





MykoGlo exists to provide deeply hydrating skincare that supports the skin barrier. The brand transforms mushrooms into a functional and exciting self-care routine.

Purpose

MykoGlo communicates with confident energy and whimsical charm. The brand voice is **approachable** and positions skincare as both intentional and fun. Products are designed to feel **charming** and draw the eye's attention. Its packaging uses strong contrast and bold colors. **The overall impression is inviting, bold, and playful.**

Voice



DEMOGRAPHICS

Primarily ages 15–30, with a focus on those who value **wellness** and **self-care**. While the majority lean female, the brand remains gender-inclusive.

Audience

MOTIVATIONS

Skincare Newcomers

- Teens and young adults beginning to establish a routine.

Dry Skin Concerns

- Consumers seeking effective hydration and barrier support.

Ingredient-Conscious Buyers

- Consumers looking for products with functional, science-backed ingredients.

PAIN POINTS

Overwhelmed by Skincare Choices

- MykoGlo simplifies this by offering a focused lineup with intentional benefits.

Sensitive Skin Concerns

- MykoGlo's formulations target skin barrier support, addressing these concerns directly.

Desire for Engaging Products

- Many skincare lines feel sterile, clinical, or intimidating. MykoGlo's bold colors and whimsical theme create excitement.

PRIMARY LOGO

The MykoGlo logo features the font **Super Enjoy** with customizations. It leans into **fluid, organic curves** to appear more approachable and casual.

SUBMARK LOGO

The submark logo is ideal for scenarios where a **1:1 image is required**, such as social media icons and website favicons. The submark features an M with an oval frame.

Logo

MYKO
igLO

PRIMARY LOGO



SUBMARK LOGO

09:42



mykoglo



32
Posts

112K
Followers

21
Following

MykoGlo

Skincare that hydrates, strengthens, and protects the skin barrier.

www.mykoglo.com

Follow

Message



Antioxidant-rich Tremella, Reishi, and Chaga mushrooms work together to lock in moisture and support a healthy glow.

Learn more about the magic behind MykoGlo at mykoglo.com



Liquid Magic



Soft Mint (#AEE3D1) and **Melon (#FFBDB6)** serve as the primary colors. Soft Mint is fresh, clean, and soothing, while Melon feels gentle and youthful. These colors add a pop-art vibe and complementary balance. **Feldgrau (#45564C)** and **Carnelian (#B2161D)** are used to contrast the primary colors. Feldgrau is forest green, and Carnelian draws a resemblance to iconic mushrooms, like the fly agaric. **Seashell (#FFF2E9)** replaces clinical white, softening the brand into something more warm. **Dark Matter (#3A3435)** is used when a deeper neutral is needed.



Color

#AEE3D1

SOFT MINT

R G B

R: 174

G: 227

B: 209

CMYK

C: 31%

M: 0%

Y: 22%

K: 0%

#45564C

FELDGRAU

R G B

R: 69

G: 86

B: 76

CMYK

C: 70%

M: 49%

Y: 64%

K: 35%

#B2161D

CARNELIAN

R G B

R: 178

G: 22

B: 29

CMYK

C: 21%

M: 100%

Y: 100%

K: 12%

#FFBDB6

MELON

R G B

R: 255

G: 189

B: 182

CMYK

C: 0%

M: 31%

Y: 19%

K: 0%

#3A3435

GRANITE

R G B

R: 58

G: 52

B: 53

CMYK

C: 66%

M: 65%

Y: 61%

K: 56%

#FFF2E9

SEASHELL

R G B

R: 255

G: 242

B: 233

CMYK

C: 0%

M: 4%

Y: 6%

K: 0%

Heading

SUPER ENJOY

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 0

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Body

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MykoGlo's imagery blends **fantasy with functionality**. The illustrations are mushroom with organic lines. These are often applied as bold patterns to dominate empty space on packaging. Visuals featuring **soft glows, glossy finishes, and dreamy effects** with a **pop art influence** are encouraged.

Imagery



Snow Mushroom

Improves skin hydration & elasticity.

Chaga Mushroom

Packed with antioxidants.

Reishi Mushroom

Supports the skin barrier.

Peptides

Helps reduce fine lines.

Caffeine

Wakes up under-eyes.

Learn more about the magic behind
MykoGlo at mykoglo.com









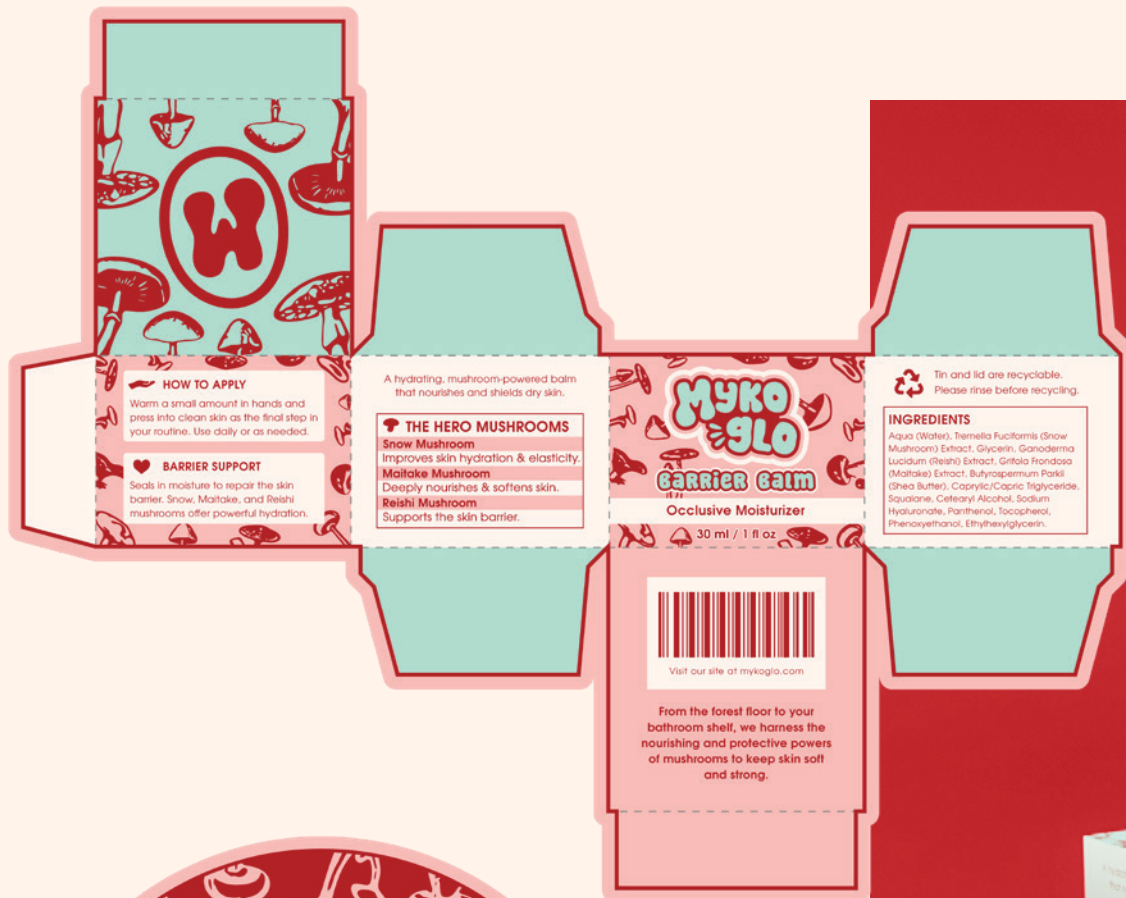
Packaging

Purpose • Voice • Audience • Logo • Color • Typography • Imagery • **Packaging**



BARRIER BALM

Features a metal red lid, directly referencing the iconic fly agaric mushroom cap. The balm is held in a glossy mint tin and appears red when condensed. The label is circular and positioned on top of the lid.

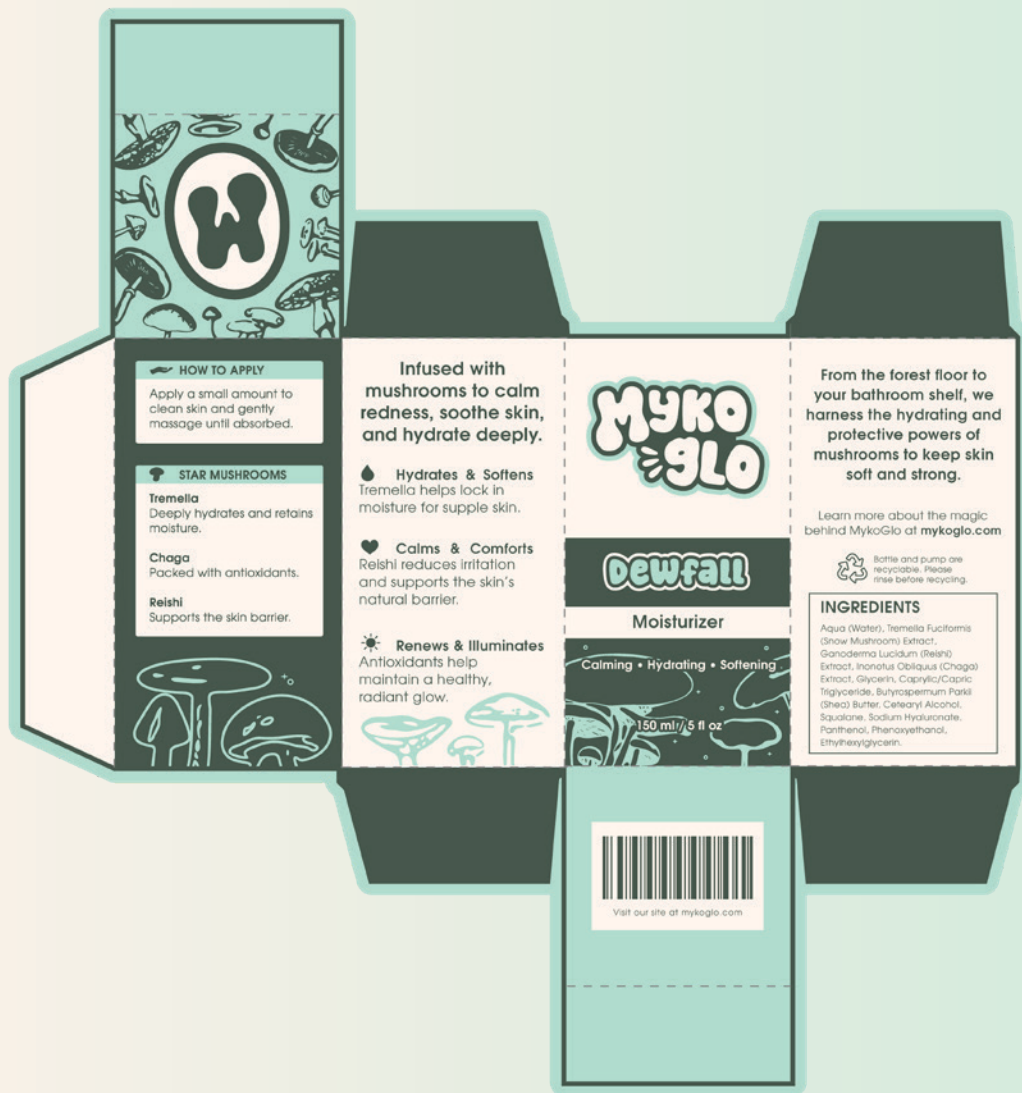




DEWFALL

Features a mint bottle with a slight metallic quality. The pump is dark green and does not over project. The pump may be twisted to lock or unlock, eliminating the need for a cap. The label wraps entirely around the bottle.

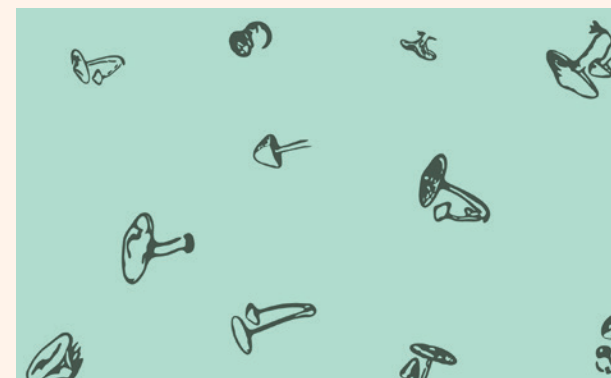
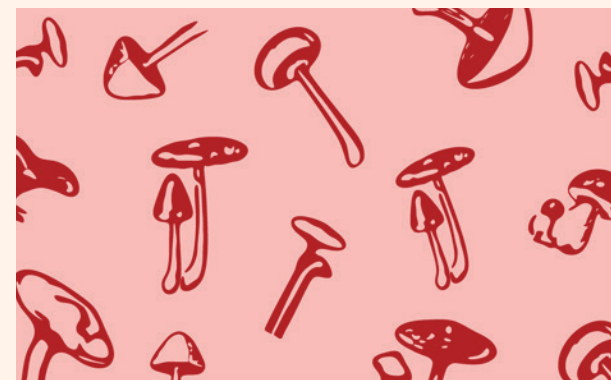
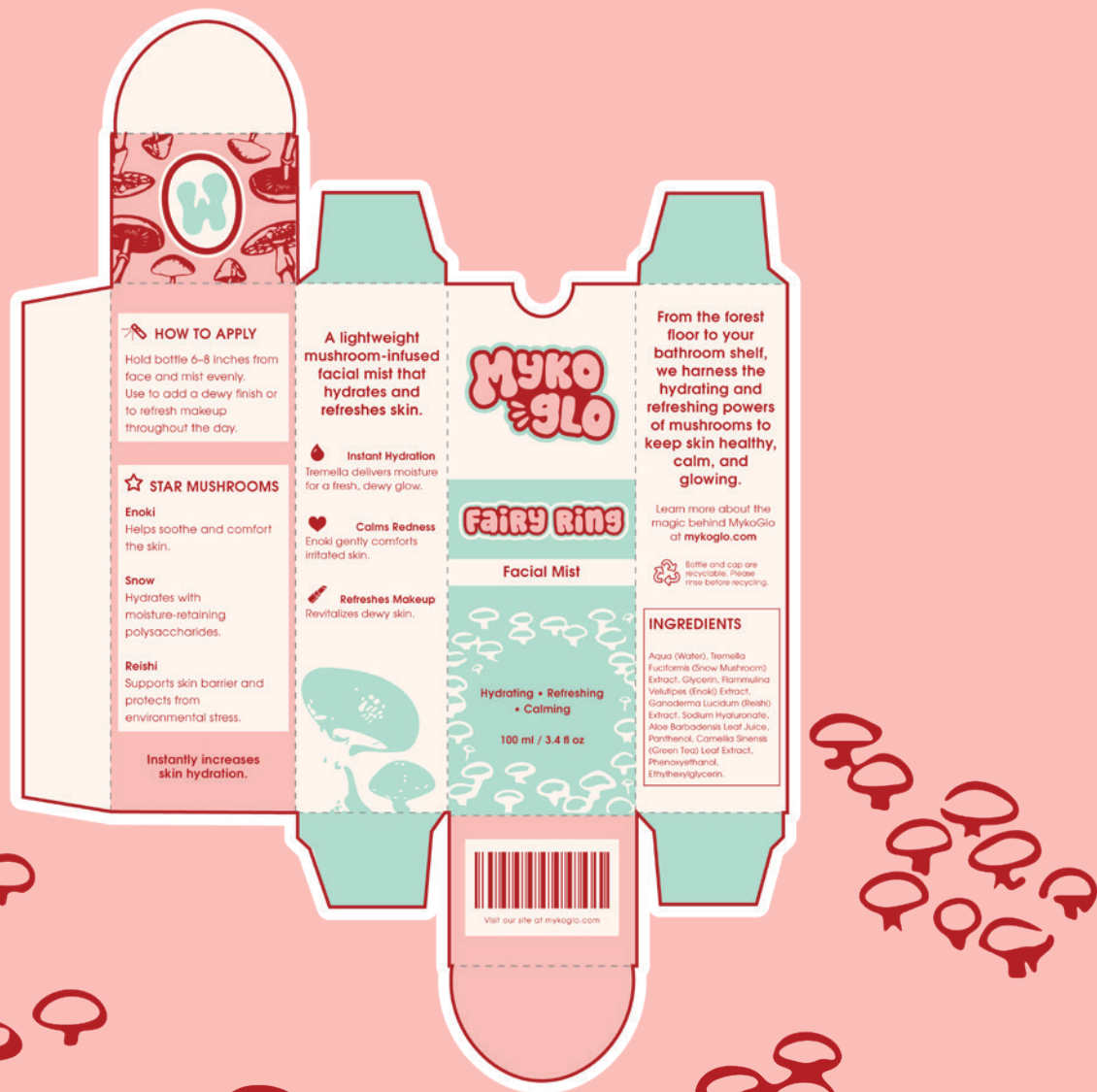






FAIRY RING

Encased in double-walled clear glass to showcase the product's color. The atomizer is mint and comes with a clear cap for protection when not in use. The label wraps fully around the bottle.

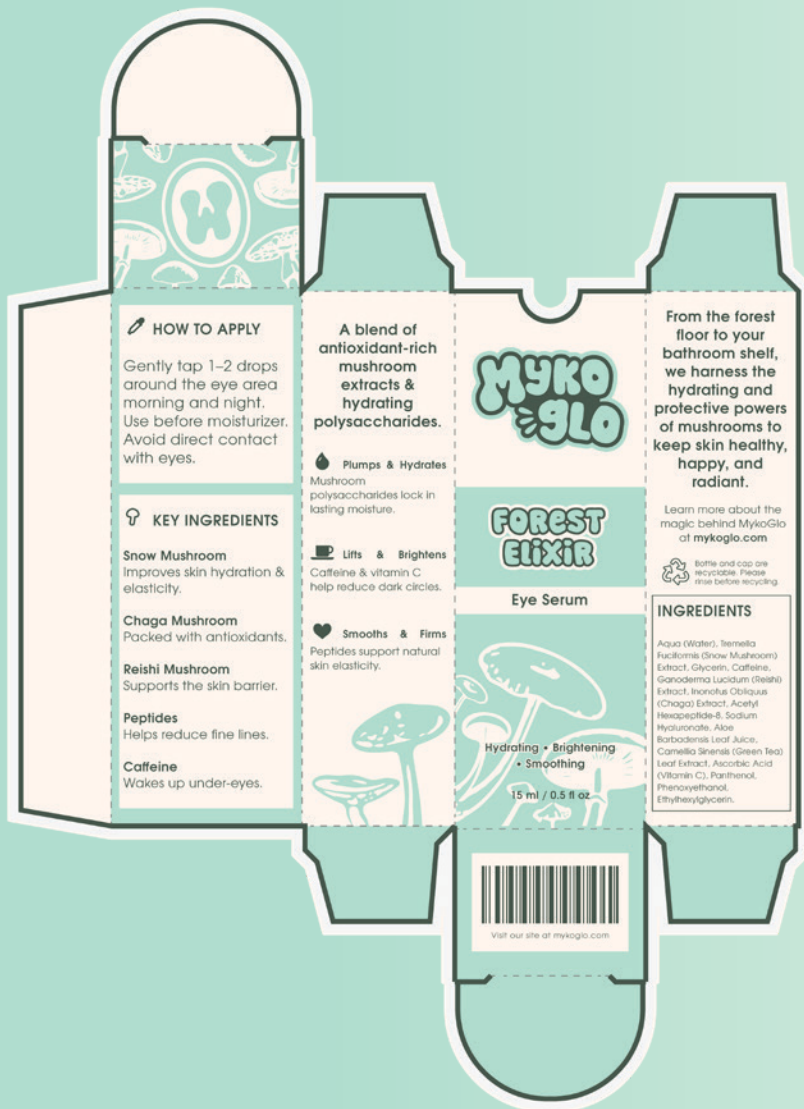




FOREST ELIXIR

Boston-round bottle with rounded shoulders and base. The bottle is made of clear, mint-tinted glass and topped with a metallic dark green cap. A white squeeze tip and tinted glass dropper allow precise dispensing. The label wraps fully around the bottle.







MYCO MILK

Myco Milk Resembles a glass milk bottle with a cap. The bottle has a slightly rectangular profile to make it easier to grip during use. The label wraps halfway around the bottle to help protect key information from wear. Most users will be handling the product while removing dirt, oil, or makeup from their face.

