



Brand Guidelines

BRITISH BEAUTY COUNCIL

British Beauty Week returns this October 2026.

This year, we shine a light on **The Impact of Beauty**

A nationwide celebration over two weeks, including a programme of events and an industry day, uniting industry leaders, innovators, policymakers, brands and consumers to champion the **social, economic, and cultural impact of beauty.**

Logomark

The British Beauty Council is delighted to welcome you as an official participant in British Beauty Week.

This toolkit has been created to support your activation and help you make the most of your involvement. Inside, you'll find everything you need to bring British Beauty Week to life across your channels, including:

- British Beauty Week logos and brand assets
- Bespoke logos for your activation
- Examples of how the assets can be used
- Social media guidance and usage

BRITISH BEAUTY WEEK

LOGOMARK



[DOWNLOAD LOGOS HERE.](#)

Colour Palette

The British Beauty Week palette retains the full master brand colour system, anchored by BBCo Red, and introduces one additional tone: BBCo Blush. A soft, light pink shade, BBCo Blush acts as a tonal personality layered over the Red, creating a new energy for the event while maintaining a strong, unmistakable connection to the master brand.

BRITISH BEAUTY WEEK

COLOUR PALETTE

BBCo Red	PMS 188 C	RGB 91 / 21 / 27	CMYK 0 / 77 / 71 / 64	HEX 5C151B
BBCo Blush	PMS 196 C	RGB 251 / 222 / 224	CMYK 0 / 12 / 11 / 2	HEX FBDEEO
Pure White	PMS White	RGB 255 / 255 / 255	CMYK 0 / 0 / 0 / 0	HEX FFFFFF
Soft White	PMS White	RGB 252 / 252 / 252	CMYK 0 / 0 / 0 / 1	HEX FCFCFC
Light Grey	PMS Cool Gray 2 C 25%	RGB 245 / 245 / 245	CMYK 0 / 0 / 0 / 4	HEX F5F5F5
Pale Grey	PMS Cool Gray 2 C 50%	RGB 236 / 236 / 236	CMYK 0 / 0 / 0 / 7	HEX ECECEC
Soft Black	PMS Black 3 C	RGB 23 / 23 / 23	CMYK 0 / 0 / 0 / 91	HEX 171717

Bespoke Logos

To help bring your British Beauty Week activation to life, the British Beauty Council can create a bespoke British Beauty Week logo featuring your brand logo.

If you would like to request a bespoke logo, please share your requirements with us by 10 September. This will ensure we have enough time to create and provide your bespoke asset ahead of British Beauty Week.

Once received, your bespoke logo can be used across your activation communications, including social media, digital channels, marketing materials, websites and in-store or event environments.

Reach out to nicole@britishbeautycouncil.com

BRITISH BEAUTY WEEK

BESPOKE LOGOS



Examples of Usage

We’ve included examples showing how the logos can be incorporated across different applications.

These examples are intended to provide guidance on logo placement and usage, while allowing your brand’s own creative identity to remain at the forefront.

BRITISH BEAUTY WEEK



EXAMPLES OF USAGE



AI generated image for representaion only

Social Media Usage

We encourage you to showcase your involvement across your social media channels and help us celebrate the activations taking place.

When using the British Beauty Week logo, please ensure it is clearly visible and integrated naturally into the creative. We encourage creative and considered placement.

The British Beauty Week logo must not be altered, cropped, stretched, recoloured or modified in any way.

- No AI-generated imagery should be used.
- Imagery should feel high-end, premium and editorial.
- Please tag @britishbeautycouncil

Please share final assets with us for visibility. This allows us to stay across the content and liaise on creative if necessary.

SOCIAL MEDIA USAGE

