

the TM
MANICURE
company

OUR BRAND
GUIDELINES

Trademarked

The Manicure Company brand mark is trademarked in the UK (UK00003342473) and Ireland (259573). It may not be duplicated, manipulated or emulated without express written permission.



Brandmark

The Manicure Company brandmark consists of a logotype set within specific proportions and relationships. The brandmark should never be altered or recreated in any way by either manual or electronic methods.

Do not change the positioning or relative size of the symbol and typography in any way.

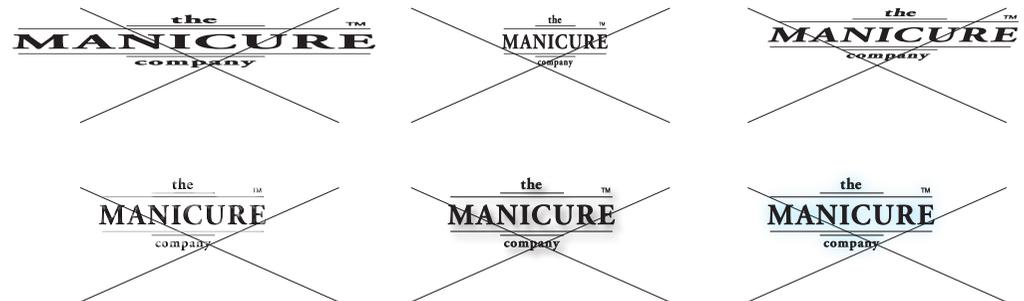
Do not squash, stretch, skew or distort the brandmark in any way.

Do not apply obvious skeumorphic 3D effects such as bevels, drop shadows, glows etc.

Always use the correct digital version of the logo to ensure optimum reproduction. (for example, low-resolution PNG files should only be used for screen graphics. Use Ai/EPS/PDF vector files for print).



Unacceptable



Logo placement, exclusion area and minimum size

The visibility of The Manicure Company brandmark is of paramount importance and should not be compromised by inappropriate, dark or busy background images/graphics

The logo should always be placed with sufficient clear space (or 'quiet zone') around it. This zone is the equivalent of the height of the uppercase 'E' (Cap Height) of the main text element of the brandmark.

The logo should not be reproduced at a size of below 25mm in width.

Important: The rules regarding stretching or squashing still apply. The logos must **NEVER** be squashed, stretched, skewed or scaled disproportionately.

When placing the logo on a background, ensure sufficient contrast and if necessary, use permitted alternative logo versions to achieve contrast.

Min 25mm



Colour Palette

It is essential that our brand colours are used accurately and consistently.

Please ensure that colour values shown are used whenever creating graphics using The Manicure Company branding.

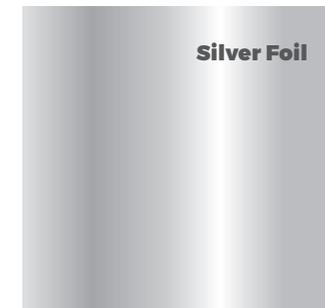
The secondary colour palette should be used sparingly as accent colours. The cleanliness, order, and professionalism of the brand should be respected at all times.



Primary Palette



Secondary Palette



Single Colour Options

Where colour choice is limited by the reproduction process (for example in embroidery or vinyl lettering), a **single** colour is acceptable.

Do not make new variations of the logos with a mix of two or more colours, gradients etc.

Acceptable



Unacceptable



Our Fonts

Our print font is Montserrat

The font can be downloaded here:

<https://fonts.google.com/specimen/Montserrat>

Our Web font is Montserrat

The font can be purchased here:

<https://www.fonts.com/font/monotype/twentieth-centuryt>

Dos & Don'ts

Use weights, styles and sparing use of the accent colours to create typographic interest.

Use OPTICAL kerning and manually adjust and correct kerning for large headlines etc. (> 50pt)

Set the text with generous leading and margins to create a sense of cleanliness and organisation

Don't stretch, squash skew or apply 3D skeumorphic effects to the type (apply the same rules as the landmark in this regard)

Don't cramp text layouts, use baseline and layout grids to establish order, hierarchy and rhythm.

Montserrat
bold

Heading

Montserrat
light

Subheading

Body euismod imperdiet natoque a nisi condimentum porta placerat fusce primis ad condimentum molestie a rutrum scelerisque eu a platea risus cubilia adipiscing suspendisse laoreet nostra class a dis cras. Aque nis nonse eles commolestion es rerio eaqui dolorpo reribusant rectem volupta tusandam ressinte sintiumqui vidempo rporum eniscip sundebit et volupta

Montserrat
light italic

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Queries

If you have any queries about
The Manicure Company
branding. Please contact us.

Tel. +353 51 364 492

Email: info@themanicurecompany.com

the
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