



BRAND STYLE GUIDE

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MISSION STATEMENT

Shine in the Market's new identity showcases the company's style and sophistication while keeping it's friendly vibe. The circular shape mimics the interior decor while also staying true to the original and familiar logo design. The color palette chosen for the brand supports the modern aesthetic of the company and the friendly welcoming nature of the location.

This brand style guide lays out a series of guidelines to follow while designing for the brand. These guidelines ensure that the design elements are applied correctly in every application. Following these guidelines makes for a successful and cohesive brand identity.

LOGO // BLACK & WHITE



LOGO // BLACK & WHITE REVERSED OUT



LOGO // COLOR OPTIONS



C: 28	R: 177
M: 95	G: 47
Y: 37	B: 103
K: 4	



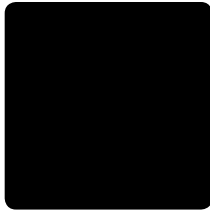
C: 74	R: 1
M: 8	G: 175
Y: 19	B: 200
K: 0	



C: 43	R: 154
M: 0	G: 205
Y: 70	B: 120
K: 0	

COLOR PALETTE

PRIMARY COLOR PALETTE:



C: 28 **R:** 177
M: 95 **G:** 47
Y: 37 **B:** 103
K: 4

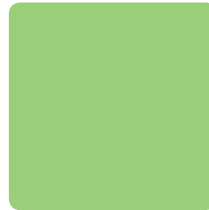


50%



10%

SECONDARY COLOR PALETTE:



C: 28 **R:** 177
M: 95 **G:** 47
Y: 37 **B:** 103
K: 4



C: 28 **R:** 177
M: 95 **G:** 47
Y: 37 **B:** 103
K: 4



C: 28 **R:** 177
M: 95 **G:** 47
Y: 37 **B:** 103
K: 4



50%



10%



50%



10%



50%

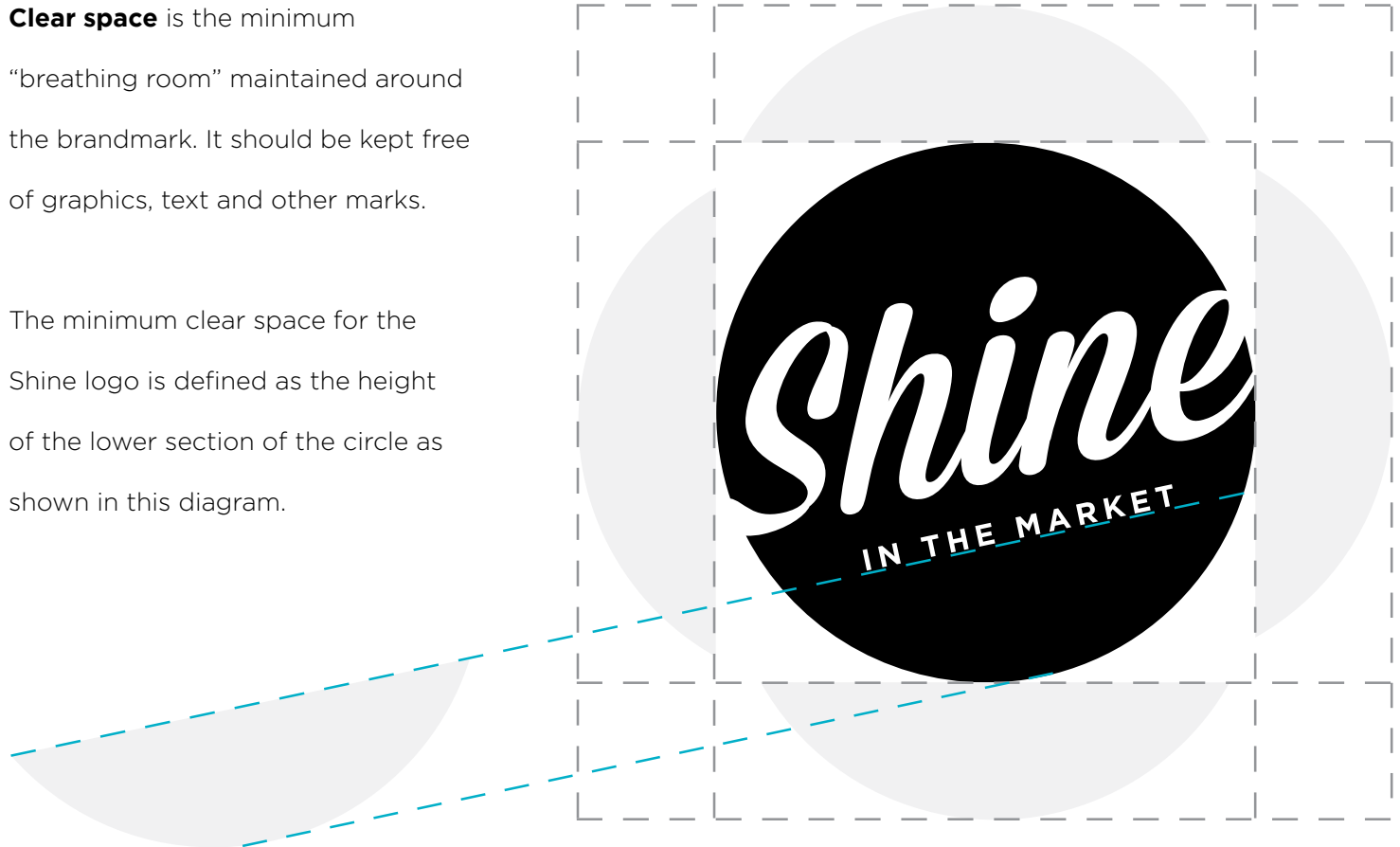


10%

CLEAR SPACE

Clear space is the minimum “breathing room” maintained around the brandmark. It should be kept free of graphics, text and other marks.

The minimum clear space for the Shine logo is defined as the height of the lower section of the circle as shown in this diagram.



MINIMUM SIZE



1.5"

For visibility reasons, the Shine logo should not be displayed at any size smaller than 1.5 inches.

APPROVED USAGE



Black on White: The Shine logo should be used in full black when used on a light colored background.



Color on White: The Shine logo should be used in full color, selecting from the primary color palette. The logo should be used in color only on light colored backgrounds.



Reversed out of Black: The Shine logo should be solid white when on a dark background.

IMPROPER USAGE

Improper usage of the Shine logo compromises its integrity and effectiveness. The examples of logo misuse shown here are not comprehensive; they are only a small sample of possible misuses of the Shine logo. To ensure accurate, consistent reproduction of the Shine logo, never alter, add to, or attempt to recreate it.



Don't use a gradient or pattern for the logo.



Don't typeset the wordmark.



Don't outline the logo.



Don't change the color of the logo.



Don't stretch the logo.



Don't change the logo's orientation.



Don't crop the logo.

TYPOGRAPHY

Gotham - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 {(.,:;!¿?&\$¢)[]}

Gotham - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

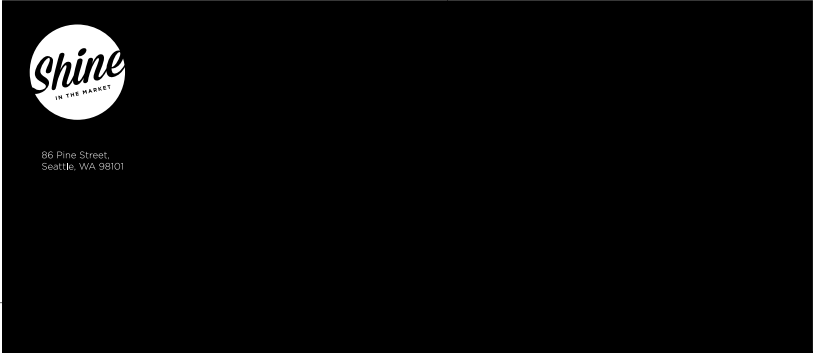
1234567890 {(.,:;!¿?&\$¢)[]}

IMAGERY & TEXTURE



IDENTITY APPLICATIONS // BUSINESS CABINET

Gotham typeface should be used on all communications for Shine in the Market collateral materials including publications, correspondence, and online.



IDENTITY APPLICATIONS // PRINTED GOODS



Retail Bag

Appointment Cards



NEXT APPOINTMENT // WE LOOK FORWARD TO SEEING YOU!

DATE: _____

EMILY CURRAN 206.441.3000

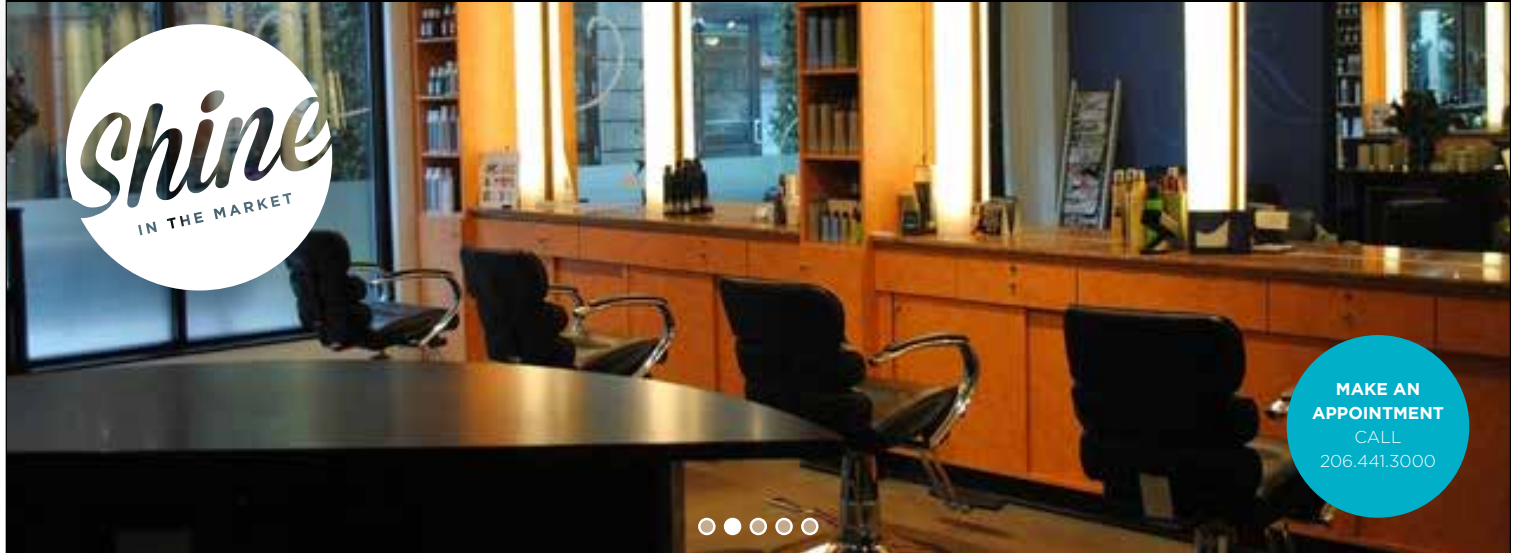


NEXT APPOINTMENT // WE LOOK FORWARD TO SEEING YOU!

DATE: _____

DEVAN WHITE 206.441.3000

IDENTITY APPLICATIONS // WEBSITE



WELCOME TO SHINE IN THE MARKET.

We're glad you found us. Shine is a boutique hair salon in the heart of the world-renowned Pike Place Market. We are a collective of stylists with a penchant for the modern and an appreciation for the classics. We skillfully combine the best of both without losing the connection (artistically speaking) to our roots.

OUR EXPERTISE INCLUDES, but is never limited to: cuts for men, women, and yes, kids, inspired coloring, foils, extensions, smoothing treatments, and perms.





