# We Are

## SALON

## WE ARE SALON LOGO

The recommended clear space around the We Are logo is 1x the width of the 'e'. The same principles occur when using the logo without the wordmark 'salon'.

The position of the wordmark 'salon' should not be altered around the logo, the position should always remain in the same fixed place.

## WE ARE SALON ARTISTIC LOGO

The recommended clear space around the We Are Salon Artistic logo is 1x the height of the 'e' from the starting positions as shown.

Below is an example of the four logo variations available. Starting with the artistic version, this should always be the primary option to be used.

However when full colour printing or legibility becomes a problem (e.g printing black and white or at a very small scale where details will be lost). The use of the minimalistic We Are Salon versions are recommended.

## LOGO'S IN CONTEXT

The artistic version of the We Are logo should only be displayed on a white background or a white opaque image where the logo is still clearly visible. When using a background from the colour palette, the recommended version of the We Are logo should be applied as shown.

# COLOUR PALETTE

BRITISH RACING GREEN
#003E1F

GRANNY SMITH APPLE
#B3EFB2

AERO BLUE
#D5FFD9

WHITE
#FFFFFF

CANARY YELLOW
#FFEE00

FLIRT
#A80874

COLOUR PALETTE
HIERARCHY

**NAME**

# Brother 1816

**WEIGHT**

## Bold

**EXAMPLE**

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

**NAME**

# Brother 1816

**WEIGHT**

## Regular

**EXAMPLE**

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

# THINGS TO AVOID

These recommendations are to be applied across all variations of the logo.



Don't change the colour of the We Are logo from the variations provided.



Don't alter the position of the wordmark around the We Are logo. The wordmark must always stay underneath.



Don't place the We Are logo in a shape or container.



Don't rotate the We Are logo.



Don't distort the We Are logo.