



LOGO

PROPER USAGE OF LOGO

The Amazing Lash Studio® logo may be used on all advertising and marketing collateral. All collateral and promotional materials must be approved in advance by the Amazing Lash Studio support center. If you have any questions, concerns or doubts regarding these guidelines, please call the support center at 480.386.9705.

PROPER LOGO COLORS

PLEASE DO NOT CHANGE THE COLOR OF THE LOGO. LOGO MUST ALWAYS PRINT IN THE COLORS INDICATED BELOW.

IMPROPER USAGE OF LOGO

- DO NOT USE THE LOGO TO PROMOTE ANY PRODUCT OR SERVICE THAT IS NOT AFFILIATED WITH OR ENDORSED BY AMAZING LASH STUDIO.
- DO NOT CHANGE THE COLOR OF THE LOGO.
- DO NOT SKEW OR DISTORT THE LOGO.
- DO NOT EMBOSS OR ADD ANY OTHER TYPE OF TREATMENT TO THE LOGO.



PANTONE: 1925C



CMYK: 100M, 55Y
RGB: 237, 21, 86
HEX: ed1556



BLACK



CMYK: 100CMYK

Use Black
version with
black and white
print/collateral
only

LOGO

LOGO WITHOUT PILLOW



PANTONE: 1925C



CMYK: 100M, 55Y
RGB: 237, 21, 86
HEX: ed1556



BLACK



CMYK: 100CMYK

USE BLACK
VERSION WITH
BLACK AND
WHITE PRINT/
COLLATERAL
ONLY

LOGO

HORIZONTAL LOGO COLORS

WHEN ON A LIGHT BACKGROUND, THE WORDS "AMAZING" AND "STUDIO" SHOULD BE IN BLACK AND THE WORD "LASH" SHOULD BE IN PANTONE 1925C OR PROCESS CONVERSION 100M, 55Y.

WHEN ON A DARK BACKGROUND, THE WORDS "AMAZING" AND "STUDIO" SHOULD BE IN WHITE AND THE WORD "LASH" SHOULD BE IN PANTONE 1925C OR PROCESS CONVERSION 100M, 55Y.

AMAZING *lash* STUDIO®

AMAZING *lash* STUDIO®



PANTONE: 1925C



CMYK: 100M, 55Y
RGB: 237, 21, 86
HEX: ed1556



BLACK



CMYK: 100CMYK

WHENEVER NECESSARY, THE LOGO IS PERMITTED TO BE IN ALL BLACK OR ALL WHITE. THIS IS NOT PREFERRED, BUT PERMISSIBLE.

AMAZING *lash* STUDIO®

AMAZING *lash* STUDIO®

LOGOS FOR PACKAGING

WHEN DESIGNING PACKAGING, USE THE FOLLOWING MODIFIED PACKAGING LOGOS, WHICH ALWAYS PRINTS BLACK.

ASCENDERS OF THE “L” AND “H” HAVE BEEN SHORTENED. THIS IMPROVES LEGIBILITY, ESPECIALLY AT REDUCED SIZES.



MODIFIED PACKAGING LOGOS

AMAZING
lash[®]
STUDIO

AMAZING *lash* STUDIO[®]



REGULAR USE LOGOS

AMAZING
lash[®]
STUDIO

AMAZING *lash* STUDIO[®]

COLORS



PANTONE: 1925C



CMYK: 100M, 55Y
RGB: 237, 21, 86
HEX: ed1556



BLACK



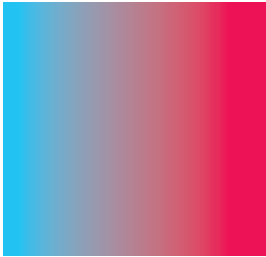
CMYK: 100CMYK



PANTONE: 7689C



CMYK: 75C, 30Y
RGB: 43, 147, 209
HEX: 2b93d1



GRADIENT OF
PANTONE: 1925C
PANTONE: 7689C

FONTS

**DIN
BOLD**

HEADLINES

SUBHEADS

IMPORTANT COPY

**DIN MEDIUM
ALTERNATE**

SUBHEADS

IMPORTANT COPY

**DIN
REGULAR**

BODY COPY

**DIN LIGHT
CONDENSED**

LEGAL COPY

TYPOGRAPHY: HEADLINES

WAKE UP BEAUTIFUL

FONT: DIN BOLD - ALL CAPS

TREATMENT: STROKE 2PTS - COULD BE LESS OR MORE DEPENDING ON SIZE OF TYPE

TRACKING: 90 - COULD BE LESS OR MORE DEPENDING ON SIZE OF TYPE AND SPACE FOR TYPE

WATCH OUTS: TYPE CAN HAVE UNEVEN LETTER SPACING - MAY HAVE TO KERN TYPE BETWEEN CERTAIN LETTERS

WAKE UP BEAUTIFUL

FONT: DIN BOLD - ALL CAPS

TRACKING: 90 - COULD BE LESS OR MORE DEPENDING ON SIZE OF TYPE AND SPACE FOR TYPE

WATCH OUTS: TYPE CAN HAVE UNEVEN LETTER SPACING - MAY HAVE TO KERN TYPE BETWEEN CERTAIN LETTERS

AMAZING *lash* STUDIO

WAKE UP
BEAUTIFUL

\$7999
FIRST SET
OF LASHES

GET UP AND GO. NO MAKEUP REQUIRED.

The advertisement is a vertical rectangle. At the top, it says 'AMAZING *lash* STUDIO' in a small font. Below this is a portrait of a woman with long, wavy hair, looking slightly to the side. To the right of the portrait is a thick red vertical bar. At the bottom of the bar, the headline 'WAKE UP BEAUTIFUL' is written in a large, bold, sans-serif font. Below the headline, the price '\$7999' is displayed in a large font, with 'FIRST SET OF LASHES' in a smaller font underneath. At the very bottom, the tagline 'GET UP AND GO. NO MAKEUP REQUIRED.' is written in a small font.

← HEADLINE

TYPOGRAPHY: SUBHEADS

GET UP AND GO. NO MAKE UP REQUIRED.

FONT: DIN BOLD - ALL CAPS

TRACKING: 90 - COULD BE LESS OR MORE DEPENDING ON SIZE OF TYPE AND SPACE FOR TYPE

WATCH OUTS: TYPE CAN HAVE UNEVEN LETTER SPACING - MAY HAVE TO KERN TYPE BETWEEN CERTAIN LETTERS

AMAZING *lash* STUDIO

WAKE UP
BEAUTIFUL

\$7999
FIRST SET
OF LASHES

GET UP AND GO. NO MAKEUP REQUIRED.

← SUBHEAD

TYPOGRAPHY: PRICING

\$79⁹⁹

ALIGN AT THE TOP

\$79⁹⁹

FONT: DIN BOLD

DOLLAR SIGN: HALF THE POINT SIZE OF THE DOLLARS

CENTS: HALF THE POINT SIZE OF THE DOLLARS

ALIGNMENT: AT THE TOP

TRACKING: 0 - COULD BE LESS OR MORE DEPENDING
ON SIZE OF TYPE AND SPACE FOR TYPE

WATCH OUTS: TYPE CAN HAVE UNEVEN LETTER SPACING
- MAY HAVE TO KERN TYPE BETWEEN CERTAIN NUMBERS

FONT: DIN BOLD

STROKE: 2PTS - COULD BE MORE OR LESS DEPENDING ON SIZE OF FONT

DOLLAR SIGN: HALF THE POINT SIZE OF THE DOLLARS

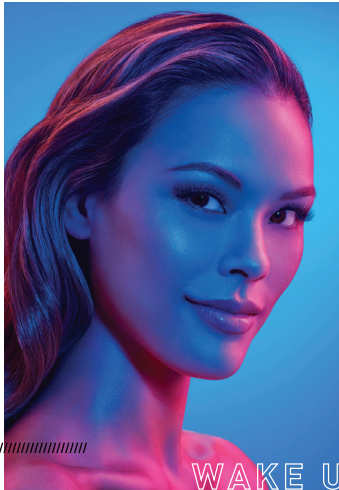
CENTS: HALF THE POINT SIZE OF THE DOLLARS

ALIGNMENT: AT THE TOP

TRACKING: 0 - COULD BE LESS OR MORE DEPENDING
ON SIZE OF TYPE AND SPACE FOR TYPE

WATCH OUTS: TYPE CAN HAVE UNEVEN LETTER SPACING
- MAY HAVE TO KERN TYPE BETWEEN CERTAIN NUMBERS

AMAZING *lashi* STUDIO



WAKE UP
BEAUTIFUL

\$79⁹⁹

GET UP AND GO. NO MAKEUP REQUIRED.

PRICING

TYPOGRAPHY: OFFER COPY

\$79⁹⁹

FIRST SET OF LASHES

ALIGN WIDTHS

ALIGN AT THE BOTTOM

\$79⁹⁹

FIRST SET OF LASHES

ALIGN WIDTHS

FONT: DIN CONDENSED BOLD

FIRST SET OF LASHES

\$79⁹⁹

ALIGN WIDTHS

FONT: DIN BOLD

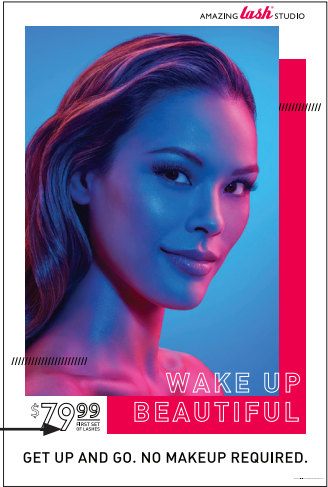
FIRST SET OF LASHES

\$79⁹⁹

ALIGN WIDTHS

FONT: DIN MEDIUM ALTERNATE

OFFER COPY



TYPOGRAPHY: BODY COPY, ADDRESSES

Skip the eyelash curler. Lose the eyeliner.
Break up with your mascara for good.

FONT: DIN MEDIUM ALTERNATE
TRACKING: 60 - COULD BE LESS OR MORE DEPENDING ON SIZE OF TYPE AND SPACE FOR TYPE

Skip the eyelash curler. Lose the eyeliner.
Break up with your mascara for good.

FONT: DIN REGULAR
TRACKING: 60 - COULD BE LESS OR MORE DEPENDING ON SIZE OF TYPE AND SPACE FOR TYPE

GET UP AND GO.
NO MAKEUP REQUIRED.

Skip the eyelash curler. Lose the eyeliner. Break up with your mascara for good. Amazing Lash Studio has everything you need for a gorgeous, glamorous gaze — no eye makeup required. From weightless lash extensions to a curl-enhancing lash lift, our professional stylists will keep you looking and feeling beautiful. No matter what you choose, you'll look confident — and get complimented — day after day. What are you waiting for?

////////////////////////////////////

FIRST FULL SET OF LASHES \$79⁹⁹

AMAZING *lash* STUDIO

Studio Location Name
Address 1 information here
Directional info here
(xxx) xxx-xxxx
AmazingLashStudio.com

Studio Location Name
Address 1 information here
Directional info here
(xxx) xxx-xxxx

← BODY COPY

← ADDRESS

TYPOGRAPHY: LEGAL COPY

©2019 Amazing Lash Studio, LLC. All rights reserved. New clients only. Can not be combined with any other offers or discounts. Limited time offer. Each Amazing Lash Studio® is independently owned and operated.

FONT: DIN CONDENSED LIGHT

SIZE: SMALLEST SIZE CAN BE 5.5 PTS. COMFORTABLE IS 6PTS. BIGGER THE PIECE, THE BIGGER THE POINT SIZE CAN BE.

TRACKING: 0 - COULD BE LESS OR MORE DEPENDING ON SIZE OF TYPE AND SPACE FOR TYPE

PANELS

PROPER USAGE OF PANELS

PANELS CAN BE GRADIENT OR SOLID.
PANEL IN PMS 1925C (100M, 55Y) SHOULD BE DOMINANT PANEL
IF THERE IS A PANEL SUPPORTING A PHOTO, PANEL SHOULD BE PMS 1925C (100M, 55Y)

GET UP AND GO.
NO MAKEUP REQUIRED.

Skip the eyelash curler. Lose the eyeliner. Break up with your mascara for good. Amazing Lash Studio has everything you need for a gorgeous, glamorous gaze — no eye makeup required. From weightless lash extensions to a curl-enhancing lash lift, our professional stylists will keep you looking and feeling beautiful. No matter what you choose, you'll look confident — and get complimented — day after day. What are you waiting for?

FIRST FULL SET OF LASHES

\$79⁹⁹

AMAZING *lash* STUDIO

Studio Location Name
Address 1 information here
Directional info here
(xxx) xxx-xxxx
AmazingLashStudio.com

Studio Location Name
Address 1 information here
Directional info here
(xxx) xxx-xxxx

← GRADIENT PANELS
PMS 1925C DOMINATES

PHOTO WITH SUPPORTING
PANEL IN PMS 1925C

WAKE UP
BEAUTIFUL

SOLID PANELS
PMS 1925C DOMINATES

ABOUT OUR
STYLISTS

All of our stylists bring something special to this studio. Which one is best for you? Read and find out!

Master Stylists
Now and then someone's skill, speed and artistry rises to a new level, and nothing but the title Master Stylist will do! They're our most requested and in-demand stylists, so book your appointment now — they fill up quickly!

Lash Stylists
These well-trained pros know just what it takes to give you the gorgeous results you crave. Their rates may be easier on your budget and they are often more available for last-minute appointments. They have long lists of pleased clients — we think you'll be impressed.

MASTER STYLIST UPGRADE PRICING MENU

SERVICE	MEMBER	NON-MEMBER
FULL SET	\$20	\$30
REFILL	\$10	\$20
TOUCH-UP	\$7	\$12

AMAZING *lash* STUDIO

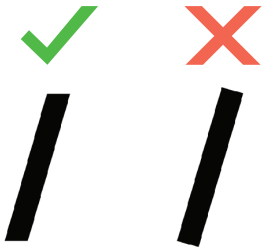
LASH GRAPHIC



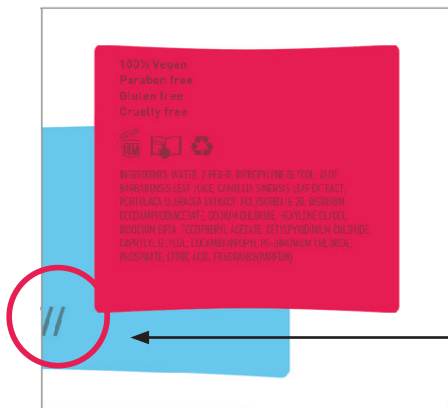
HOW TO USE: USE SPARINGLY AS AN ACCENT. BEST TO USE ONE OR TWO SETS WITHIN A DESIGN. SETS SHOULD BE THE SAME HEIGHT.

IMPROPER USAGE

- DO NOT USE ONE SET AT ONE HEIGHT AND ANOTHER SET AT ANOTHER HEIGHT.
- DO NOT ADJUST THE HEIGHT, WIDTH OR SPACING BETWEEN THE LASH GRAPHICS. SCALE APPROPRIATELY BETWEEN THE MINIMUM + MAX HEIGHT.
- DO NOT USE AN ANGLED LASH GRAPHIC - ALL LASH GRAPHICS SHOULD BE STRAIGHT ACROSS VERTICALLY ON THE EDGE AS SHOWN.
- DO NOT USE LESS THAN 5 LASH GRAPHICS IN A DESIGN.



← KEEP LASH GRAPHICS SQUARE ON THE TOP AND BOTTOM EDGES

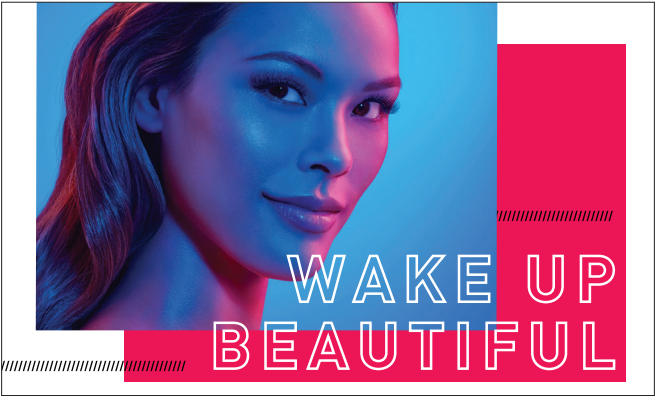


← USE AT LEAST 5 LASH GRAPHICS WITHIN A DESIGN

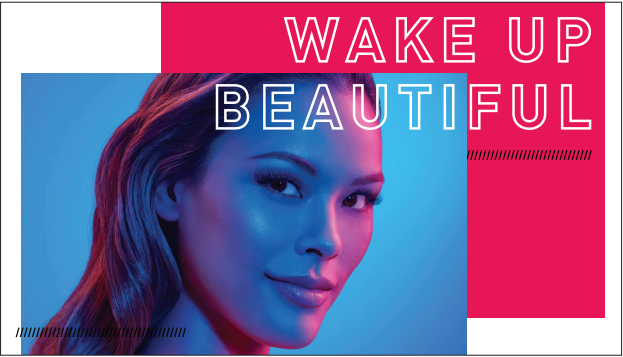
DESIGN SAMPLES



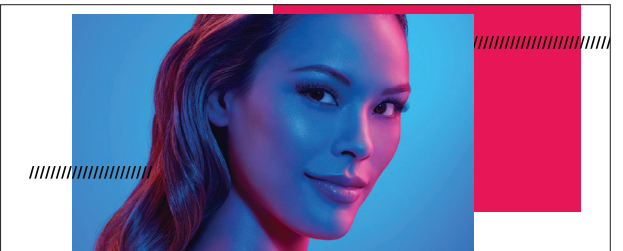
POSTER



POSTCARD FRONT AND BACK



EMAIL HEADER



HOMEPAGE HEADER

