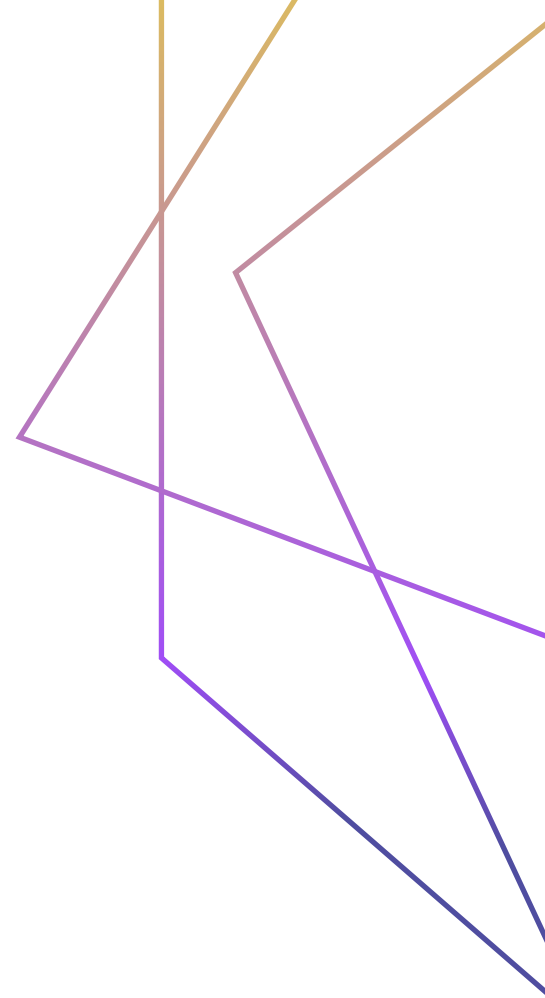


Brand Guidelines

T O P 5 L U X E B E A U T Y

An Overview

This document Communicates the brand identity of brand name. Clearly articulating the mission, values and persona for the design of all subsequent brand artifact.





Founders Vision

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Cynthia Childrey-Hameen

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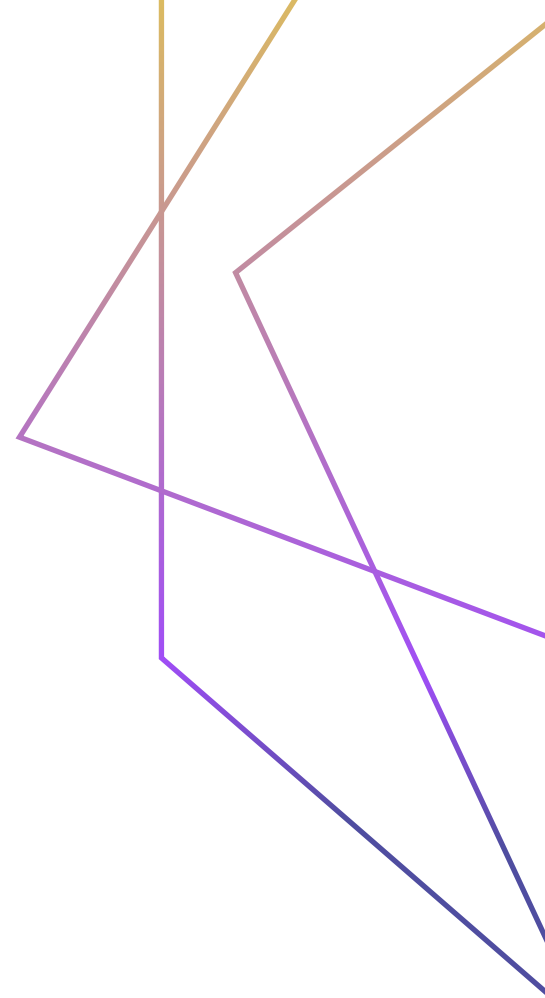
05 Image Guidelines

Mission Statement

01



We took a good hard mission around the beauty space and noticed something: You need better choices. You need products that truly enhance your well-being. Different fonts, colours, typography has been used that define the hierarchy of your content in two ways: size and colour. Intuitively grasp the colour, the most attractive it will be; the more it attracts others. People are visual creatures and they rely on colour to an extraordinary degree.

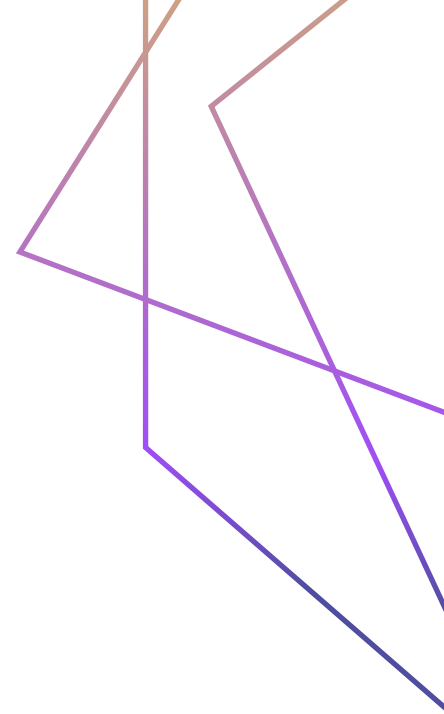


Brand Colours

02

Brand Colours

The brand's colours can tell more than you can imagine about your business. We have used primary colour such as yellow which is the most attention-grabber colour. Purple, the brand used for cosmetics or high-end retail, black is the powerful colour and blue which give a very promising look. Font colours are one of the first things guests and visitors will notice about your home; give other impressive looks.



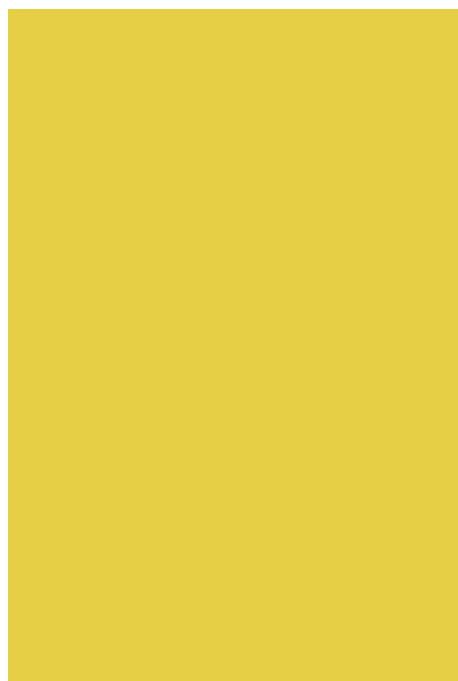
Primary Colors



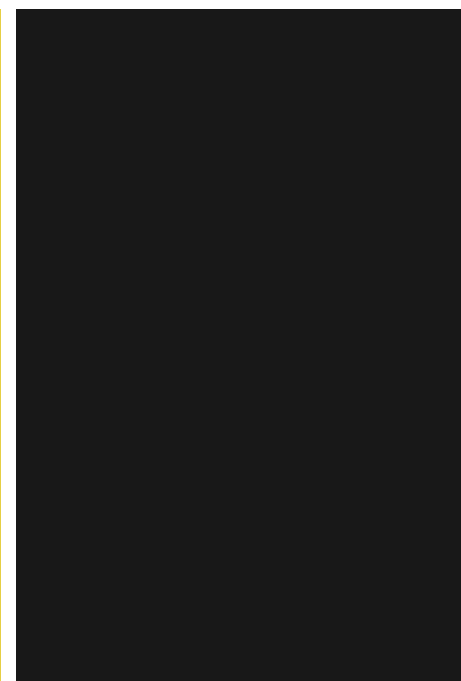
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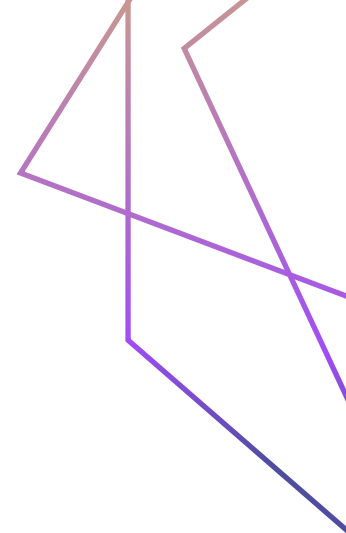
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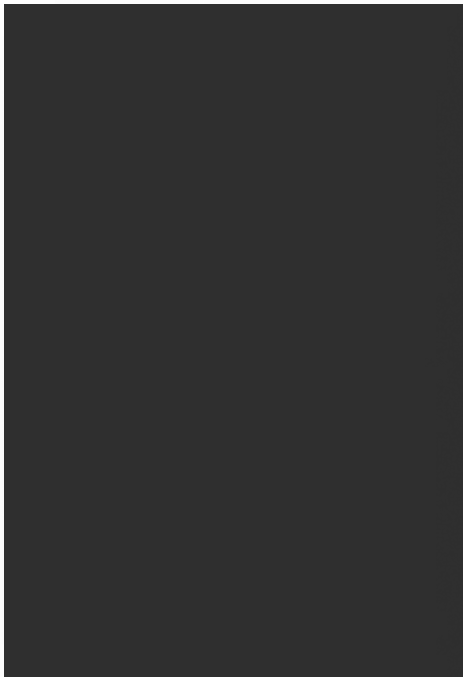
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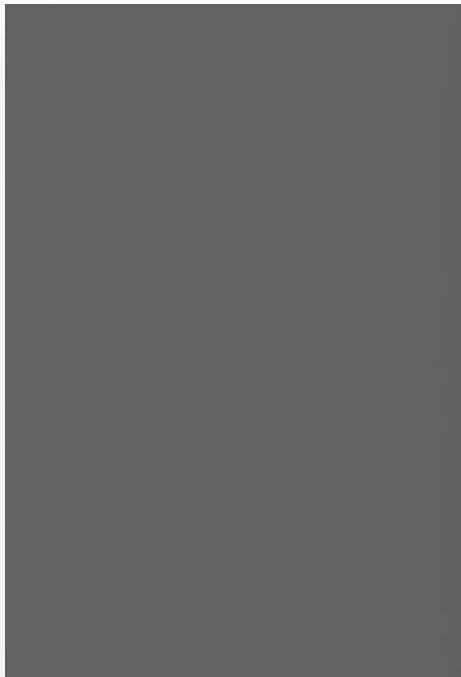
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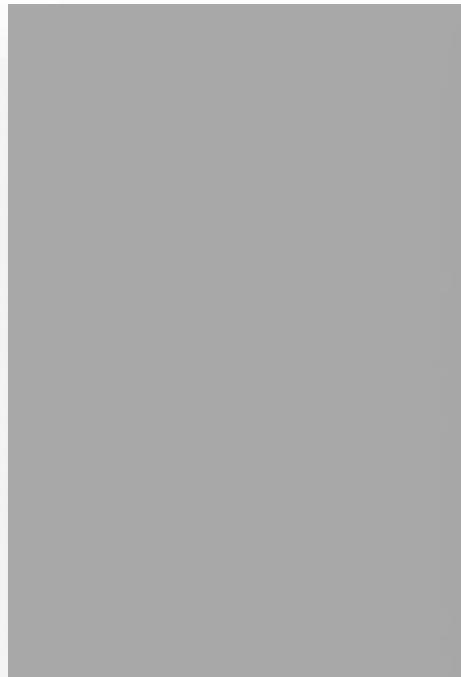
Font Colors



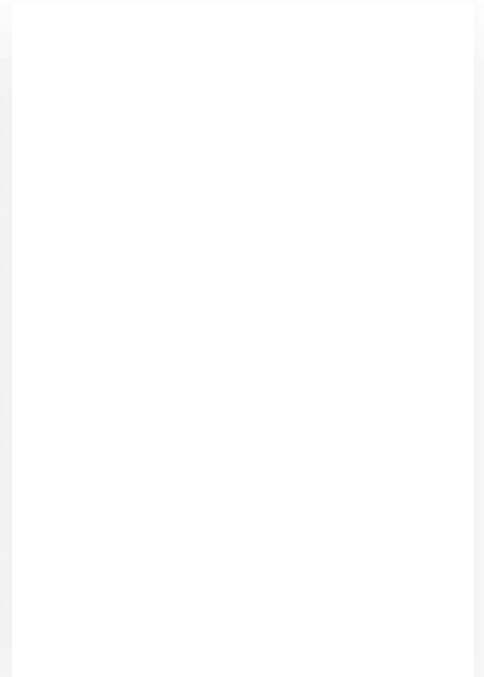
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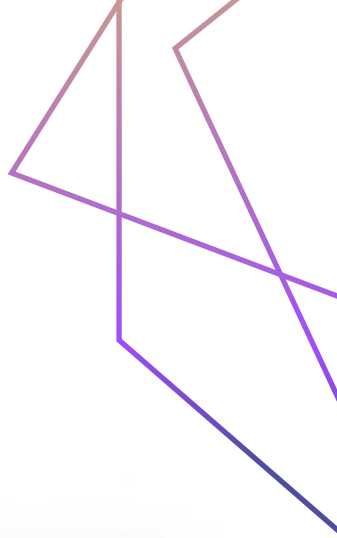
HEX# 626262 ———



HEX# A8A8A8 ———



HEX# FFFFFFFF ———



Logo & Usage

03

Top 5 Luxe Beauty logo

A logo is a picture that represents your business. A wordmark is a decent choice in case you're another business and need to get your name out there, simply ensure that name is adequately short to exploit the plan. Anything too long can look excessively jumbled. Wordmark logo had an effect on individuals and industry and keep this logo always in each individual brain. It has its own excellence. Wordmark logo is a smart thought on the off chance that you have a particular business name that will stick in clients' psyches. Having your name in an extraordinary, planned text style will make your image all the stickier. Wordmark logos are anything but difficult to repeat across showcasing material and marking consequently making them exceptionally versatile alternatives for another, and creating, business. Wordmark logo configuration is tied in with keeping it basic. The sort just look is a famous decision across businesses, particularly media, style, fashion, cosmetics and food. We have utilized two kinds of textual style in this logo: the serif and other one is a script style. Serif typefaces do not have any adornment on the finishes of letterforms. Content typefaces are one of the least generally seen styles in web composition, and all things considered: Scripts will, in general, bring out particular feelings with clients and can frequently be hard to peruse.



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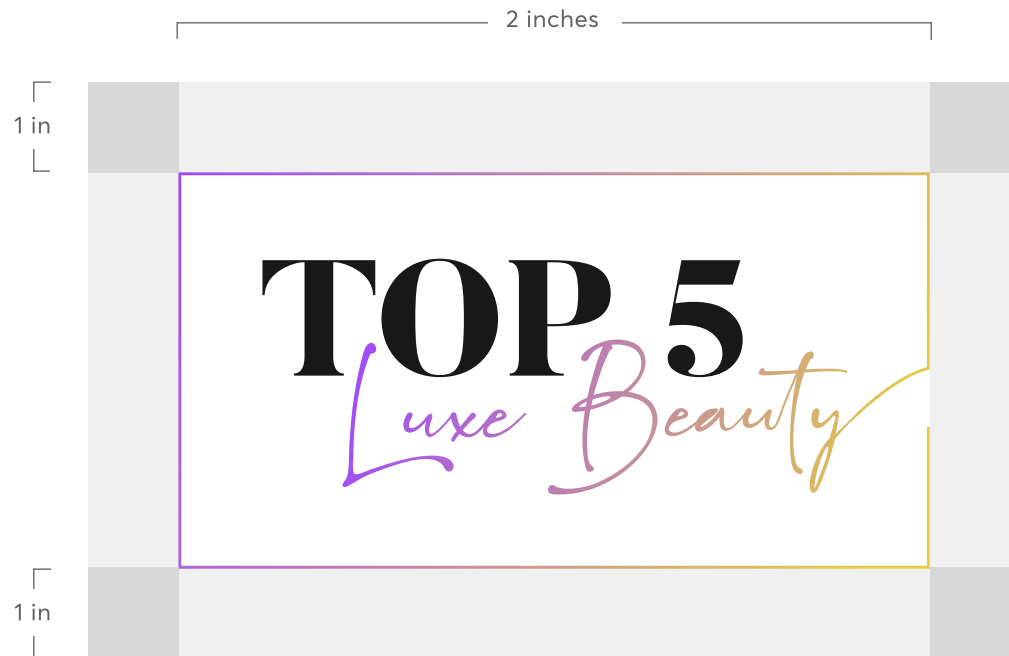
Colour Variations

Each brand needs a shading palette for their logo. Regardless of whether yours is high contrast or a couple of shades of dim, that is a shading palette. Brands use logo shading mixes to communicate what their identity is. Shading works at the basic level, flagging explicit feelings in the viewer's mind.



Minimum Logo size

A brand rules report traces where and how a logo can be shown, and at what document measurements. This permits your image to stay predictable across all correspondences. The base logo measurements for the web ought not to plunge beneath 24px in tallness, and not be an above portion of the screen size.



Logo Brand colours

Colours bring out feelings. In light of culture, conventions and even our development, each tone has profound established mental affiliations. These colours variation leave an amazing impact.



Fonts Pairing

04

Butler

— Heading font —

Butler as the textual style for their headings. It is free and fundamentally the same as Playfair. It perfectly joins well with the Averta.

Averta

— Paragraph font —

Gallatone

— Graphic style font —



Butler

Heading font

Steward is a free innovator serif typeface made by Fabian De Smet and motivated by Dala Floda and Bodoni. Its high differentiation makes it ideal for use at greater sizes for banners, features, naming and so forth. The Butler family incorporates an aggregate of 334 characters, 7 loads (from Ultra Light to Black), text figures, ligatures, parts and much more.

Ultralight

light

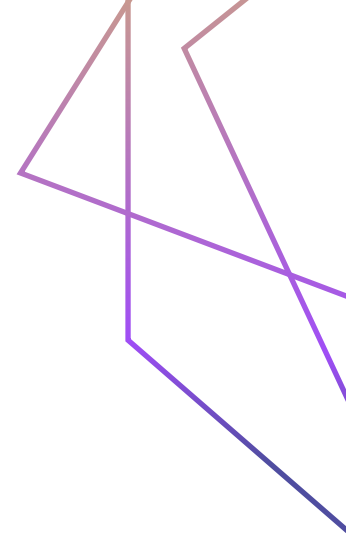
Regular

Medium

Bold

Extra Bold

Black



Averta

Paragraph font

Averta is a mathematical sans serif family made by the honour winning fashioner Kostas Bartsokas. The typeface has a straightforward, yet engaging, character. The absolutely mathematical rounds, open gaps, and its low difference strokes figure out how to communicate an unmoderated, direct tone bringing about an innovator, impartial and benevolent typeface.

Extra Thin

Thin

Light

Regular

Semibold

Bold

Extra Bold

Black

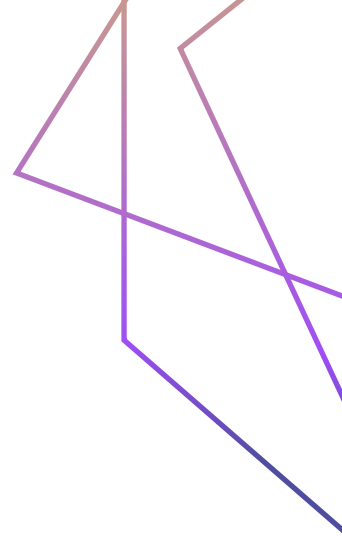
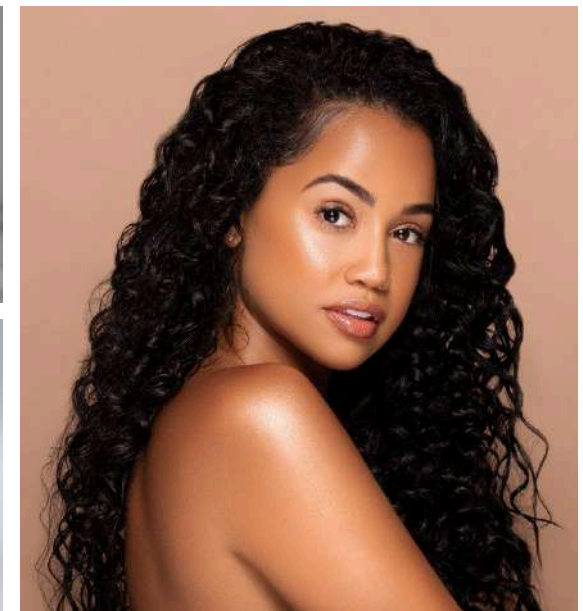


Image Guideline

05

Aspirational & elegant

Pictures are the main trigger that impacts buy. Adding clear, fresh, high-goal pictures make it simpler for clients to discover your postings and settle on buy choices. An aspirational picture is one that the people can take their "mental eraser" and substitute their face for those in the photograph, so they can envision themselves getting that outcome. We can't get that from taking a gander at your structure, or your furnishings, or from taking a gander at you.



Stylish & Aesthetic

Picture Resolution You should catch high-goal pictures. The ideal goal is 2000 (tallness) X 1500 (width) pixels. Utilize a base goal of 1400 (tallness) X 1100 (width) pixels to guarantee that clients can utilize the zoom-in element. Image brand procedure positions an item or product through the picture, speaking to what they need to be. An individual's character and especially their self idea impacts what they purchase and devour.



TOP 5

Luxe Beauty

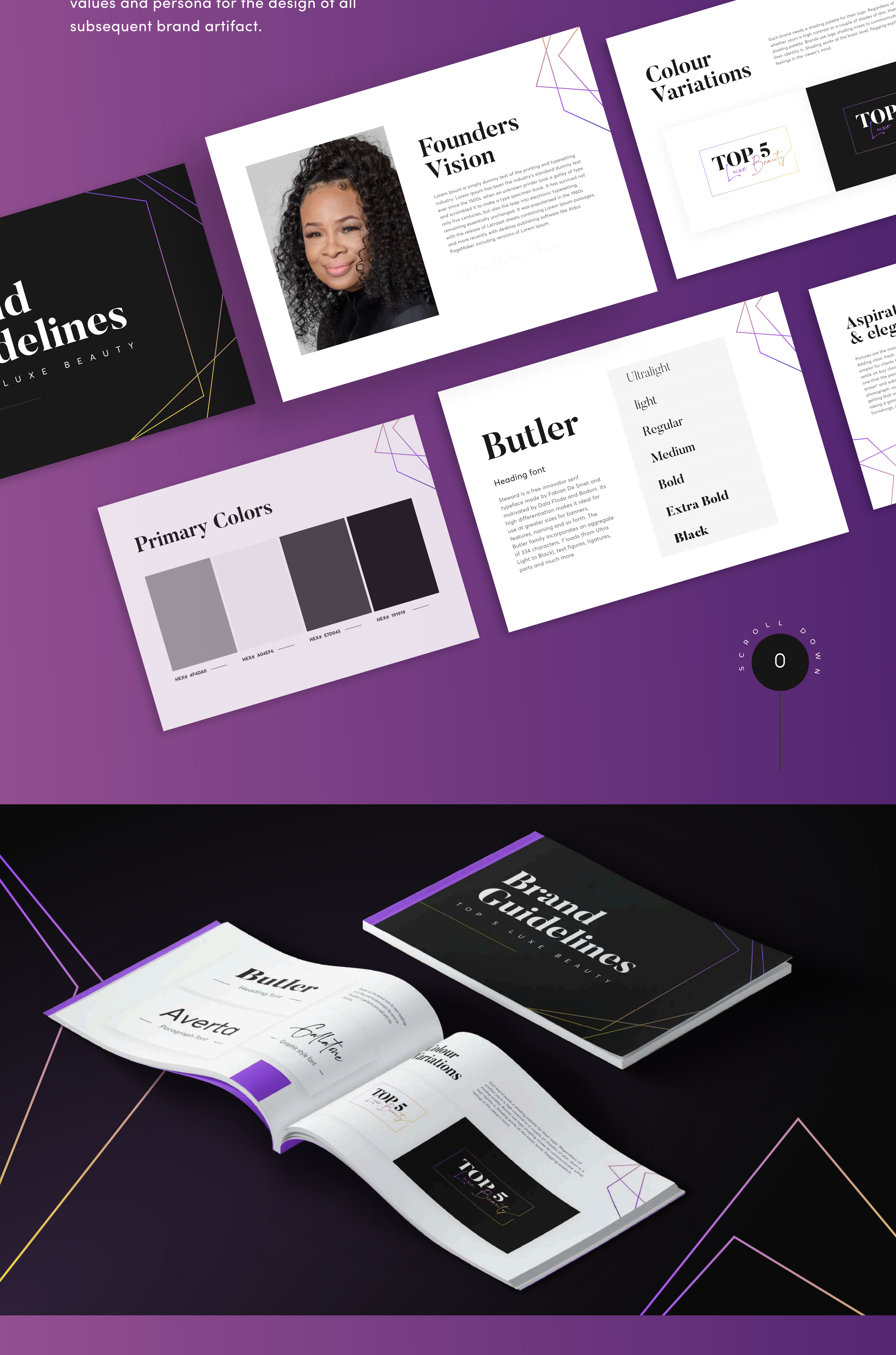
✉ info@top5luxebeauty.com

🌐 www.top5luxebeauty.com

Brand Guidelines...

TOP 5
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Design Overview

