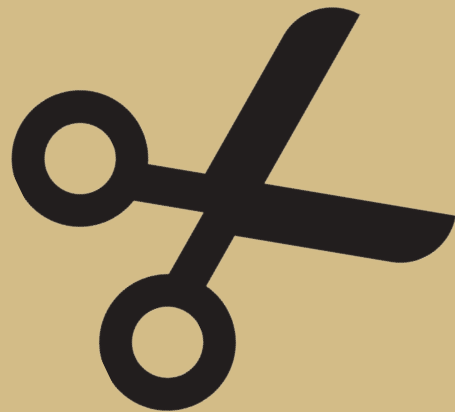


HAIR BY
STEVEN
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The Inspiration



Scissors

+

STEVEN

Owner's Name

The Logo

The goal of the final logo was to be clean and modern while clearly conveying the business message.

Note that the proportions of the logo cannot be changed under any circumstances.



Typograpghy

The SlabTailX-Medium typeface has a bold yet friendly feel, while Dense-Regular adds an elegant twist.

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AaBbCcDdEeFfGg

Dense-Regular

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AaBbCcDd

SlabTailX-Medium

Corporate Colour Palette

Color references:

- RGB: all PDF documents, online materials, web applications, etc.
- Pantone: solid colors for printed materials and stationery, where possible.
- CMYK: 4-color process for external marketing, printed publications, etc.

Black

HEX # 000000
RGB 0-0-0
CMYK 100-100-100-100

Gold

HEX # D4BD88
RGB 211-188-135
CMYK 18-22-53-0

Horizontal & Stacked Versions

Ideally the logo should always be used as the stacked version.

However, in cases where space or proportion is limited the logo can be used horizontally as shown.

Stacked



Horizontal



Colour Variations

These combinations of logo and background colours can be mixed together to add interest.

