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Barbershop Toolbox

# Logo styleguide

March 2017

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## Barbershop / Contents

This is an interactive contentpage. Clicking on the listed items will redirect to the relevant page in this document.

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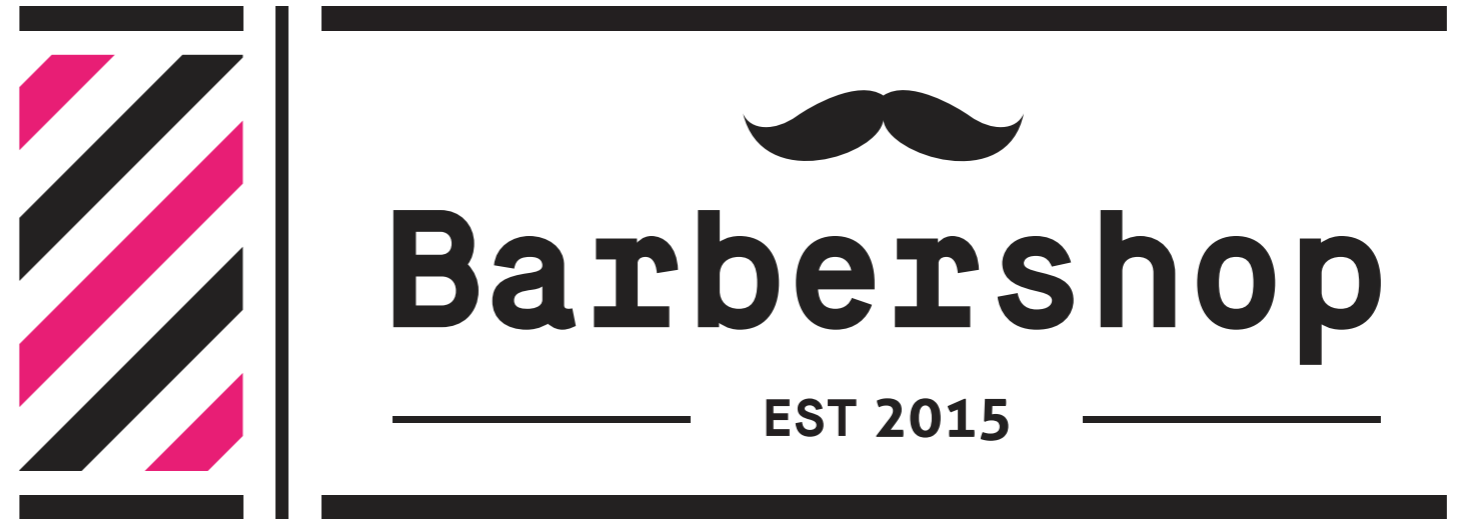
## Barbershop / Logo

### Barbershop logo

The BARBERSHOP logo consists of a traditional barbershop pole symbol in magenta/black, mustache and the word mark. These three elements are inseparable and must not be altered.

Never try to re-construct the banner mark - use only the original files.

The logo is vectorized and therefore scaleable to any size.



## Barbershop / Logo

### Colored logo

Version (A) of the two-colored logo is the primary version. It should be placed on a white background whenever possible.

If working on dark or black background it is mandatory to use version (B).



(A)



(B)

## Barbershop / Logo

### Alternative banner mark

Alternative black logo version (A). Only to be used on light colored or white background, if color printing is not possible or for example screen printing.

The same goes for version (B) that should be used on dark or black background.



(A)



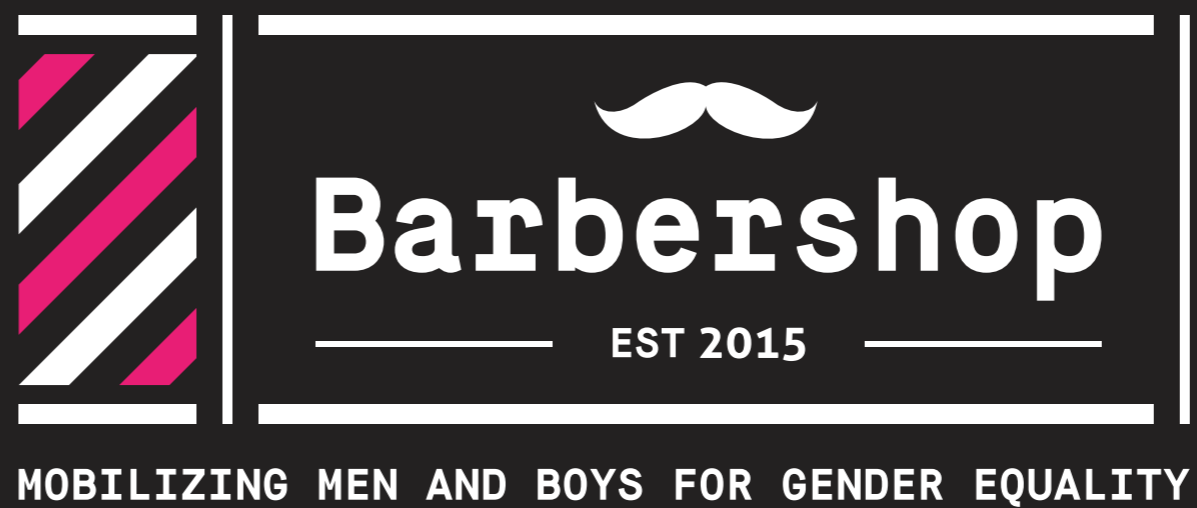
(B)

## Barbershop / Logo + tagline

### Logo with tagline - 2 colours

Primary colored logo with tagline version (A).

Secondary version (B) - to be used on black or dark background.

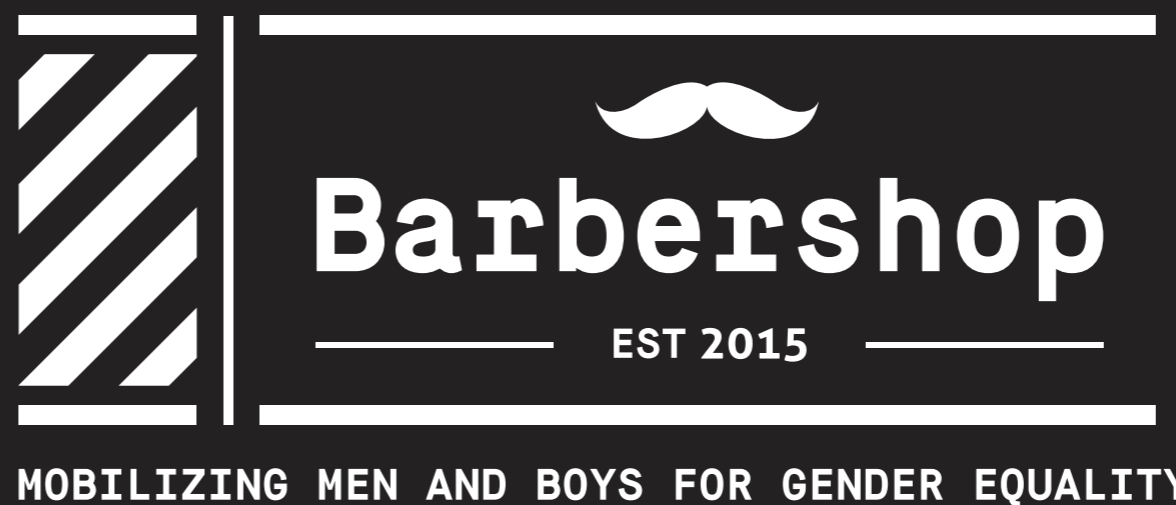


## Barbershop / Logo + tagline

### Logo with tagline - B/W

Alternative version in black with tagline version (A).

Secondary version (B) - to be used on black or dark background.



# Barbershop / Colors

## Color palette

The color is the same as the HeForShe campaign and is bold, bright and simple.

For 4-color printing use CMYK values. For digital assets please use RGB or web HEX#.

### MAGENTA

Pantone  
213 C

RGB  
232 / 30 / 117

CMYK  
0 / 88 / 47 / 11

HEX  
#e31c79

### BLACK

Pantone  
Neutral Black C

RGB  
35 / 33 / 33

CMYK  
71 / 66 / 65 / 72

HEX  
#232121

### WHITE

Pantone  
n/a

RGB  
255 / 255 / 255

CMYK  
0 / 0 / 0 / 0

HEX  
#FFFFFF



## Typefaces

Maison Bold should be used for headlines in ALL CAPS.

Copytext should be in Myriad Pro.

Example shown below.

# HEAD LINE

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**Maison Mono Bold**

Maison Mono Light

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# COPY TEXT

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Myriad Pro Regular

*Myriad Pro Italic*

**Myriad Pro Semibold**

**Myriad Pro Bold**

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**LEVEL ONE / Maison Mono Bold**

**Level two / Myriad Pro Bold**

**Level three / Myriad Pro Semibold**

Level four / Myriad Pro Regular

Barbershop / Example of use

Conference kit



PPT slides





**Barbershop / Example of use**

**Gadget**

Print in  
one color





Photobooth

