

# SMINKD Style Guide

Logo:



Sub Logo:



Colors:

Red #F01E27

Black #000000

Fonts:

## Headings: Karma

Body: Poppins

font-size: 16

Line-height: 27

## Imagery:

Images should be high fashion with models from diverse racial backgrounds. We will also be using images of Simone along with members of the executive team.

Photos of makeup artists and estheticians are photos that should be shown on the home page and on the consultant page. We want to show that we work with all types of artist for different backgrounds

Examples shown below.





