

# **BARBER SHOP KNITS**

Brand guidelines

## CONTENTS

- 3 Introduction
- 4 Logo
- 5 Monogram
- 6 Logo usage
- 7 Color palette
- 8 Typography

## INTRODUCTION

Barber Shop Knits came about when Jen Barber decided to turn her favorite pastime into cool and unique accessories to share with you and your loved ones.

Ms. Barber hand knits and crochets one-of-a-kind creations for function and style.

The visual identity is designed to reflect Barber Shop Knits' brand values. Communication materials that present a consistent look and feel reinforce the qualities of the brand and make it more recognizable. To that end, this document provides standards for logo use, color, and type.

## BRAND QUALITIES

Handmade

Cozy

Natural

Playful

Stylish

## LOGO

Primary logo



White version for use on dark backgrounds



## MONOGRAM

Simple monogram for small sizes



White version for use on dark backgrounds



## LOGO USAGE

### DO

- > Set the logo in black –or– white (reversed out of a dark background)
- > Maintain a generous amount of clear space around all sides of the logo in all layouts



### DO NOT

- x Stretch or squish the logo
- x Change the color of the logo
- x Modify the logo in any way



## COLOR

Color is a key element of branding and helps convey the brand personality.

All materials should use this color palette, both in print and online.

Color values are shown in CMYK (print) and HEX (on-screen).

### Primary palette



C=0, M=0, Y=0, K=100  
#000000



C=100, M=80, Y=20, K=0  
#144e8c



C=30, M=25, Y=20, K=0  
#b4b2ba

### Secondary palette



C=45, M=100, Y=60, K=30  
#75193f



C=90, M=40, Y=50, K=30  
#005f63



C=60, M=20, Y=100, K=5  
#729b3d

## TYPE

### Futura Book

Regular body text

Recommended size: 12 pt

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789 &?!

### Futura Heavy

Headline & title text

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789 &?!

### FUTURA CONDENSED

Alternate headline text

Always set in all caps

AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 &?!



