FL!RT

PREMIUM HAIR EXTENSIONS

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Colour Scheme

		Pantone colour ref.		*CMYK*		*RGB*		*HEX*
Primary Brand Colour *logo / main background / business cards*		Pantone 190 C		0 / 70 / 20 / 0		246 / 117 / 153		F67599
Secondary Brand Colour *logo text / secondary background / accent*		Pantone Black 7 C		0 / 0 / 0 / 90		65 / 64 / 66		#414042
Base Colour		White		0 / 0 / 0 / 0		255 / 255 / 255		#ffffff

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Logo Usage

Examples of how the primary logo deals with the alternative colour backgrounds from the suggested scheme.

The only 'rules' are that the colours do not clash and that there is a level of contrast (or difference) between logo, typography and it's specified backdrop.

This also applies to the logo's placement over a photographic background, pattern, visual graphics or other media.

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Font Usage

PRIMARY TYPEFACE

LULO CLEAN ONE MAIN LOGOTYPE TEXT / CONTENT

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 Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) _ < > ?

Secondary Typeface

Humanist (Bold) Tagline / Subheadings

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
!@#$%^&*()_<>?

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