

# Brand Guidelines Nareea

Branding Logo Book Guidelines

# Primary Logo

NARĒEA  
Hair & Beauty

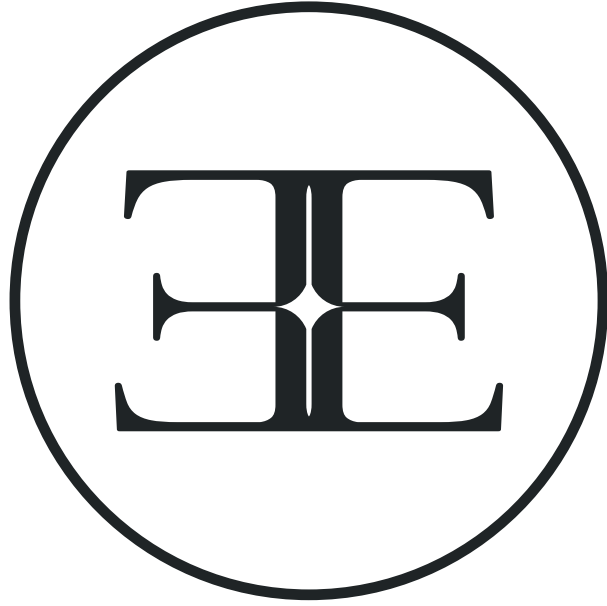
# Logo Anatomy



# Secondary Logo

NARĒĒA Hair &  
Beauty

# BrandMark



# Primary Logo – Color

NAREEA  
Hair & Beauty

NAREEA  
Hair & Beauty

# Secondary Logo – Color

NARĒEA Hair & Beauty

NARĒEA Hair & Beauty

# BrandMark – Color





Senza payoff

NAREEA

NAREEA

NAREEA

NAREEA

Su sfondi scuri

NAREEA  
Hair & Beauty

NAREEA Hair &  
Beauty

# Logo Exclusion Zone



# Minimal Logo Size

NARĒEA | 1,5 cm  
Hair & Beauty

NARĒEA | 1 cm  
Hair & Beauty

# Typography

# Primary Typeface

Catchy Mager

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

1234567890!@#\$%^&\*()

# Colors

# Brand Color

Jet

Hex : #222628  
RGB : 34, 38, 40  
CMYK : 15%, 5%, 0%, 84%

Pale  
dogwood

Hex : #e3c6c4  
RGB : 227, 198, 196  
CMYK : 0%, 13%, 14%, 11%

Lino

Hex : #f7eadd  
RGB : 247, 234, 221  
CMYK : 0%, 5%, 11%, 3%

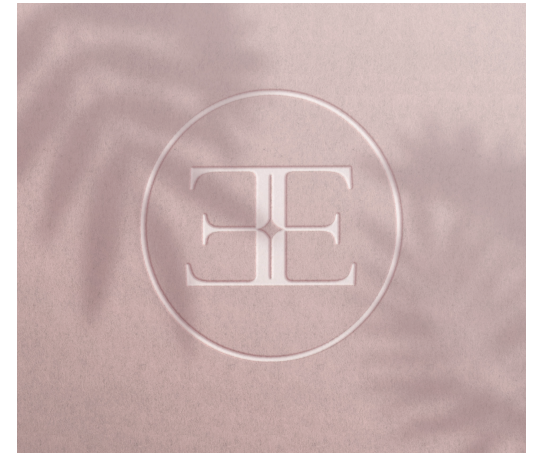
Cambridge  
blue

Hex : #8a9b84  
RGB : 138, 155, 132  
CMYK : 11%, 0%, 15%, 39%



# Mockup

Branding  
Logo book



Thank  
you

by Arianna Orlando - Switch Design

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