



Brand Identity



Logo design &
Brand Identity by:



Introduction

Patrish Mobile Nails offers exceptional mobile nail and spa services that will leave you feeling pampered and, rejuvenated.

We offer massages, manicures, pedicure, facials and waxing at the comfort of your home or office.

Our vision is; to be the most recognised mobile nail and spa service provider in and around Johannesburg.

We are committed to serve and delight every client in a way that creates loyalty.

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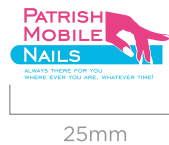
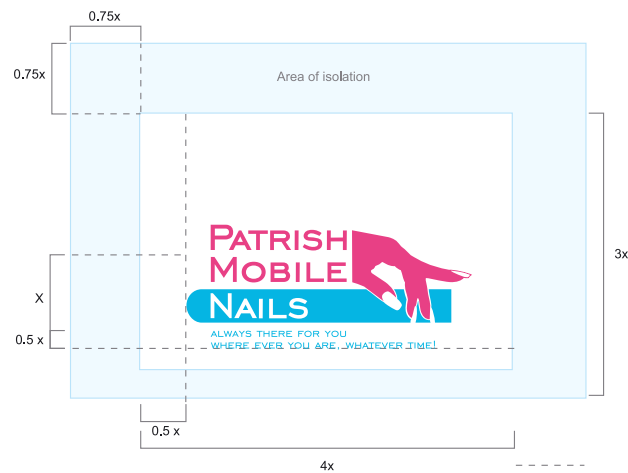


Logo Construction Master

Our logo is our unique mark and differentiates us from other Nail & Spa service providers in and around Johannesburg.

Correct usage ensures protection. When presented consistently, our logo ensures that we are always recognised.

Patrish Mobile Nails logo is the single most important visual representation of the our brand. In no way may the identity be altered or distorted.



minimum identity size with
positioning statement

Area of Isolation

Master

Nothing should ever interfere with the “area of isolation” as it assists in creating a comfortable clear space, or breathing space around our logo.

Minimum identity sizes apply to all print and electronic applications.



Pink

Cyan	2%
Magenta	93%
Yellow	17%
Black	0%

R	233
G	65
B	132

Sky Blue

Cyan	73%
Magenta	6%
Yellow	4%
Black	0%

R	100
G	90
B	80

PMN Colour Palette

Primary & Secondary

These specific colour values must be adhered to when reproducing the identity or any collateral element. The colour breakdown includes:

CMYK breakdown (for lithographic printing)

and RGB breakdown (for electronic usage).

Tints of the primary colour palette may be used.



Can be used on any background colour as long as the logo is in white



Incorrect use of the logo



Logo Construction & Use

Logo Application

It can be used on any background colour as long as the logo is in white.

Methods of re-producing this logo

You can use; Direct to garment printing technology, screen print, vinyl cut-outs, embroidery and sublimation

Gotham Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Extra light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Fonts

Primary

Typography creates an important visual distinction for our brand and allows us to be instantly recognised.
The Frutiger family is to be used for all printed collateral.