

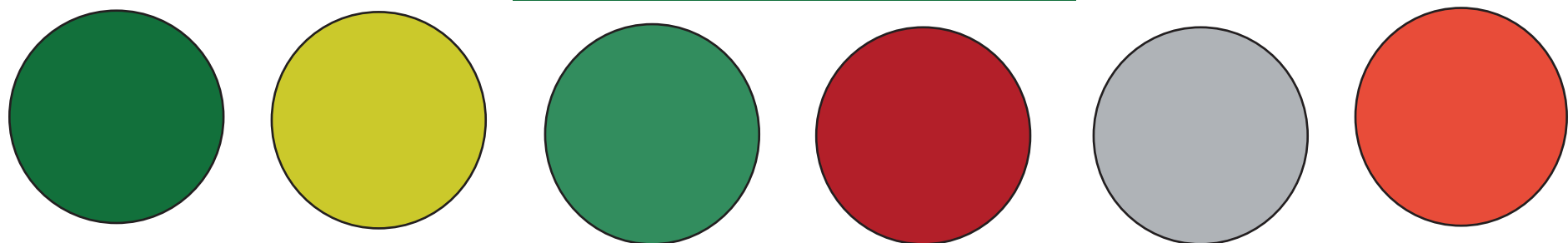
Primary Logo

Brand Voice



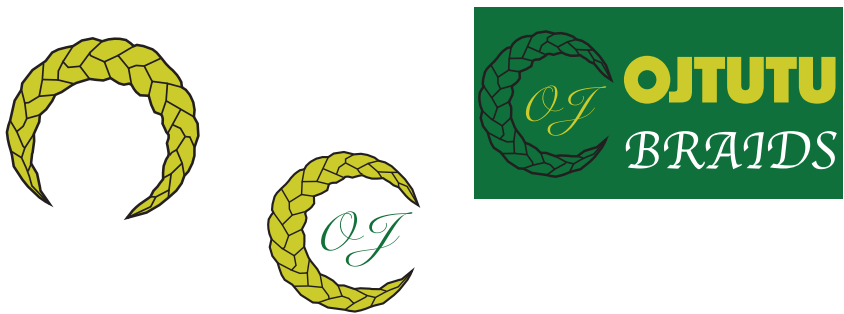
Since 2019, we’ve been dedicated to empowering clients through creative, high-quality braiding and hair-styling services. Our **mission** is to help every client look and feel their best, while striving to be the top hairstyling business in the **Fargo-Moorhead** area. We value creativity, professionalism, and exceptional customer care.

Color Pallet

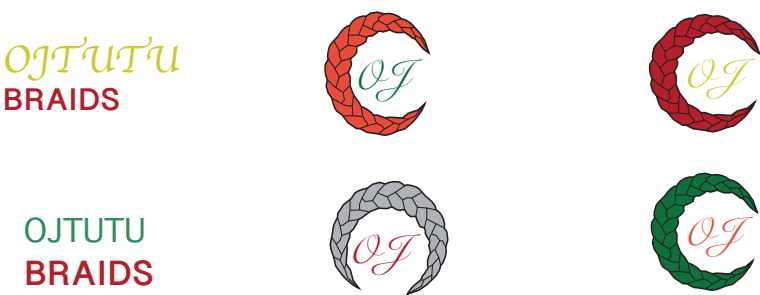


Hexcode: #0c703a Color Name: Green RBG: 10, 113, 59 CMYK: 89, 31, 98, 21	Hexcode: #cccb2b Color Name: Y. Green RBG: 204, 202, 43 CMYK: 24, 10, 100, 0	Hexcode: #378d5d Color Name: Teal RBG: 55, 141, 93 CMYK: 79, 23, 79, 7	Hexcode: #b41f2a Color Name: Upsdell red RBG: 180, 31, 42 CMYK: 20, 100, 93, 12	Hexcode: #b0b3b8 Color Name: W. Gray RBG: 176, 179, 184 CMYK: 32, 24, 22, 0	Hexcode: #e74c3c Color Name: M. Coral RBG: 231, 78, 59 CMYK: 4, 85, 83, 0
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Simplified & Inverted Logos



Alternative Logos



Typography

PRIMARY FONT

APPLE SYMBOLS, REGULAR -PT 18
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

LOGO OJTUTU - PHOSPATE, SOLID -PT 80
Logo Braids -Apple Chancery, Chancery -pt 65
OJ -snell Roundhand, regular -pt 60

SECONDARY

**MALAYALAM SANGAM, MN, BOLD, REG-
ULAR -PT 18**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$\$%^&*()

Graphic Elements

