



EVA MERCEDDES

● *STUDIO*

BRAND STYLE GUIDE

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LAYOUT

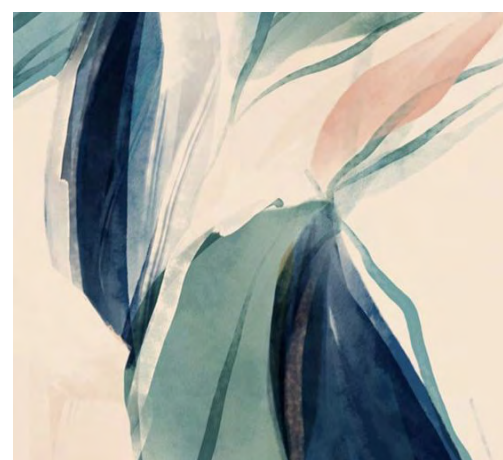
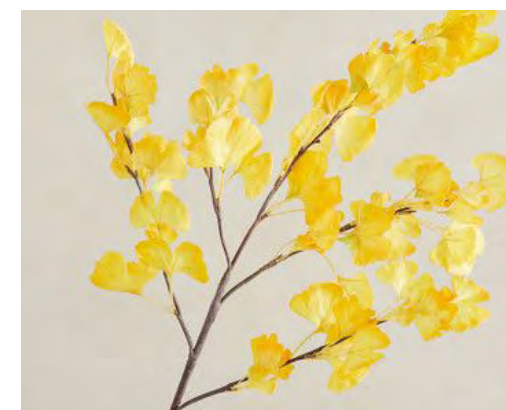
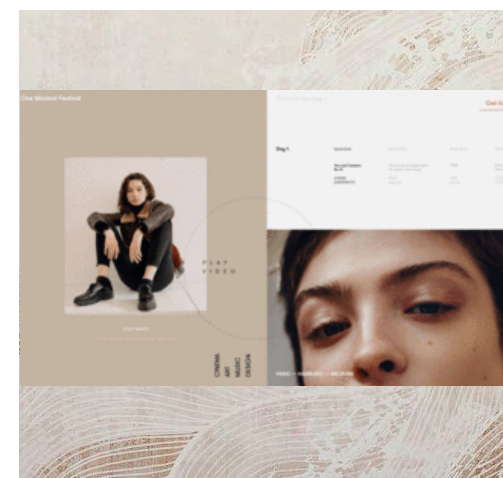
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The
power
& the



Yellow, the color of sunshine, hope and happiness, has conflicting associations. On one hand yellow stands for freshness, happiness, positivity, clarity, energy, optimism, enlightenment, remembrance, intellect, honor, loyalty, and joy, but on the other, it represents cowardice and deceit. A dull or dingy yellow may represent caution, sickness, and jealousy.



MOODBOARD AND INSPIRATIONS

01

BRAND IDENTITY

An overview of the design elements that make up
our brand identity + how to use them well.

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PRIMARY LOGO / WORDMARK

The most identifiable element of our identity is our logo. The consistent use of our logo is key to retaining brand strength through immediate recognition of who we are. This is our main logo and should be used for most applications.

Min. Width: 5cm

(Never make your logo smaller than these dimensions, otherwise it will be difficult to read)



LOGO CLEARSPACE

The clearspace is the area surrounding our logo that must be kept free of any text or graphic elements, this ensures it stands out. In order for the logo to be presented clearly, there must always be a certain amount of space surrounding it.

..... Whitespace to be allowed



SUBMARK

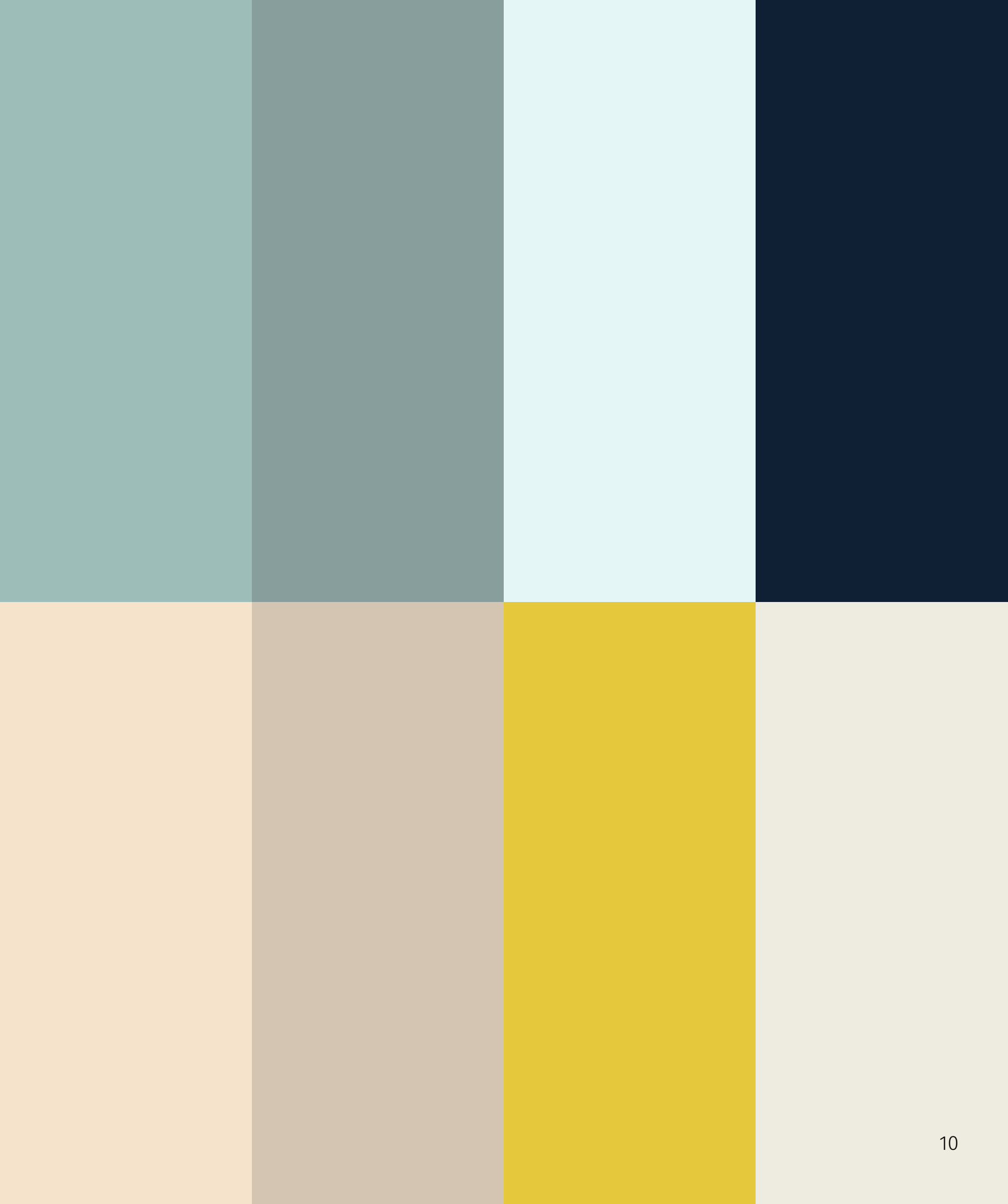
This is our submark and should be used for most applications. It works best for social media highlights, profile picture, small applications.

Min. Width: 3cm

COLOR PALETTE

Colours are more than just a visual aid, they convey emotions, feelings, and experiences.

This color palette draws inspiration from the skins, the freshness of the flowers and the blues tones from the ocean.



A QUICK GUIDE TO USING COLOR CODES

When it comes to using colors, there are different techniques that are used for web and print use. Each color for your brand has a specific set of codes – these allow you to reproduce that exact color for any situation. Here's a simple outline to help you choose the right ones:

RGB + Hex Code

These types of color codes are specifically meant for web or digital use. You'll use these whenever you're working on your website or creating a graphic for social media.

CMYK

CMYK is the most common and safest technique to use for print. You should use this for small print runs like marketing material or when you want to keep printing costs low.

Pantone

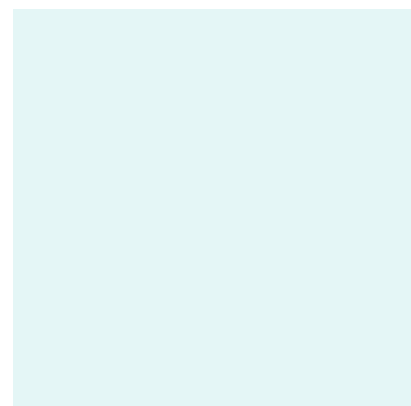
Pantone is an ink company known for their precision color matching. You may want to use their colors for larger print runs or when color consistency is a priority. Keep in mind that they are more costly than CMYK.



LAGOON
RGB 156 189 184
CMYK 40 14 27 0
#9CBDB8



TURQUOISE
RGB 135 158 157
CMYK 50 29 36 1
#879E9D



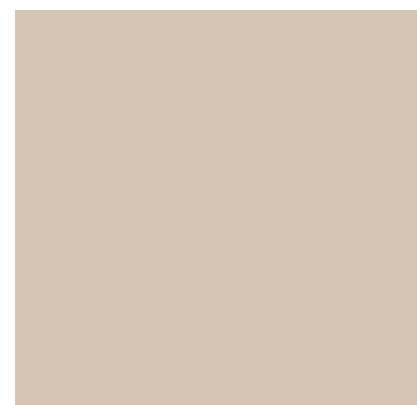
SKY
RGB 229 246 246
CMYK 9 0 3 0
#E5F6F6



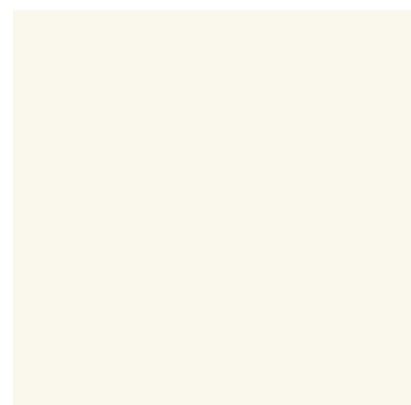
MARINE
RGB 15 32 52
CMYK 92 79 51 61
#0F2034



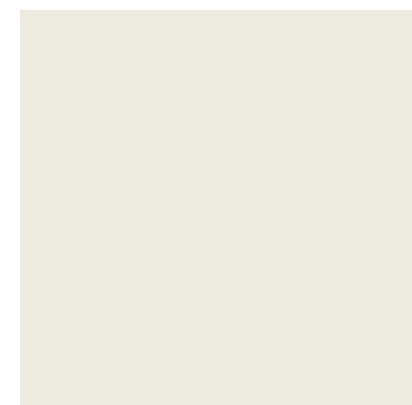
NUDE
RGB 245 227 203
CMYK 3 10 20 0
#F5E3CB



NUDE
RGB 211 197 177
CMYK 18 19 30 0
#D3C5B1



STONE
RGB 250 248 236
CMYK 11 7 0
#FAF8EC



GREY
RGB 238 236 224
CMYK 6 4 11 0
#EEEECE0



YELLOW
RGB 229 200 60
CMYK 12 17 91 0
#E5C83C

TYPES

Our typography combination uses two font families.
It is important to respect these fonts and their hierarchy.
Everything is specified in this guide to ensure the consistency
of our visual identity.

—————
Be Vietnam Pro Medium
Abcdefghijklmnopqrstuvwxyz
01234567890

—————
Be Vietnam Pro ExtraLight
Abcdefghijklmnopqrstuvwxyz
01234567890

—————
Be Vietnam ExtraLight Italic
Abcdefghijklmnopqrstuvwxyz
01234567890

—————
Taviraj Medium
Abcdefghijklmnopqrstuvwxyz
01234567890

—————
Taviraj Light
Abcdefghijklmnopqrstuvwxyz
01234567890

—————
Taviraj Light Italic
Abcdefghijklmnopqrstuvwxyz
01234567890

Title:

use: Tavaraj

Body text:

use: Be Vietnam Pro

Quote / Highlights / Key words

use: Tavaraj

Link + button

use : Be Vietnam Pro

TITLE

Voix ambiguë d'un cœur qui au zéphir préfère les jattes de kiwis. J'aime l'idée que le plus grand des Sex-symbols new-yorkais n'était qu'un chien dans un foyer de Brazzaville. Monsieur Jack, vous dactylographiez bien mieux que votre ami Wolf. Voyez ce koala fou qui mange des journaux et des photos dans un bungalow.

Voix ambiguë d'un cœur qui au zéphir préfère les jattes de kiwis

CLIQUE ICI

*Eva is a lovely person! She is very professional
& so pleasant. Her services are excellent & good value.
Her salon is new, clean & beautifully styled.
I am a very happy customer & can't wait for my next
eyebrow appointment & keratin lash curl!
Thanks Eva, see you soon.*

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●
BOOK YOUR
NEXT APPOINTMENT

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#1
wellbeing

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FONT IN USE

02

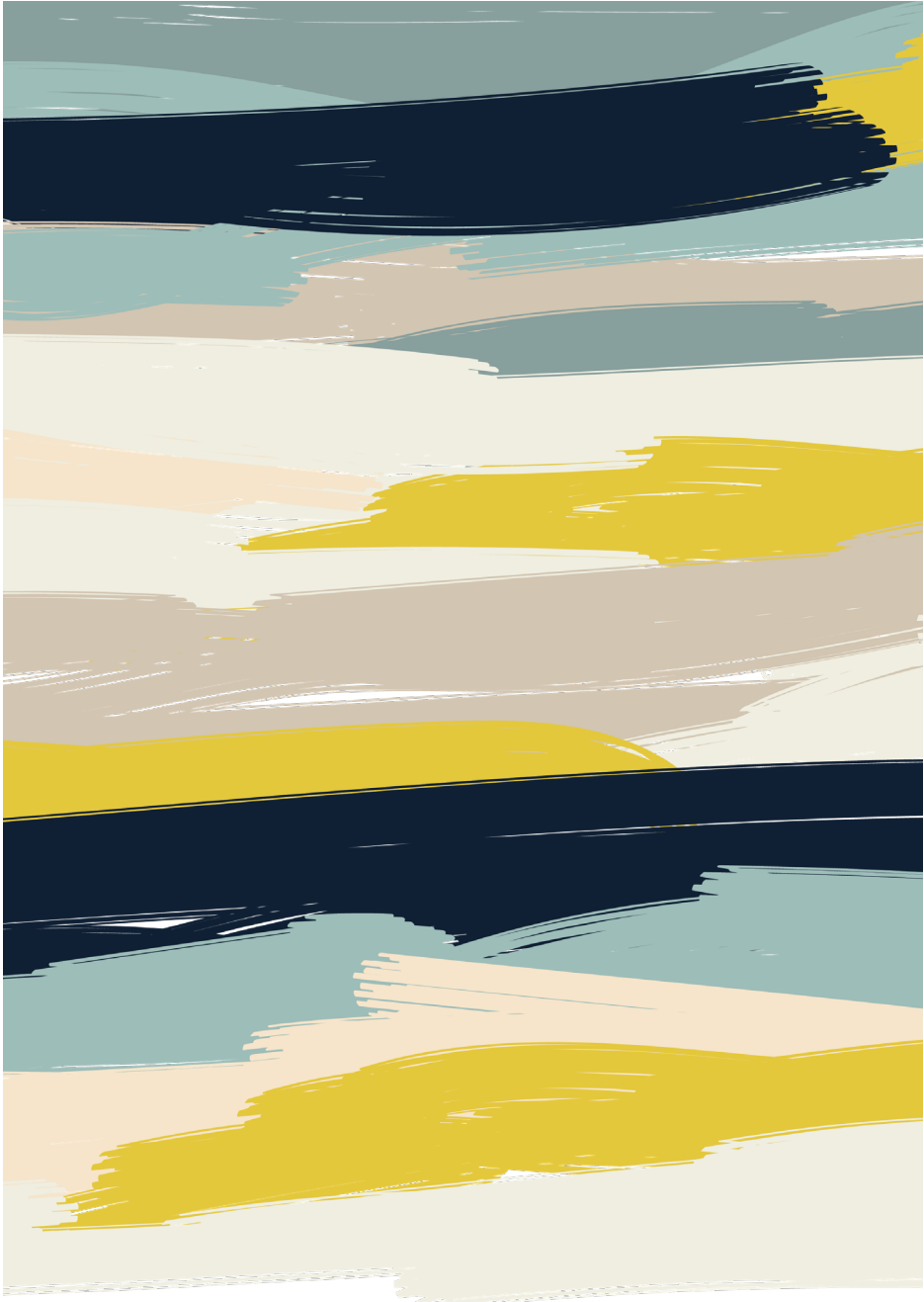
PATTERNS & INSTAGRAM HIGHLIGHTS

An overview of the secondary graphical elements that make up our brand + a guide to their uses.



PATTERNS

Our patterns have been designed to convey our professionalism and identity on different printed and digital media. They can be used on packaging and communication media such as tote bags, tissue paper, labels, business cards, but also on our website and our social networks. The patterns can be used in different scales and in repetitions.





ICONS

This is our set of icons.

They can be used in different colors from the palette on a contrasted colored background.

Or you can use the set of textured icons.

Min. Width: 3cm



334
Posts

211K
Followers

134
Following

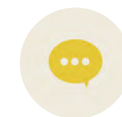
EVA MERCEDES
EYEBROWS & TATTOOING DRUMMOYNE
linktr.ee/evamercedes

Edit Profile

Promotion

Insight

Contact



03

COLLATERALS

An overview of how to use your branding
on collateral and different applications.



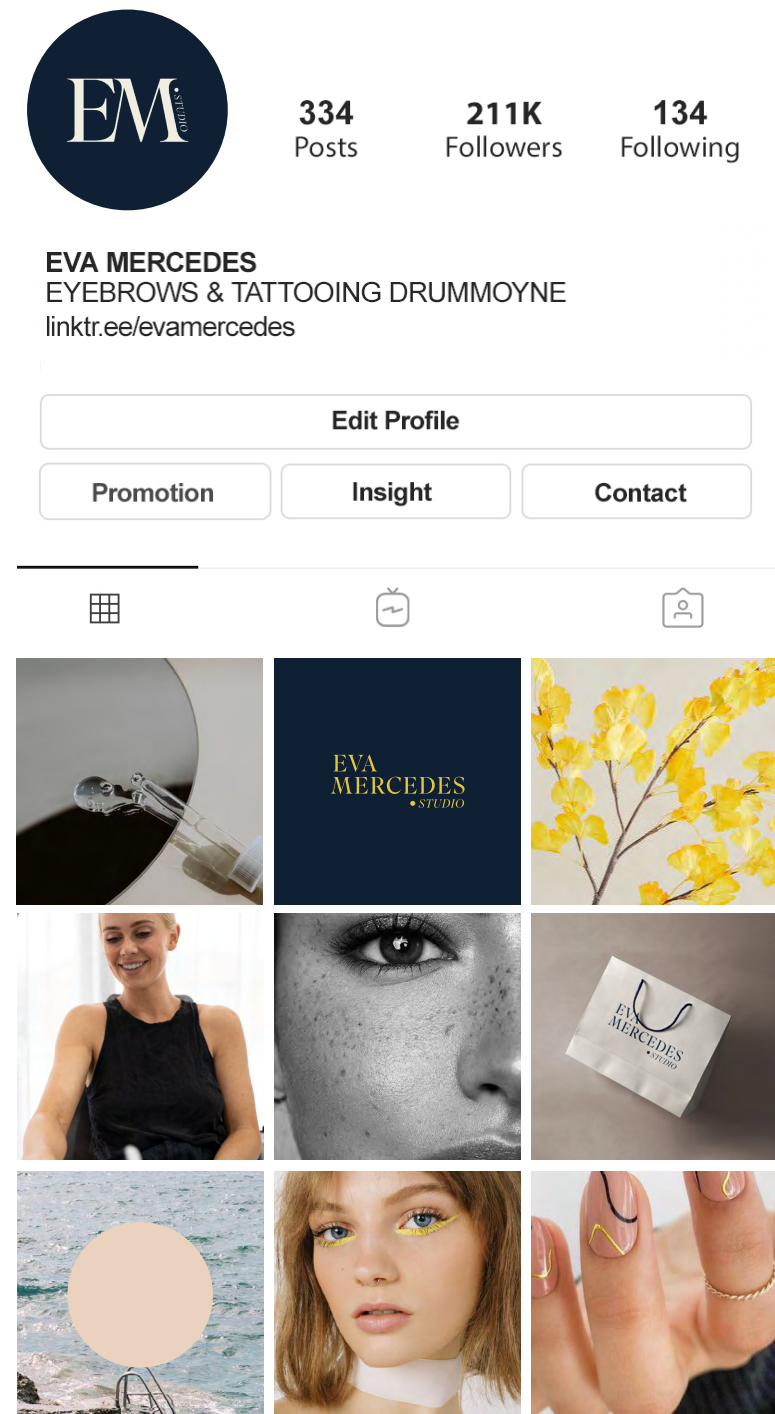
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thank you

www.evamercedes.com.au

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SOCIAL MEDIA LOOK AND FEEL

OVERVIEW

To ensure maximum benefit from the use of Eva Mercedes Studio's style, please adhere to the branding guidelines presente this style guide.

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CONTEMPORARY BRANDING DESIGN STUDIO