Barbershop Toolbox
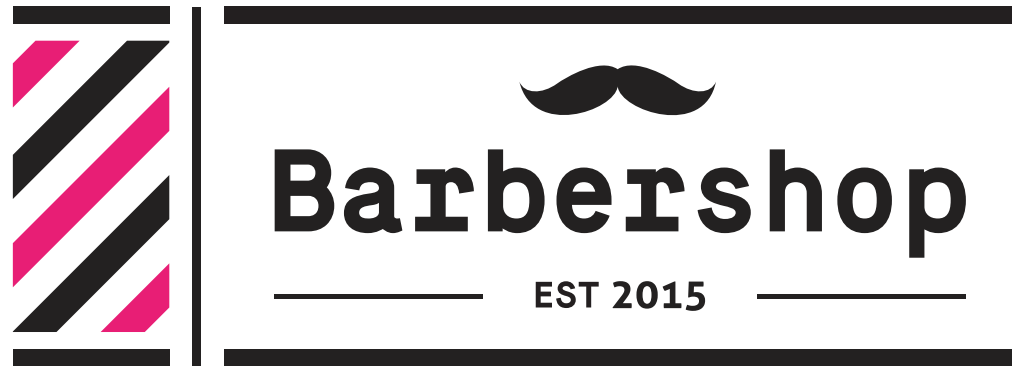
Logo style guide

March 2017

Barbershop
EST 2015

Barbershop logo

The BARBERSHOP logo consists of a traditional barbershop pole symbol in magenta/black, mustache and the word mark. These three elements are inseparable and must not be altered.

Never try to re-construct the banner mark — use only the original files.

The logo is vectorized and therefore scaleable to any size.

Design material
Here you can find the Barbershop logo, PPT slides and other design elements to use.
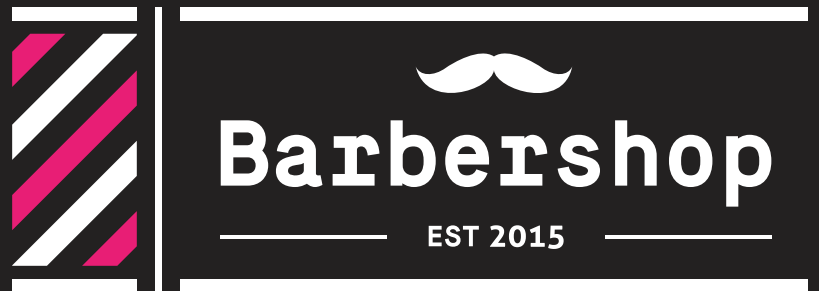
Colored logo

Version (A) of the two-colored logo is the primary version. It should be placed on a white background whenever possible.

If working on dark or black background it is mandatory to use version (B).

(A)
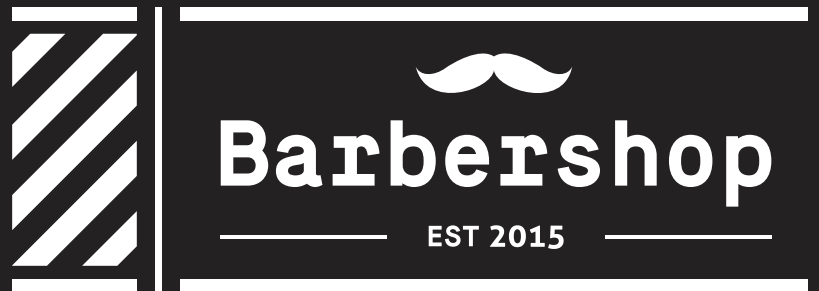

(B)

Barbershop / Logo

Alternative banner mark

Alternative black logo version (A).
Only to be used on light colored or
white background, if color printing
is not possible or for example
screen printing.

The same goes for version (B) that
should be used on dark or black
background.

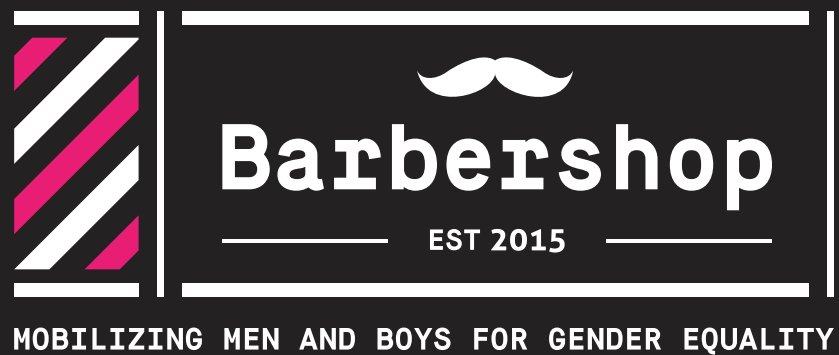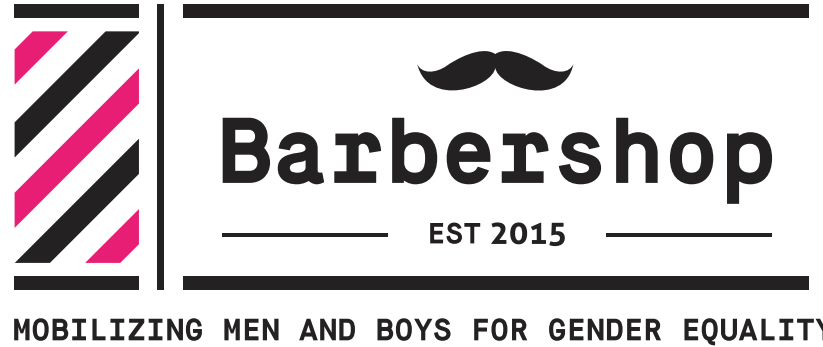(A)

Barbershop

EST 2015

(B)

Barbershop

EST 2015

Logo with tagline - 2 colours

Primary colored logo with tagline version (A).

Secondary version (B) - to be used on black or dark background.

(A)

Barbershop

EST 2015

MOBILIZING MEN AND BOYS FOR GENDER EQUALITY

(B)

Barbershop

EST 2015

MOBILIZING MEN AND BOYS FOR GENDER EQUALITY

Logo with tagline - B/W

Alternative version in black with tagline version (A).

Secondary version (B) - to be used on black or dark background.

(A)

Barbershop
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MOBILIZING MEN AND BOYS FOR GENDER EQUALITY

(B)

Barbershop
EST 2015

MOBILIZING MEN AND BOYS FOR GENDER EQUALITY

Color palette

The color is the same as the HeForShe campaign and is bold, bright and simple.

For 4-color printing use CMYK values. For digital assets please use RGB or web HEX#.

MAGENTA

Pantone
213 C

RGB
232 / 30 / 117

CMYK
0 / 88 / 47 / 11

HEX
#e31c79

BLACK

Pantone
Neutral Black C

RGB
35 / 33 / 33

CMYK
71 / 66 / 65 /72

HEX
#232121

WHITE

Pantone
n/a

RGB
255 / 255 / 255

CMYK
0 / 0 / 0 / 0

HEX
#FFFFFF

Typefaces

Maison Bold should be used for headlines in ALL CAPS.

Copytext should be in Myriad Pro.

Example shown below.

HEAD LINE

Maison Mono Bold

Maison Mono Light

COPY TEXT

Myriad Pro Regular

Myriad Pro Italic

Myriad Pro Semibold

Myriad Pro Bold

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet

dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu dignissim qui .

LEVEL ONE / Maison Mono Bold
Level two / Myriad Pro Bold
Level three / Myriad Pro Semibold
Level four / Myriad Pro Regular

Barbershop / **Example of use**

Conference kit

NAME/SURNAME

Barbershop
EST 2015

Barbershop / Example of use

PPT slides

Gadget

Print in
one color

Photobooth

I support
gender equality