Barbershop Toolbox

Logo style guide

March 2017
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).
**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.
Logo with tagline - 2 colours

Primary colored logo with tagline version (A).

Secondary version (B) - to be used on black or dark background.
Barbershop / Logo + tagline

**Logo with tagline - B/W**
Alternative version in black with tagline version (A).

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

**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#.

<table>
<thead>
<tr>
<th>Color</th>
<th>Pantone</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MAGENTA</strong></td>
<td>213 C</td>
<td>232 / 30 / 117</td>
<td>0 / 88 / 47 / 11</td>
<td>#f31c79</td>
</tr>
<tr>
<td><strong>BLACK</strong></td>
<td>Neutral Black C</td>
<td>35 / 33 / 33</td>
<td>71 / 66 / 65 / 72</td>
<td>#332121</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td>n/a</td>
<td>255 / 255 / 255</td>
<td>0 / 0 / 0 / 0</td>
<td>#ffffff</td>
</tr>
</tbody>
</table>
Barbershop / Typography

Typefaces

Maison Bold should be used for headlines in ALL CAPS.

Copytext should be in Myriad Pro.

Example shown below.
Conference kit

Barbershop / Example of use
WELCOME TO THE BARBERSHOP
New York - March 2017
Gadget
Print in one color
Barbershop / Example of use

Photobooth

I support gender equality