

BRAND BOOK

June
2024

Carlito Hair design

A fresh NEW look





Carlito Hair design is a Reading-based hair salon, dedicated to providing personalized hair care services that enhance our clients' natural beauty.

We use high-quality products and techniques to create unique styles that boost confidence and leave a lasting impression. All our stylists are highly qualified to create the look you are visioning.



Typography

»»» Primary

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ 0123456789**

Poppins Extra bold

ABC

»»» Secondary

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNŃOPQRSTU
VWXYZ 0123456789*

Canva Student Font



Colour Palette

RGB (9,33,164)
#a17b32



Gold:

Represents **trust** and **reliability**. It's also a trending colour in 2024 for start-ups in the tech business and digital marketing industries.

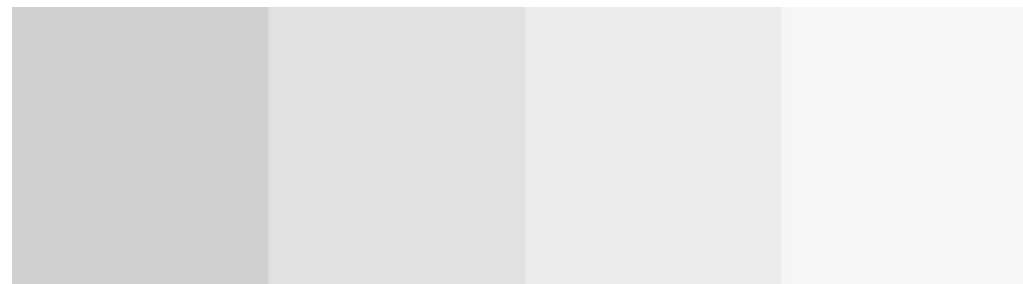
RGB(220,4,40)
#dc0428



Black:

It's the colour of **excitement** and **passion**. It has the ability to stimulate concentration and stimulate attention.

RGB (255,255,255)
#FFFFFF



White:

Stimulates **Clarity** both conscious and unconsciously, it also represents **efficiency** and a sense of **optimism**.



| Colour Palette

The institutional colors are those defined for conveying the company's visual identity. They should predominate in both institutional and promotional materials.

- the percentages indicated in CMYK are valid for four-color offset printing in Europe scale.
- for use in electronic media use RGB and hexadecimal references.

For all other forms of placement, use the pantone® scale in the coated© reference, to obtain the colours by visual approximation.



| Brand Development



CARLITO HAIR DESIGN



brand name

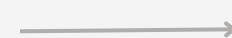
*Hair with the letter "C" = **Name+identity***

Our main focus is to provide
**clients with a fresh and
stylish new look.**

» | Brand Development



CARLITO



HAIR DESIGN





| The Brand – Light Signature



CARLITO
HAIR DESIGN



| The Brand – Black Signature



CARLITO
HAIR DESIGN

» | The Brand – Gold Signature



CARLITO
HAIR DESIGN



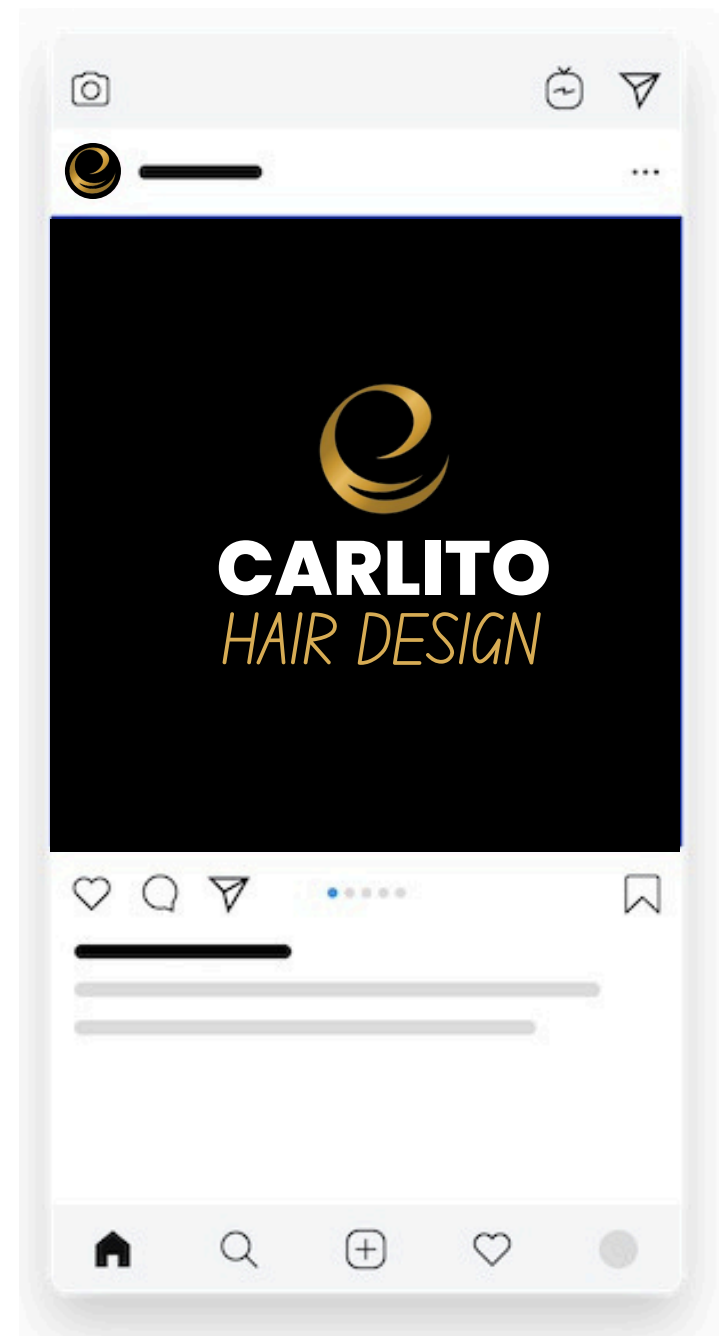
| The Brand – White Signature



CARLITO
HAIR DESIGN



Phone+Watch Application



← Banner feed





Outdoor banner Application



CARLITO HAIR DESIGN

