



LOGO DESIGN GUIDE

WWW.OBJETIVO.CO



IMAGINETM
Beauty Lounge

LOGO DESIGN GUIDE

IMAGINETM
Beauty Lounge



MINIMUM REDUCTION



1.0"



0.75"

LOGO DESIGN GUIDE

LOGO COLOR

WWW.OBJETIVO.CO

IMAGINETM PANTONE
Beauty Lounge



PANTONE BLACK



PANTONE 368



PANTONE MAGENTA

IMAGINETM PROCESS CMYK
Beauty Lounge



BLACK 100%



B 50%



PANTONE MAGENTA

WEB [APROX]



#332B24



#96989A



#EC268F

PRINCIPAL

AGEONE BOLD.

ABCDEFGHIJKLMN OPQRSTUVWXYZ

ABCDEFGHIJKLMN OPQRSTUVWXYZ

0123456789 + ?! *, |

SUPPORT

Myriad

ABCDEFGHIJK

LMNOPQRSTU

abcdefghijklmnopqrstuvwxy

0123456789_+@?!{}*,<>|\

LOGO DESIGN GUIDE

LOGO COLOR

GRAY



BLACK



CONTRAST



IMAGINE™
Beauty Lounge

ONE INK



IMAGINE™
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PANTONE MAGENTA



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PANTONE 368



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PANTONE BLACK

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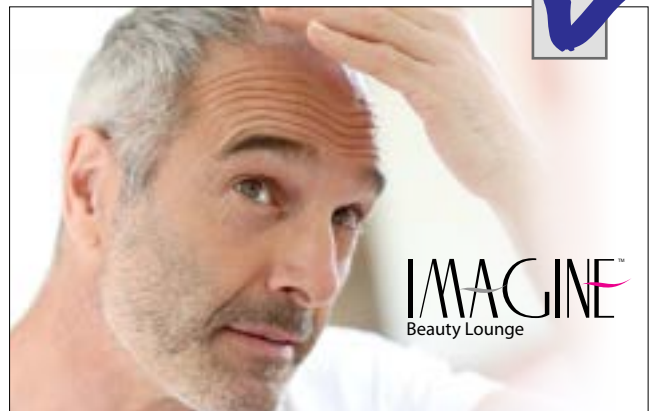
LOGO DESIGN GUIDE

LOGO APPLICATIONS

INCORRECT USE OF THE LOGO



CORRECT USE OF THE LOGO





LOGO DESIGN GUIDE

LOGO FORMAT APPLICATIONS

eps / ai / cdr

A vector image of your logo (vector means Draw)

- 1–High Resolution Quality
- 2–You can make it as big or as small as you likes
- 3– High Print quality
- 4– You can manipulate, make changes to your logo.

Use in:

Stationery & Business cards
Signs & Billboards
Brochures & Flyers
Ads
Direct marketing
Postcard
Vehicle graphics
Embroidered
Silk screen
Some Microsoft Office Programs

jpg

A is perfect for use on the Internet. Since it has a much lower resolution file than an eps and

- 1–for use on the Internet
- 2–Cannot be enlarged without losing design detail
- 3–Not recommended for printing.
- 4–For printing needs use the High resolution included in the CD

Use in:

Website
Internet Marketing
email signature
email marketing
faxes
Some Microsoft Office Programs
Invoices in Quickbooks

tif

- 1–Basic printing
 - 2–Transferring digital images among various applications.
 - 3–For printing needs use the High resolution included in the CD
- Word
 - Excel
 - PowerPoint
 - Outlook

IMAGINE™
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PANTONE

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PROCESS CMYK

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