

FRATELLE

Hair & Makeup™

STYLEGUIDE

Version 1.0 May 2013

## Brand Logo

The logo for Fratelle Hair & Makeup is centered between two vertical black lines. The word "FRATELLE" is written in a large, bold, black serif font. Below it, "Hair & Makeup" is written in a smaller, black serif font, followed by a trademark symbol (TM).

**FRATELLE**  
Hair & Makeup<sup>TM</sup>

The Fratelle logo is the official registered trademark and any alteration, distortion, misuse other than what is specified in these guidelines is not allowed.

The Fratelle identity may only be used in the horizontal format as shown here.

Do not recreate the identity under any circumstances and always use the identity to the specifications described in this document.

## Brand Logo options



### The Identity

The Full Colour Identity should be used in print or on-screen whenever budget allows. This version can be printed in Rich Black, four colour process inks (CMYK) as described in the brand colour palette.



### The Reversal Identity

The Reversal Identity should be used whenever the logo is required to be white on a solid background.

# Clear Space

In order to protect the identity of the Fratelle brand, a minimum clear space needs to be allowed around the logo.

The area within and surrounding the identity must be kept completely clear as shown. Ideally where possible, more than the minimum clear space is encouraged.

The clear space is measured by the x-value, which is the height of the 'F' in the Fratelle logo as shown here.

No matter what size the identity is reproduced, the clear space will always be the same.

Depending on the size of the identity, the 'x' height will increase or decrease and therefore effect the corresponding clear space.



## Minimum Size

At times the Fratelle brand will need to be used quite small. Therefore a minimum size has been developed to ensure that the brand remains legible even at these small sizes.

- Minimum logo width: 40mm



## Social Media Logo

Use of the Fratelle logo across social media websites for the brand's profile, will use the following shortened logo design, where proportions and colour will remain exactly the same.

The social media logo presented here will not be used anywhere else.



## Incorrect Use



1. Do not stretch or distort the logo.



2. Do not alter or substitute colours.



3. Do not alter the size of any of the elements in the logo



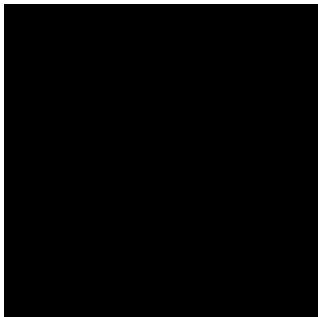
4. Do not crop or delete any part of the logo.

The correct use of the identity has been described in detail in this document.

Any uses apart from the ones specified are not allowed.

Do not add, subtract or alter any elements of the logo design. Do not substitute for other typefaces.

# Colour Palette



## Fratelle Rich Black

CMYK:	RGB:	HTML:
C: 60	R: 0	#000005
M: 40	G: 0	
Y: 40	B: 5	
K: 100		

Correct colour reproduction is a key part of maintaining brand recognition.

Fratelle has specific colour settings for reproducing colours, so that they match when reproduced on paper or on-screen.

The identity should be printed or seen in full colour wherever possible to maintain consistency.

The Fratelle colours need to be employed in Rich Black, either four colours (CMYK), on-screen (RGB) or web (HTML).

# Brand Typography

Typography is one of the most important elements of design and to maintain a consistent identity, it is important to always use the typography that has been decided for the brand.

The typeface chosen for use in communications for Fratelle is the Baskerville font family.

It is also recommended that for printed materials the body copy font size should be no smaller than 7.5pt and no larger than 11pt.

No other typefaces should be used across any design collateral.

## Baskerville - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## **Baskerville - Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**



# Template examples - DL flyer

Logo centre aligned,  
allowing clear space  
around the design

Baskerville typeface,  
uppercase



Logo centre aligned,  
allowing clear space  
around the design

All typography  
typeset in Baskerville



Website always in  
lowercase

When all salons are  
positioned together,  
ensure to position them  
in four columns as  
shown here

# Template examples - Business Card

Logo centre aligned,  
allowing clear space  
around the design



Typeface Baskerville  
used across the entire  
business card design



Website always in  
lowercase

Colours used are only  
rich black and white.

# Contact

Any reproductions of the Fratelle brand and identity must adhere to the contents of this document, effective May 1st, 2013.

Any information or clarification of content that is contained within this document can be clarified by:

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