– FOR DOMAIN MAKEOVERS<sup>™</sup>

# Brand Guidelines

**NOVEMBER 2020 · VERSION 1.0** 

XYZ

# BEAUTY

.MAKEUP

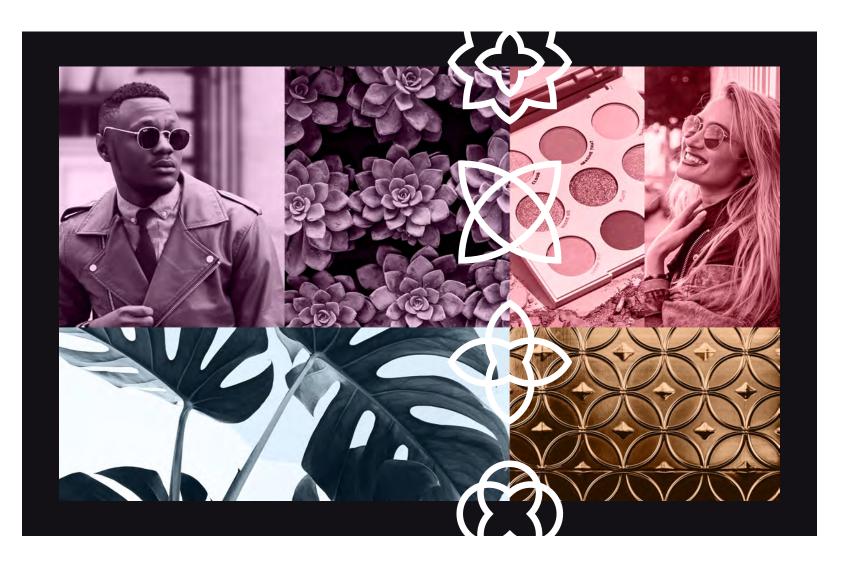
# About

### .Beauty, .Hair, .Skin, and .Makeup make a brand's online presence flawless.

This lineup of new domain names instantly establishes you as a cosmetics, hair care, and skincare leader, and attracts your ideal audience to your website.

.Beauty, .Hair, .Skin, and .Makeup are for anyone looking for a head-turning brand presence.

The beauty industry's explosive innovation, creativity, and entrepreneurship now have a worthy home online. Unite with your fellow beauty companies, professionals, influencers, and fans on the only domains made especially for you.





PRIMARY LOGOS



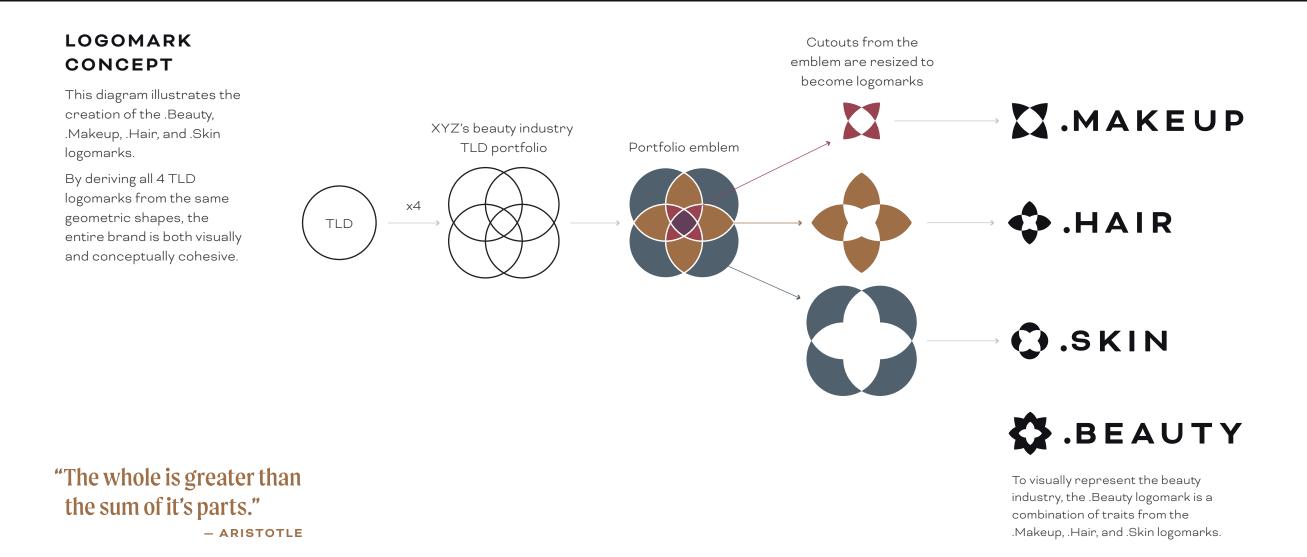
Full-color primary logos

Download logos at www.nic.beauty/files

BRAND GUIDELINES

# Logo concept

#### LEARN ABOUT OUR LOGOS



### Logo usage

#### HOW TO ARRANGE OUR LOGOS

#### GUIDELINES

When displaying all 4 of our logos, take care to align them in a consistent way.

Use the width of the "**.B**" from the .Beauty logo as the clearspace ruler. Each logo should have 1x1 or 1 x 1.5 sized clearspace around it, depending on arrangement.

Always arrange the order of the logos following these examples:

BEAUTY
MAKEUP
HAIR
SKIN

# BEAUTY HAIR MAKEUP SKIN



When arranging all 4 logos in a horizontal row, use the plain logotypes without the logomarks in this order \_\_\_\_\_\_ .BEAUTY .HAIR .SKIN .MAKEUP

### Logo usage

#### GUIDELINES

Provide adequate contrast between the background and our logos.

Do not swap brand colors or use non-brand colors in our logos.

Do not change the stroke width for the outlined logomarks.

Do not skew, distort, or edit our logos.

Always resize our logos proportionally.

Do not scale our logos smaller than .2in or 35px in height.

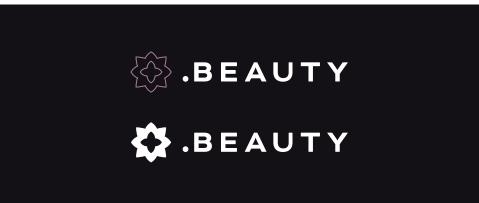
.2in [ 🟠 .BEAUTY



.BEAUTY

SEAUTY.

#### **Black backgrounds**



#### **Color backgrounds**

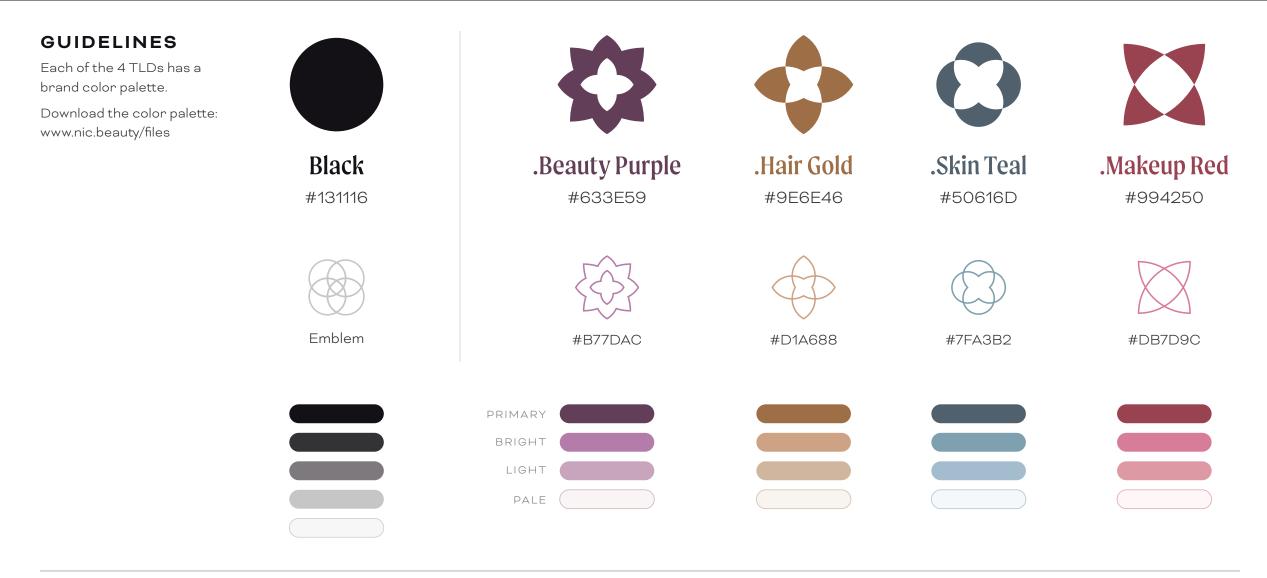
White or light backgrounds

Complex or photographic backgrounds



Add color overlay to increase contrast and legibility -

### Colors



#### HEADINGS

Bicyclette Bold is our primary heading font.

Only Bicyclette may be used in all-caps. All-caps text must have generous, loose tracking:

Tracking: 100 CSS Letter-spacing: 1.5px

Moret Regular can be used for large headings in order to add variety and visual interest.

Large headings set in Moret look best with 5 tracking.

### **Bicyclette Bold**

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 01234567890!?@#\$&";:

ALL-CAPS LOREM IPSUM DOLOR SIT AMET.

### **Moret Regular**

Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 01234567890!?@#\$&";:

#### BODY TEXT

Bicyclette Light is our body text font. The Bicyclette family requires extra leading for body text: Leading/line-height: 1.33 Just like the Bold weight, Bicyclette Light may also be used in small headings or captions in all-caps. All-caps text must have generous, loose tracking: Tracking: 100 CSS Letter-spacing: 1.5px

### Bicyclette Light

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 01234567890!?@#\$&";:

ALL-CAPS LOREM IPSUM DOLOR SIT AMET.

Brand fonts are available via Adobe Fonts

Download more font information at: www.nic.beauty/files

## **Brand visuals**

#### HOW TO CHOOSE BRAND VISUALS

#### GUIDELINES

#### Photography

Primary brand visuals should feature natural photographs of business owners, freelancers, and other beauty professionals in their element.

Photography should feature a clear subject. Avoid overly staged stock photos with harsh studio lighting.

The subjects in our brand photography should reflect the international beauty industry. Photography and other visuals should promote inclusivity and diversity.

Accent or background photography should feature plants, flowers, and other natural examples of geometry.





#### Illustrations & patterns

Combine photography with handdrawn illustrations and organic lines. This mixed media approach represents the joy and creativity found in the beauty industry.

Keep stroke weights consistent: .5px, 1px, or 3px.

Overlapping elements and offsetting elements is recommended within compositions.

Use our logomarks as subtle repeating pattern backgrounds.









HOW TO GET IN TOUCH

