

STYLEBAR LLC STYLE GUIDE





ABOUT THIS GUIDE

This guide outlines the standard usage of the Stylebar logos in a variety of situations. Included are Pantone colors, CMYK and RGB values, and instructions to ensure the logos look their best at all times.

In order to maintain the brand integrity of Stylebar, it is essential for all vendors to comply with these usage standards at all times.

"S" ICON ELEMENT

PRIMARY TEXT



BLOW DRYER ICON

 Stylebar



PANTONE
426 U

C: 3
M: 5
Y: 5
K: 70

R: 105
G: 103
B: 104



PANTONE
7488 U

C: 59
M: 2
Y: 93
K: 0

R: 117
G: 188
B: 78

CLEARANCE SPACE

In order to ensure that nothing obscures or distracts from the logo, clearance space must be observed. This space is defined as X on all sides, where X is defined as the height of the "a" in the primary text.

Please make certain that the logo is no closer than this clearance space to other elements in the layout, or the edge of the page. When against the corner of a cutline, it is advisable to give space equal to 1.5X.



 <p>Do not warp the logo</p>	 <p>Do not warp the logo</p>	 <p>Do not warp the logo</p>
 <p>Do not remove elements of the logo</p>	 <p>Do not remove elements of the logo</p>	 <p>Do not use individual elements</p>
 <p>Do not add effects</p>	 <p>Do not blur or distort the logo</p>	 <p>Do not place on a distracting background</p>

IMPROPER USE

Please use best judgment to protect the integrity of the logo. Do not warp, distort, or reshape the logo. Do not enlarge or shrink it beyond recognition. Do not use portions of the logo. The logo must be used as a whole at all times. Do not place it on distracting backgrounds. Do not add shadows or other effects. Do not change any of the colors or shapes on the logo.



BLACK & WHITE VERSION

The black & white version of the logo should be used only when necessary, such as monotone newspaper printing, fax sheets, iron branding, rubber stamps, etc.

COLOR KNOCKOUT VERSION

The color knockout version of the logo should also be used only when necessary, such as when a layout absolutely necessitates a dark background, or for embroidering on dark-colored cloth. Every effort should be made to use the standard color version on a white background whenever possible.



ICON VERSION

The Stylebar Icon consists of the blow dryer element along with the “S” element of the standard logo, which are positioned exactly the same with the same proportions.

The blow drier should be shown as in the standard version, in Stylebar Grey with white highlight. The “S” should be Stylebar Green (see the “Logo Colors” page for color values).

The icon should be used in an environment where the context is explicitly stated; somewhere near the standard logo, for example. The icon should never be used to replace the standard logo, and every effort should be made to use the standard logo whenever possible.



TAGLINE VERSION

The tagline version is identical to the standard logo, with only the addition of the “a blow dry bar” descriptor. The text is a 70% tint of the standard Stylebar Grey. The knockout version is the same as the standard knockout version, with the tagline being white.



The tagline version should be used when additional context is needed to communicate what Stylebar is. Inside a Stylebar salon, for example, it should be understood what Stylebar is and therefore the standard logo will suffice. However, for advertisements or materials promoting Stylebar, the tagline version would be appropriate.