



LOGO DESIGN GUIDE

WWW.OBJETIVO.CO



IMAGINETM
Beauty Lounge

LOGO DESIGN GUIDE



MINIMUM REDUCTION



1.0"



LOGO DESIGN GUIDE

LOGO COLOR

WWW.OBJETIVO.CO

IMAGINE™ PANTONE
Beauty Lounge



PANTONE BLACK



PANTONE 368



PANTONE MAGENTA

IMAGINE™ 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 V

abcdefghijklmnopqrstu vxyz

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

LOGO DESIGN GUIDE

LOGO COLOR

GRAY



BLACK



CONTRAST



IMAGINE™
Beauty Lounge

ONE INK



IMAGINE™
Beauty Lounge



PANTONE MAGENTA



IMAGINE™
Beauty Lounge



PANTONE 368



IMAGINE™
Beauty Lounge



PANTONE BLACK

IMAGINE™
Beauty Lounge

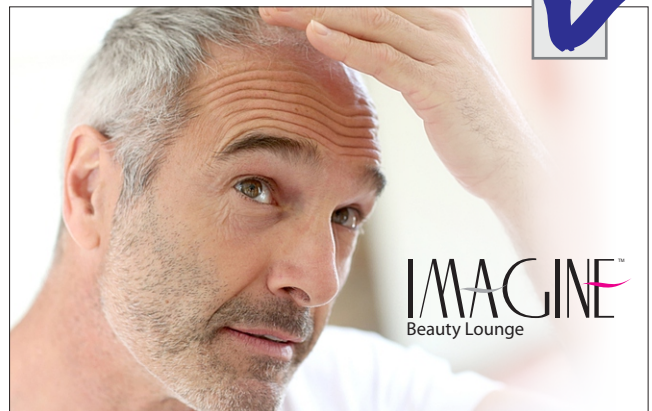
LOGO DESIGN GUIDE

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™
Beauty Lounge

PANTONE

IMAGINE™
Beauty Lounge

PROCESS CMYK

IMAGINE™
Beauty Lounge

GRAY

IMAGINE™
Beauty Lounge

BLACK