

Brand guidelines

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The idea

Studio 27 is a barbershop in Clitheroe, and the brand says so and stops. One logo, one scale of greys, three typefaces, and nothing added for decoration. Every page, post and sign should look like it came from the same hand.

Minimal

Stripped back to the essentials. Every element earns its place, and dead weight is cut.

Restricted

One logo, one scale, three faces. No accent colour, no second style of anything.

Clean

Space does the work. Nothing crowds, nothing shouts, nothing tilts.

The voice

Short, plain, British English. No exclamation marks, no superlatives. Facts over adjectives.



01 LOGOS

The Logo



On black

By preference. Wherever the ground is dark: the hero, the cover, print on a dark ground.



Ink on paper

Where the page is light. The light mark turned to ink, never grey, never on a photo.

The Wordmark



The Icon



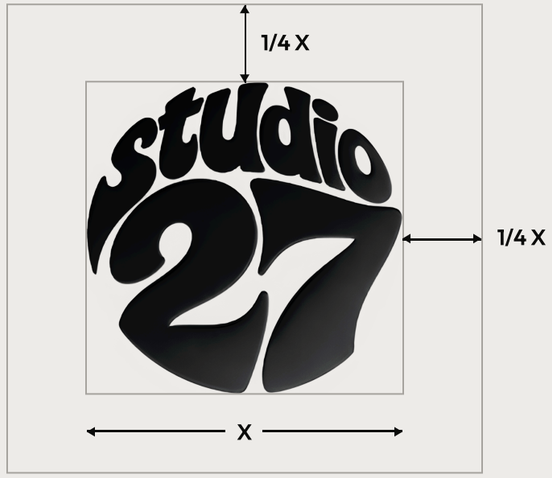


Only used under 40px, at 32px and below.

Where to use

Place	 Logo	Studio27 Wordmark	 Icon
Social media, profiles and posts	●		
The website	●		
The website footer		●	
The shop front and signage	●		
Capes, products, merchandise	●		
Posters, flyers, print	●		
Documents, letters, invoices		●	
Small print and labels		●	
The browser tab, the Google result			●
Anything under 40px wide			●

Clear space and size



Clear space

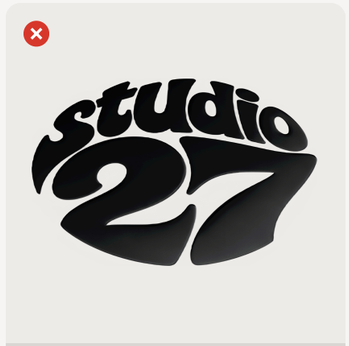
The empty margin the logo always keeps around it: a quarter of its width on every side. No text, no other logos, no edge of anything inside it. It stops the logo looking crowded.



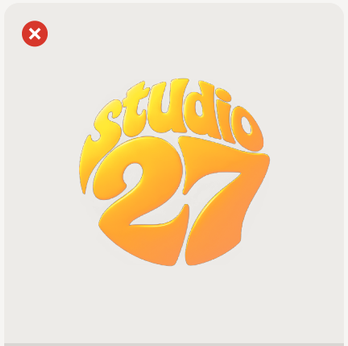
Size

How small the logo can go. It stops at 40px wide. Smaller than that, the lettering closes up and turns to a blur, so the 27 icon takes over. The icon still reads at 32px and 16px.

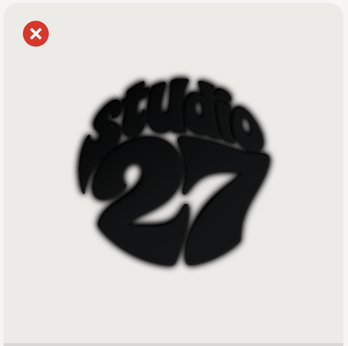
Misuse



Stretched



Coloured



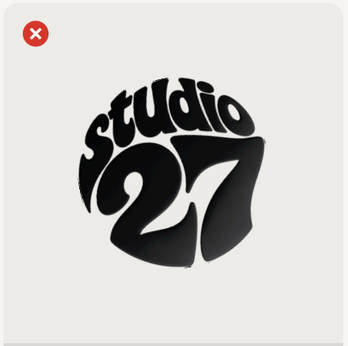
Glow



Low contrast



Spacing

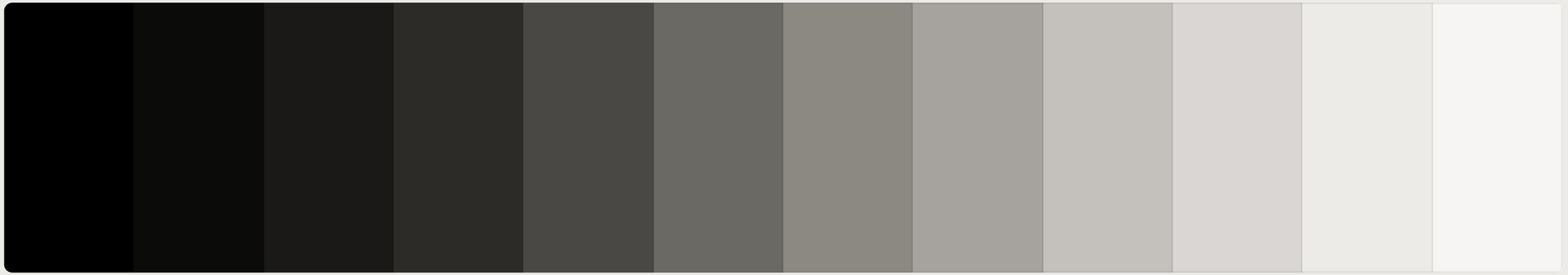


Rotated



02 COLOUR

One scale



Black	Ink 900	Ink 800	Ink 700	Ink 600	Ink 500	Ink 400	Ink 300	Ink 200	Ink 100	Ink 50	Paper
#000000	#0B0B0A	#1A1917	#2C2B28	#4A4844	#6B6963	#8C8983	#A6A39E	#C4C1BC	#D9D6D3	#EDEBE8	#F6F5F3

Recommended pairings

Book an appointment

44 Shawbridge Street, Clitheroe

Light

Text Ink 900 · Secondary Ink 500 · Ground Paper

Book an appointment

44 Shawbridge Street, Clitheroe

Dark

Text Ink 100 · Secondary Ink 300 · Ground Ink 900

Book an appointment

44 Shawbridge Street, Clitheroe

Card

Text Ink 900 · Secondary Ink 500 · Ground Ink 50



03 TYPOGRAPHY

Outfit

Aa

Display and headings

Display, Outfit Bold	48-72px / 0.95 · -0.045em
H1, Outfit Bold	36-44px / 1.0 · -0.03em
H2, Outfit SemiBold	24-28px / 1.1 · -0.02em
H3, Outfit SemiBold	18-20px / 1.15 · 0
Weights in use	600 · 700

Outfit sets every heading. The larger it is set, the tighter its tracking; at H3 it carries none.

DM Sans

Aa

Body text

Body, DM Sans Regular	16px / 1.5 · 0
Small, DM Sans Regular in Ink 500	14px / 1.5 · 0
Weights in use	400 · 500

DM Sans sets the body text. Small is the same face and weight a size down, in Ink 500.

DM Mono

Aa

Small labels and figures

Postcode, DM Mono Medium	`13px / 1.6 · +0.04em`
Map labels, DM Mono Medium capitals	`set with the map · +0.14em`
Weights in use	`500`

DM Mono is for small labels and figures and nothing else: the postcode, the labels on the map. All three faces are on Google Fonts under the SIL Open Font License, free for commercial use.



04 THE BRAND IN ACTION




studio
27




STUDIO
27




studio 27
CURL CREAM
LIGHTWEIGHT STYLING CREME
100ML / 3.4 FL.OZ


Studio27
OPEN
studio
studio


studio 27
HAIR POWDER
VOLUME & TEXTURE
●●●●○
20G / 0.7 FL.OZ


studio 27
SALT SPRAY
TROPICAL COCONUT
●●○○○
250ML / 8.5 FL.OZ





Studio27
SALT SPRAY

- Defined Beachy Texture
- Natural-Looking Finish
- Adds Lift + Body
- Light / Medium Hold



OTHER SALT
SPRAYS

- Little Or No Texture
- Crunchy, Stiff Finish
- Flat Or Weighed-Down Hair
- Sticky, Gritty Residue

Thank you