEPHORA *DISPLAY*

True beauty in a
woman is reflected
in her soul.

It is *the caring* that
she lovingly gives,
the passion that
she knows.

Audrey Hepburn

typeset in Sephora Serif Display Medium

Un hydratant quotidien

Mother's Day

Ég var of haming jusamur til að

27%

{Rose Deep Hydration}

Brazilian

Alpha Beta® Extra Strength Daily Peel

Améliorer l'élasticité

SEPHORA SANS

Love many things,
for therein lies
the true strength.

And whosoever loves
much performs much,
and can accomplish
much, and what is done
in love is done well.

Vincent Van Gogh

typeset in Sephora Sans Book

#blackopiumdryoil

LAVANILA

Ce pour quoi ce produit est formulé

Yves Saint Laurent

Beauty of whatever kind invariably excites the sensitive soul to tears.

Le lotus bleu

Whipped Argan Oil Body Butter

Le lotus est cultivé dans l'est de l'Asie depuis plus de 3000 ans. De nombreuses **cultures considèrent cette plante comme sacrée mais j'aime surtout la valeur** que lui donnent les bouddhistes. Ils pensent qu'elle est le symbole absolu de la **purification complète car elle avance dans les eaux marécageuses pour atteindre** la surface et laisser une fleur stupéfiante émerger. Différentes parties du lotus sont **utilisées dans la médecine traditionnelle par les plantes depuis des siècles pour**

Avocado Cream

525 Market Street, 32nd Floor San Francisco, CA 94105

SEPHORA ***SERIF TEXT***

I define *nothing*.
Not beauty,
not patriotism.

I take each thing
as it is, without
prior rules about
what it should be.

Bob Dylan

typeset in Sephora Serif Text Book

Le Marc *Lip Crème*

Soleil Blanc Shimmering Body Oil

Dominique Mandonnaud

Sephora first launched in Paris in a partnership between the UK's *Boots PLC* and *Nouvelles Galeries* as a perfumery chain in 1970. It was purchased by Dominique Mandonnaud in 1993, who merged the purchase with his own perfume chain under the Sephora brand. Mandonnaud is credited for founding and implementing Sephora's "assisted self-service," sales experience, which departed from then-typical retail models for cosmetics by encouraging customers

to try products in-store before purchasing. Mandonnaud continued to expand the Sephora brand through the 1990's, opening up its flagship store in Champs Élysées in 1997. In July 1997, Mandonnaud and his partners sold Sephora to *LVMH*, who expanded the stores globally and bolstered the chain's product offerings to include beauty and cosmetic products. Sephora opened its first United States store in New York City in 1998 and its first Canadian store in Toronto in 2004.

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'This silky and lightweight oil illuminates the skin with *shimmers of gold and platinum leaf*. The captivating fragrance wraps a *bouquet of white florals* in a golden, amber-sandalwood embrace—as tempting as a *whitesand beach*, as irresistible as the perfect tan.'

Taborstraße Nr. 54

Inspired by **remote** private islands where summer lasts *all year* and one day *seamlessly* blends into the next, *Soleil Blanc* is an **addictive** solar floral amber **alive** with seductive refinement and *refreshing decadence*.

Sephora Script

I tore myself away from the
safe comfort of certainties
through my love for truth.

And truth rewarded me.

Simone de Beauvoir

typeset in Sephora Script Editor and Sephora Script Collection

Beauty Uncomplicated

Chanel No.5
Young & Foolish!

Your Beauty Editor Friend

Je ne peux pas vivre sans champagne.
En cas de victoire, je le mérite.

En cas de défaite,
j'en ai besoin.

**This typeface system exclusive to Sephora has been designed
across two continents by Mucca Design and Schriftlabor.
Unfortunately you cannot license any of the typefaces shown in this booklet.
But you can call us to design customized typefaces for your company
at mucca.com or schriftlabor.at.**

mucca SCHRIFTLABOR