

Style Guide

The Lash & Brow logo identifies Lash & Brow by Grace Hanna. It should be reproduced according to the guidelines explained in this document.

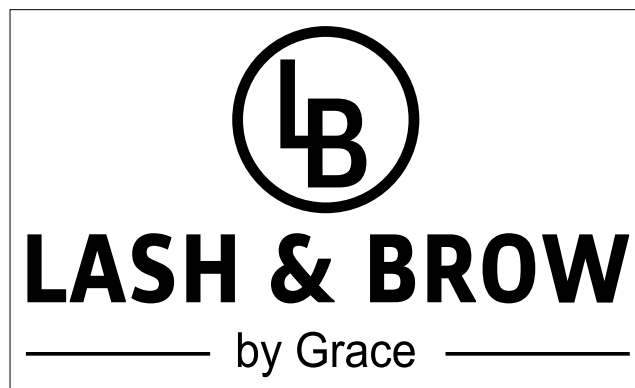
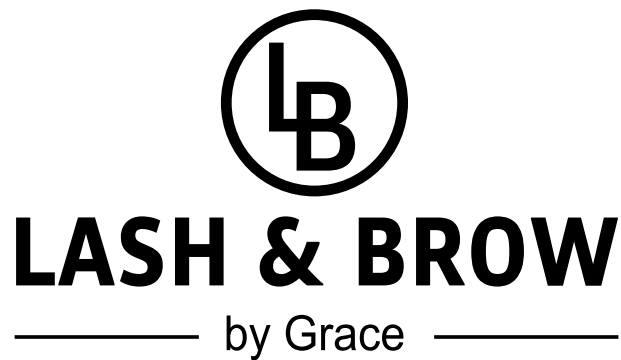
There are three approved versions of the logo:

- regular
- boxed
- reversed

Whenever possible, the “regular” version should be used against a white background.

The “boxed” version is provided for use against any other background to ensure that the logo remains readable.

The “reversed” version of the logo may be used against black.



The font used in Lash & Brow's logo is "Bulo."

The following guide lines apply for all the different versions of the logo.

Minimum Size

It is important to reproduce the logo at a size that can be easily read.



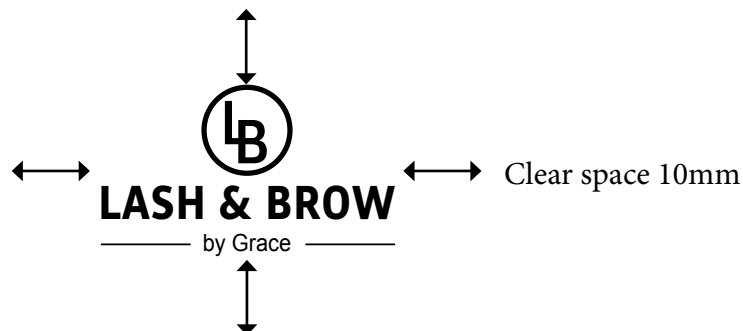
Lash & Brow Logo Colours

The logo should always be reproduced in Rich Black or pure white.

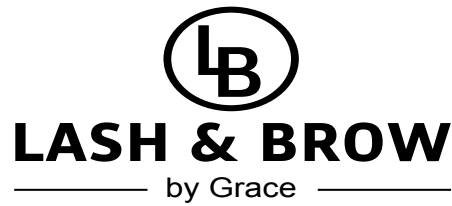


Clear Space

To give the logo the greatest possible visual impact, it is important to always allow for the minimum amount of clear space around the logo. Avoid positioning text, photos, or other elements within the clear space zone.



Incorrect Usage



Distorted



Too small

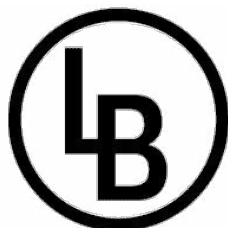
Online Usage

Versions of the Lash & Brow logo have been provided in the .GIF file format for online usage. These versions are available in large and small size, and in all of the approved version. To avoid readability problems, do not use the logo online at any size other than the ones provided. The ideal background colour for the logo is white, or black for the reversed version.



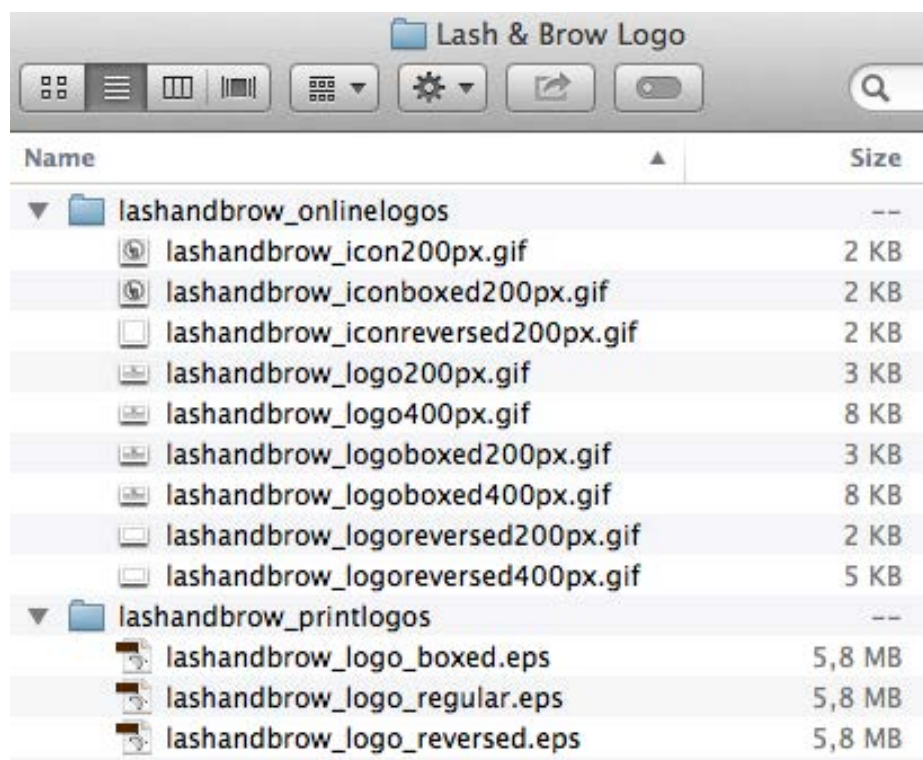
Icon

In addition to the logo, the icon may also be used without the type part online. Three .GIF files are provided in 200px, for each of the three approved versions regular, boxed and reversed.



Files Provided in the Folder

The screen capture below shows the files provided.



Name	Size
▼ folder lashandbrow_online logos	--
lashandbrow_icon200px.gif	2 KB
lashandbrow_iconboxed200px.gif	2 KB
lashandbrow_iconreversed200px.gif	2 KB
lashandbrow_logo200px.gif	3 KB
lashandbrow_logo400px.gif	8 KB
lashandbrow_logoboxed200px.gif	3 KB
lashandbrow_logoboxed400px.gif	8 KB
lashandbrow_logoreversed200px.gif	2 KB
lashandbrow_logoreversed400px.gif	5 KB
▼ folder lashandbrow_print logos	--
lashandbrow_logo_boxed.eps	5,8 MB
lashandbrow_logo_regular.eps	5,8 MB
lashandbrow_logo_reversed.eps	5,8 MB