

Creative Director: Kristen Kane

Client: MAC cosmetics



Mac stands for Makeup Art Cosmetics. Mac is a highly unique company that markets makeup that is daring, lasts long, and allows you to stand out from the crowd. Mac is impactful, glamorous, beautiful and modern and offers users a look that can be created, whether it is natural or dramatic.

Their motto is "All ages, all races, all sexes, all MAC". The motto of the company explains their product as well as their excellent customer service.

Typeface: Europe Underground Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pantone Colors:



Pantone # ED2590
C=0 M=96 Y=0 K=0



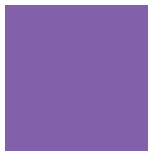
Pantone # 020202
C=75 M=68 Y=67 K=89



Pantone # BID350
C=35 M=0 Y=87 K=0



Pantone # 5CC097
C=63 M=0 Y=54 K=0



Pantone # 8363AA
C=55 M=70 Y=0 K=0



Pantone # E64F55
C=4 M=84 Y=63 K=0



Pantone # F5EB24
C=7 M=0 Y=94 K=0