PRIMARY LOGO & OPTIONS

Aesthetics MD

Aesthetics MD

Aesthetics MD

Aesthetics MD

SUBMARKS

Aesthetics MD

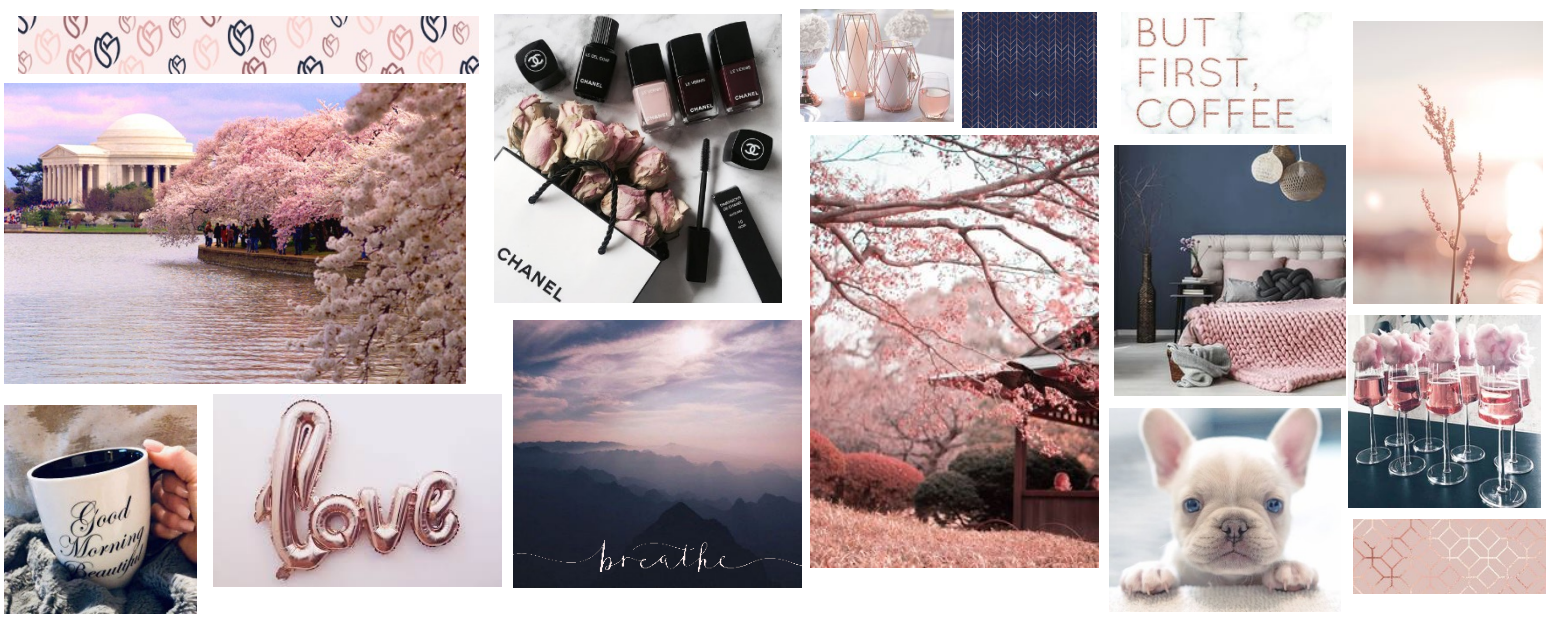
Aesthetics MD

AESTHETICS MD

COLOR PALETTE

BREATHE	ENLIGHTEN	ZEN	GLOW	BLISS	CALM	ENERGY	SPIRIT	HARMONY
#222D44 34 45 68	#FFFBF8 255 251 248	#FBEDED 251 237 237	#FBD3CE 251 211 206	#E5ACAA 229 172 170	#CE9392 206 147 146	#9C6468 156 100 104	#521220 82 18 32	Ombre variants

INSPIRATION



FONTS

ARAPEY

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
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

MANROPE

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
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

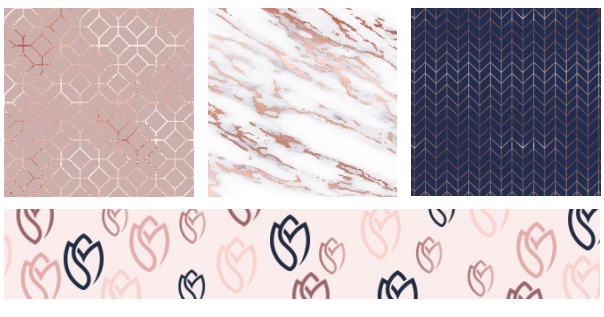
calvin fallea

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
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

BUSINESS CARDS

SOCIAL ICONS

PATTERNS



QUOTE

make it happen
Dream big. Work hard.

coffee in one hand confidence in the other

PROOF SHEET

Designed By: Melissa Creaney | M & C Marketing
Designed For: Karen Olsen | Pride Corner Art & Frame

FONTS: ADORNS CONDENSED SANS (M&C has this font)
Candara Regular (M&C has this font)
adorns pomander bold (M&C has this font)- used for a sample tagline

COLORS:

C: 20 M: 89 Y: 62 K: 6
HEX #bf3e51
R: 191 G: 62 B: 81

C: 91 M: 47 Y: 41 K: 15
HEX #036879
R: 3 G: 104 B: 121

C: 3 M: 31 Y: 80 K: 0
HEX #f3b54e
R: 234 G: 181 B: 78

C: 61 M: 70 Y: 0 K: 0
HEX #7660aa
R: 118 G: 96 B: 170

C: 47 M: 0 Y: 80 K: 0
HEX #92ca64
R: 146 G: 202 B: 100

HORIZONTAL LOGO:

PRIDE CORNER
Art & Frame
connecting community through art

Includes your new awesome tagline

VERTICAL LOGO:

PRIDE
CORNER
Art & Frame

FRONT:

BACK (we could do multiple colors- no extra charge):

we will print 5 versions of back with the color strip on the right as each color of your palette

File Formats in CMYK - Print Friendly

EPS - EPS files are a generic vector file that can be opened in vector software like Adobe Illustrator.

PDF - Can be opened and viewed without vector software.

File Formats in RGB - Web Friendly

JPEG - Photo files that are good for web use, but can get distorted when enlarged.

PNG (transparent) - Like a JPEG file, but with no background so they can be used on colored or textured background.

PSD - Photoshop version of the design that is editable and saved in layers.

SHEAR JOY
HAIR STUDIO#18
JOY SOLINSKI
(954)609-4466

LOGO

SHEAR JOY

SUBMARK

LOGO FONT

JOSEFIN SANS

abcdefghijklmnopqrstuvwxyz

COLOR PALETTE

honey
golden
joy
shimmer
Sun-kissed
sheen
waterfall
bounce
smooth
fluff

BRAND KEY WORDS

Stylish. Inspired. Vibrant. Fresh. Joyful.

INSPIRATIONAL QUOTE

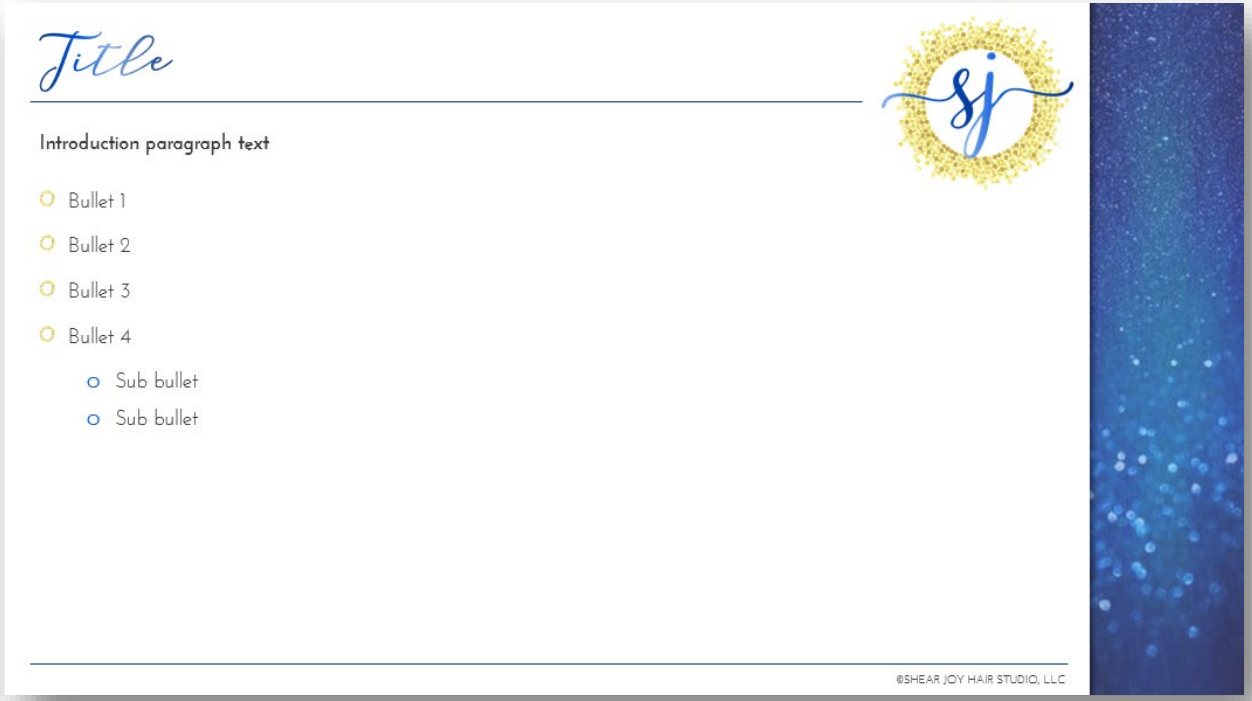
Beauty is good for the soul.

TEXTURES | INSPIRATIONS

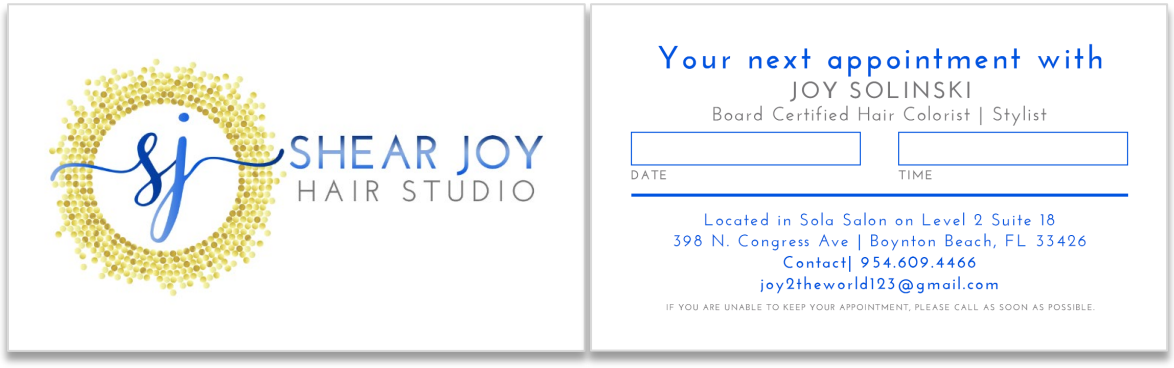
Shear Joy Hair Studio Marketing Package Sample

MOOD BOARD with LOGO, FONTS, & COLOR PALETTE

PPT TEMPLATE DESIGN (content slide) SAMPLE



BUSINESS CARD DESIGN



FULL COLOR PALETTE

Font: Josefin Sans bold, semi bold

Text: #0054e0, 0 84 224

Text: #777678, 119 118 120

Text: #ffffff, 255 255 255

Blue Hombre Initials:

Tone 1: #88ace5, 136 172 229

Tone 2: #0054e0, 0 84 224

Tone 3: #073484, 7 52 132

Hombre Design Yellow:

Tone 1: #b69846, 182 152 70

Tone 2: # cfb232, 207 178 50

Tone 3: #d5be2e, 213 190 46

Tone 4: #f0e769, 240 231 105

Tone 5: #e4e08d, 228 224 141

Tone 6: #fcfaad, 252 250 173

LOGOS

Stefani Misiph, LMHC

Stefani Misiph, LMHC
Therapy | Supervision | Training

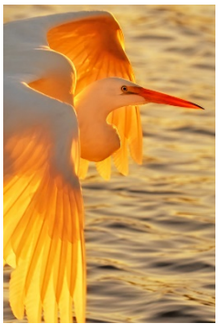
SUBMARK

Stefani Misiph, LMHC
Therapy • Supervision • Training

COLOR PALETTE

happiness	growth	strength	balance	clarity	peace	serenity	spirit
#E5B439	#A1C189	#4B9880	#7AB4B1	#D0DFD2	#829382	#576057	#F57E20

MOOD BOARD



FONTS

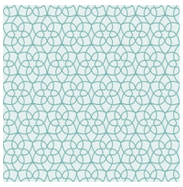
Kobenhavn Sans Bold

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

Magallanes Light

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

PATTERNS



INSPIRATIONAL QUOTE

"You are the most valuable investment you will ever make." – Author unknown

CANYONS WOMEN'S NETWORK

LOGO OPTIONS

1. luxe HAIR STUDIO

2. luxe HAIR STUDIO

3. luxe HAIR STUDIO

4. luxe HAIR STUDIO

5. luxe HAIR STUDIO

SUBMARKS

luxe luxe luxe luxe luxe luxe

FONTS

Gallactica

SELAWIK SEMILIGHT

COLOR PALETTE

DENIM	STONE	RELAX	WASH	COTTON	GLOW	SHINE
#213242 33 50 66	#3c4a55 60 74 85	#3c5a72 60 90 114	#b2b2b2 178 178 178	#e6e3de 230 227 222	#cd9a03 205 154 3	#e4ba52 228 186 82

TEXTURES | PATTERNS

BRAND KEY WORDS

Stylish. Inspired. Creative.
Glamorous. Empowered.

INSPIRATION

Beauty is good for the soul.

MOOD

party giRL

party planning

PARTY PLANNING

party giRL

BY ROSLYN LALOR

bash
party planning

bash
party planning

SUBMARKS

E-SIGNATURE

LEXI CURTISS
AUTHOR

555.259.5876

lexicurtiss@gmail.com

www.lexicurtiss.com

LOGO

LEXI CURTISS

SUBMARK

LEXI

COLOR PALETTE

midnight | smoke | tiffany | bliss | wish | glow | passion

FONT

SIMPLIFICA

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

BUSINESS CARD

TEXTURES | PATTERNS

INSPIRATION

BRAND KEY WORDS

Sophisticated. Inspired. Creative. Stylish. Empowered.

SOCIAL ICONS

LEXI CURTISS

MIDNIGHT SMOKE TIFFANY BLISS WISH GLOW PASSION

JULIANA GENTRY

TYPOGRAPHY

"Some women fear the fire and some women become it..."

MOOD

JULIANA GENTRY
SEDUCTRESS FOR HIRE

TEXTURES

ELEMENTS

MONOGRAM

COLORS

SEBASTIAN NOBLE

COLORS

ELEMENTS

TYPOGRAPHY

"I DON´T DO FASHION, I AM FASHION."

MONOGRAM

TEXTURES

{SNUFFY WALDEN}

COLORS

ELEMENTS

MONOGRAM

TYPOGRAPHY

"Money is the great equalizer."

TEXTURES

LUCINDA

DUCHESS OF MONTROSE

COLORS

TYPOGRAPHY

"You've got what it takes, you've got both grit and grace."

TEXTURES

ELEMENTS

MONOGRAM

PORTIA VAN CLEVE

TYPOGRAPHY

"Diamonds are a girl's best friend."

MONOGRAM

COLORS

ELEMENTS

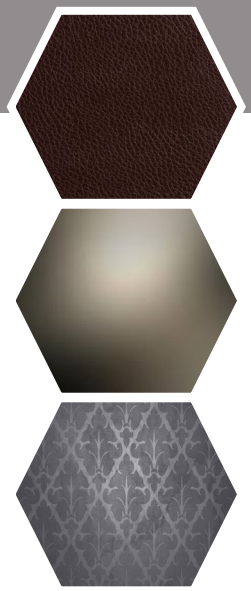
TEXTURES

CHARLES VAN CLEVE

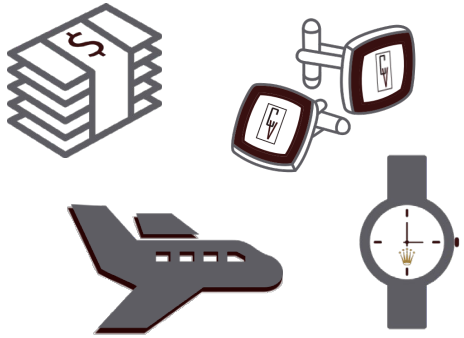
TYPOGRAPHY

"WEALTH IS THE PRODUCT OF A MAN'S CAPACITY TO THINK."

TEXTURES



ELEMENTS



MONOGRAM

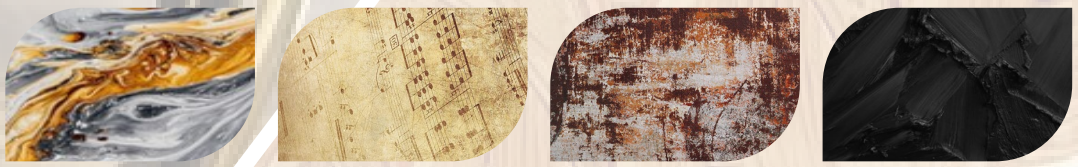
COLORS

WESLEY BARTLETT

TYPOGRAPHY

"FASHION is the most powerful art there is."

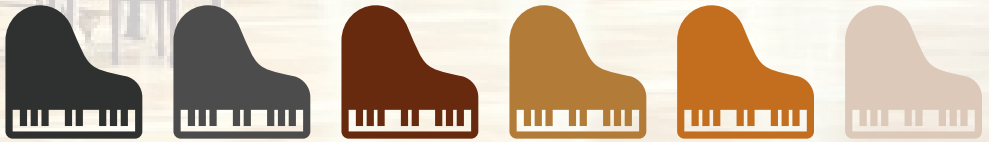
TEXTURES



MONOGRAM

ELEMENTS

COLORS



JOSEPHINE BARTLETT

COLORS

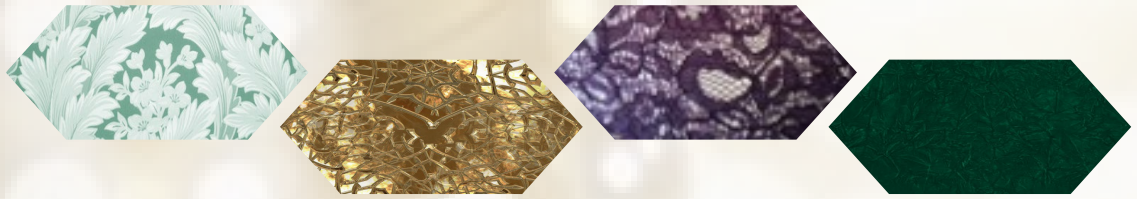
TYPOGRAPHY

"ANYTHING IS POSSIBLE WITH A LITTLE LIPSTICK AND CHAMPAGNE."

ELEMENTS

MONOGRAM

TEXTURES



Color Palette Ideas- Option with add-in variations

Or with this cool color

Can accent with this color

Adjacent color palettes with complementary palette add-ins

PRIMARY	SECONDARY	LGHT ACCENT	DARK ACCENT	ADD INS
				main
				secondary

Achromatic background, text and accents

Can accent with this color

or accent with this color

PRIMARY	SECONDARY	LGHT ACCENT	DARK ACCENT	ADD INS
				main
				secondary

Red:
RGB: 175/4/4
HEX: #af0404
CMYK: 0,98,98,31

Gold:
RGB: 181/159/97
HEX: #b59f61
CMYK: 0,18,46,29

Green:
RGB: 0/146/69
HEX: #009245
CMYK: 100,0,53,43

RAT'S MOUTH BREWERY

Color Palette, #366c00, #58b000

education partners
A STUDENT RELATIONSHIP MANAGEMENT COMPANY

Brand Sheet

Logos

Vertical use of logo good for PPT title pages, letterhead, documents and sites with vertical white space

education partners

Horizontal use of logo good for document page headers, footers, documents and sites with limited white space

education partners

Color Palette

	PRIMARY1	PRIMARY2	SECOND1	SECOND2	BG1	ACCENT1	ACCENT2	ACCENT3	BG2
PMS	2945 C	Black 7 C	425 C	Cool Gray 8C	Cool Gray 4C	299 C	2767 C	361 C	663 C
HEX	0B56A6	333333	545454	848484	BFBFBF	05A4E1	042446	0BA50D	FFFFFF
RGB	11 86 166	51 51 51	84 84 84	132 132 132	191 191 191	5 164 225	4 36 70	12 166 13	255 255 255
CMYK	100 76 9 1	0 0 0 8	0 0 0 67	0 0 0 48	0 0 0 25	75 16 0 0	94 49 0 73	93 0 92 35	0 0 0 0
	USE All, bullets, dark background, headers, banding, emphasized text, website primary	USE Text Table headers Dark background Bullets, website text	USE Outline on light	USE Outline on light	USE Lt background Banner background	USE Minimal acct Charts Graphs	USE Accent Table headers Charts Graphs Website buttons	USE Call to action Buttons Attention Charts Graphs Website buttons	USE Background Text on dark Outline on dark

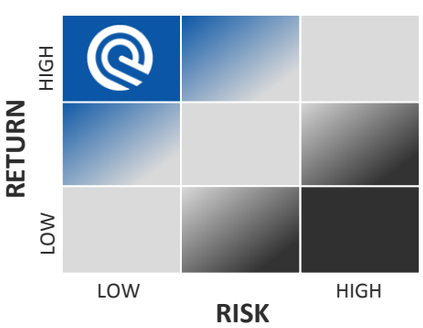
A STUDENT RELATIONSHIP MANAGEMENT COMPANY

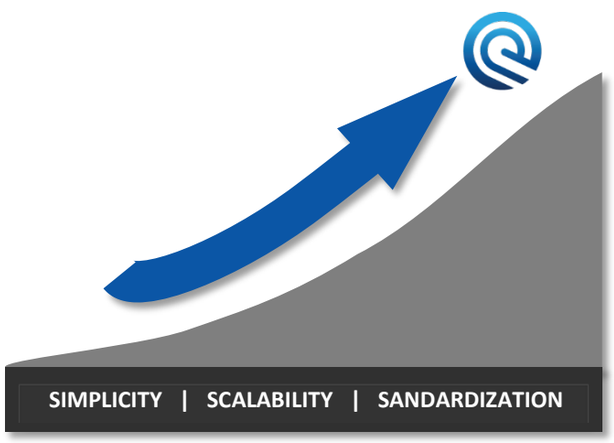
The tagline, can be used under either logo type, proportionate to logo, in Primary 1 or 2 color

Thumbnail icon can be used in infographics, charts, etc. in Primary 1 or 2 and BG2 colors

Our “pop” of green color is based on the tetradic color harmony to our blue- it is primarily used in the finance & technology industries

Palette in Action





education partners
A STUDENT RELATIONSHIP MANAGEMENT COMPANY

Brand Sheet

Vision

To fundamentally simplify a student's ability to enroll in school, make smarter education financing decisions, and leverage their education investment to both graduate and reach expected employment.

Mission

Leverage the power of SaaS technology to remove process barriers by **simplifying and standardizing** complex operations, to engineer a new and broader relationship between students, schools, and employers.

- Accelerate process standards, consistency, and automation minimizing compliance risk through a system agnostic, rules-based engine with configurable workflows
- Increase speed and scale of school operations at lower costs through real-time dashboard visibility
- Deliver faster market driven release innovation through SaaS technology

Purpose

To simplify complex business problems plaguing higher education with SaaS-based technology solutions that fundamentally change the relationships, experiences, and ultimately, the outcomes between students, schools, and employers. Our solutions will focus on creating a better process and experience for all involved in the areas of student enrollment, finance, and employment.

Values

- **SIMPLIFICATION** of complicated high risk areas of operation that serve as blockers to the student, school, and ultimately employer relationship;
- **RESULTS-DRIVEN BUSINESS OUTCOMES** from our solutions that dramatically reduce risk, and lower operational costs;
- **SAAS-POWERED TECHNOLOGY** solutions that provide scalability, speed of operations, frequent updates, easy integrations, and quick implementations.

Value Pitch

We deliver SaaS-based technology solutions that removes complexity, variability, risk, and cost in school operations. Our **system-agnostic solutions** lean on a SaaS-platform, rules-based engine, and feature document management, configurable workflows, dynamic forms, electronic signatures, and process dashboards. Our focus today is on enrollment and financial aid due to the regulatory compliance and document management intensive workload.

MEANINGFUL & CREATIVE MARKETING

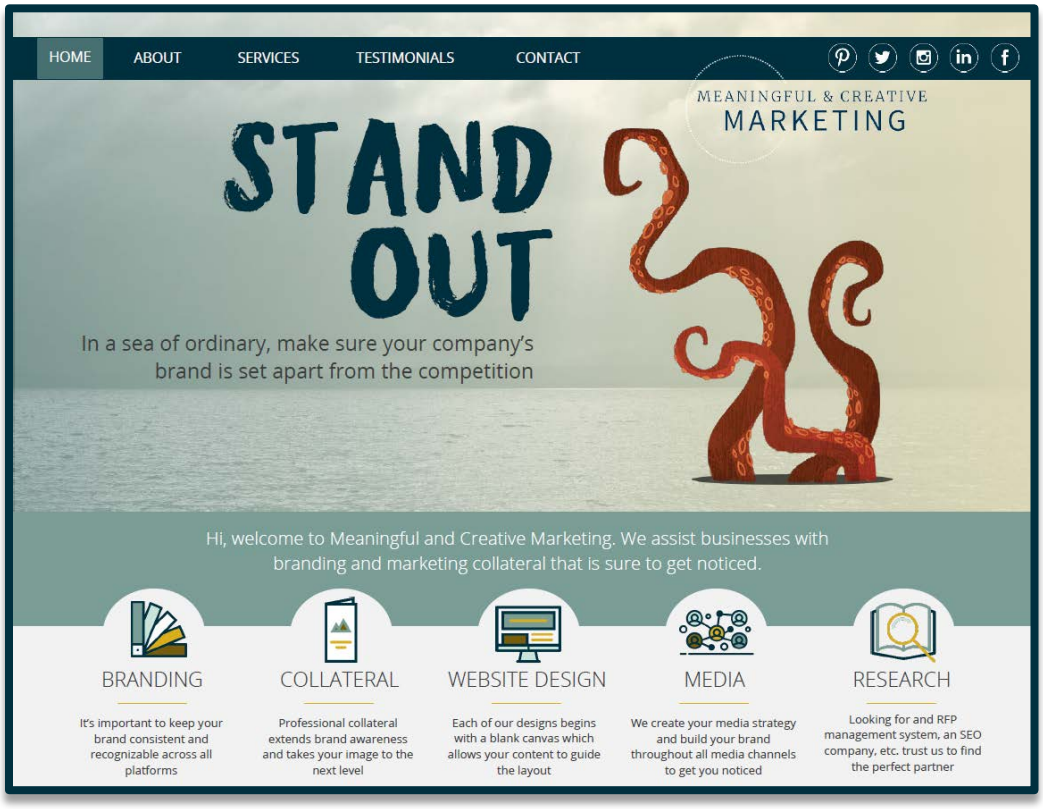
Brand Sheet

Color Palette

Meaningful and Creative Marketing, LLC (M&C) utilizes a split complementary color palette for all branding and collateral.

Meaningful and Creative Marketing, LLC (M&C)

	Primary	Secondary	Accent Light	Accent Bold	Font Light	Font Dark
HEX	00303F	7A9D96	CAE4DB	DCAE1D	FFFFFF	3F3F3F
RGB	0,48,63	122,157,150	202,228,219	220,174,29	255,255,255	63,63,63
CMYK	100,24,0,75	22,0,4,38	11,0,4,11	0,21,87,14	0,0,0,0	0,0,0,75
HSL	195, 100%, 12.5%	169.7, 15.3%, 55.1%	158.4, 30.9%, 84.1%	45.5, 76.6%, 48.6%	0, 0%, 100%	0, 0%, 25.1%
FONT	OPEN SANS TROPICAL ASIAN DEMO		*Merriweather* Roboto Slab		SOURCE SANS PRO **SOURCE SANS PRO**	
USE	Text on light BG Dark BG Graphics	Accent Hyperlinks Buttons Graphics	Accent Light BG Highlight Graphics	Accent Hyperlinks Buttons Graphics	Text on dark BG Light BG	Text on light BG Dark BG Graphics



MEANINGFUL & CREATIVE MARKETING

Brand Sheet

M&C Marketing Complimentary Color Palette

	ACCENT BOLD	
HEX #A48115 RGB 164,129,21		HEX #ECCF74 RGB 236,207,116

Our fresh and bold color palette is based on the split complementary color harmony. The teals and golds represent clarity, balance, energy, vision, and creativity.

FONT DARK		PRIMARY	SECONDARY		ACCENT LIGHT	FONT LIGHT
	HEX #0E1C17 RGB 14,28,23			HEX #ADD5C7 RGB 173,213,199		

Logos

Horizontal logo with tagline- good for PPT slide headers, letterhead, marketing collateral, document headers/footers, apps, e-mail signature, and sites

Charcoal or White logos used as needed in place of color when background requires one color logo

Stacked logo with tagline, PPT sub-section title pages, letterhead, marketing collateral, document headers/footers, apps, and sites

Horizontal logo variations with tagline and sphere- good for PPT sub-section title pages, letterhead, marketing collateral, document headers/footers, apps, e-mail signature, and sites

Thumbnail icon can be used in infographics, charts, and social media. in full color, black and white, flat color versions may be used in specified circumstances

V3 EFF 7.24.18

MEANINGFUL & CREATIVE MARKETING

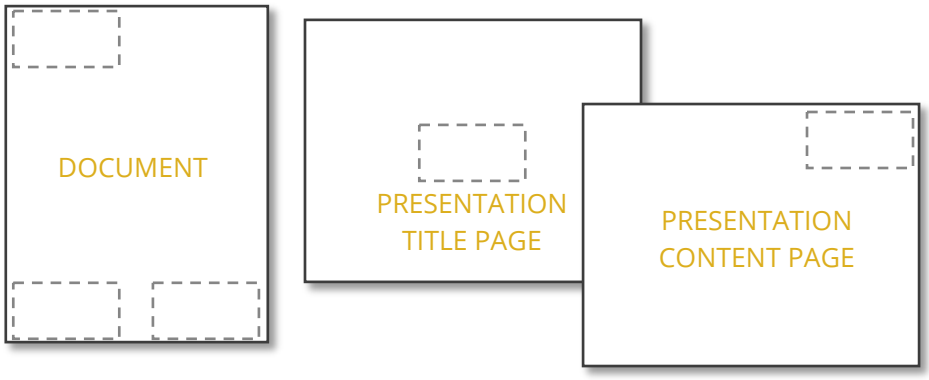
Brand Sheet

Branding

A brand is a promise, the perceptions about a business, service or products. A brand is created in the minds of the customers - based on a track record, which builds future expectations. A strong brand is the guarantee of quality, origin, value and performance. To maintain a consistent brand identity and enhance marketplace recognition, we have developed a comprehensive set of Meaningful and Creative Marketing (M&C Marketing) logo and brand standards. When using M&C Marketing logos, you must adhere to these guidelines.

Logo Placement

The M&C Marketing logo placement for documents should be in the upper left corner or in the lower left or right corner. The logo can be placed in the center for Presentation cover and title slides and in the upper right corner of content slides.



Who we are- Name Usage and Purpose

INTERNAL & EXTERNAL USE	ABBREVIATION- INTERNAL/SPECIAL CASE USE ONLY
Correct: Meaningful and Creative Marketing, Meaningful and Creative Marketing, LLC (used for legal purposes only) **Incorrect:** Meaningful & Creative Marketing	**Correct:** M&C Marketing **Incorrect:** MCM, M&CM, M&C

Company Font Standards

The company standard font for documents and presentations is Open Sans. Document body text should be in Open Sans 10 pt. font. Some marketing collateral font types may vary dependent upon the usage and purpose.

E-mail Signature Guidelines

The following e-mail signature should be used for business. If Open Sans is offered, please use that font.
EXCEPTION: Not all e-mail applications offer these options please use judgement for standard signature

FIELD	FONT (OPEN SANS)	SAMPLE IN CALIBRI
Name	Primary, bold, 10pt	**Melissa Creaney**
Title	Primary, regular, 10pt	Meaningful and Creative Marketing, LLC
Email	Secondary, regular, 10pt	Melissa@MandCMarketing.com
Office Phone	Both above RGB's, regular, 11pt	Office: 561.629.9501
Logo w/link	Provided by marketing 180x?px	M&C MEANINGFUL & CREATIVE MARKETING
Social Media icons w/links **(OPTIONAL)**	Multi, provided by marketing 24x24 px	

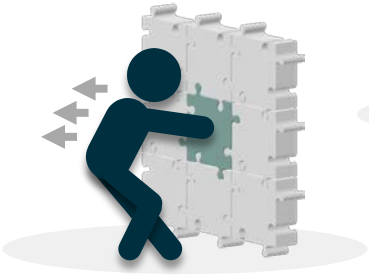
Business Card Design

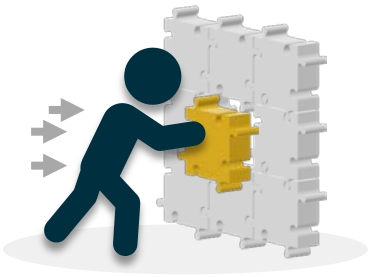
MEANINGFUL & CREATIVE
MARKETING

MEANINGFUL & CREATIVE
MARKETING

Brand Sheet

Palette in Action



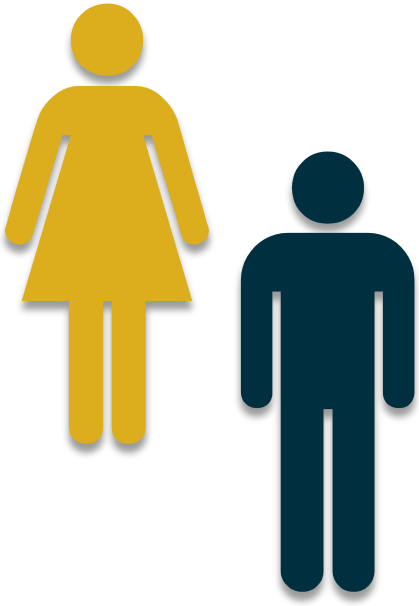


2018
This is a sample text. Insert your desired text here.

2020
This is a sample text. Insert your desired text here.

2017
This is a sample text. Insert your desired text here.

2019
This is a sample text. Insert your desired text here.



Brand Sheet

Color Palette

Enrollment Rx utilizes a tetradic color palette for company-wide documentation and collateral. Utilize these as the primary palette.

Enrollment Rx Primary Color Palette

	PRIMARY1	SECOND1	PRIMARY2	SECOND2	BG1	ACCENT1	ACCENT2	ACCENT3	BG2
HEX	941111	550707	3F3F3F	848484	BFBFBF	005650	259789	000000	FFFFFF
RGB	148 17 17	85 7 7	63 63 63	132 132 132	191 191 191	0 86 80	37 151 137	0 0 0	255 255 255
CMYK	0 89 89 42	38 93 85 61	66 61 60 48	50 42 42 6	25 20 21 0	90 45 64 34	79 20 53 2	0 0 0 100	0 0 0 0
	USE Banded header background, list bullets, emphasized text, website primary accent, graphs	USE Bullets, headers, banding, emphasized text, website, graphs, outline on light	USE Logo Text, Document text, Table headers, dark background, bullets, website text, graphs, social icons	USE Outline on light, secondary bullets, accents, social icons (alt)	USE Lt background alternative to white	USE Call to action buttons, attention, charts, graphs, website buttons, accents	USE Minimal accent for charts, graphs, other accents	USE Text, bullets	USE Background, text on dark, outline on dark

Enrollment Rx Primary1 and Accent1 Monochromatic Color Palette (variation options as needed)

	SECOND1			PRIMARY1		
SHADES OF RED		HEX 680707 RGB 104, 7, 7	HEX 771010 RGB 119,16, 16		HEX B21414 RGB 178, 20, 20	HEX D41616 RGB 212, 22, 22

			ACCENT1		ACCENT2	
SHADES OF TEAL	HEX 002524 RGB 0, 37, 36	HEX 013935 RGB 1, 57, 53		HEX 207F78 RGB 32, 127, 120		HEX 6CC6BA RGB 108, 198, 186

Logos

Flat logo Harabara- good for PPT sub-section title pages, letterhead, marketing collateral, document headers/footers, apps, e-mail signature, and sites

Enrollment Rx

Black or White logos used as needed in place of color when background requires one color logo

Enrollment Rx
CRM | HIGHER EDUCATION

Flat logo with tagline, Harabara & Calibri- good for document/PPT first page headers, market collateral, and booth

Enrollment Rx
CRM | HIGHER EDUCATION

Thumbnail icon can be used in infographics, charts, and social media. in full color, black and white, flat color versions may be used in specified circumstances

Enrollment Rx
CRM | HIGHER EDUCATION

Logos located: Google Drive\ERX Marketing 2016\01 Administration\04 Image Library\a- ERX Logos

V3 EFF 12.5.16

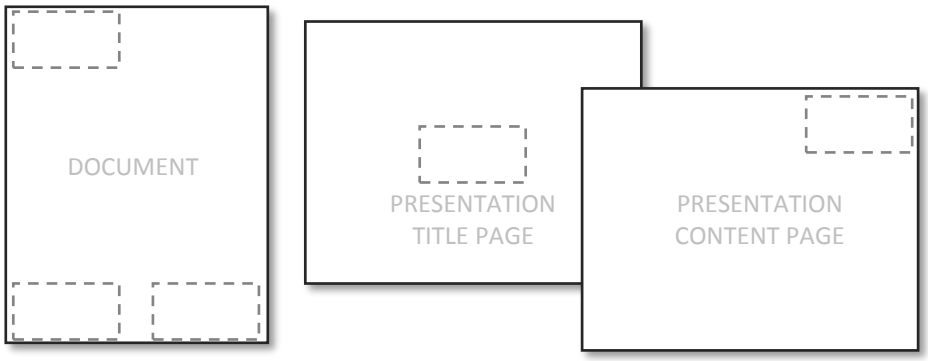
Brand Sheet

Branding

A brand is a promise, the perceptions about a business, service or products. A brand is created in the minds of the customers - based on a track record, which builds future expectations. A strong brand is the guarantee of quality, origin, value and performance. To maintain a consistent brand identity and enhance marketplace recognition, we have developed a comprehensive set of Enrollment Rx logo and brand standards. When using Enrollment Rx logos, you must adhere to these guidelines.

Logo Placement

The Enrollment Rx logo placement for documents should be in the upper left corner or in the lower left or right corner. The logo can be placed in the center for Presentation cover and title slides and in the upper right corner of content slides.



Who we are- Name Usage and Purpose

INTERNAL & EXTERNAL USE	ABBREVIATION- INTERNAL/SPECIAL CASE USE ONLY
Correct: Enrollment Rx (collateral includes "®"), Enrollment Rx, LLC (used for legal purposes only) **Incorrect:** EnrollmentRX, Enrollment RX	**Correct:** ERX **Incorrect:** ERx, Erx

Company Font Standards

The company standard font for documents and presentations is Calibri. Document body text should be in Calibri 11 pt. font. Some marketing collateral font types may vary dependent upon the usage and purpose.

E-mail Signature Guidelines

The following e-mail signature should be used by all ERX employees. If Calibri is offered, please use that font.
EXCEPTION: Not all e-mail applications offer these options please use judgement for standard signature

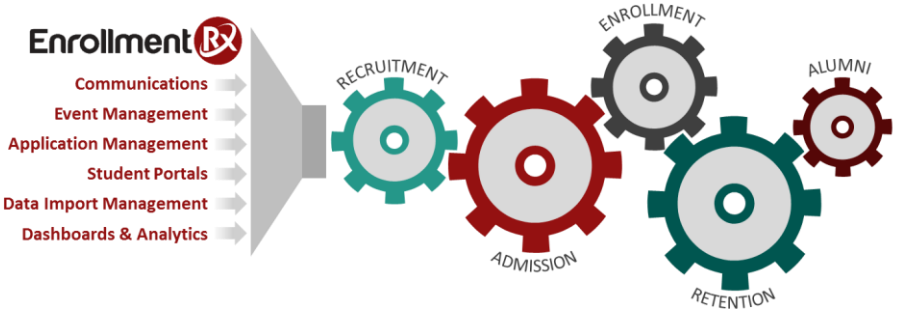
FIELD	FONT (CALIBRI)	SAMPLE IN CALIBRI
Name	Primary1, bold, 11pt	**Melissa Creaney**
Title	Primary2, regular, 11pt	Marketing Manager
Business Phone	Both above RGB's, regular, 11pt	Phone 847-261-7022
Mobile Phone **(OPTIONAL)**	Both above RGB's, regular, 11pt	Mobile 480-326-2731
Fax **(OPTIONAL)**	Both above RGB's, regular, 11pt	Fax 480-000-000
Logo w/link	Provided by marketing 180x47 px	Enrollment Rx
Social Media icons w/links **(OPTIONAL)**	Primary2, provided by marketing 24x24 px Accent1 color option may be used	Logo link: https://www.enrollmentrx.com/ LI Link: https://www.linkedin.com/company/enrollment-rx-llc Twitter Link: https://twitter.com/EnrollmentRx FB Link: https://www.facebook.com/EnrollmentRx Hub link (requires SF login- for current clients): https://powerofus.force.com/_ui/core/chatter/groups/GroupProfilePage?g=0F9800000004u16

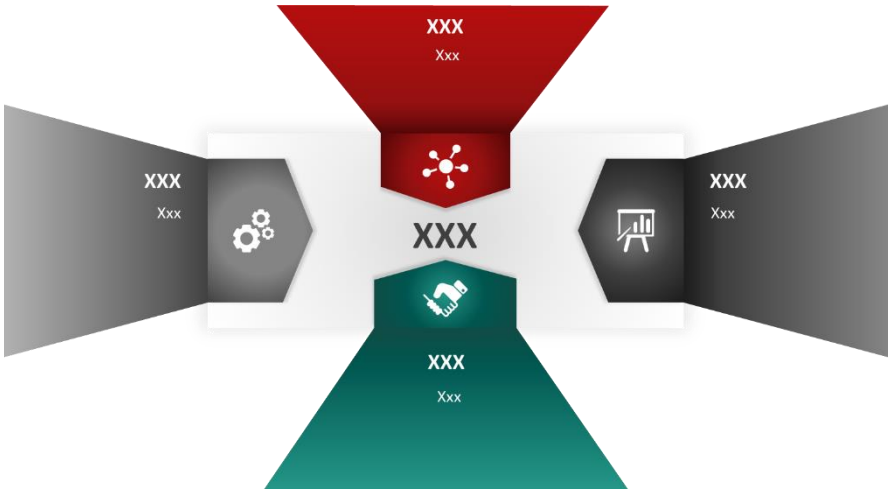
Logos located: Google Drive\ERX Marketing 2016\01 Administration\04 Image Library\a- ERX Logos

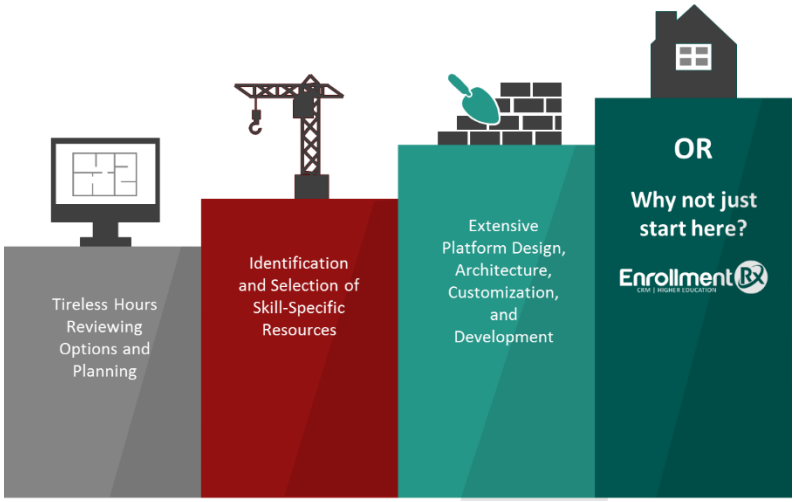
Brand Sheet

Palette in Action

Our “pop” of teal color is based on the tetradic color harmony to our red- it is primarily used in the finance, education, and technology industries







Logos located: Google Drive\ERX Marketing 2016\01 Administration\04 Image Library\a- ERX Logos

V3 EFF 12.5.16

All Websites Color Palettes

A consistent color scheme ensures that a cohesive image is represented across all CampusLogic communications. They are appropriate to use when developing any collateral, printed materials, advertising, websites, or multimedia campaigns for CampusLogic.

Main Corporate Colors

	CL.com	SV.com	FR.com	PV.com
RGB:	0 112 60	58 146 46	115 61 111	239 130 0
HEX:	00703C	3A922E	733D6F	EF8200

Icon/Accent Colors

RGB:	123 193 67	64 64 64
HEX:	7BC143	404040

Background/Accent Colors

RGB:	179 179 179	255 255 255
HEX:	B3B3B3	FFFFFF

Logos

CampusLogic

FileReview.com

studentVerification.com

PlacementVerification.com