



Vikki Pink

Brand Guidelines



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VIKKI PINK HAIR AND BEAUTY
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Logo

The full coloured logo with text is best used on white but can be used on the wood background with a white glow. For darker backgrounds and images the white logo option is better.

Simple logo is best to use where logo needs to be smaller or if full logo has been used already.



Color Logo



White Logo on coloured background



Simple logo

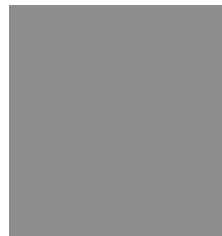
Brand Colors

The primary colour is the Pink and should be always used on all documents using the tear and also for main titles. Green from the leaves should also be included where possible. White background or white on pink is the main colour scheme. Body text is in grey. The gradient from the logo can be used if required.



Pink

C : 26 M : 97 Y : 2 K : 0
R : 163 G : 34 B : 126
#A3227C



Grey

C : 47 M : 36 Y : 36 K : 17
R : 135 G : 136 B : 136
#878888



White

C : 0 M : 0 Y : 0 K : 0
R : 255 G : 255 B : 255
#FFFFFF



Gradient

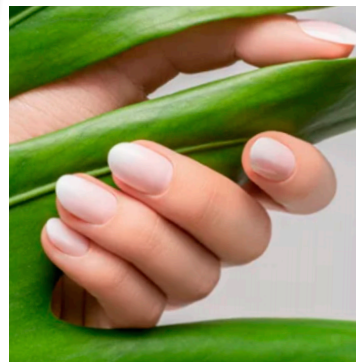
C : 26 M : 97 Y : 2 K : 0 / C : 50 M : 99 Y : 0 K : 0
R : 163 G : 34 B : 126 / R : 128 G : 36 B : 127
#A3227C / #80247F



Background



Imagery frames



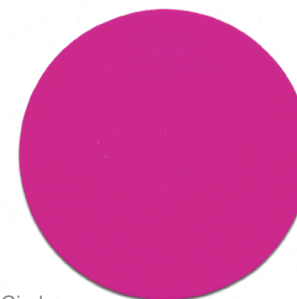
Elements & Imagery

Imagery should include the wood background and the leaves elements where possible. This can be blended to white where needed. The imagery content should be full colour and contain leaf elements where possible. Frames can be either straight or can be the photo frame.

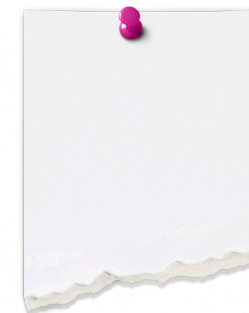
Elements include the tear that should be used top or bottom or to separate sections. The circle is the attention grabber for important information. The note to be used for other info. Notes and pins to create a message/mood board theme.



Tear



Circle



Note

Typography

Primary Typeface

The primary typeface should be used for all titles and should be white on pink or pink on white. Bold titles with white space around. **Subtitles** are also in Arial Bold but with a kerning of 100 points (the letters are spaced out more).

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^*()_+

Aa Bb

Secondary Typeface

The secondary typeface is used for body text and is always in grey. Line spacing should be double spaced where possible.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^*()_+

Aa Bb