

BRAND GUIDE

IMAGE[®]
STUDIOS

OUR MISSION: IMAGE STUDIOS[®] WAS DESIGNED FOR INDUSTRY PROFESSIONALS LIKE YOU, MAKING IT POSSIBLE TO HAVE YOUR OWN SALON AND BE YOUR OWN BOSS WITHOUT THE USUAL EXPENSE, HEADACHE, AND HASSLE OF OWNING A TRADITIONAL SALON. **OUR CONCEPT IS SIMPLE:** WE PROVIDE AN INCREDIBLE SPACE AND ATMOSPHERE – YOU BRING YOUR PASSIONS, TALENT, AND CLIENTELE.

LOGOS

IMAGE[®]
STUDIOS

IMAGE[®] STUDIOS

IMAGE[®]
STUDIOS

IMAGE[®]
STUDIOS

FONTS

GOTHAM

Light
Light Italic
Book
Book Italic

Medium
Medium Italic
Bold
Bold Italic

The Gotham font family should be used as the primary font for titles, body copy, and call-outs. Use this font whenever possible. Gotham is a sans serif that brings a modern, clean look to the brand.

MONTSERRAT

Light
Light Italic
Regular
Italic

Medium
Medium Italic
Bold
Bold Italic

When Gotham is unavailable, such as for web or mobile applications, Montserrat font family should replace it in those instances.

DIDOT

REGULAR

BOLD

Didot may be used sparingly and should be used in all caps. This font brings an elegance, high end look and feel to the brand and can make a statement.

BRAND GUIDE

COLORS

PRIMARY	BRIGHT PINK  PRINT pms 225c c4 m96 y0 k0 DIGITAL r227 g35 b144 hex# e32390	BLUSH PINK  PRINT pms 673c c9 m59 y0 k0 DIGITAL r221 g132 b183 hex# dd84b7	PLUM  PRINT pms 2613c c70 m100 y20 k7 DIGITAL r106 g40 b117 hex# 6a2875	DARK LAVENDER  PRINT pms 2577c c35 m57 y0 k0 DIGITAL r168 g125 b184 hex# a87db7
	TRUE BLACK  PRINT c75 m68 y67 k90 DIGITAL r1 g1 b1 hex# 010101	CHARCOAL  PRINT c0 m0 y0 k90 DIGITAL r105 g106 b108 hex# 696a6c	SLATE  PRINT c0 m0 y0 k30 DIGITAL r188 g189 b192 hex# bcbcd0	LIGHT GRAY  PRINT c0 m0 y0 k10 DIGITAL r230 g231 b232 hex# e6e7e8
	DARK CHARCOAL  PRINT pms 432c c78 m64 y53 k44 DIGITAL r51 g63 b73 hex# 333f48	LAVENDER  PRINT pms 264c c22 m36 y0 k0 DIGITAL r195 g167 b207 hex# c3a7cf	LIGHT PINK  PRINT pms 189c c0 m46 y7 k0 DIGITAL r245 g161 b186 hex# f5a1ba	SILVER  PRINT pms 877c (metallic) c47 m37 y37 k2 DIGITAL r143 g145 b146 hex# 8f9192
	ALTERNATES			

