



By FlyDog Digital

BRAND GUIDELINES

A Complete Branding Guidelines for Pure Beauty.

BRAND GUIDELINES



WELCOME

Complete Branding Guidelines for Pure Beauty.

Brand guidelines provide the established official policies and standards for the organization's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of Pure Beauty's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the organization are accurate and stays on-brand.



TABLE OF CONTENTS

1. Mood Board	–	01
2. Logo	–	02
3. Textures	–	03
4. Color Palette	–	04
5. Typography	–	05
6. Social Media	–	06
7. Stationary	–	07
8. Photography	–	08
9. Next Steps	–	09

MOOD BOARD

01



MOOD BOARD



BRAND GUIDELINES

LOGOS

02



LOGO FILE TYPES

FILE TYPE	APPLICATION	RESOLUTION	COLOR MODE	BACKGROUND
jpeg	business cards, letterhead, office print jobs	raster file 300 DPI	for print	white
png	website, social media, digital products	raster file 300 DPI	for digital	transparent
eps	signage, wallpaper, letterpress	vector file will not pixelate	for print	transparent

RASTER FILES

Raster files (JPEG & PNG) are the most commonly used graphic file types. They are "flat", unscalable files. They become pixelated when they're increased to a format larger than their original size, causing a blurry effect.

CMYK: PRINT COLOR MODE

CMYK stands for Cyan Magenta Yellow Black. These are the four inks used by most color printers to create their colors.

VECTOR FILES

Vector files (EPS) are scalable, have infinite resolution, and won't become pixelated no matter how large you scale them. Vector files are ideal for larger logo applications or very specific print jobs that require precision in printing or cutting your logo.

RGB: DIGITAL COLOR MODE

Digital devices use Red, Green and Blue channels of light to produce their color spectrum (hence, "RGB").



PRIMARY LOGO

This should be your most-used and most recognizable logo mark. It is intended to live on your website, on your business cards, and anywhere a "first" impression upon a client may be imposed.

Exceptions include when less space is available, a different orientation is desired, or a departure from the primary logo helps make a unique branded impression. Recommended uses for this logo are in your website header, legal documents, pricing guides, business cards, formal advertisements, promotional materials, and packaging.

PURE
BEAUTY
SKINCARE LASHES BROWS



PRIMARY LOGO – ALTERNATIVE COLORS

PURE
BEAUTY
SKINCARE LASHES BROWS

PURE
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SKINCARE LASHES BROWS

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SKINCARE LASHES BROWS



SECONDARY LOGO

A secondary logo should be used when a different orientation is desired, or if a departure from the primary logo helps make a unique impression. Recommended use for this logo is generally the same as the primary logo, but specifically intended for when space restrictions or context makes the secondary a better fit.

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SECONDARY LOGO – ALTERNATIVE COLORS

PURE BEAUTY
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SUBMARK

A submark is used to emphasize and embellish your brand impression in contexts where your primary logo is already in use. It's designed to fit in small spaces and is perfect for packaging or collateral details. Example uses for a submark logo are packaging accents (stamps, tags, etc.), photo watermarks, email signatures, website footer, social media graphics, and profile images.





SUBMARK – ALTERNATIVE COLORS

BRAND GUIDELINES





LOGO CONSTRUCTION GRID

SAFEZONE

The safe zone is a distance the logo must handle with respect to other objects that are placed around the logo.

The size of the safezone (white block) around the logo must equal to the width of the "U" in Pure. Space will change as the size of the logo changes. Logo cannot appear smaller than 45mm wide.



TEXTURES

03



TEXTURES

Custom brand patterns are an incredible way to enhance your brand identity. They communicate personality, add depth + distinction, and strengthen your overall brand recognition. Brand patterns are intended to be used as an accent, so the context in which you use them is important! Since patterns can be busier or multi-colored, consider the appropriate balance to avoid a final design that looks cluttered or distracting.

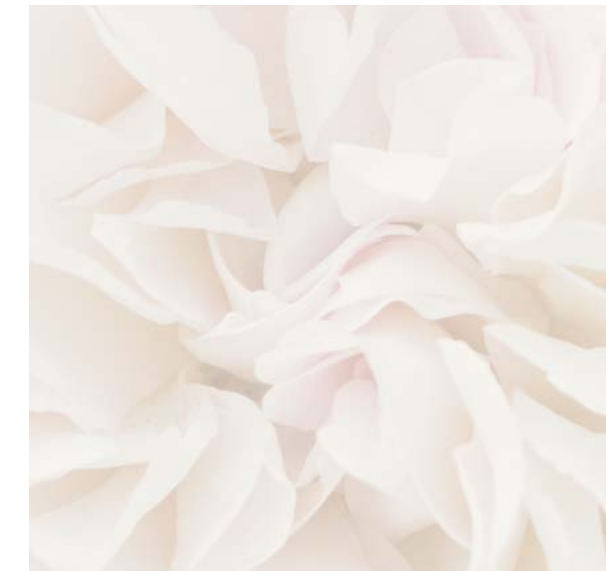
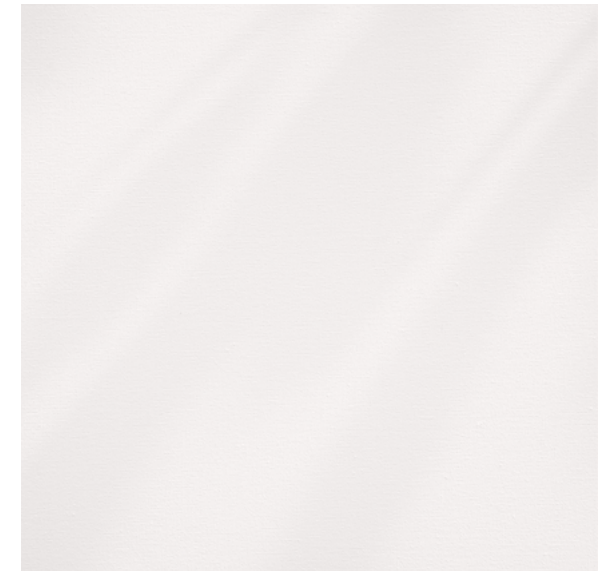
SUGGESTED USES:

- Stationery and envelope liners
- Packaging details (tape, belly bands, box design, tissue paper, stickers, and more)
- Social media graphics or accents
- Website banners
- Business cards





TEXTURES



COLOR PALETTE

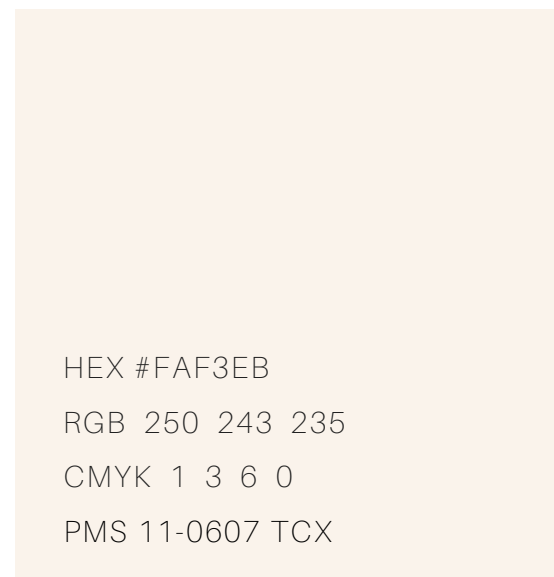
04



COLOR PALETTE GUIDELINES

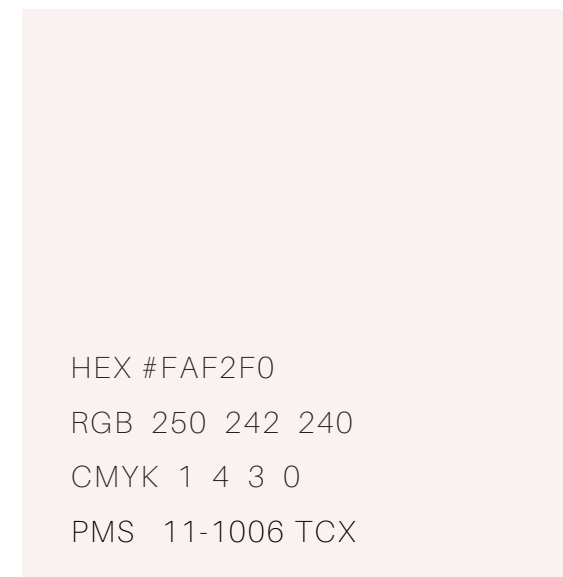
Your primary palette is six colors. Your primary colors help people to quickly identify your brand. They should be used most often, especially for when you are making a first impression with your logo and for call-to-action buttons on a website.

For web and digital applications, use the HEX values (#xxxxxx) provided. Note that colors may vary on different computers or devices, due to inconsistent monitor color calibration. For printing, it's best to use the Pantone Matching System (PMS) colors, unless an option to use HEX is given. Some printers may request a CMYK matching code, which we are happy to provide if needed.



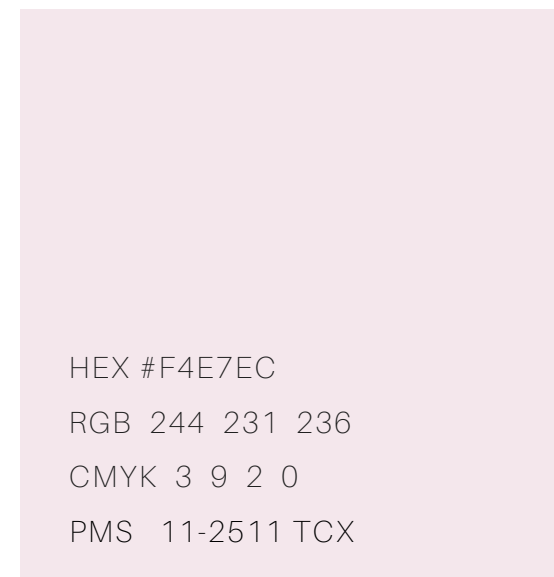
HEX #FAF3EB
RGB 250 243 235
CMYK 1 3 6 0
PMS 11-0607 TCX

CREAM



HEX #FAF2F0
RGB 250 242 240
CMYK 1 4 3 0
PMS 11-1006 TCX

BLUSH



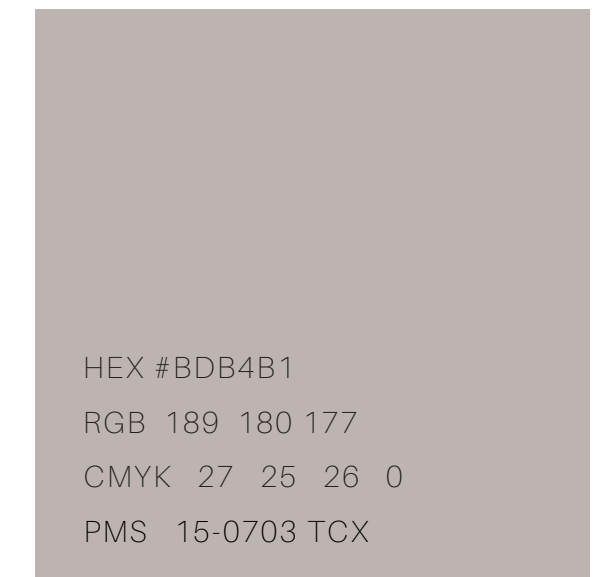
HEX #F4E7EC
RGB 244 231 236
CMYK 3 9 2 0
PMS 11-2511 TCX

PEONY



HEX #D6CECB
RGB 214 206 203
CMYK 15 16 16 0
PMS 14-0000 TCX

SAND



HEX #BDB4B1
RGB 189 180 177
CMYK 27 25 26 0
PMS 15-0703 TCX

STONE



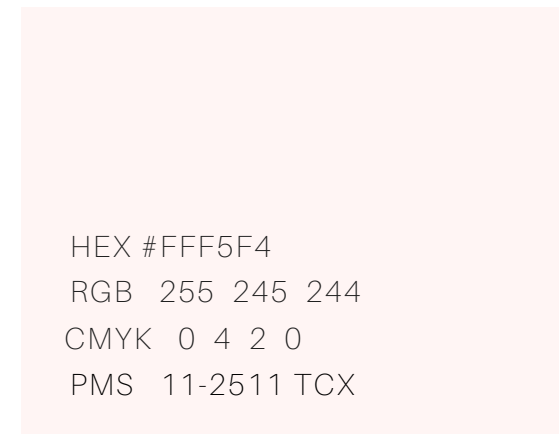
SECONDARY COLOR PALETTE

A secondary color palette may be used to complement the primary palette but **never** to substitute.



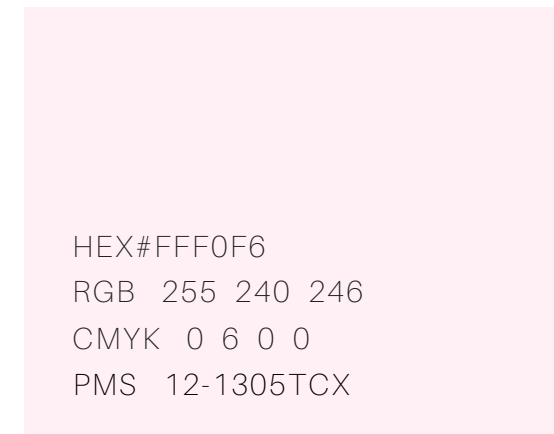
HEX #EFE8DF
RGB 239 232 223
CMYK 5 7 11 0
PMS 11-4801 TCX

ALABASTER



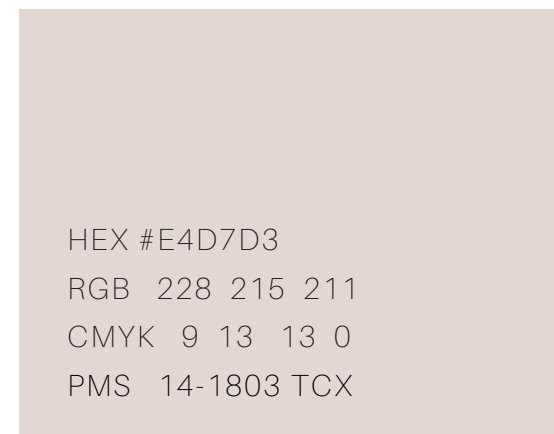
HEX #FFF5F4
RGB 255 245 244
CMYK 0 4 2 0
PMS 11-2511 TCX

BALLET SLIPPER



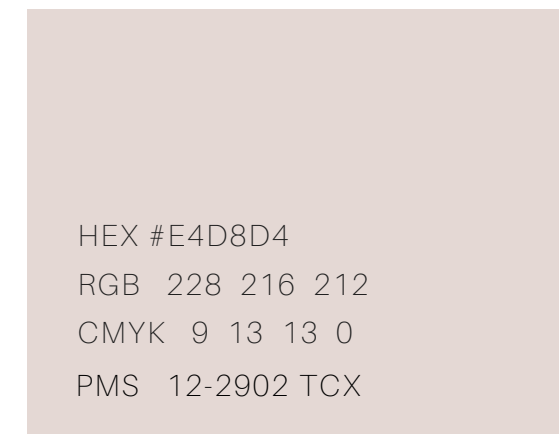
HEX#FFF0F6
RGB 255 240 246
CMYK 0 6 0 0
PMS 12-1305TCX

BLUSHING ROSE



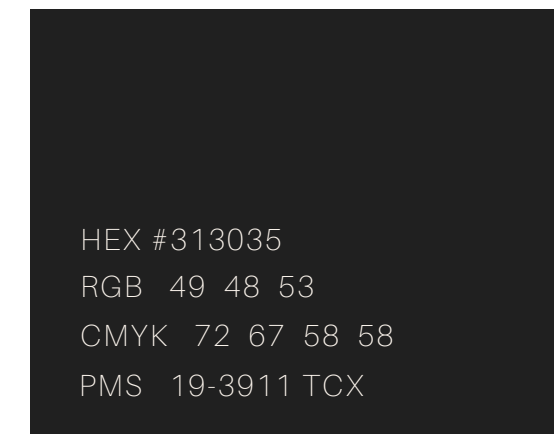
HEX #E4D7D3
RGB 228 215 211
CMYK 9 13 13 0
PMS 14-1803 TCX

ISABELLINE



HEX #E4D8D4
RGB 228 216 212
CMYK 9 13 13 0
PMS 12-2902 TCX

TAN



HEX #313035
RGB 49 48 53
CMYK 72 67 58 58
PMS 19-3911 TCX

ESPRESSO



COLOR PAIRINGS

EFFECTIVE COLOR PAIRINGS:

These examples represent examples of the brand colors that pair well together.

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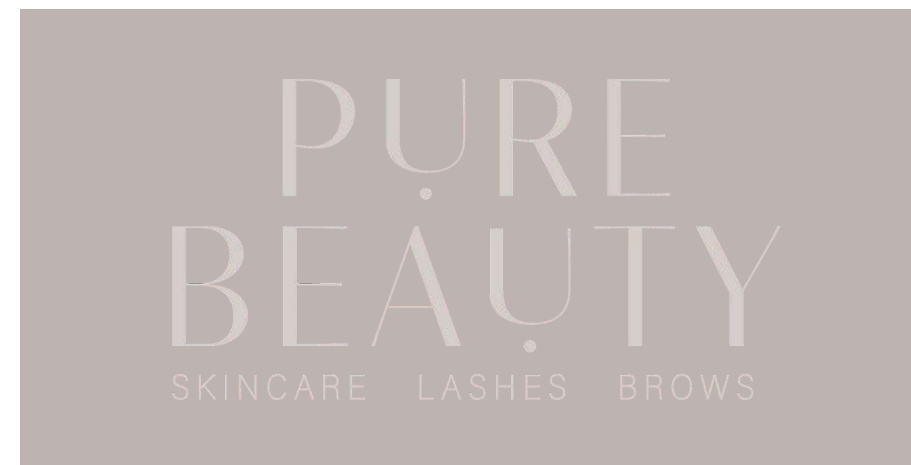
COLOR PAIRINGS

INEFFECTIVE COLOR PAIRINGS:

These examples represent examples of the brand colors that do not pair well together.



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TYPOGRAPHY

05



HEADING

ALTA

Style: ALL CAPS

Letter Spacing: 50 pts.

Minimum: 22 pts.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ.
0123456789!@#\$%^&*

AA BB



ACCENT

BD SCRIPT

Letter Spacing: 0 pts.

Minimum: 75 pts.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z .

*0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & **

Aa Bb



BODY

AILERON THIN

Letter Spacing: 0 pts.

Minimum: 25 pts.

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

abcdefghijklmnopqrstuvwxyz.

0123456789!@#\$%^&*

A a B b

SOCIAL MEDIA

06

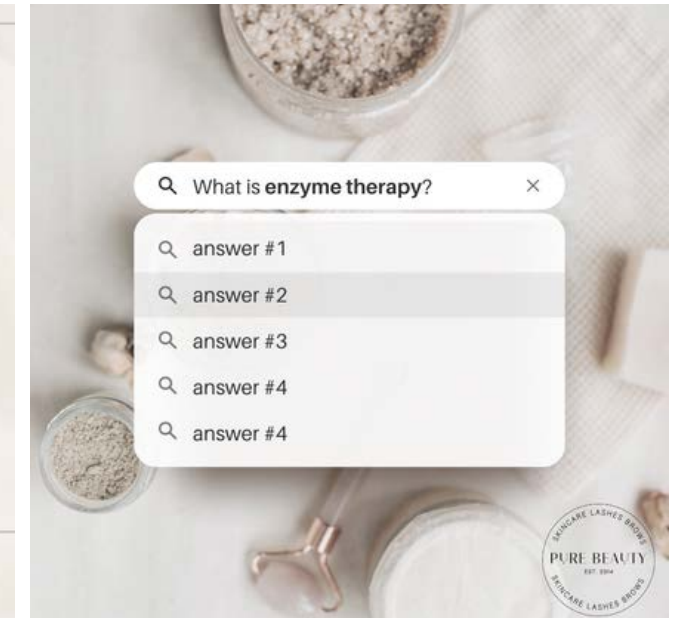


SOCIAL MEDIA

Your social media and other marketing efforts are an extension of your brand and should be treated as such. Your target audience should easily be able to tie your website and social presence.

All social media (Instagram, Facebook, LinkedIn, Pinterest, etc) graphics should be on brand using the fonts, typography, color palette, and textures found in this brand guideline. We've created a few templates based on your brand to help you get started!

To access your Instagram Templates, follow this link: bit.ly/3RtjQDg.



STATIONARY

07



BUSINESS CARDS

Business cards are often how you make a first impression. Your business cards should clearly represent your brand with your logo, typography, fonts, and colors as found in this brand guideline.

The main logo should be used here.

We've created a mock-up of business cards for your brand here. If you're interested in full business card design, please contact us!



PHOTOGRAGPHY

08



PHOTOGRAPHY STYLE

While you may source photos from a variety of sources (professional brand photos, stock photos, studio photos, and client before & afters), you'll want all photos to be edited in a consistent manner to achieve cohesiveness across your brand.

Keep in mind the mood board and luxe feel that the brand has when selecting and editing photos.



NEXT STEPS

09



PLACES YOU MAY NEED TO UPDATE YOUR WITH YOUR NEW BRANDING

Social Media

- Instagram profile image
- Facebook profile image & banner
- Twitter profile image & banner
- TikTok profile image
- LinkedIn profile image & banner
- YouTube profile image & banner
- Etsy Shop profile image & banner
- Linktree profile image & color palette

Print Materials

- Business Cards
- Letterhead

Email Marketing

- Email Signature
- Email Header/Banner

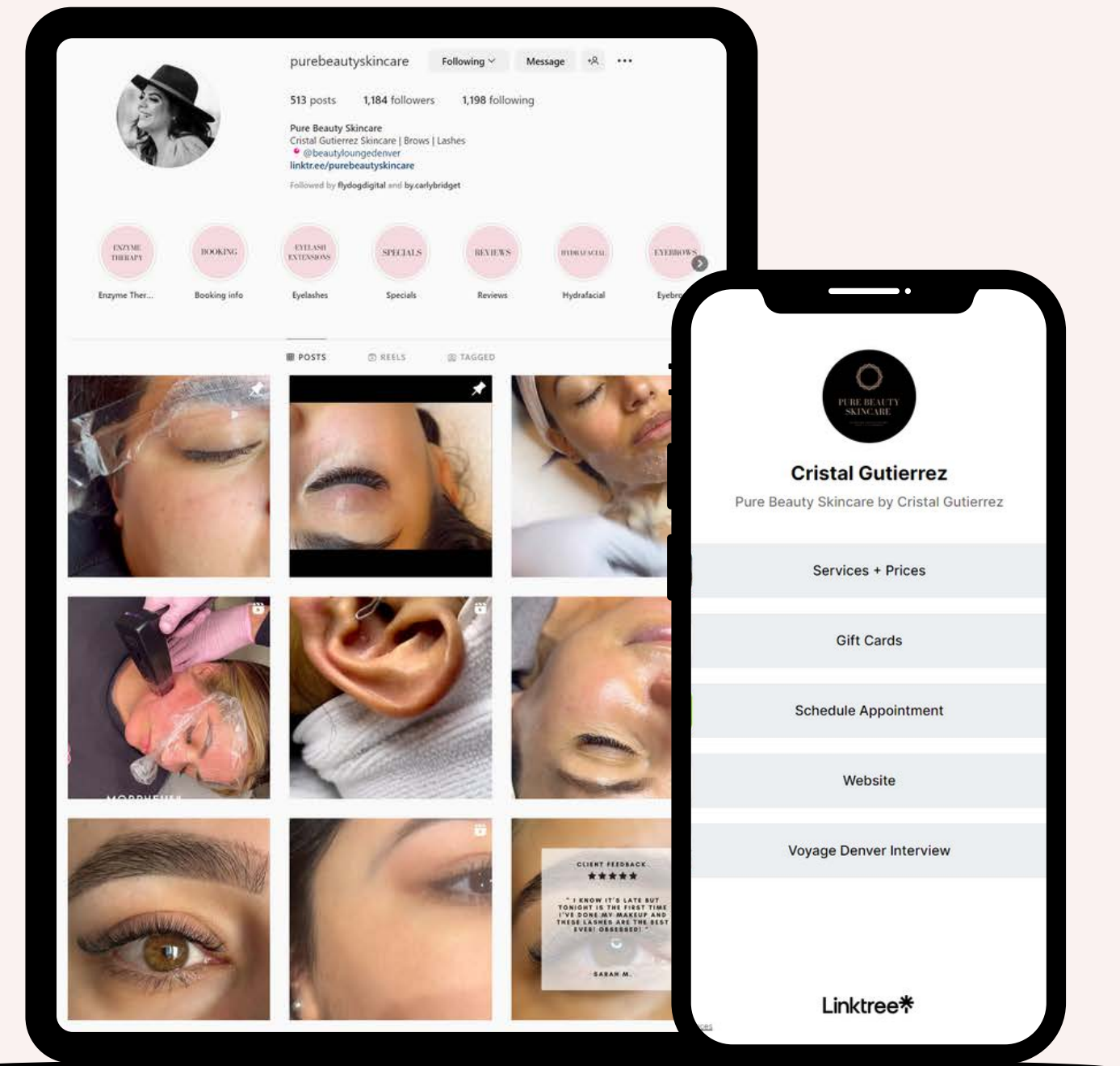
CRM

- HoneyBook, Dubsado

Project Management Software

- Asana, ClickUp, Trello

Website, of course!





CONTACT

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