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**CECILIE SALON**

# **DESIGN AND BRAND GUIDELINES**

**WE LOVE YOUR BRAND.**

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# THE INTRODUCTION

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## THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent **Cecilie Salon's** corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Cecilie Salon's** commitment to quality, consistency and style.

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The **Cecilie Salon** brand, including the logo, name, colours and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Cecilie Salon** name and marks.

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# 01 THE LOGO

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Logo is the key building block of brand identity, the primary visual element that identifies the brand. The signature is a combination

of the the symbol itself and the company name – they have a fixed relationship that should never be changed in any way.

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The Logo Primary Lock-Up

The Logo Other Lock-Ups

The Logo Construction, Clearspace and Computation

The Logo Minimum Sizing

The Logo Greyscale - Black and White

The Logo on Background Application

The Logo Incorrect Uses

**Brand consistency is always about following the rules.**

# THE LOGO

## PRIMARY LOCK-UP

### THE LOGO

The Cecilie Salon Logo comprises two elements, the logo wordmark, and sub-title. The Logo is a powerful image evoking the look of a beauty salon.

It has a particular relationship with the Cecilie Salon name. The wordmark “Cecilie Salon” has been carefully designed for its modern and yet refined, elegant style, which has been further enhanced by the use of the grid.

The corporate logo is presented through the use of color as well as shape and form. The two primary corporate colors are Navy Violet and Dusty Rose. It is an appealing blend of colors chosen for their strong combination - feminist & elegant.

The Colours have been selected according to Pantone standards as shown in this guide and are easily implemented.



#### 1) Primary Lock-Up

The main logo is the dark logo used on white or light coloured background. For darker backgrounds you will find an alternative in this guide.

#### 1) The Logo Wordmark

The wordmark “Cecilie Salon” has been carefully designed for its modern and yet refined, elegant style, which has been further enhanced by the use of grid.

## THE LOGO

### OTHER LOCK-UPS

#### OTHER LOCK-UPS

Establishing brand consistency throughout Cecilie Salon is based on just setting the standards. Keeping Cecilie Salon logo presentation consistent, means designer must uniformly present the logo to customers.

Logo presentation inconsistency can have a significant impact on brand recognition.

The Cecilie Salon logo should be used in primary lock-up or one of the styles illustrated here for all published work.

The logo also may not be created freehand or typeset using one's own set of fonts.

1) Wordmark - Navy Violet

2) Wordmark - Navy Violet (Reversed)

3) Wordmark - Dusty Rose

4) Wordmark - Dusty Rose (Reversed)

5) Wordmark - Secret Garden

6) Wordmark - Secret Garden (Reversed)



1



2



3



4



5



6



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7) Emblem - Navy Violet

8) Emblem - Navy Violet & Dusty Rose

9) Emblem - Navy Violet & Secret Garden



7



8



9

## THE LOGO CONSTRUCTION, COMPUTATION AND CLEAR SPACE

It is important to keep corporate marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



### CLEARSPACE

Full Logo

#### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



#### Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

## THE LOGO MINIMUM SIZING

### THE MINIMUM SIZING

When using the Cecilie Salon logos, they must not be reduced in size to less than indicated to the right as the text legibility will deteriorate.

#### Emblem

Minimum Size: 40mm x 40mm



35mm

#### Full Logo

Minimum Size: 12mm x 50.9mm



12mm

## THE LOGO GREYSCALE BLACK AND WHITE

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### THE FULL LOGOTYPE

Wherever possible, the logo should be reproduced in the brand colours. Where colour is not an option, use greyscale or black & white print.

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1

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#### LIGHT VERSION

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2

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#### DARK VERSION

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**1) The Logo B & W Light Version**  
will be used when the background colour is dark coloured.

**2) The Logo B & W Dark Version**  
will be used when the background colour is light coloured.

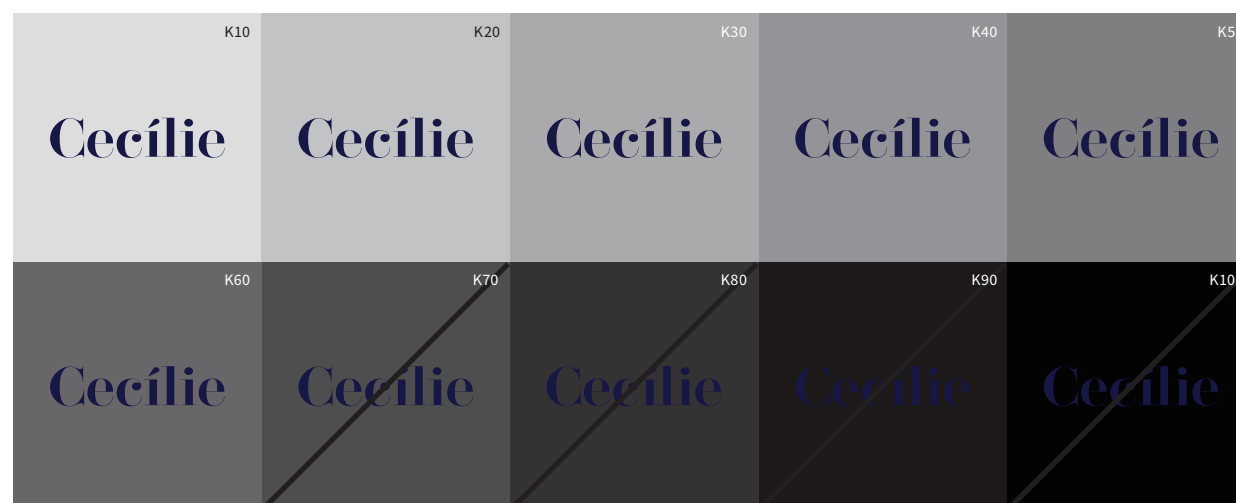
## THE LOGO APPLICATION ON A BACKGROUND

### APPLICATION ON BACKGROUND

To ensure that the logo is clearly recognisable, it must never be altered and has to be reproduced using the approved artworks provided.

Avoid using the reverse logo on high-contrast photos that impede the logo's legibility. The coloured logo must always appear on white or light-coloured backgrounds. Never reproduce the coloured logo on a dark background that does not offer sufficient contrast against the logo. Similarly, never reverse the logo on a light background. Do not use the coloured logo over a photo, use the reverse instead. The greyscale logo must only be used on white or light-grey backgrounds. For other light-coloured backgrounds. Never reproduce the logo on textured or patterned backgrounds that may impair legibility.

Below are an demonstration using the primary logo lock-up:



## THE LOGO INCORRECT USES

### THE INCORRECT USES

To ensure the logo is clearly recognisable and consistent, all parts of logo, from the logomark (symbol) to the logotype must never be altered and have to be reproduced using the approved master artworks provided.

The integrity of the logo must not be compromised. Below are examples of inappropriate uses of the logo.

**1) DO NOT distort the logo in any way**

please ensure that you maintain the aspect ratio when enlarging the logo

**2) DO NOT use the components of the logo separately**

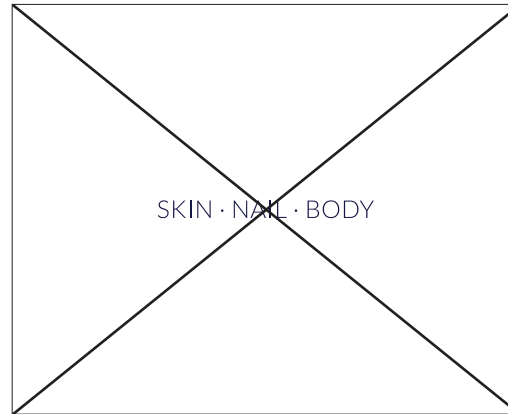
only use the logo lock-ups are available in this guideline

**3) DO NOT manually alter typeset of the workmark**

only use the logo wordmarks are indicated in this guideline



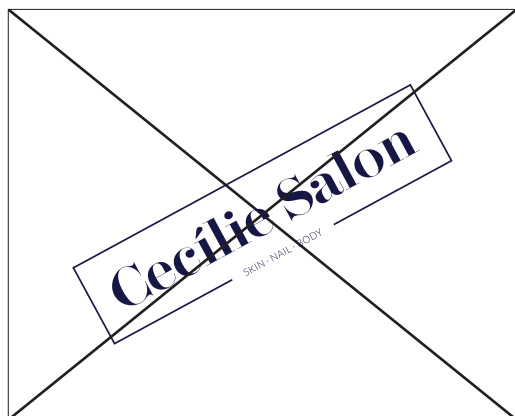
1



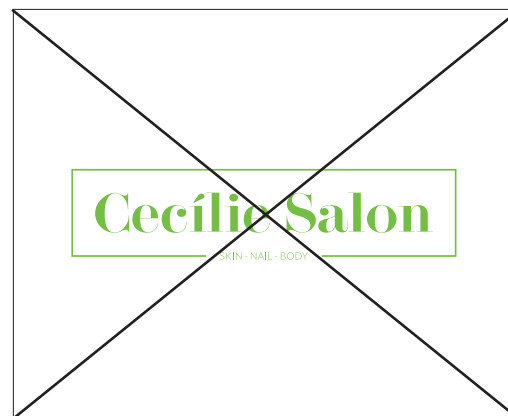
2



3



4



5



6



7

**4) DO NOT rotate the logo**

only use the logo lock-ups are demonstrated in this guideline

**5) DO NOT use any other colour other than specified**

only use the logo colour are listed in this guideline

**6) DO NOT use images or texture on backgroud that might cause visual interruption**

if an image or texture background is required, please choose an image or texture is not busy

**7) DO NOT move the elements of the logo**

only use the logo constructions are indicated in this guideline

SELECTING A FONT IS LIKE GETTING DRESSED.



# 02 THE LOGO TYPEFACE

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Typefaces may vary, but whenever typography plays an important role in a brand identity, we can assume that the brand is appealing to a reader - someone who appreciates prose, or at least a good headline. They might be a comic book reader as much as a

Shakespearean scholar, but, nonetheless, we expect them to read.

Picking the right typeface means picking one that imbues your branding with the right look and feel.

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The Logo Subtitle Typeface

## THE LOGO WORDMARK TYPEFACE

### THE FONT

Domani from CounterPoint is a faithful digital revival of an old photo-typesetting face called ITC Didi. Originally designed by Herb Lubalin and Tom Carnase, Domani brings to life a font that has

been somewhat neglected by the digital era until now. Brought to the attention of Jason Walcott by graphic designer Rob King, this font immediately captured Jason with its 1970s high contrast Didone style, typical of that time period. It has some unique design details that set it apart from other didone style typefaces. Walcott

has created a professional quality digital version that is both faithful to the original design while expanding the character set to make use of OpenType features. A full set of swash capitals and several swash lowercase, designed by Walcott, has been added, as well as support for Latin-based and Eastern European languages.

### PRIMARY FONT DOMANI CP

**DESIGNER :**  
Jason Anthony Walcott,  
Herb Lubalin,  
Tom Carnase

-

# DOMANI CP

Regular

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

### TYPE EXAMPLES DOMANI CP REGULAR

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " \$ % & / ( ) = ? ` ; : ; i " ¶ ¢ [ ] | { } ≠ ÷ ·  
« » € ® † Ω ° / ø π • · æ œ @ Δ ° ¢ ^ ¢ , ¢ ¥ ≈ ¢

## THE LOGO

## SUBTITLE TYPEFACE

### THE FONT

Lato is a sans-serif typeface family designed in the Summer 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under

the open-source Open Font License by his foundry tyPoland, with support from Google.

In 2013 – 2014, the family was greatly extended to cover 3000+ glyphs per style. The Lato 2.010 family now supports 100+ Latin-

based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics. In the process, the metrics and kerning of the family have been revised and four additional weights were created.

# LATO

**BILINGUAL FONT**  
LATO

**DESIGNER :**  
Łukasz Dziedzic

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

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  
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

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

! “ § \$ % & / ( ) = ? ` ; : ; “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © ^ ð , å ¥ ≈ ç

Special Characters

**TYPE EXAMPLES**  
LATO

TYPOGRAPHIC HIERARCHY IS ANOTHER FORM OF VISUAL HIERARCHY.

# 03 THE BRAND TYPEFACE

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Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Cecilie Salon layouts.

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The Brand Typeface  
The Brand Typographic Hierarchy

## THE BRAND TYPEFACE

### THE FONT

Lato is a sans-serif typeface family designed in the Summer 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). In December 2010 the Lato family was published under

the open-source Open Font License by his foundry tyPoland, with support from Google.

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based languages, 50+ Cyrillic-based languages as well as Greek and IPA phonetics. In the process, the metrics and kerning of the family have been revised and four additional weights were created.

### BILINGUAL FONT LATO

DESIGNER :  
Łukasz Dziedzic

-

# LATO

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  
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

Regular

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

### TYPE EXAMPLES LATO

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / ( ) = ? ` ; : ; “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © ^ ð , å ¥ ≈ ç

# THE BRAND

## TYPOGRAPHIC HIERACHY

### TYPOGRAPHIC HIERACY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project.

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Cecilie Salon layouts.

### CONTEXT TEXT AND INNER HEADLINES

Caption Text  
Cecilie Salon  
-  
Lato Light  
8 pt Type / 10 pt Leading

Copy Text  
Cecilie Salon  
-  
Lato Regular  
10pt Type / 14 pt Leading

Headlines  
Copytext  
Cecilie Salon  
-  
Lato Semibold  
12pt Type / 16pt Leading

### HEADLINES AND TYPOBREAKS

Sublines  
Sections  
Cecilie Salon  
-  
Lato Semibold  
18pt Type / 22pt Leading

Big Headlines  
and Title  
Cecilie  
-  
Lato Heavy  
26pt Type / 31 pt Leading

Sequencer  
and Title for  
Marketing  
Cecilie  
-  
Lato Black  
36pt Type / 46 pt Leading

# THE BRAND TYPEFACE

## THE FONT

Gently Script was named after a poem by Dylan Thomas Called “Do not go gentle into that good night” The typeface aims to give the

feeling of handwriting. It has numerous ligatures and alternatives to make it more realistic. It has an informal appearance with only a tiny smidgen of decoration, this keeps it simple and easy to read.

### BILINGUAL FONT GENTLY SCRIPT

DESIGNER :  
SIMON STRATFORD

-

GENTLY SCRIPT

Regular

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

### TYPE EXAMPLES GENTLY SCRIPT

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! \$ % & ' ( ) \* + , - . / : ;  
@ # \$ % & ' ( ) \* + , - . / : ;



# THE BRAND

## TYPOGRAPHIC HIERARCHY

### TYPOGRAPHIC HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project.

Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information.

Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Cecilie Salon layouts.

### CONTEXT TEXT AND INNER HEADLINES

Caption Text *Cecilie Salon*  
-  
Gently Script Regular  
8pt Type / 10 pt Leading

Copy Text *Cecilie Salon*  
-  
Gently Script Regular  
12pt Type / 16 pt Leading

Headlines  
Copytext *Cecilie Salon*  
-  
Gently Script Regular  
18pt Type / 24pt Leading

### HEADLINES AND TYPOBREAKS

Sublines  
Sections *Cecilie Salon*  
-  
Gently Script Regular  
21pt Type / 28pt Leading

Big Headlines  
and Title *Cecilie*  
-  
Gently Script Regular  
30pt Type / 38 pt Leading

Sequencer  
and Title for  
Marketing *Cecilie*  
-  
Gently Script Regular  
48pt Type / 60 pt Leading



# 04 THE BRAND COLOUR SYSTEM

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## THE COLOUR SYSTEM

Colour plays an important role in the Cecilie Salon corporate identity program. The colours below are recommendations for various media. A palette of primary colours has been developed, which comprise the “One Voice” colour scheme. Consistent use of

these colours will contribute to the cohesive and harmonious look of the Cecilie Salon brand identity across all relevant media. Check with our designer or printer when using the corporate colours that they will be always be consistent.

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The Brand Primary Colour System  
The Brand Secondary Colour System

## PRIMARY COLOUR SYSTEM

### Explanation:

The Cecilie Salon Company has two official colours: Navy Violet and Dusty Rose. These colours have become a recognisable identifier for the company.

### Usage:

Use them as the dominant colour palette for all internal and external visual presentations of the company.

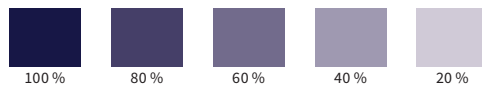


### NAVY VIOLET PANTONE 275 C

-

#### COLOUR CODES

CMYK : C100 M100 Y38 K41  
Pantone : 275 C  
RGB : R33 G23 B71  
HTML : #211747



#### COLOUR TONES



#### THE GRADIENT

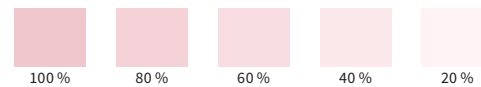


### DUSTY ROSE PANTONE 196 C

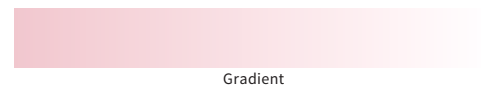
-

#### COLOUR CODES

CMYK : C5 M29 Y13 K0  
Pantone : 196 C  
RGB : R236 G199 B205  
HTML : #ECC7CD



#### COLOUR TONES



#### THE GRADIENT

## SECONDARY COLOUR SYSTEM

### Explanation:

The Secondary colours are complementary to our official colours, but are not recognisable identifiers for our company. Secondary colours should be used sparingly (less than 10 % of the palette in one piece.)

### Usage:

Use them to accent and support the primary colour palette.

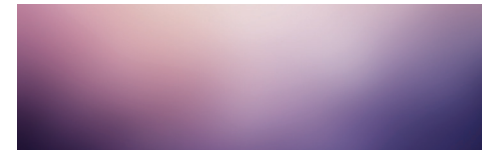
### CORAL ROUGUE | PANTONE 702 C

CMYK	: C11 M75 Y39 K2	RGB	: R210 G91 B115
Pantone	: 702 C	Web	: #D25B73



Tones

### SECRET GARDEN | GRADIENT





# 05 ABOUT US AND CONTACT

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About Us  
Contact







**CHEEE**  
**Brand Collection**

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## #SAYCHEEE

We are Cheee : )

Cheee is the universal word that describes a beautiful should through love, happiness, creativity, and positive cheee energy.

Our philosophy is happiness, delivering happiness to people around us and spreading to the rest of the world.

Our slogan is “saycheee”. When you say cheee, you are smiling. Smiling is the easiest way to be happy.

We value, profession, logic, communication, respect, and happiness.

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## CONTACT

**For further information please contact:**

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**THANK YOU  
FOR CHOOSING  
CHEEE**



# WE LOVE YOUR BRAND.

**CHEEE**  
Brand Collection

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[www.CHEEE.com.au](http://www.CHEEE.com.au)

