



VISUAL IDENTITY GUIDE

CONTENT



SELF IMAGE BOUTIQUE

- FULL COLOR LOGO
- ALTERNATE LOGO USAGE
- CLEAR SPACE
- IMPROPER USAGE
- COLOR PALETTE
- TYPOGRAPHY
- SECONDARY BRANDING ELEMENTS
- SOCIAL MEDIA EXAMPLES

VISUAL IDENTITY GUIDE

FULL COLOR LOGO

The primary logo should be used for the majority of brand applications such as advertising, promotions, site signage, websites, social media and small format marketing material. This version should be used for internal communications as well as external.

The Self Image Boutique logo is the visual signature of the company. It is extremely important to follow this visual identity guide. Logo must be used on applications



2 in.

VISUAL IDENTITY GUIDE

ALTERNATE LOGO USAGE

Logo can be placed on variants and backgrounds of the colors who presented on this page.



SELF IMAGE BOUTIQUE

- FULL COLOR LOGO ONLY AT WHITE BACKGROUND



#FFFFFF

- WHITE (#FFFFFF) COLOR LOGO ONLY AT DARK BACKGROUNDS WITH GOOD CONTRAST, EXAMPLES:



#695777



#3A3A3A

- DARK (#3A3A3A) COLOR LOGO ONLY AT LIGHT BACKGROUNDS WITH GOOD CONTRAST, EXAMPLES:



#FAAF40



#FFFFFF

VISUAL IDENTITY GUIDE

CLEAR SPACE

Clearance on each side of the logo should be no less than 1/4 the height of the logo as used.



VISUAL IDENTITY GUIDE

IMPROPER USAGE

- ✗ Do not use 50/50 split color backgrounds.
- ✗ Do not change the font.
- ✗ Do not change or alter the icon.
- ✗ Do not clutter with additional words.
- ✗ Do not scale smaller than instructed in this guide.
- ✗ Do not use logo as a pattern or background treatment.
- ✗ Do not reverse the colors of the logo.
- ✗ Do not print other words inside the logo area.
- ✗ Do not change colors used in the logo.
- ✗ Do not combine with elements from other logos.
- ✗ Do not combine logo with any other graphic elements or images.



SELF IMAGE BOUTIQUE

- THIS GUIDE OUTLINES HOW THE LOGO SHOULD APPEAR. BELOW WE WILL PRESENTED ARE SOME EXAMPLES OF LOGO MISUSE.



DO NOT SCALE DISPROPORTIONATELY.



DO NOT ROTATE.



DO NOT SCREEN OR GHOST THE LOGO.



DO NOT PLACE ON DISTRACTING BACKGROUNDS

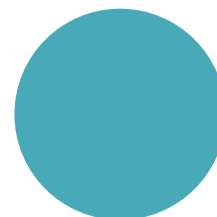
VISUAL IDENTITY GUIDE

COLOR PALETTE



SELF IMAGE BOUTIQUE

- PRIMARY PALETTE



HEX

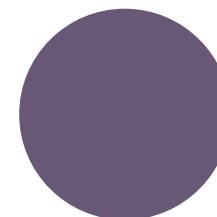
#4EAAB9

RGB

78, 170, 185

CMYK

67, 15, 25, 0



HEX

#695777

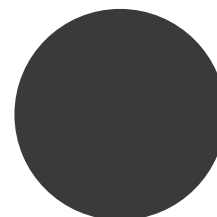
RGB

105, 87, 119

CMYK

64, 69, 33, 13

- SECONDARY PALETTE



HEX

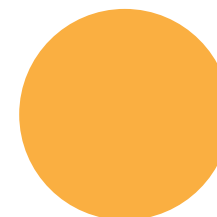
#3A3A3A

RGB

58, 58, 58

CMYK

69, 62, 61, 52



HEX

#FAAF40

RGB

250, 175, 64

CMYK

0, 35, 84, 0

TYPOGRAPHY



SELF IMAGE BOUTIQUE

HEADER

BRANDON GROTESQUE BOLD

Titles

Brandon Grotesque Medium

Body

Brandon Grotesque Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In justo massa, ultricies at blandit quis, aliquam ac ex. Fusce non tincidunt risus. Maecenas id vestibulum quam. Cras ac euismod augue. Proin rutrum massa in nisl blandit luctus non porttitor leo. Praesent fermentum dignissim sapien sed.

Brandon Grotesque Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In justo massa, ultricies at blandit quis, aliquam ac ex. Fusce non tincidunt risus. Maecenas id vestibulum quam. Cras ac euismod augue. Proin rutrum massa in nisl blandit luctus non porttitor leo. Praesent fermentum dignissim sapien sed.

VISUAL IDENTITY GUIDE

SECONDARY ELEMENTS

Self Image Boutique's modern and concise branding is designed to reflect this through the use of clean edges and colors.

A combination of soft calming colors refined by strong deeper hues offer both feelings of trust and expertise.

Layout and composition of Self Image Boutique's branding should always maintain clean edges, lines and defined color blocking for modern and concise messaging. Color compositions should be organized in a way that flow and lead the reader to key points allowing them to be at ease.

Color blocks, lines and typography used as supporting elements compliment the



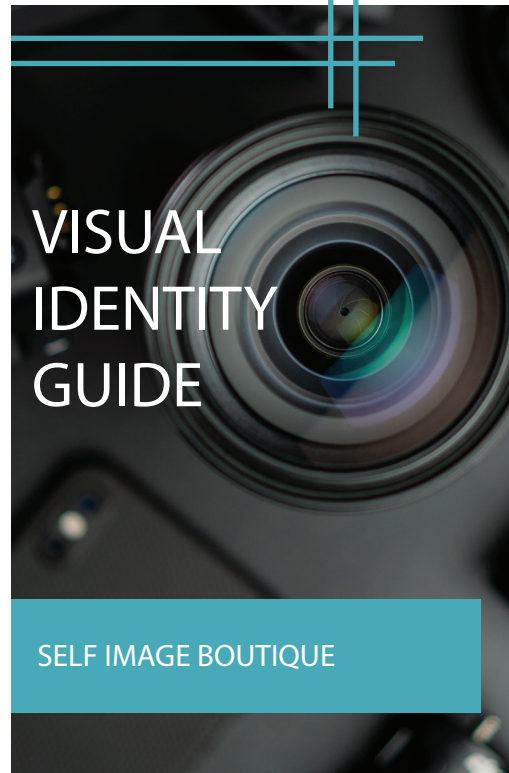
VISUAL IDENTITY GUIDE

SOCIAL MEDIA EXAMPLES



SELF IMAGE BOUTIQUE

INSTAGRAM STORY



SOCIAL MEDIA POSTS

