BeautiPRO

BRAND IDENTITY KIT

Table of Content
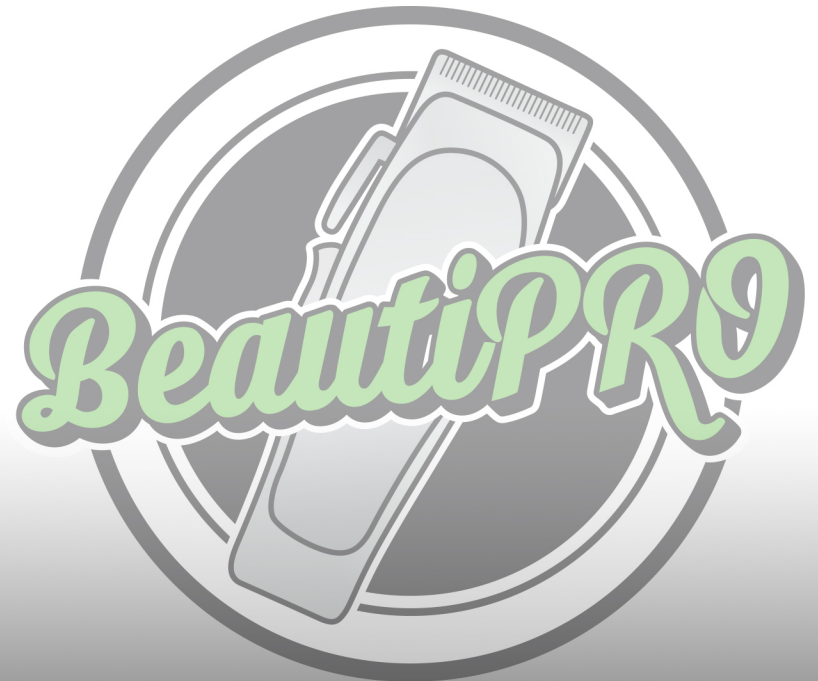
Logos
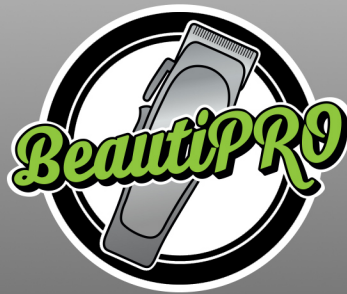
Full Color

Mono

Eblem Logo

Wordmark Logo

Logos Variations

Emblem Logos
This is the current set of emblem logos for Beautipro with a variety of usage.
This page contains full color logos great for web usage and full color prints.

Full Color Logo

Inverted Full Color Logo
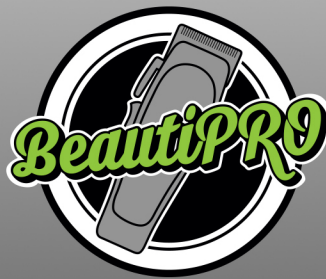

Full Color Logo
with Negative Space

Inverted Full Color Logo
with Negative Space

Logos Variations

Emblem Logos cont.
This is the current set of emblem logos for Beautipro with a variety of usage.
This page contains flat colors of the logo, making them suitable for promo marketing printing.
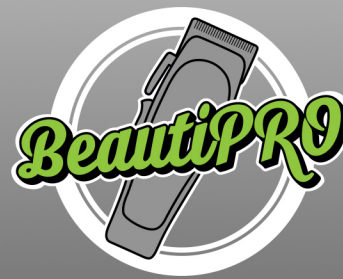

Primary Logo

Inverted Logo

Primary Logo
with Negative Space

Inverted Logo
with Negative Space

Mono Logo

Logos Variations

Wordmark Logos
This is the current set of wordmark logos for Beautipro. They are suitable for web and printing usage especially when space is limited.

Primary Wordmark

Mono Wordmark

Inverted Wordmark

Negatvie Space Wordmark

Brand Colors

BeautiPRO have two main brand colors with several accents. There's flexibility playing with grayscales, but the best results are with the darker shades and lighter tints. The midground of greys would match the saturation of the lime green and disrupt desirable contrast. Contrast is always the goal.
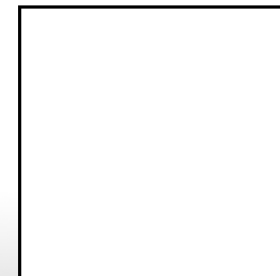
HEX: 8FC73E
PMS: 360 C
RBG: 143   199   62
CMYK: 49   00   99   00

HEX: 000000
PMS: Black 6 C
RBG: 00   00   00
CMYK: 75   68   67   90
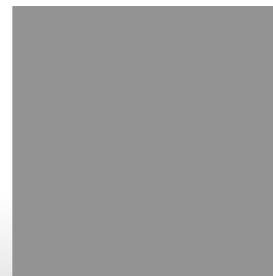
HEX: 939393
PMS: 447 C
RBG: 147   147   147
CMYK: 45   37   37   02

HEX: FFFFFF
PMS: 656 C
RBG: 255   255   255
CMYK: 00   00   00   00

Typography

Primary Font

Look Script Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!@#$%^&*()=

Secondary Font

Bahnschrift - Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789~!@#$%^&*()=

Application