

## BLUSH HAIR & SPA BRAND IDENTITY

*Blush*  
HAIR & SPA

## ALTERNATE BRAND MARKS

*Blush*

*B*  
BLUSH HAIR & SPA

*Blush*  
HAIR & SPA

## COLOR PALETTE

BABY PINK

GOLD METALLIC

GOLD

WHITE

LIGHT GREY

HEX: #E4BEC3  
RGB: 228, 190, 195  
CMYK: 0, 12, 7, 0  
PMS: 692C

HEX: #FDE3DF  
RGB: 253, 227, 223  
CMYK: 0, 12, 7, 0  
PMS: 871C

HEX: #E5BE66  
RGB: 229, 190, 102  
CMYK: 11, 24, 71, 0

HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

HEX: #BCBEC0  
RGB: 188, 190, 192  
CMYK: 0, 0, 0, 50

## TYPOGRAPHY

SWEET CHILD SCRIPT

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz*

GARAMOND

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

## SIGNAGE

*Blush*