

ELITE BEAUTY SOCIETY

Elite Beauty Society builds a loyal and lasting relationship with prospective consumers through educational content and resources to achieve our goal of professional liability insurance sales.

Story / Point of View

Core Values: Business resources, long-term career success, and making business and insurance “fun”.

Brand Personality: Professional, yet witty and conversational. Friendly, positive, clear and creative.

Vision: Modern and professional materials that do not lack creativity. The mood is contemporary and creative but ultimately have a sense of professionalism in order to build a reputation as the trusted partner for insurance.

Target Audience: Hairdresser, esthetician, nail technician, makeup artist, and barbers that include beginners, recent graduates, young professionals, seasoned professionals, salon owners, and/or instructors.

Print Logos



Logo - CMYK



Logo - BW



Logo - REVERSE
(Grey Box Not To Be Used.)



Logo - Pink



Logo - Horizontal

Online Logos



Logo - RGB



Logo - Social



Logo - FAV

Typography

Lora (Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Lato (Subheadlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sign Painter (Flair Font)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

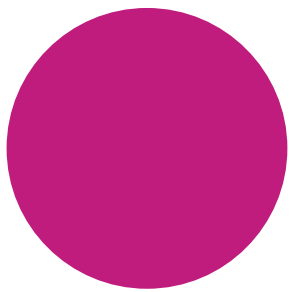
Mak Dah (Flair Font)

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abcdefghijklmnopqrstuvwxyz

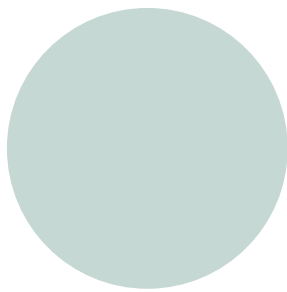
Lato Regular (Paragraph Copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

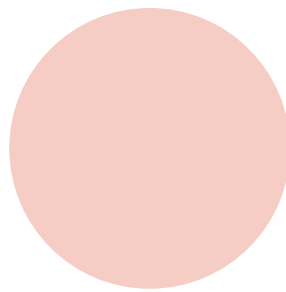
Color Palette



C24,M100,Y14,K0
R192,G29,B126
#C01C7E



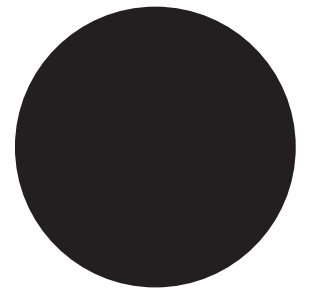
C22,M7,Y16,K0
R197,G216,B211
#C5D8D3



C2,M22,Y16,K0
R245,G203,B197
#F5CBC5

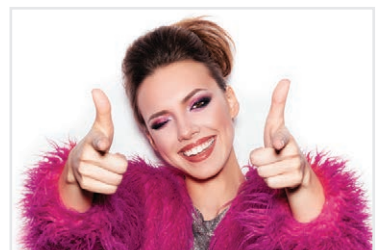


C0,M,Y,K0
R255,G255,B255
#ffffff



C0,M,Y,K100
R0,G0,B0
#000000

Types Of Imagery



Slogan

Fueled By Passion. Protected By Insurance

Other Related Brands

