



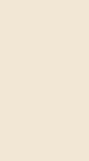
SUGAR NAILS

BRAND MANUAL

Colours



Ivory
RGBA: f2e7d5ff
H= 37, S = 53, L = 89,
A = 100



Dark Brown
RGBA: 6d3800ff
H= 31, S = 100, L = 21,
A = 100

Secondary Colours

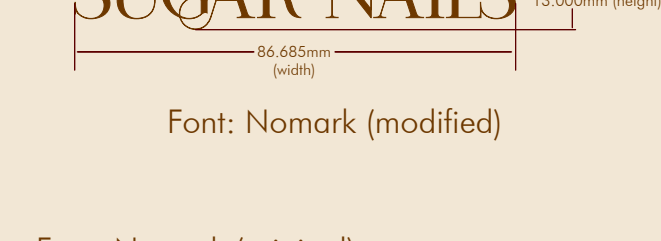


Biege
RGBA: f5f5dcff
H= 60, S = 56,
L = 91, A = 100



Pure White
RGBA: ffffffff
H= 0, S = 0,
L = 100, A = 100

Typography (Wordmark Logo)



Font: Nomark (modified)

Font: Nomark (original)

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

SUGAR NAILS

Wordmark logo

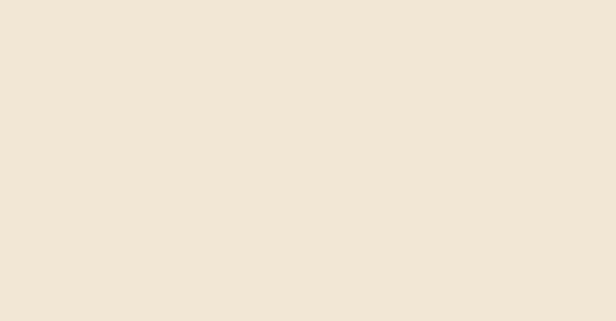


Monogram



SUGAR NAILS

Full logo (type 1)



Full logo (type 2)



Typography (primary)

To be used on website, social media posts and etc.

Font: Futura

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

Typefaces available: Light, Medium,
Bold, Heavy, Black, Extra Black

THANK
YOU!