

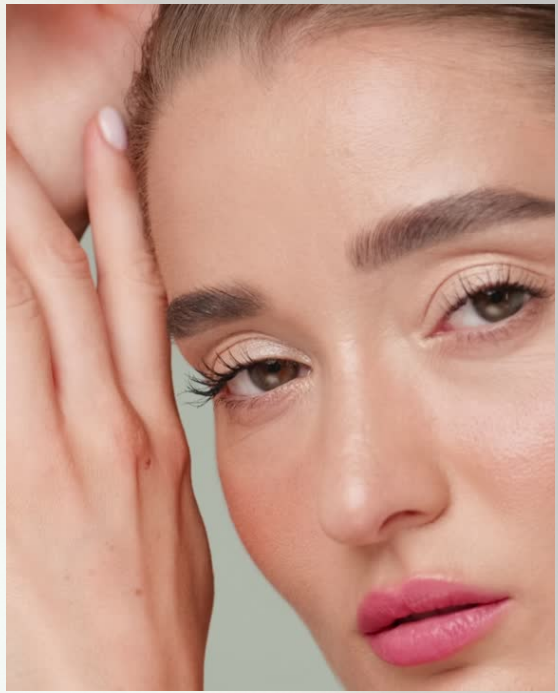
A close-up photograph of a woman's face, partially covered by a white, textured facial mask. A hand in a pink glove is visible, applying or adjusting the mask. The background is softly blurred, showing more of the woman's face and the pink glove.

Rosaleen

BRAND GUIDELINES



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.

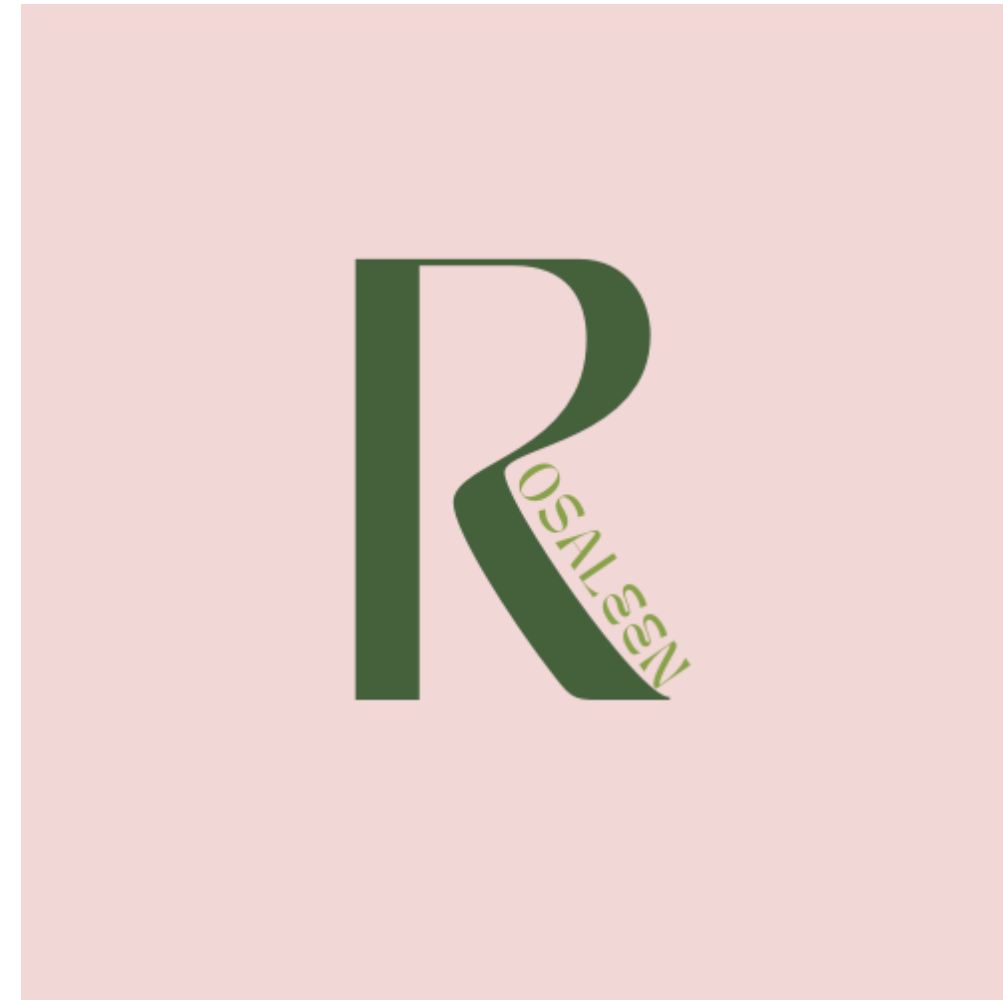
The logo for Rosaleen Beauty & Skincare Therapist is displayed on a dark green background. The word "ROSALEEN" is written in a large, pink, serif font. Below it, the words "Beauty & Skincare Therapist" are written in a smaller, pink, sans-serif font.

ROSALEEN
Beauty & Skincare Therapist

LOGO COLOUR VARIATIONS

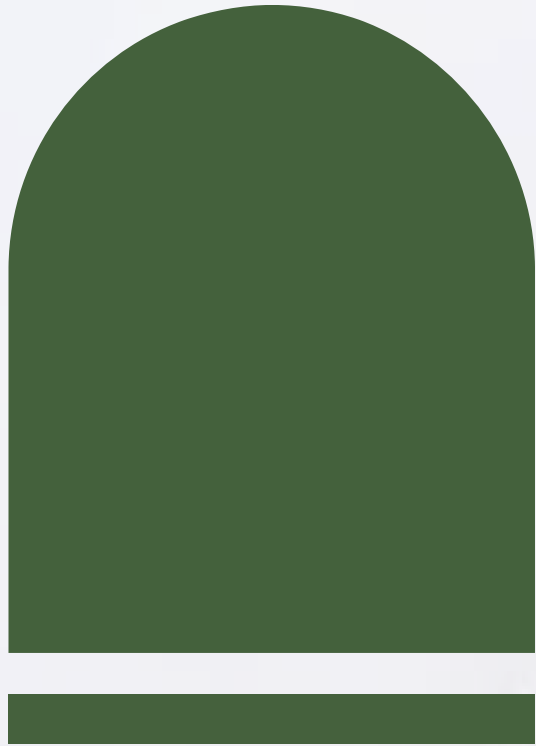


SECONDARY LOGO

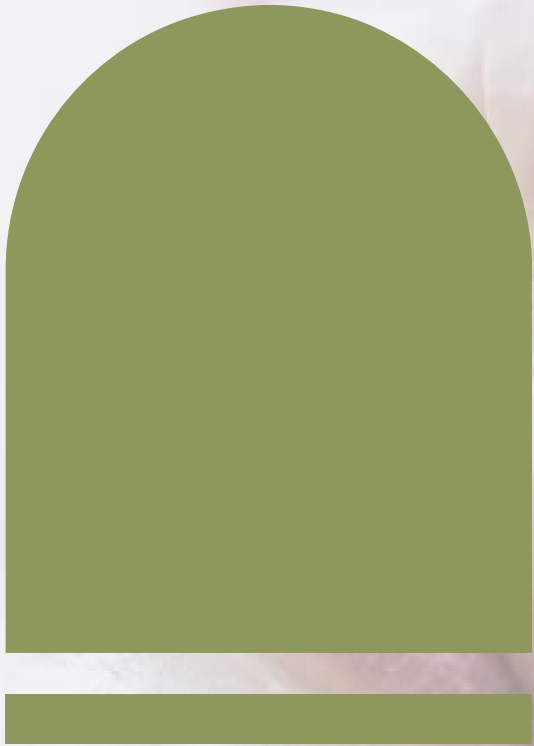


Palette

BRAND COLOURS



#45613d



#8E985D



#F28C9F



#F1D7D7



#FFEFEF

Typography

TITLE FONT

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 AEGEAN

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

TAN MERINGUE

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+

Typography

PRIMARY FONT

TAN MON CHERI

ABCDEFGHIJKL
MNOPRSTUVWXYZ

abcdefghijkl
mnoprstuvwxyz

1234567890!@#%&()+