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Brand Guidelines

Typography

Museo is the primary font, whilst Como is used for buttons & sub-headings and Lato in-app.

Museo Slab 500

AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsT
tUuVvWwXxYyZz

Museo 300

AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

Como Medium

AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsT
tUuVvWwXxYyZz

Lato Light

AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsT
tUuVvWwXxYyZz

Lato Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmN
nOoPpQqRrSsTtUuVvWwXxYyZz

Como Bold

AaBbCcDdEeFfGgHhIiJjK
kLlMmNnOoPpQqRrSsT
tUuVvWwXxYyZz

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Proin tincidunt vel lorem pellentesque pretium. Morbi diam tellus, pellentesque sed erat vitae, luctus consequat justo. Sed sed vestibulum tortor, vitae blandit sem. Quisque ac rutrum risus.

Praesent pretium velit justo, eu consectetur mauris condimentum sed. Phasellus dignissim dictum metus ut varius. Ut tristique malesuada dapibus. Aliquam fermentum nisl tellus, quis eleifend justo sagittis et.

Praesent dapibus nulla et mi auctor, quis scelerisque lectus porta.

Colours

Inspired by Pan-African colours and the usual
beauty industry pallette.

Braid Black
#010101

Gel Grey
#EFF2F4

Ponytail Pink
#CD0A5D

Grease Green
#07CD93

Plait Purple
#07CD93

Logo

Examples of how not to use the logo (to the left) and how to use the logo (on the right).

Do not use two different colours on the logo.

Do not use the logo without the heart.

Avoid using the logo on busy backgrounds.

Do not place text or images too close to the logo bounds.

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Imagery

Colourful, clean and simple. One subject and a background with minimal distrctions.

Do:

- Use a high-res, high-contrasted image on a plain background.

- Use a triangle, square or/and circle to add dimension.

- Ensure there is always a pop of colour to add vibrancy

Iconography

You'll find these icons on the website and app,
following the rounded edge style of the logo.

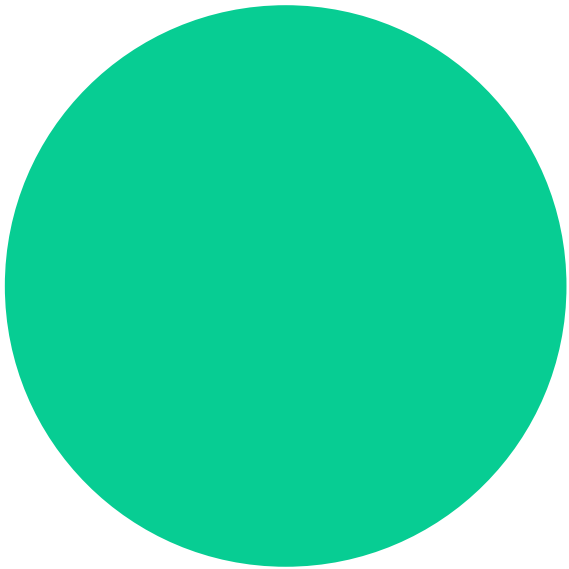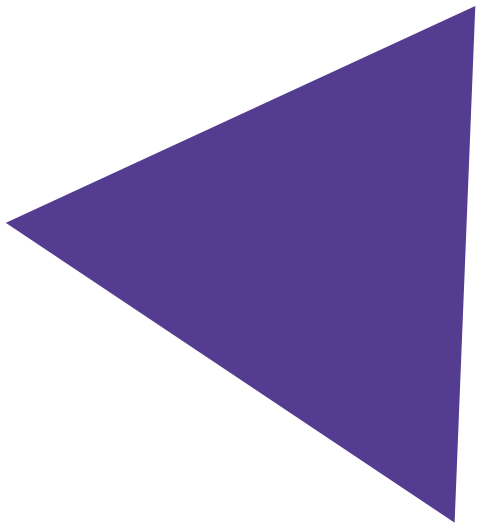| Filter	Hamburger	Arrow	Calendar	Search

Filter	Hamburger	Arrow	Calendar	Search

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