

CONCEPT BYRN

BEAUTY

LIFESTYLE

{Company}

BRAND

GUIDELINES

01 LOGOS

02 TYPOGRAPHY

03 COLOR

04 PHOTOGRAPHY

05 GRID

06 DIGITAL

07 PRINT

08 APPLICATION

Brand Logo

01

SECTION

TITLE

In this section, we will clarify the purpose of the guidelines and what information viewers can expect to find.

01

*It is important to understand
how to properly represent the
brand visually.*

Brand Logo

Brand Logo

WORDMARK PALETTE

Use this slide to highlight the color details behind your wordmark.

The more specific the better, so viewers exactly what to and what not to do when using this component.

Brand Logo

Brand Logo

Brand Logo

FONT NAME / STYLE

Use this slide to highlight the details behind your brand's fonts.

The more specific the better, so viewers know exactly what to and what not to do when using this component.

Brand Logo

Aa

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
0 1 2 3 4 5 6 7 8 9 . (? & \$) !

TITLE

SCHIBSTED GROTESK
SIZE:
LINE-HEIGHT:
SPACING:

2/13

AVERIA SERIF LIBRE ITALIC
SIZE:
LINE-HEIGHT:
SPACING:

H1 STYLE

SCHIBSTED GROTESK
SIZE:
LINE-HEIGHT:
SPACING:

H2 STYLE

SCHIBSTED GROTESK
SIZE:
LINE-HEIGHT:
SPACING:

H3 STYLE

SCHIBSTED GROTESK
SIZE:
LINE-HEIGHT:
SPACING:

H4 STYLE

SCHIBSTED GROTESK
SIZE:
LINE-HEIGHT:
SPACING:

Body style 1

AVERIA SERIF LIBRE ITALIC
SIZE:
LINE-HEIGHT:
SPACING:

Body style 2: Lorem ipsum dolor sit amet,
consectetur adipiscing elit sed do eiusmod
tempor incididunt ut.

SCHIBSTED GROTESK
SIZE:
LINE-HEIGHT:
SPACING:

BODY STYLE 3

SCHIBSTED GROTESK
SIZE:
LINE-HEIGHT:
SPACING:

Brand Logo

COLOR

PRIMARY PALETTE

Use this slide to highlight the details behind your brand's colors.

The more specific the better, so viewers know exactly what to and what not to do when using this component.

TENNIS BALL

#B5FF81

C:00 M:00 Y:00 K:00

PANTONE 0000

TENNIS WHITES

#FFFFFF

C:00 M:00 Y:00 K:00

PANTONE 0000

ASTRO TURF

#516B38

C:00 M:00 Y:00 K:00

PANTONE 0000

PITCH

#000000

C:00 M:00 Y:00 K:00

PANTONE 0000

Brand Logo

PHOTOGRAPHY

ENVIRONMENTAL

Use this slide to highlight the details behind your brand's photography.

The more specific the better, so viewers know exactly what to and what not to do when using this component.

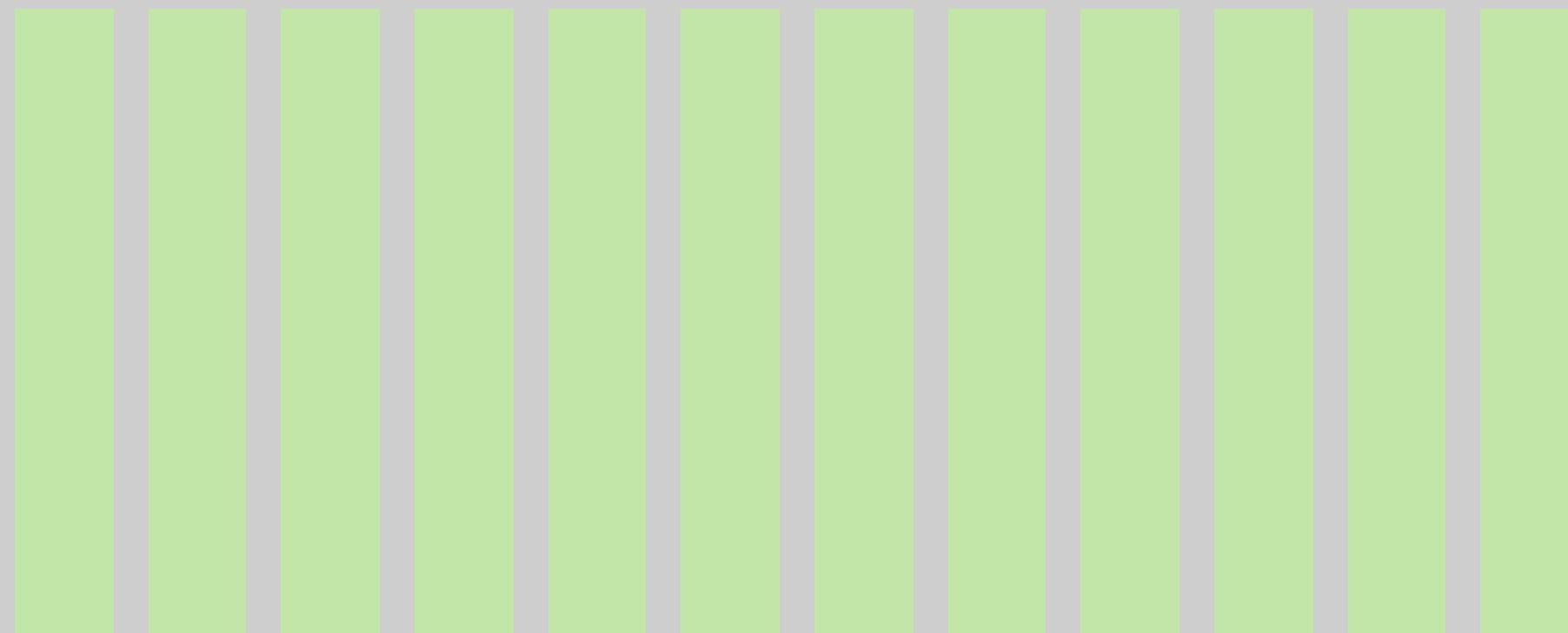
Brand Logo



12-COLUMN GRID

Use this slide to highlight the details behind your brand's layout grids.

The more specific the better, so viewers know exactly what to and what not to do when using this component.



SECTION TITLE

MOBILE PLACEHOLDER X 1

Use this slide to create a guidelines sections related to mobile design. Swap in relevant mocks, insert a prototype, or replace it with whatever you need.

Brand Logo



SECTION TITLE

DETAILS ON RIGHT

Use this slide to create your own brand guidelines sections. Swap in a relevant image, or replace it with whatever you need.

Brand Logo

THANK

YOU

contact@email.com