

S T R  B E R I

BRAND BOOK



Veri Story	2
Veri Values	3
Veri Voice	4
Veri Logo	5, 6
Veri Fonts	7
Veri Colors	8
Veri Icons	9
Veri Images.....	10

Veri Story

bridging the gap between dermatology and aesthetics.

STRABERI is Straberi® is a division of Universal Skincare INC. We are dedicated to creating innovative and effective products and devices that are safe for all skin types and conditions at our secure, state of the art laboratory which follows all FDA and Good Clinical Manufacturing Practices.

We founded Straberi with two primary objectives in mind: firstly, to harmonize skincare with a scientific approach, and secondly, to bridge the divide between dermatological aesthetics. In today's beauty landscape, we amalgamate conventional cosmetic science and industrial pharmacy to craft pharmaceutical-grade formulations. This marks a pioneering era in skincare, uniting the realms of aesthetics and chemistry to deliver a meticulously balanced and clinically effective skincare experience.

Our skincare product is only as good as the band behind it. Straberi is led by renowned researchers, scientists, and leading physicians in their field. We believe in delivering clean and sustainable products that are backed by science not by hype.

Veri Values

Straberi mission is to provide powerful regenerative anti-aging and skin clarifying products through sound evidence-based technologies. Straberi scientists pioneered the use of extracts, vitamins, minerals, and peptides with clean beauty technology in aesthetics and dermatology fields.



Cruelty-Free

Cruelty-free products promotes ethical consumer choices, aligns with animal welfare values, and encourages the development of humane testing methods.



Cell-Free

Cell-free products are essential for reducing environmental impact by minimizing resource consumption and waste generation associated with traditional manufacturing processes. It also enables more efficient and sustainable production methods, contributing to a greener and cleaner future.



Pathogen-Free

Pathogen-free products are crucial to safeguard public health by preventing the transmission of harmful diseases and infections. It ensures the safety and well-being of consumers while upholding high standards of hygiene and product quality.



Paraben-Free

Creating paraben-free products is important to protect consumers from potential health risks associated with parabens, such as skin irritations and concerns about endocrine disruption. It also caters to the growing demand for cleaner and more natural product alternatives, meeting the preferences of health-conscious individuals.

Veri Voice

Tag Line

Clinical Luxury Skincare

- Created by:
- Scientist
 - Physicians
 - Chemists.

- Crafted with:
- Premium Ingredients
 - Sustainable Ingredients
 - Cruelty Free Ingredients

- Specifying:
- What We Make
 - What It Is For

Our motto

Unleash Your Natural Glow

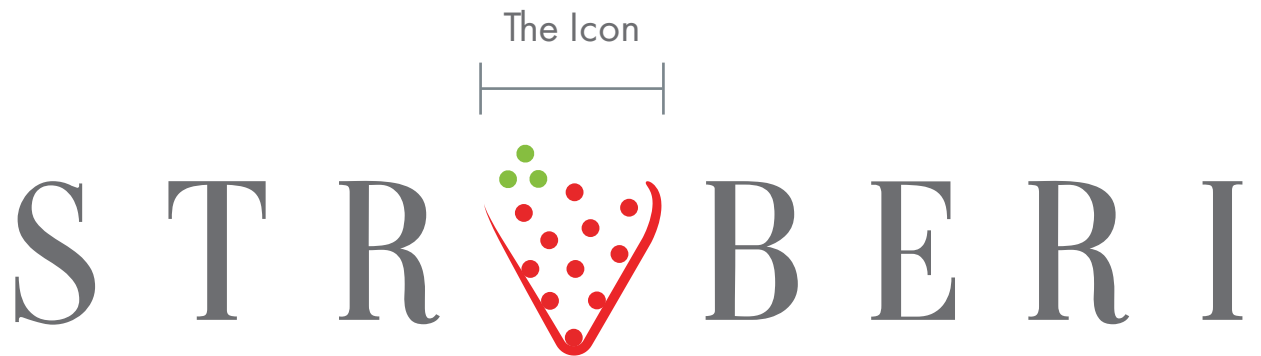
- Connecting with:
- Self Confidence
 - Assurance
 - Greatness
 - Potential

- Connecting with:
- Values
 - Sustainability

- Connecting with:
- Healthy Skin
 - Beauty

Veri Logo

The Logo is the focal point - an instantly recognizable symbol of the brand. That's why it's important to use the Logo exactly as specified in these guidelines.

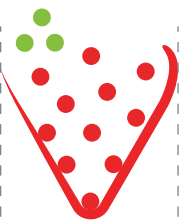


Gray

Veri-Beri

Veri-Green

Veri Logo

S T R  B E R I

S T R A B E R I

S T R 
B E R I

Veri Fonts

S T R A B E R I

Unleash Your...

veri-beri

Clinical Luxury...

Magazine

Font Size: 44

Font Style: Regular

Leading: 313 pt

Kerning: Auto

Tracking: 210

Magazine

Font Size: 36

Font Style: Demi

Leading: 43 pt

Kerning: Auto

Tracking: 0

Bradley Hand

Font Size: 50

Font Style: Bold

Leading: 60 pt

Kerning: Auto

Tracking: 0

Arial

Font Size: 30

Font Style: Regular

Leading: 36 pt

Kerning: Auto

Tracking: 0

Veri Colors

Veri-White

PMS **000 C**
RGB **0 | 0 | 0**
WEB **FFFFFF**
CMYK **0 | 0 | 0 | 0**

Veri-Blush

PMS **700 C**
RGB **242 | 172 | 185**
WEB **F2ACB9**
CMYK **2 | 40 | 12 | 0**

Veri-Green

PMS **376 C**
RGB **134 | 190 | 64**
WEB **86BE40**
CMYK **53 | 3 | 100 | 0**

Veri-Beri

PMS **185 C**
RGB **237 | 28 | 39**
WEB **ED4002B**
CMYK **0 | 100 | 96 | 0**

Veri-Lite Gray

PMS **Cool Gray 7 C**
RGB **152 | 153 | 155**
WEB **98999B**
CMYK **43 | 34 | 34 | 0**

Veri-Gray

PMS **Cool Gray 10 C**
RGB **109 | 110 | 113**
WEB **6D6E71**
CMYK **58 | 49 | 46 | 15**

Veri Icons



PLEASE RECYCLE
THIS BOX



I  SKIN



Veri Images

Straberi



Brush Strokes

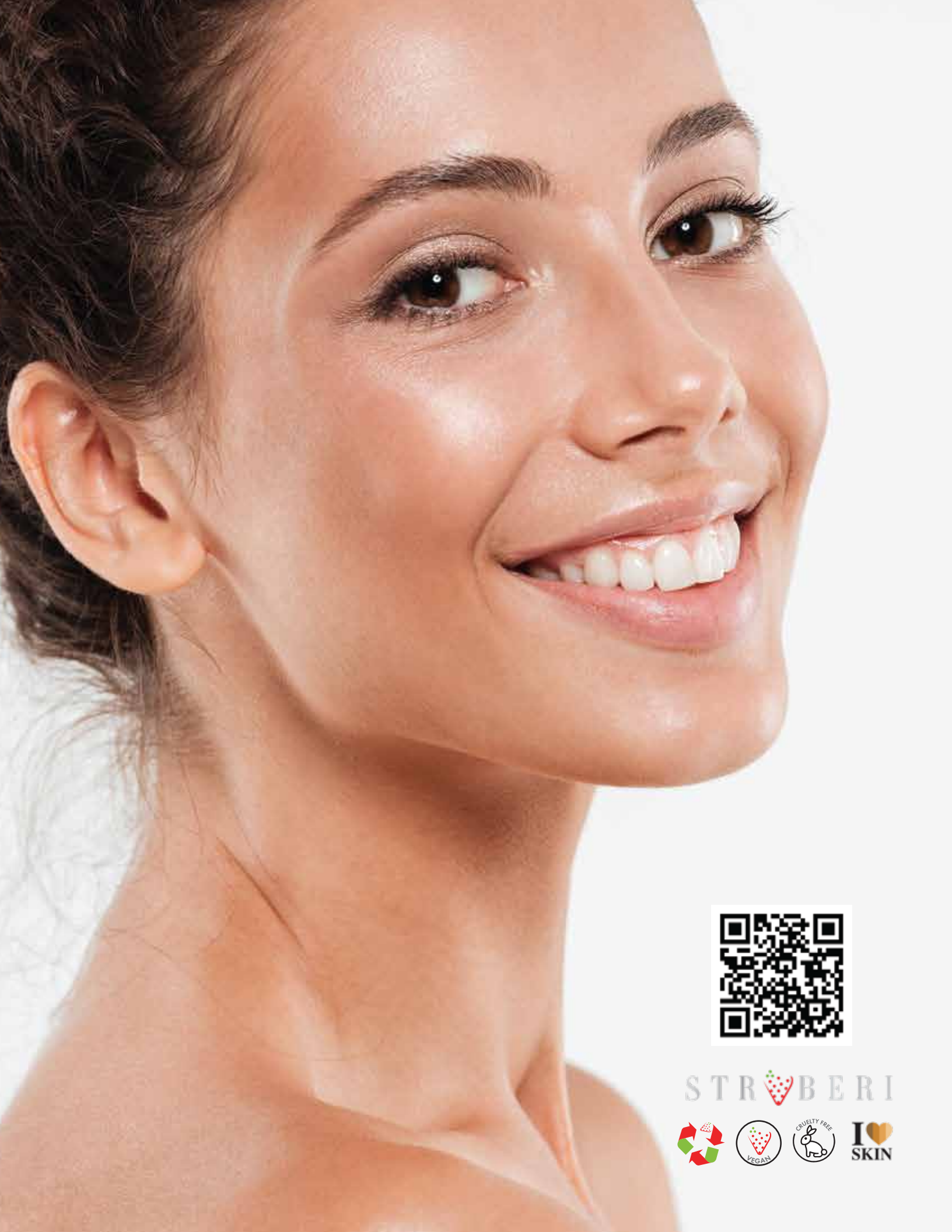


Bubble



Product





STR^{VEG}BERI

