



# BEAUTY ROOM KENT BRAND GUIDELINES

CLAUDIA STONE  
MARKETING & WEB DESIGN

CLAUDIA STONE



# LOGO

The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as a brand.



BEAUTY ROOM  
KENT

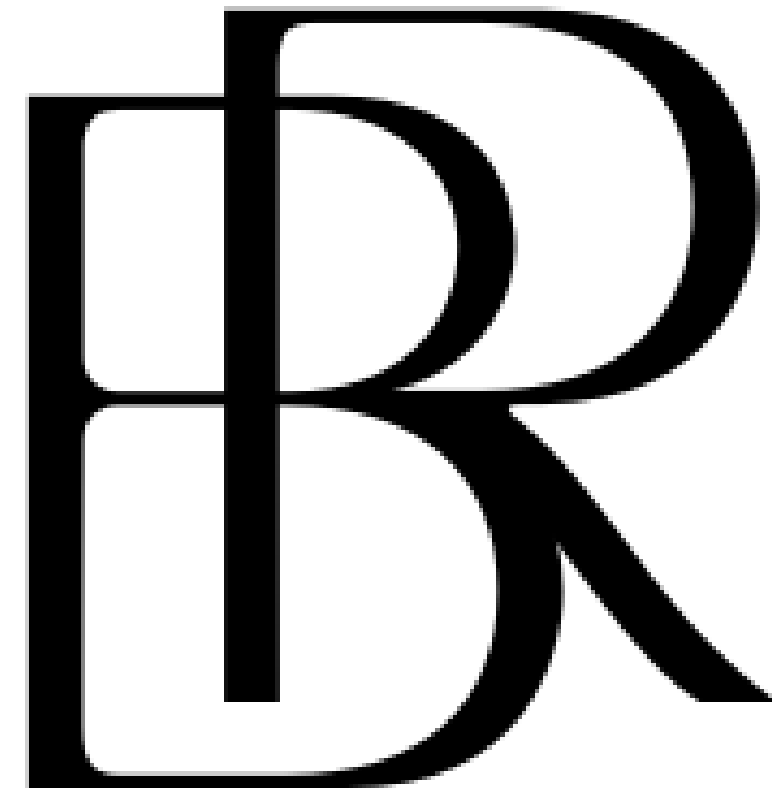
# SUBMARK LOGO

A submark is a simplified version of your logo that can easily be used on a smaller scale. Your submark is not a second logo. It's more along the lines of an extension of your primary logo

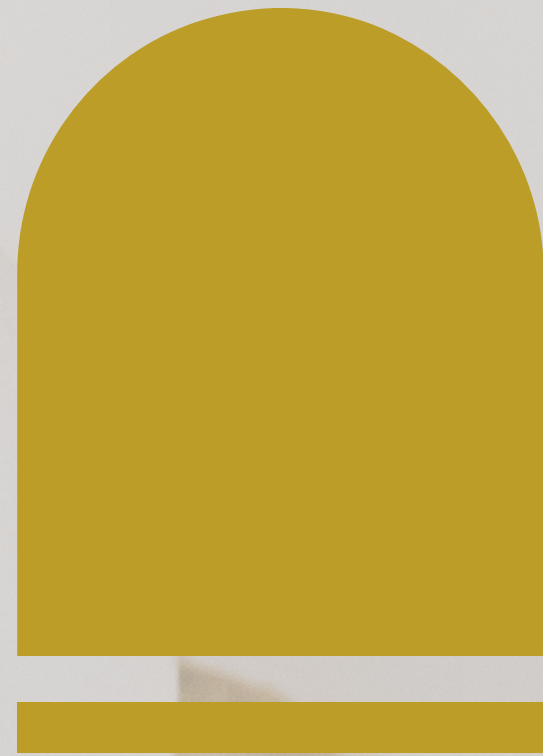
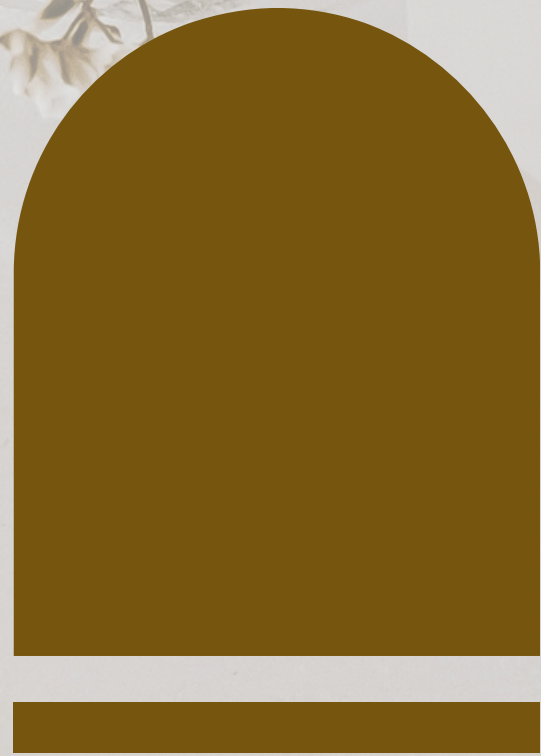
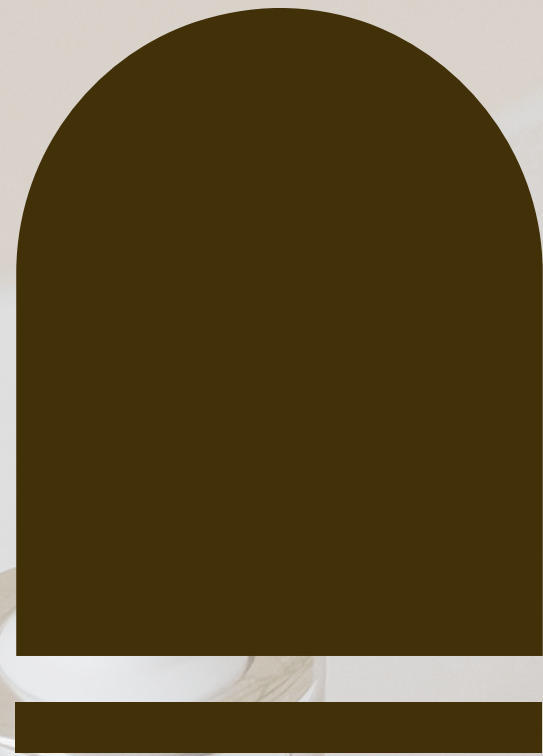
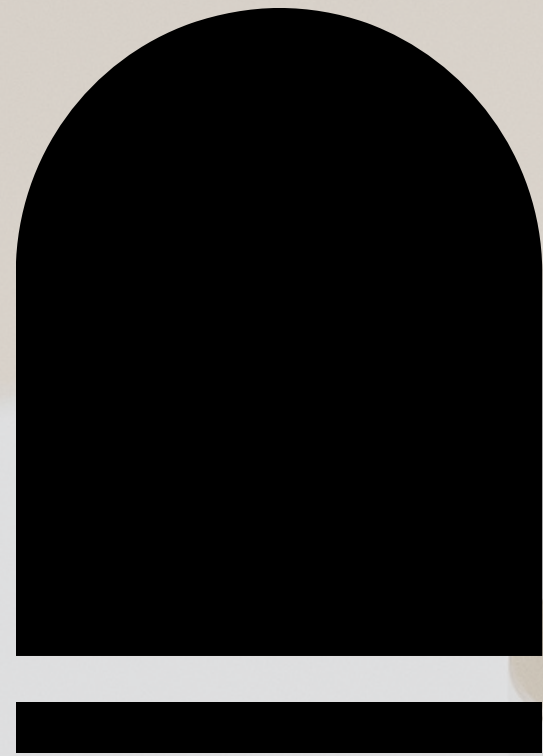


# FAVICON

A favicon; short for favorite icon), also known as a shortcut icon, website icon, tab icon, URL icon, or bookmark icon, is a file containing one or more small icons associated with a particular website or web page.



PALETTE  
BRAND COLOURS



T Y P O G R A P H Y

Typography is a powerful brand tool when used consistently. This set of fonts best represents the minimal and elegant feel of the brand and should be used across all print and web applications. Hatton is our corporate typeface, it should be used in all body text where typography is required. It is a simple, clean, and legible typeface that compliments our logo.

TAN MON  
CHERI

REBORN  
ABCDEFGHIJKL  
MNOPRSTUVWXYZ

abcdefghijklmnop  
qrstuvwxyz  
1234567890!@#%  
&()+

BODY

NADA  
ABCDEFGHIJKL  
MNOPRSTUVWXYZ

abcdefghijklmnop  
qrstuvwxyz  
1234567890!@#%&()+