

The background is a vibrant light blue. Scattered across it are numerous overlapping circles of various colors, including shades of purple, pink, orange, yellow, green, and white. In the lower half of the image, two hands are visible, with fingers spread. The fingernails are painted a light, pale blue color, matching the background. The overall aesthetic is bright, cheerful, and modern.

# color STREET

## Brand Guidelines

It is essential that the brand colors are always reproduced accurately. A printed color will vary in hue and density depending on the surface it is printed on. To achieve the closest color match for printed materials, refer to the Pantone shade numbers below. When reproducing colors in CMYK or for web use, please use the supplied color values.

Purple is our primary color and should be used for titles and headlines, while black is best used for body copy. Magenta, cyan, black, and white round out the main identity colors. In situations where additional colors are needed, yellow, orange, and navy can be used sparingly.

**PRIMARY SHADE**



**PURPLE**

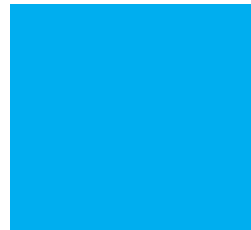
**PMS** 267 C  
**CMYK** 75, 100, 0, 0  
**HEX** 652C90

**SECONDARY SHADES**



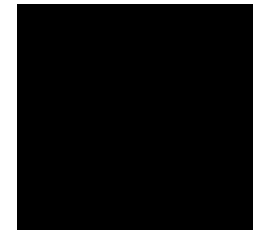
**MAGENTA**

**PMS** Process Magenta C  
**CMYK** 0, 100, 0, 0  
**HEX** EC008B



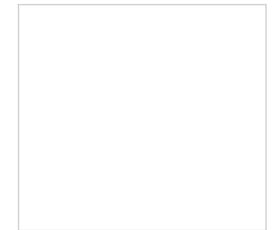
**CYAN**

**PMS** Process Cyan C  
**CMYK** 100, 0, 0, 0  
**HEX** 00ADEF



**BLACK**

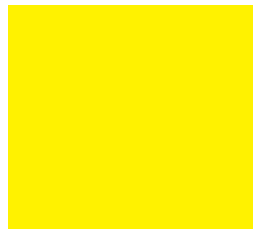
**PMS** Process Black C  
**CMYK** 0, 0, 0, 100  
**HEX** 000000



**WHITE**

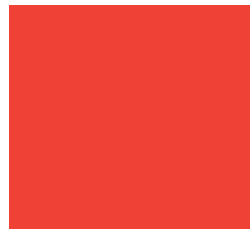
**CMYK** 0, 0, 0, 0  
**HEX** FFFFFFFF

**ADDITIONAL COLORS**



**YELLOW**

**PMS** Process Yellow C  
**CMYK** 0, 0, 100, 0  
**HEX** FFF100



**ORANGE**

**PMS** 179 C  
**CMYK** 0, 90, 85, 0  
**HEX** EF4036



**NAVY**

**PMS** 2756 C  
**CMYK** 100, 98, 14, 17  
**HEX** 2C2B78



The Color Street logo must be never be altered or recreated in any way. The colored dots are part of the logo and should not be moved or changed.

The logo should be displayed with black text and colored dots whenever possible — ideally featured on a white background.

The white Color Street logo is best for use over photography or a colored background. When placing the logo over photography, ensure legibility by placing over dark sections and avoiding busy areas. When using the white logo, the dots should also be featured in white, do not use white text with colored dots.

The logo may be rendered in all black in situations where black and white printing is necessary, but this is not preferred.



Certain situations may not allow for the logo to be displayed in the square format. In these situations, the horizontal format may be used. The same guidelines for color usage must be followed. Do not attempt to create an alternate version of the horizontal logo.



Whether in a horizontal or square format, the empty space surrounding the logo should always be equal to or greater than the x-height of the logo to maximize visual effectiveness.

INCORRECT LOGO USAGE

<p>1</p> 	<p>2</p> 
<p>3</p> 	<p>4</p> 
<p>5</p> 	<p>6</p> 

When using the Color Street logo, the following rules should be adhered to at all times.

**DO NOT:**

1. Change the logo's orientation.
2. Change the logo colors — this includes gradients, unapproved colors, and using the approved colors in any alternate arrangement.
3. Warp or otherwise distort the shape of the logo.
4. Scale the logo disproportionately.
5. Attempt to recreate the logo.
6. Add extraneous effects to the logo — outline, bevel/emboss, etc. However, a subtle drop shadow may be added to increase readability when absolutely necessary.

**WHEN USED IN WRITING**

The Color Street logo should not be used in a sentence or paired in a title with other fonts. When used in a sentence, "Color Street" should be typed in the same font with a capital C and capital S. Street should not be written in all capitals.

*Please refer to the examples on the right.*

 Contact me to learn more about Color Street!

 Contact me to learn more about colorSTREET 

 Contact me to learn more about color STREET!



## Opificio

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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## Gotham

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

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## Helvetica 33 Extended thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

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## Dancing Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Typography is a key element to communicate a unified brand personality.

*Opificio* should be used for headings and large text. It is not ideal for paragraphs and large bodies of copy.

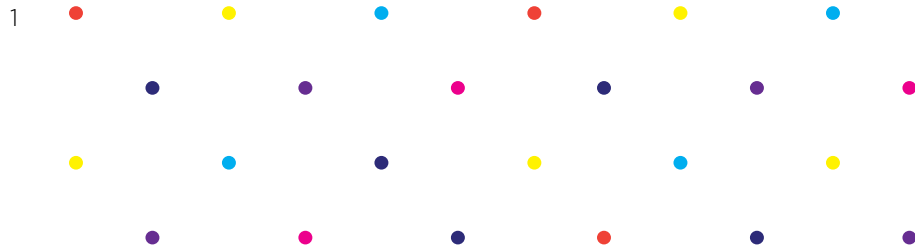
*Gotham* is the primary typeface for body copy where legibility is key. It can be used for smaller headlines or titles within a block of text.

*Helvetica 33 Extended Thin* can be used for body copy in situations when the text is larger. Due to the thin weight, it may be hard to read at smaller sizes.

*Dancing Script* can be used for more casual or fun situations. This is best used as a title or heading where the font size is larger.

#BeColorful #BeBrilliant #BeColorStreet

#BeColorStreet



### TAGLINES

Color Street uses 1 primary tagline formatted as a series of hashtags. They should always be displayed in the order to the left with #BeColorStreet last. Alternately, #BeColorStreet can be used on its own.

**Note:** When using hashtags on social media, be sure to write them as one word with the appropriate capitalization for maximum legibility.

### IMAGERY

The imagery displayed to the left can be incorporated into general marketing materials as needed.

1. Polka dots using brand colors can be incorporated as a decorative element.
2. Provided photos can be used when needed, but *should not be photoshopped or modified in any way* in order to maintain a consistent brand message. In some instances, certain photos will be designated for specific collections and should only be used as indicated.

**Please follow the guidelines below when representing yourself and Color Street on social media:**

- ✓ Stylists should always strive to portray the Color Street brand in an ethical manner, promote a positive culture filled with respect and integrity for themselves, fellow Stylists, and their clients.
- ✗ Stylists should not use the name Color Street in their social media handle in such a way that it looks like they are representing the company itself.
- ✗ Do not comment or recruit on social media channels related to Incoco, Coconut Nail Art, or competitive direct selling brands.
- ✗ Social posts should not be tagged with competitive brands' hashtags.
- ✗ Do not make comparisons to other nail brands or direct selling companies.
- ✓ Speak of other direct selling companies with respect and integrity.
- ✗ Stylists should not make claims about Color Street products that do not appear on corporate materials, product packaging, and/or the corporate website.
- ✓ Please refer to our Policies document for a more detailed listing of social media policies, in addition to these best practices.

