

Brand guidelines

How to use the LushLoxx logo, colours and type.

LOGO

LushLoxx.

HAIR BUTTER BY LANA

WORDMARK — WITHOUT THE TAGLINE, FOR SMALL SIZES

LushLoxx.

USING THE LOGO

- Leave clear space around the logo at least the height of the L on every side.
- Use the logo with the tagline where it's at least 120 px (30 mm) wide; smaller than that, use the wordmark.
- On light backgrounds use the primary logo; on dark backgrounds or busy photos use the reversed one.
- Use the one-colour versions only where full colour isn't possible, such as single-colour print or engraving.
- Don't stretch, rotate, recolour, outline, add shadows to or retype the logo.
- The pink full stop is part of the logo — always keep it.

LushLoxx.

HAIR BUTTER BY LANA

LushLoxx.

COLOURS



Plum

#8E2A6B
RGB 142 42 107
Primary



Pink

#D6438A
RGB 214 67 138
Accent, full stop



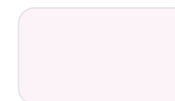
Ink

#241019
RGB 36 16 25
Logo, headings



Mauve

#7A6470
RGB 122 100 112
Tagline, text



Blush

#FBF3F7
RGB 251 243 247
Backgrounds

TYPEFACES

Sora Bold

The logo and headlines

DM Sans

The tagline and body text

Both are free Google Fonts (SIL Open Font License).