

ReformA

Beauty Systems

ReformA is with you
even when you are
wearing nothing

TYPOGRAPHY.

Main font

Calibri is a humanistic grotesque font family that is part of the Microsoft ClearType Font Collection.

Aa

AaBbCcDd EeFfGg

HhIi0123456789

+;%@*

Regular. AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Italic. *AaBbCcDdEeFfGgHhIiJjK LlMmNnOo*
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_")*

Bold. **AaBbCcDdEeFfGgHhIiJjK LlMmNnOo**
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Bold Italic. ***AaBbCcDdEeFfGgHhIiJjK LlMmNnOo***
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

TYPOGRAPHY.

Secondary font

Yellow Peas is a clean and modern font with stylistic alternatives, standard and discretionary ligatures. Also includes the function of small caps.

Aa

AaBbCcDd EeFfGg

HhIi0123456789

+;%@*

Regular.

AaBbCcDdEeFfGgHhIijjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:- *")

Bold.

AaBbCcDdEeFfGgHhIijjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:- *")

COLOR PALETTE.

The main color scheme

Blue



CMYK 100 / 91 / 28 / 25 RGB 0 / 36 / 105
Pantone 281 C HTML #002469

Black



CMYK 0 / 0 / 0 / 100 RGB 0 / 0 / 0
Pantone Black C HTML #2A2519

Red



CMYK 0 / 100 / 95 / 0 RGB 227 / 30 / 41
Pantone 185 C HTML #E31E29

Graphite



CMYK 15 / 10 / 0 / 75 RGB 54 / 57 / 63
Pantone 425 C HTML #36393F

Main logo



Logo color options



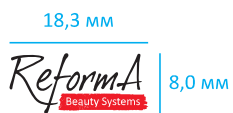
LOGO

guard fields

Main logo



Minimum logo sizes



LOGO

inappropriate use

