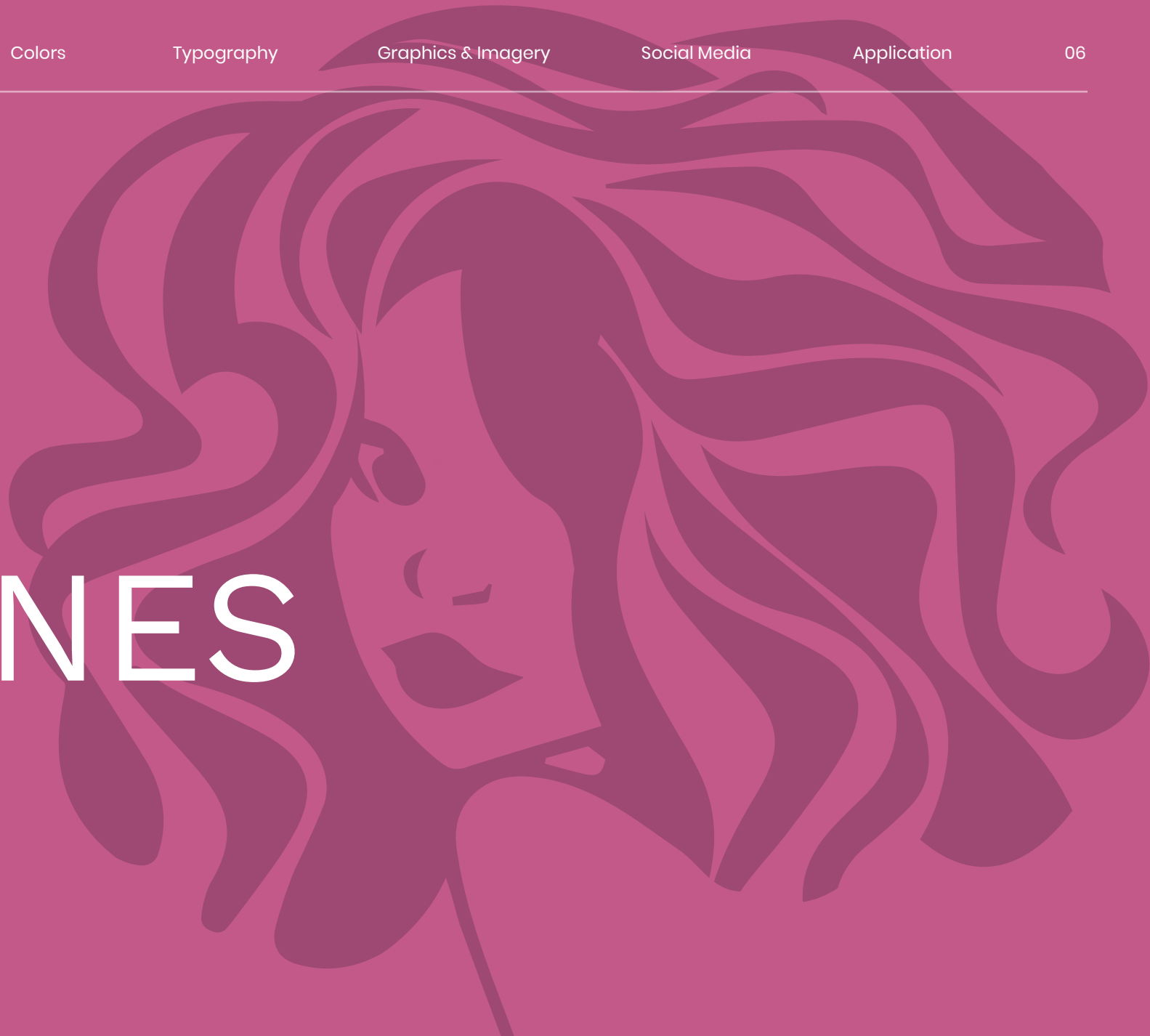# BRAND®
GUIDELINES

Curly
steps

Welcome
Curly steeps

Curly Steps was born out of the need to simplify and improve the curly hair care routine. With the curly method in mind, our goal is to offer products that make the hair care process more accessible, effective, and enjoyable for everyone with curly hair.

Our products, which include shampoo, conditioner, and styling cream, are carefully formulated to provide our customers with everything they need to achieve radiant curls. We are dedicated to offer a comprehensive solution, eliminating the tedious process of finding products with suitable and non-damaging ingredients for curly hair.

We create a mixed logo, so we can use it only with the distinctive icon, or with the typography, there will be products that demand the use of typography, and others where we can complement with the iconic brand, therefore Therefore, typography and icons are unique and distinguishable.

Contents

Logo.

1

Lorem Ipsum is simply dummy text

Logo On Background

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.

—

The visual airs of the brand are represented by the In the case of Curly steps we have a maximum horizontal size of 7x by 4.5 x vertically, considering its visual appearance.

7X

X

X

2.5X

4.5 x

X

X

5X
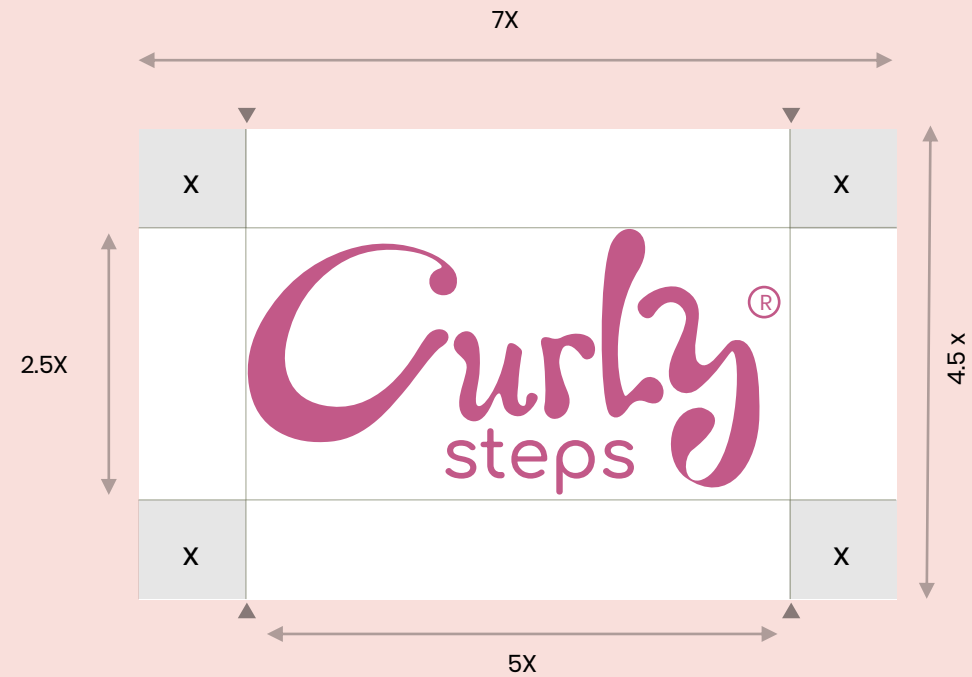
Brand character

In the case of the brand character, we will follow the same representation scheme of the visual aspects of the brand, however, when the brand appears as a whole, both the typography and the emblem (character), the lower part of the character will not have visual air in its separation from typography.
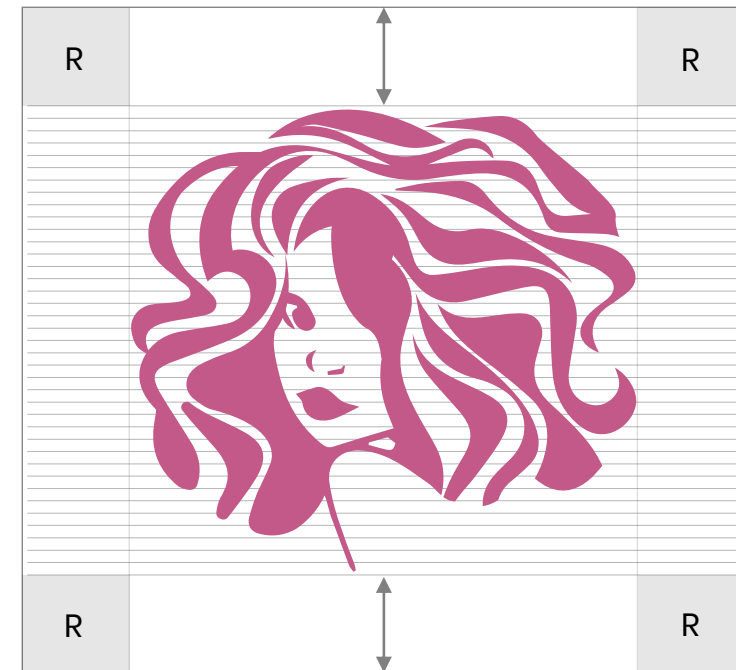
—

The visual airs of the brand are represented by the In the case of Curly steps we have a maximum horizontal size of 7x by 4.5 x vertically, considering its visual appearance.

Mix brand

Logos can be presented in the form of images, texts, and shapes that depict a brand's name and purpose. Of course, a logo is the key element of a company's identity since customers usually pay attention to it. You can also use a text logo (a distinct text-only typographic treatment of a brand's name). More and more companies now choose text-only logos since they are easier to remember.

—

The visual airs of the brand are represented by the In the case of Curly steps we have a maximum horizontal size of 7x by 4.5 x vertically, considering its visual appearance.
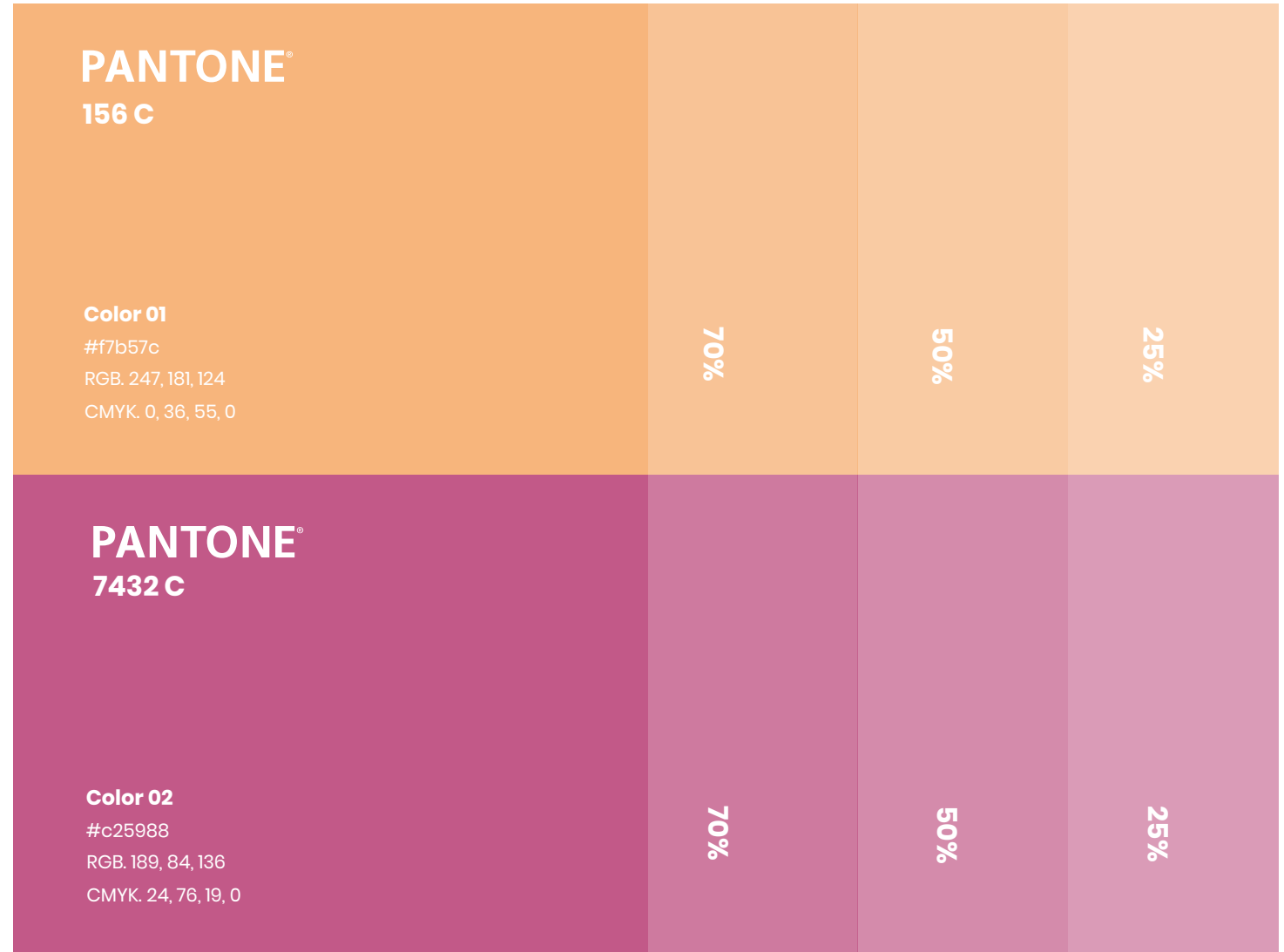
Logo variation

Color.
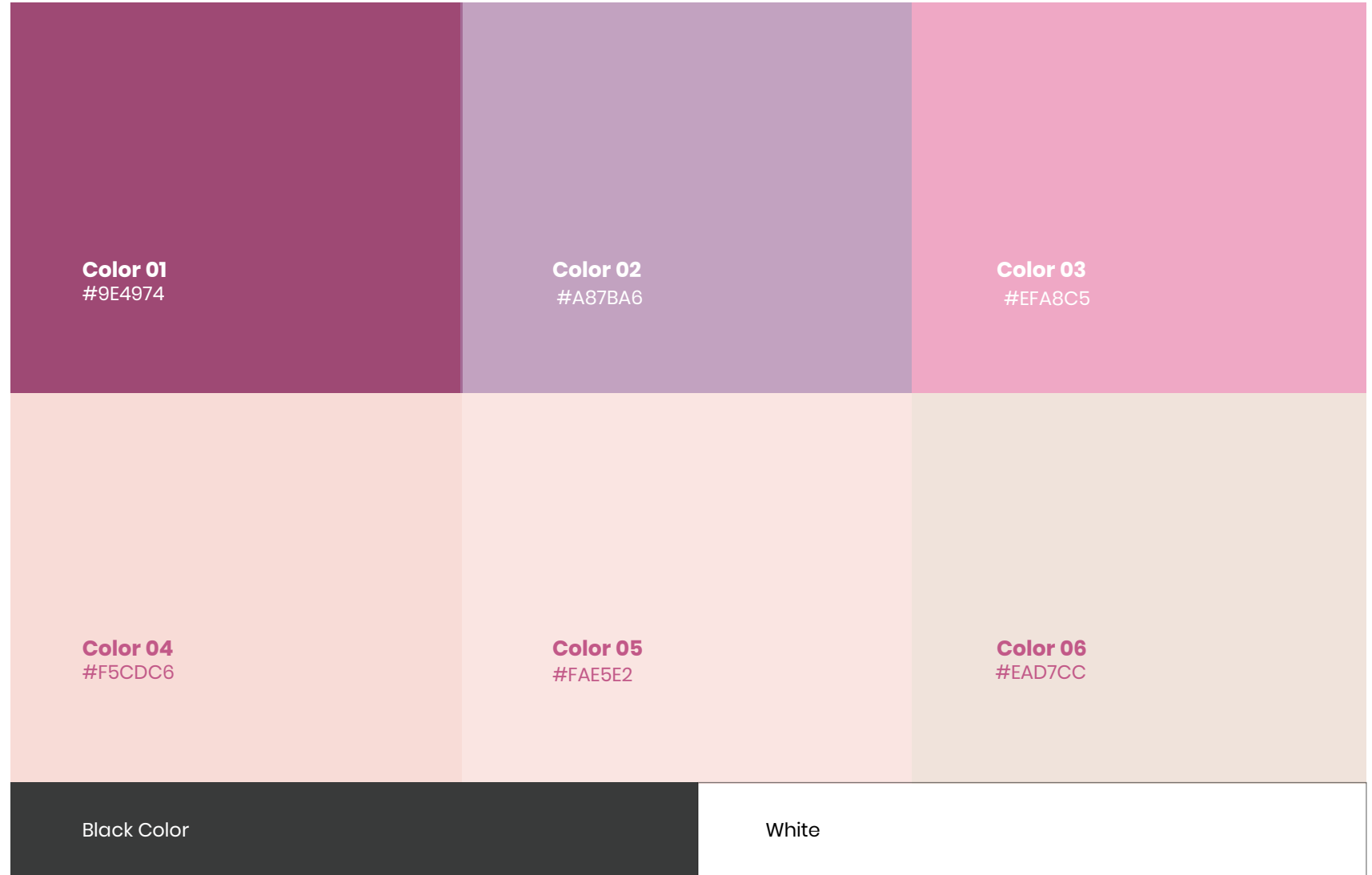
2

Lorem Ipsum is simply
dummy text

Principal

The main colors of the brand serve to emphasize the real tone of the brand, to identify it and highlight it over other competing brands. We are going to give importance to its use, above all, in the cleanest and clearest way possible.

PANTONE®

156 C

Color 01

#f7b57c

RGB. 247, 181, 124

CMYK. 0, 36, 55, 0

70%   50%   25%

PANTONE®

7432 C

Color 02

#c25988

RGB. 189, 84, 136

CMYK. 24, 76, 19, 0

70%   50%   25%

Secondary

Secondary colors serve to give graphic accents to the brand, to highlight or downplay some communicative elements and to harmonize the main colors without saturating the viewer with the repetition of the main tones.

Color 01
#9E4974

Color 02
#A87BA6

Color 03
#EFA8C5

Color 04
#F5CDC6

Color 05
#FAE5E2

Color 06
#EAD7CC

Black Color

White

Colors shades

Graphic representation of shades. Usually we will find each element defined by a color, so the graphic scheme will be the following.

In the case of black and white tones, we can use them for all elements of the brand, and we will always prefer white over flat tones of the same color unless they are too light that the brand cannot be distinguished, for those cases, we will prefer the black ones.

Lines & complements

Character

Brand name

All

All

12.

Typography.

3

feminine, conventional, friendly and
very complete

Primary

Geometric sans serif typefaces have always been popular, and with support for both the Devanagari and Latin writing systems, Poppins is an internationalist addition to the genre. Many of the Latin glyphs (such as the ampersand) are more constructed and rationalist than is typical. The Devanagari design was particularly novel when it was first published in 2015, and was the first ever Devanagari typeface with a range of weights in this genre. Just like the Latin, the Devanagari is based on pure geometry, particularly circles.

Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color. The Devanagari base character height and the Latin ascender height are equal; Latin capital letters are shorter than the Devanagari characters, and the Latin x-height is set rather high. The project was developed by Indian Type Foundry (ITF). The Devanagari was initially designed by Ninad Kale, while the Latin was initially designed by Jonny Pinhorn. Following their principal phase of designing the first 5 styles, the typeface was later refined, and expanded to include multiple weights and italics, by the ITF studio team.

14.

DISPLAY TITLE
Work Sans Regular

Poppins
{ 220,120,180 }

AaBb

REGULER TEXT

Lorem ipsum dolor sit amet, consectetur adipisci ng elit. Praesent laoreet fermentum

LIGHT TEXT

Lorem ipsum dolor sit amet, consectetur adipisci ng elit. Praesent laoreet fermentum

BOLD TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent laoreet

Primary

Poppins/Work Sans

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoyZz

123456789)(*&^%
$#@!~

Primary

Poppins is a feminine and versatile font that will help us correctly communicate all the brand's graphic supports.

Aa

Primary

It is a Google Fonts font, supported and with free use rights, so we have no problems in using it for all communication media required by the brand. Additionally, it has several font families, which allows us the flexibility of its use according to the expression we want to generate.

POPPINS BOLD WORK SANS

—

H3

45 Px

Typography

22 Px

Subtitle

14 Px

Aa

LIGHT # 1

ABCDEFGHIGKLMNOPQ
RSTUVWXYZ

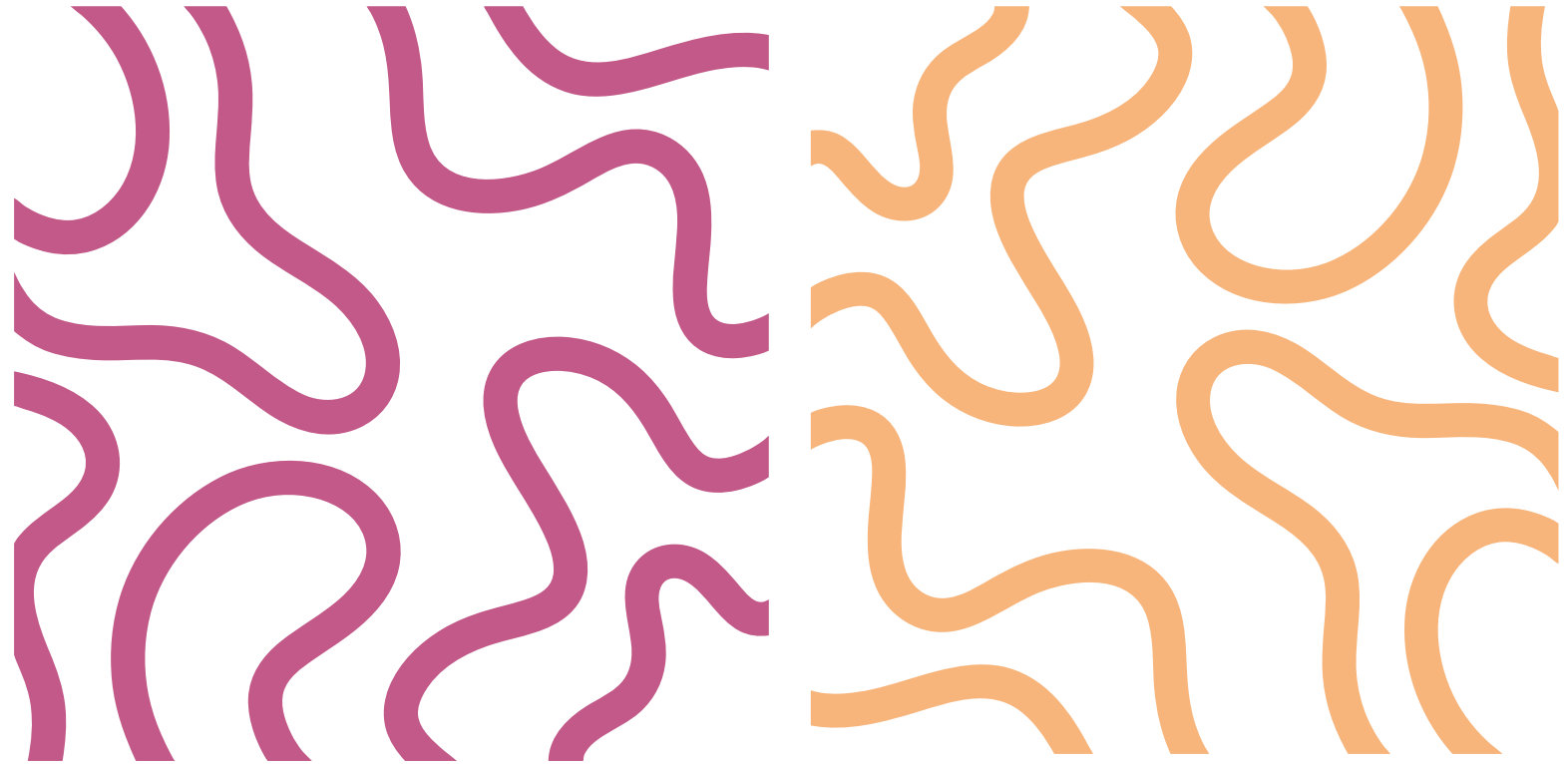| 0	1	2	3	4	5	6	6	6	6
7	8	9	10	7					

Imagery

4

simple, clear, flat and without confusion

Imagery

We are going to use flat figures and simple graphics that simulate curls, and that we can use in a harmonious way with the brand.

The figures must be easy to reproduce and link with Curly steps, so we will always prefer figures without too much detail.

Imagery

The figures that we expose are the basic figures, and we can reproduce them in all the main and secondary colors of the brand, we will use them to give the character a break and not abuse it, however, we can use these figures for packaging or images on networks social.

Graphics & Imagery

19.

Photography
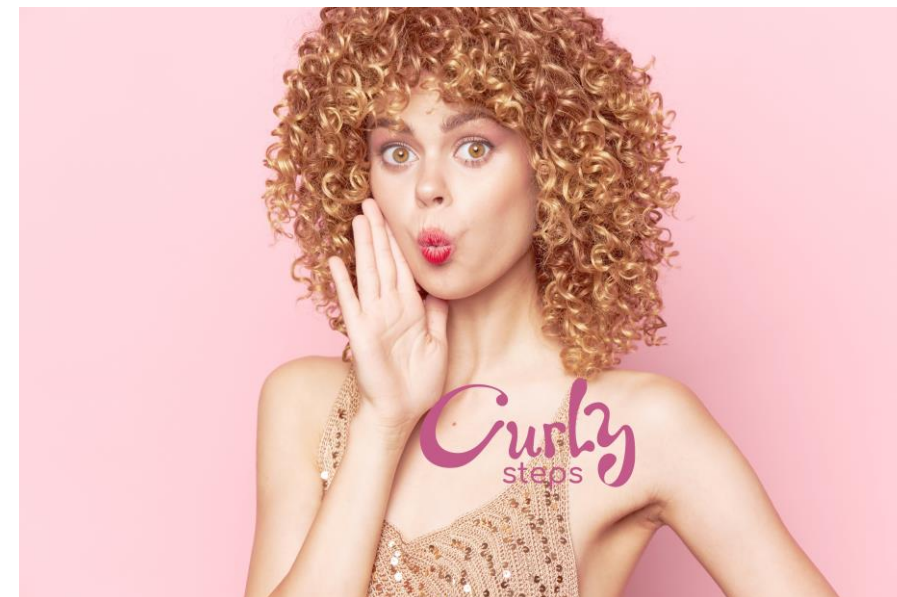

This is the tone we will use to tint the photos

The brand idea is to highlight the tone of the brand and always make it stand out. For this reason, we are going to use photographs with light tones, without a background, and with a slight pink tint of the brand.

Photography

Photography

As we see, the dye helps us to match all the colors

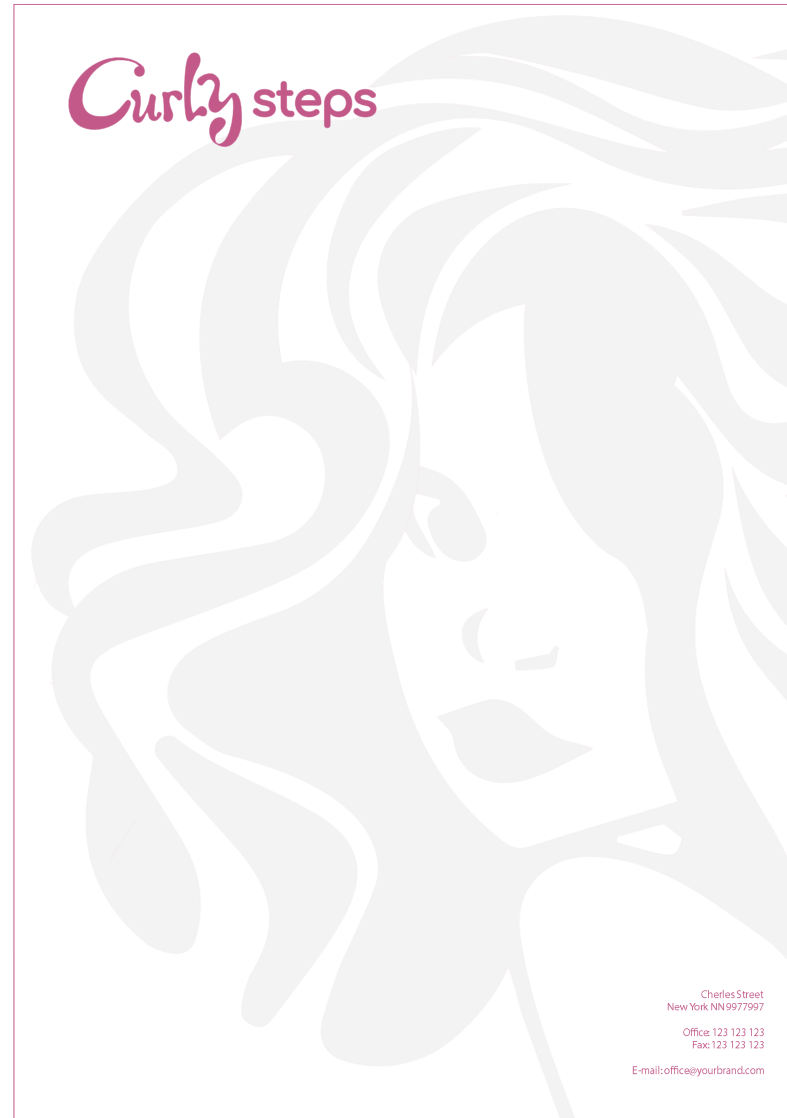even if the photo has very contrasting colors

20.

Stationary

5

Lorem Ipsum is simply
dummy text

Biz Card

HENRY SOAZ
MANAGER

(012) 345 678 901
contact@info.com
www.website.com

22.

Letterhead

23.

Cherles Street
New York NN 9977997

Office: 123 123 123
Fax: 123 123 123

E-mail: office@yourbrand.com

Envelope

BRAND IMAGERY

A versatile brand has different ways of displaying itself, here are some examples of stationery

Application

6

Lorem Ipsum is simply dummy text

Application

visual representations for cream and shampoo. As we see, we are going to opt for the secondary colors in the base and the main ones for branding and wave details.
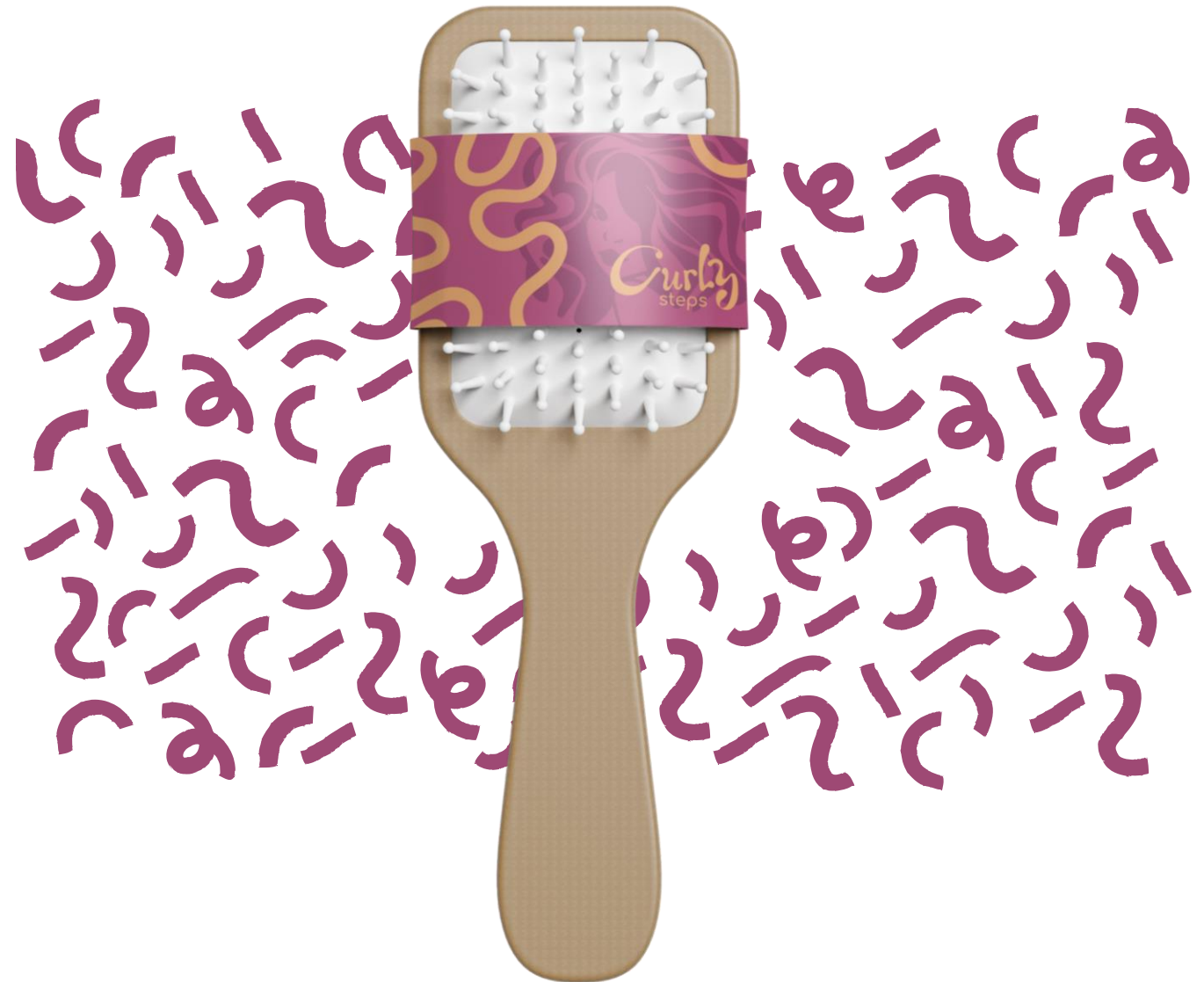
Application

On the labels we have put the same curved patterns that we have shared in this brand presentation, as we can see, being simple patterns they adapt correctly to the products, and can be used in various formats.

Application

A simple brand allows many possibilities of expression, because being simple it is easy to implement in the different graphic supports that are needed.

26.

Application

Labels.

Social
MEDIA

As we see, creating a post sequence for social networks is easy with the graphic elements we have, the images applying the suggested color, and the selected typography.

27.

Thank You

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- loremexample@gmail.com