



*eco friendly hair accesories*

## Purpose

*The well-being of our lives depend on nature's ability to support it. Without a healthy eco system, all will vanish. Our responsibility is to meet human needs while preserving our living environment at the same time. We provide a greater value to our customers because we do not take more from the earth than provides. Our vision is to eliminate waste from the fashion industry by developing a proper recycling system for safe uses of all our products.*

*The guidelines outlined for this brand is to maintain consistency through all messages we spread via print and digital platforms. We pride ourselves in taking responsibility in caring for the environment and will continue to do so especially in a time where there is an abundance of stuff.*

*retro  
chic  
sustainable*

.....

*“The Earth will not continue to offer its harvest, except with faithful stewardship. We cannot say we love the land and then take steps to destroy it for use by future generations.”*

*—John Paul II*



# Our Mission

We are an eco-friendly company providing hair accessory products that are safe for your hair and the environment. It is hard enough to find affordable fashion items while at the same time being conscious of where your purchases come from. Our focus is to help add creativity to your daily lifestyle while inspiring today's shoppers to be aware of their consumptions. We ensure that all our products and packaging are recyclable and reusable.

*board*  
*mood*



Primary Logo



Minimum Size



W: 1.5 in  
H: 0.823 in

Clear Space





# *primary logo*

***usage:*** This logo has two elements, the paisley symbol and the text. It is to be used for primary brand applications online and in print in order to be easily identified as the symbol for DANA's hair accessories.

***however,***

do not skew or rotate the logo in any way or it cannot be used on any brand applications.

## **Secondary Logo Usage:**

*These logos are to be used in place of the primary logo but not alongside it. It can be alternated when the background works better for it.*

*For example, you can use these for stickers, watermarks, and social media as long as they don't take away from the overall message of the brand*

### **But remember**

*These logos should not be used more than the primary one in order to establish consistency within the brand.*



# ***don't's***

*Never do this to the logos please and thank you!*



# ***colors***

RGB: 202 / 32 / 39

CMYK: 13.79 / 100 / 98.47 / 4.01

HEX: #CA2027

RGB: 238 / 66 / 46

CMYK: 0.22 / 89.23 / 92.31 / 0.02

HEX: #EE422E

RGB: 34 / 184 / 154

CMYK: 73.65 / 0.31 / 51.9 / 0

HEX: #22B89A

RGB: 248 / 242 / 238

CMYK: 1.66 / 3.45 / 4.07 / 0

HEX: #F8F2EE

RGB: 170 / 165 / 161

CMYK: 35.69 / 30.88 / 33.17 / 0.16

HEX: #AAA5A1

RGB: 39 / 38 / 38

CMYK: 70.5 / 65.38 / 63.98 / 69.22

HEX: #272626



# *Haboro Contrast*

## *Italicized*

*a b c d e f g h i j k l m*  
*n o p q r s t u v w x y z*

.....

*Condensed Thin   Add to cart*

*Condensed Light   Buy now*

*Condensed Regular   Eco friendly*

*Condensed Medium   Bandana style*

***Condensed ExBold   Paisley pattern***

*Sentence case and body text*

# *Paragraph Style*

*The body text is meant to be easy to read for the customers. Keep the tracking between 0-50 for all body text. Do not exceed the leading pass 30 and do not go below 0. Various weights can be used to establish heirachry but all text shall remain italicized.*

*Haboro Contrast*

*jeanne moderno*

**ultra italic**   **bold italic**   italic



***a b c d e f g***

***h i j k l m***

***n o p q r s t***

***u v w x y z***

***0 1 2 3 4 5 6 7 8 9***

*main logo and headlines • always lowercase*

## ***paragraph style***

*This font is for headings and the main logo. It should not be used more than the body font in order to keep the style of the ***dana*** brand consistent.*

*jeanne moderno*



***Paisley***  
*BANDANA*  
*White flower print*

*style 35*  
*fashion*  
*eco friendly*



# *photography*

*The overall feeling you should receive from each photo should be warm and friendly. The models are meant to look like someone you would pass by walking the city streets or a close friend. We need to speak directly to our audience by providing a diverse group of individuals on all aspects of our brand.*

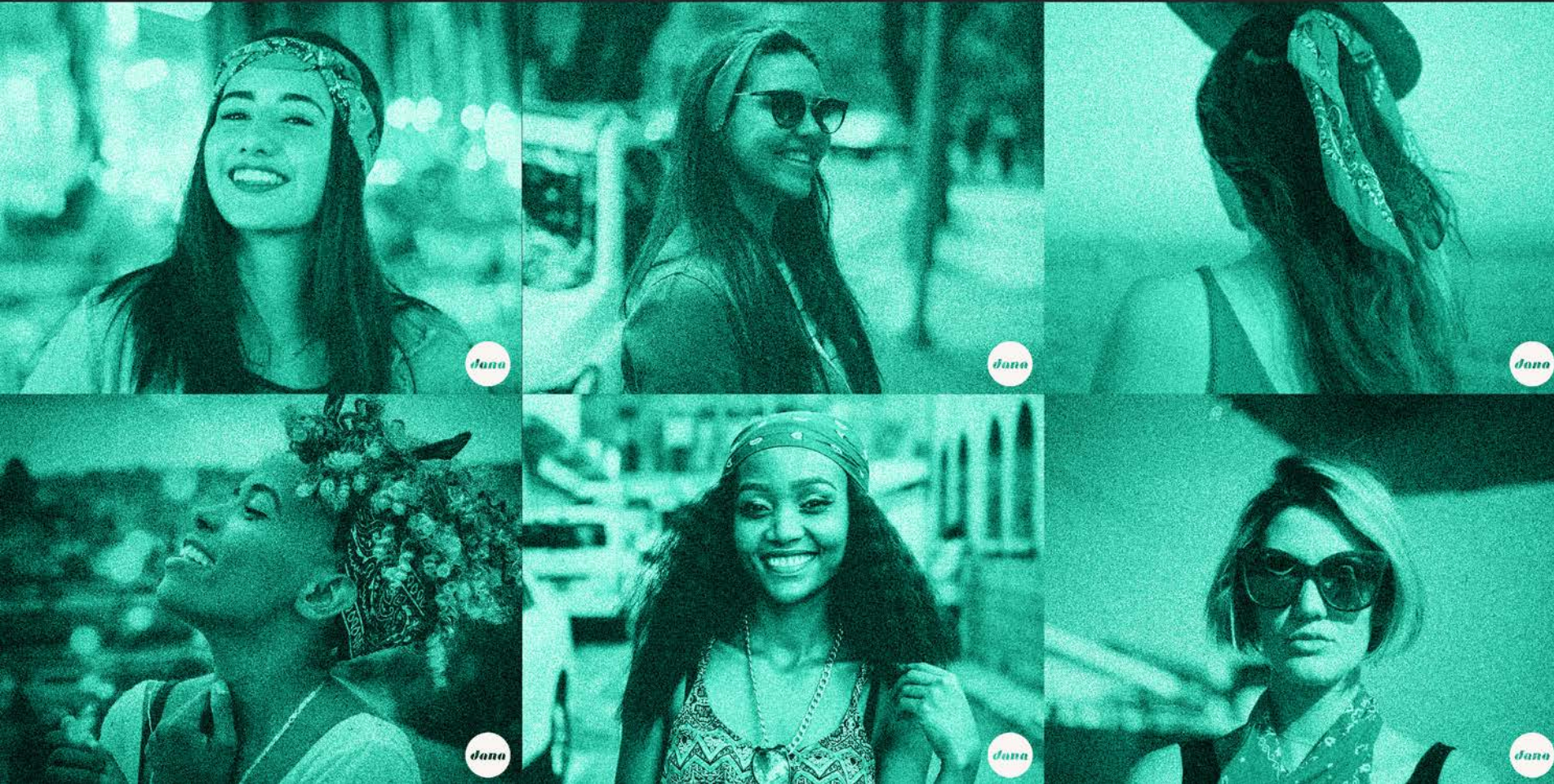
*A few categories to consider are lifestyle, candid, and family photography. The people should be surrounded by nature and the outdoor environment. Stay away from studio photography because it provides an artificial feeling we do not want our customers to associate us with.*



*All images should have a grainy, retro feeling*



# *application examples*



*Here is how the logos can be used on products*





*Branding & Design*  
*denia.myportfolio.com*