

Juliette Armand



Logo Manual

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01

Our Logo

**The Juliette Armand logo
is the most important
element of our brand system.
It is the most visible
and most reproduced element.
These are the configurations
of the logo to be used
for various situations defined
by space and overall layout.
Our logo is available in a range
of formats and colourways
to suit various applications.**

Primary Logo

This is the primary logo to use.
This is your main go-to version
of the logo, except for limited
exceptions.

Juliette.Armand

Variations

1. Logo with tagline

This is the main variation based on the go-to version of the logo including the tagline.

Juliette Armand

THE PERSONAL PROFESSIONAL SKINCARE

(1)

Variations

2. Logo in two lines

This is a secondary variation
of the logo in two lines.

Juliette
Armand

(2)

Variations

3. Logo in two lines with tagline

This is a secondary variation
of the logo in two lines including the tagline.

Juliette Armand

THE PERSONAL
PROFESSIONAL
SKINCARE

(3)

Variations

4. Symbol - initials

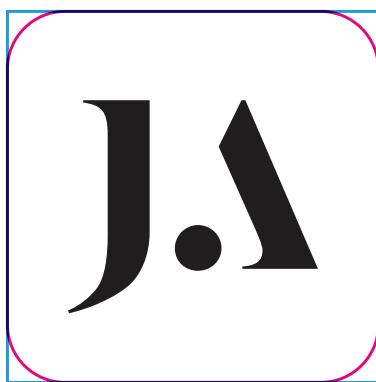
This variation is based on the initials of the original logo,
it is supposed to be used as a “secondary” graphic on special applications,
or as substitute of the original logo on sizing difficulties.



(4)

Social Media

There are 2 versions of the Social Media profile image.



- ① Round & square cornered profile destinations, such as: Twitter, Facebook etc, and is placed within a container (shown as cyan & magenta keylines).
- ② Circular profile destinations, such as: Google+, Instagram etc.

Primary Inverted

This is the flat colour background version.

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Variations Inverted

This is the flat colour background version.

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Proportions
of the secondary logo with the tagline.



Proportions
of the secondary logo in two lines with the tagline.



02

Colour Specifications

Primary Colour

BLACK

Secondary Colour

PANTONE COOL GRAY 3 C

PANTONE	BLACK C
PROCESS	C0 M64 Y0 K100
SCREEN	R35 G31 B32
WEB	-
RAL	-

PANTONE	COOL GRAY 3 C
PROCESS	C23 M18 Y19 K1
SCREEN	R200 G201 B199
WEB	-
RAL	-

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03

Clear Spaces

Around the Juliette Armand logo there must be sufficient space in order to be clearly distinct.

The area inside the outlined boxes must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement ‘X’.





J. A.

Juliette Armand

Juliette Armand

04

Logo Sizing & Best Practises

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Logo Sizing

Juliette Armand

Minimum size use

The go-to version of the logo.

X=0.3mm

Z=22.55mm



(1)

Juliette Armand

THE PERSONAL PROFESSIONAL SKINCARE



(2)

Minimum size use

The go-to version of the logo including the tagline.

X=0.5mm

Z=37.6mm



(3)

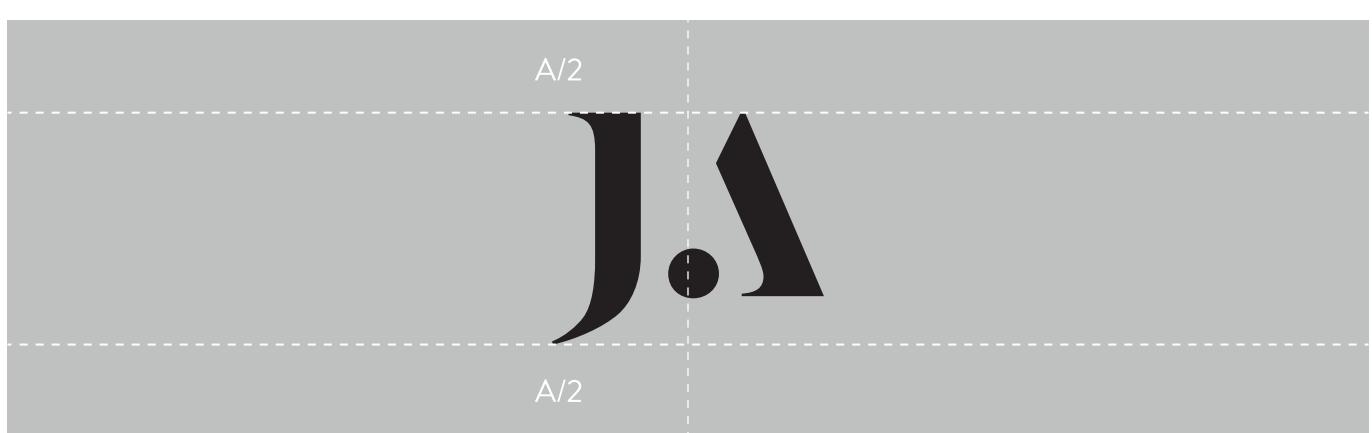
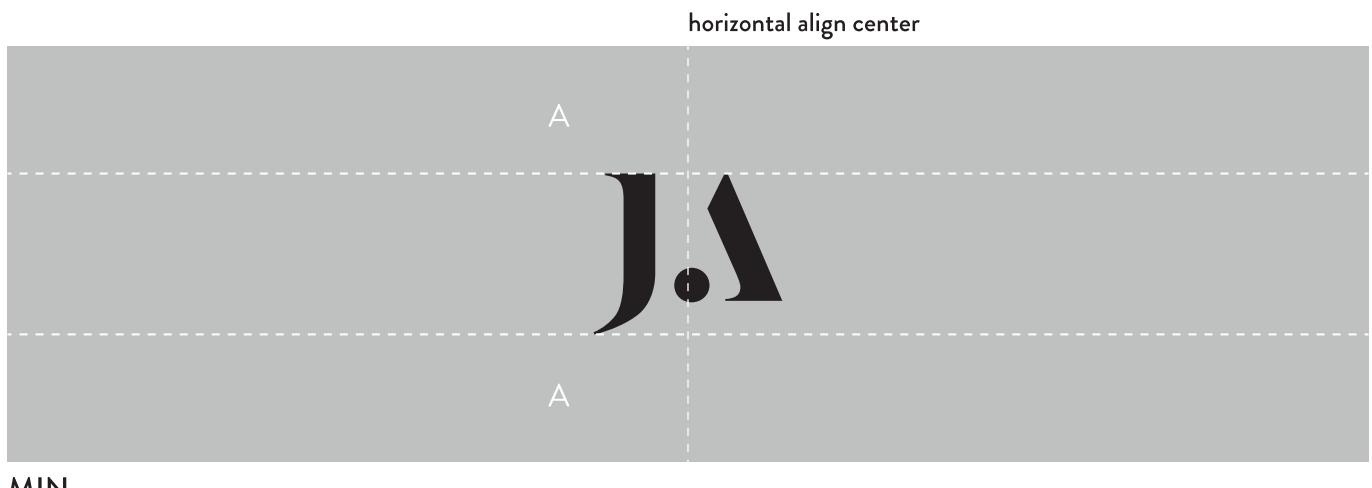
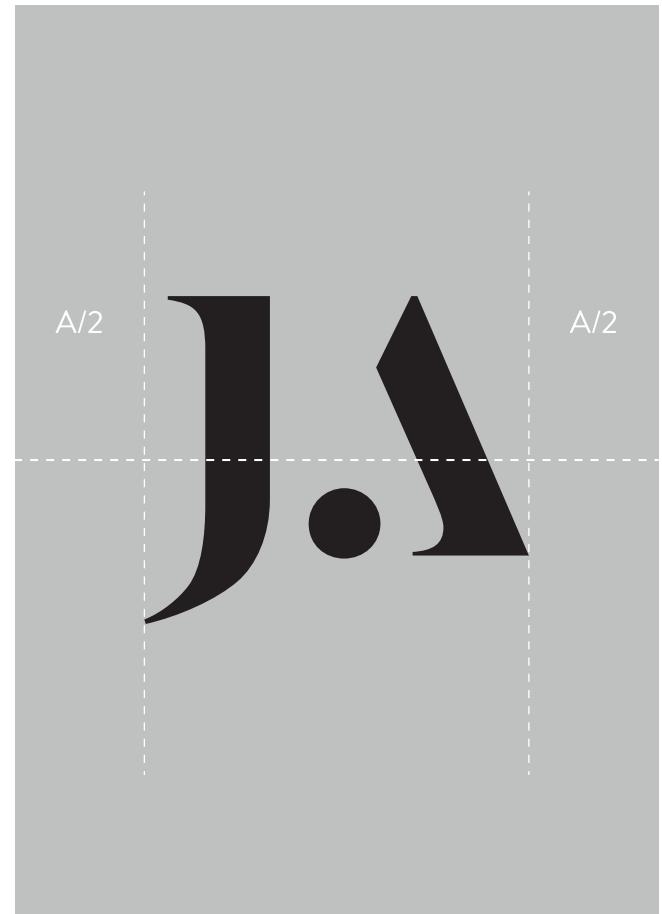
Minimum size use

Symbol - initials.

X=0.3mm

Symbol Sizing

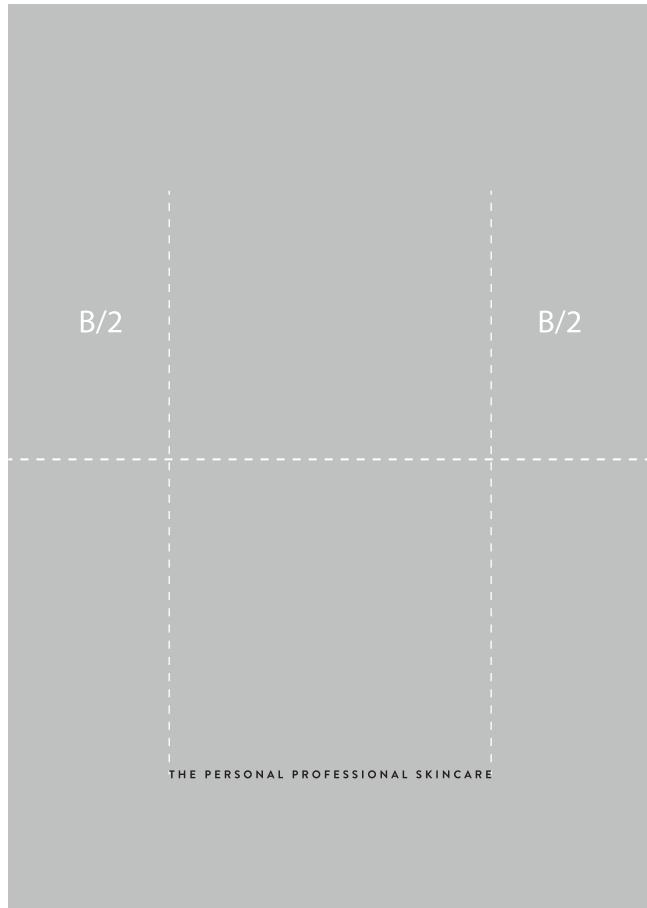




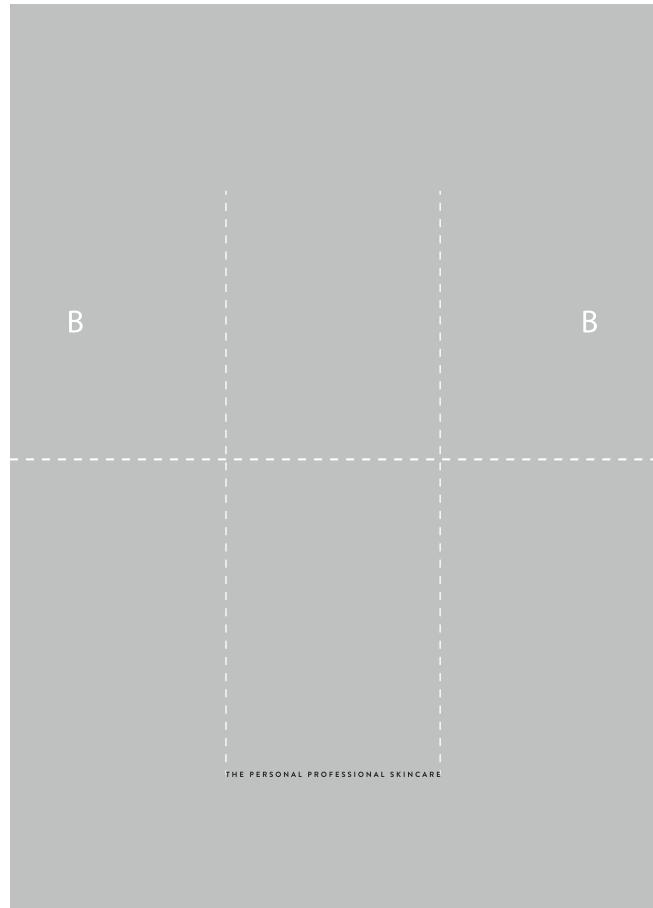
Proportions of the tagline,
for use as a graphic element.

THE PERSONAL PROFESSIONAL SKINCARE

B



MAX



MIN



MIN



MAX

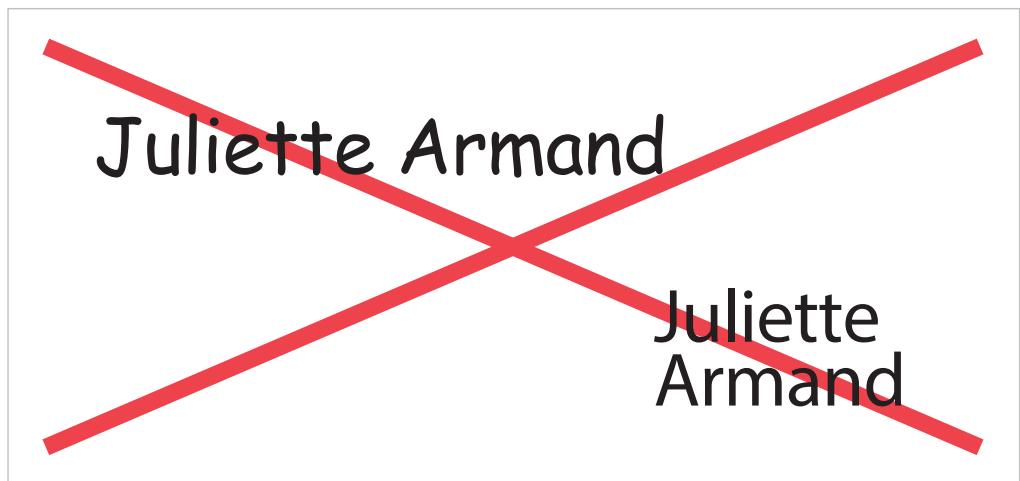
Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Proxima Sans.



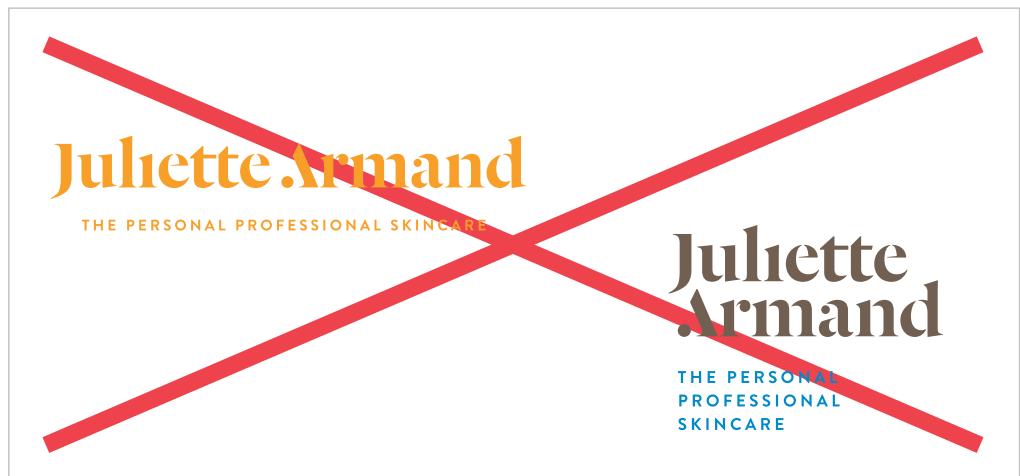
Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



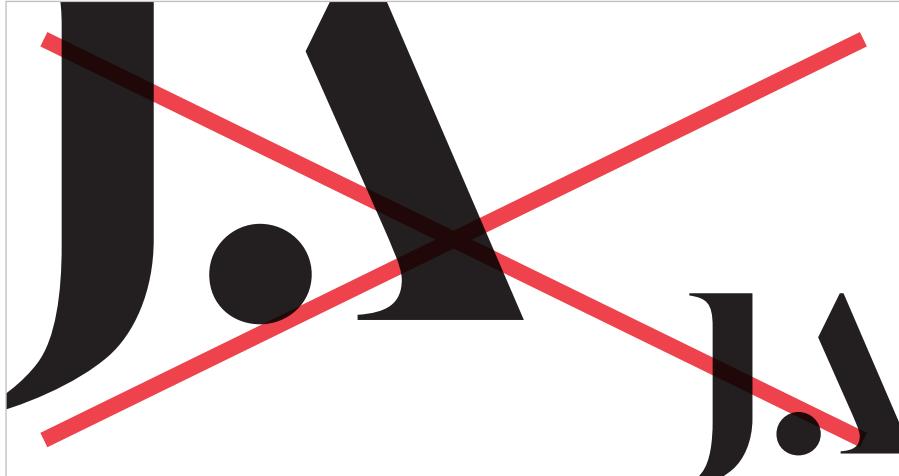
Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines



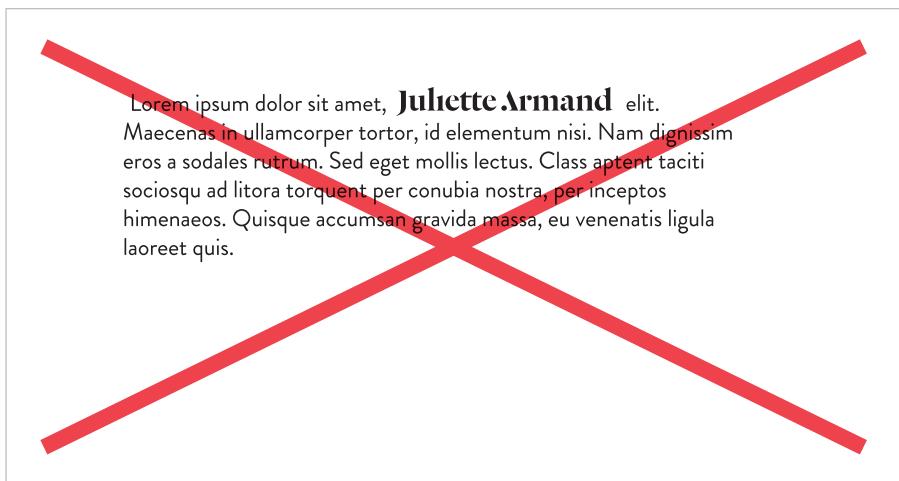
Do Not: Sign use

The Juliette Armand sign - graphic element should not be cropped in any way.



Do Not: Text

The Juliette Armand logo cannot be visually combined with a product name, a slogan or with other words or placed within a text.



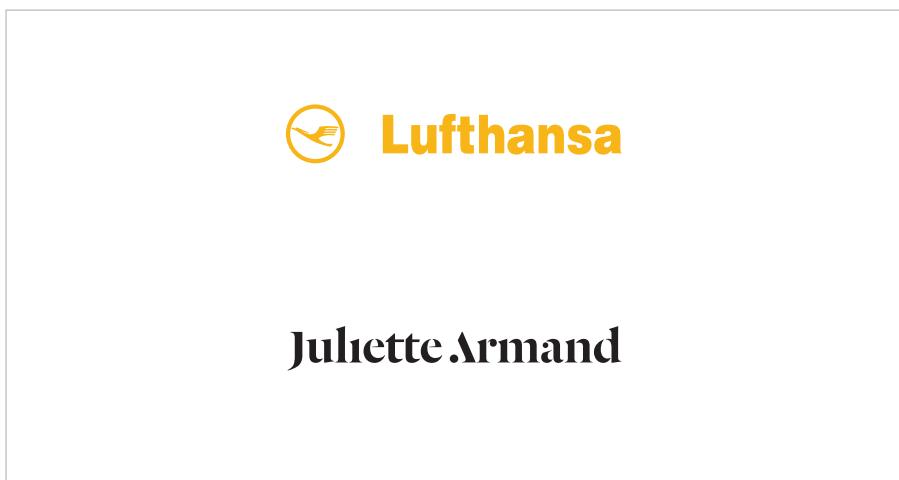
Do Not: Background

The Juliette Armand logo must be placed on a clear background, in order to be easily distinct.



Other Logos

When the Juliette Armand logo is used with other companies' logos (e.g. in exhibitions or sponsorships) must have the same visual size as the other logos



05

Stationary

Juliette Armand

THE PERSONAL PROFESSIONAL SKINCARE

Business Card

8.5x5.5 cm
Font: Averta

not scaled



	Juliette Armand	
	<p>36 P. Mela Str. 14342, Athens Greece T +30 210 253 1736 F +30 210 253 2892 E info@juliettearmand.com www.juliettearmand.gr</p>	



Letterhead

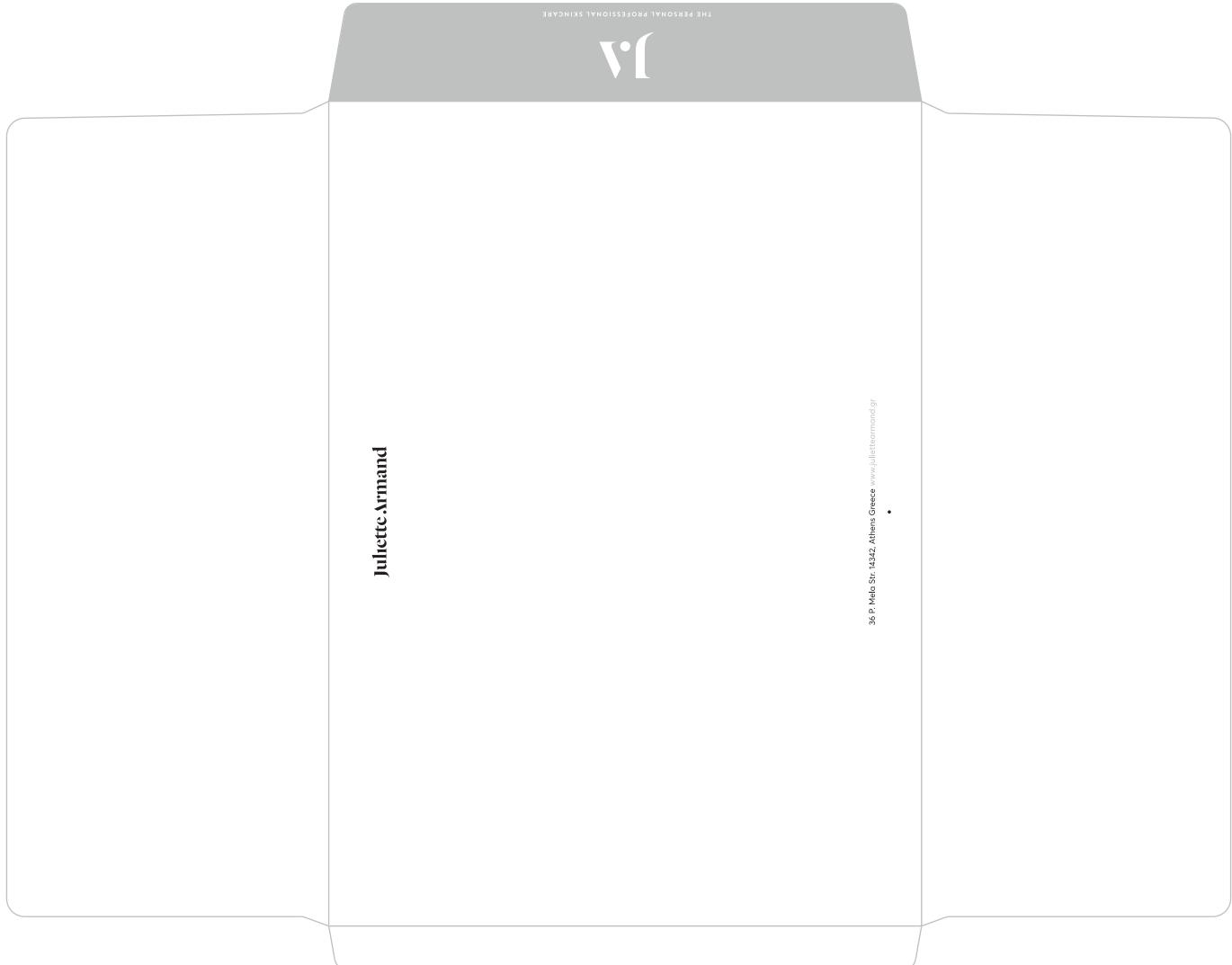
A4, 21x29,7
Font: Averta

scaled

Page B

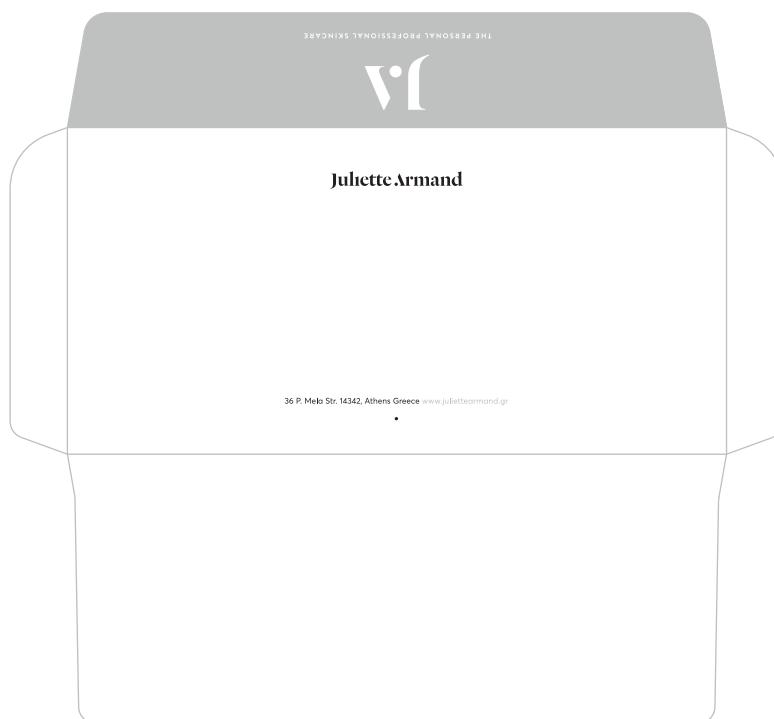
Juliette Armand	
<p>Juliette Armand</p> <p><i>Juliette Armand is a professional skincare brand that offers a range of products designed to address specific skin concerns. The brand's philosophy is centered around personalization, allowing customers to create their own skincare regimen based on their unique needs. The products are made with high-quality, natural ingredients and are cruelty-free. Juliette Armand is committed to providing effective solutions for various skin types and conditions, from acne-prone skin to dryness and sensitivity.</i></p>	
<p>Product Range:</p> <ul style="list-style-type: none"> Cleansers: Gentle foaming cleansers and micellar waters for removing makeup and impurities. Treatments: Targeted treatments for acne, anti-aging, and other skin concerns. Moisturizers: Hydrating and nourishing moisturizers for different skin types. Exfoliants: Gommages and peeling gels to remove dead skin cells. Skincare Tools: Tools like microneedling pens and facial rollers. 	
<p>Key Ingredients:</p> <ul style="list-style-type: none"> Hyaluronic Acid: A powerful humectant that helps retain moisture in the skin. Retinol: A form of Vitamin A that promotes cell turnover and reduces fine lines. Salicylic Acid: An alpha-hydroxy acid that exfoliates the skin and treats acne. Tea Tree Oil: An antiseptic and anti-inflammatory ingredient. Probiotics: Beneficial bacteria that help maintain a healthy microbiome on the skin. 	
<p>Customer Testimonials:</p> <p>"I have been using Juliette Armand products for over a year now, and I can't believe how much my skin has improved! The personalized approach really works."</p> <p>"I love the way the products feel on my skin. They are so gentle yet effective at addressing my acne and dryness."</p> <p>"The customer service is outstanding. The staff is always friendly and knowledgeable, helping me find the right products for my skin type."</p>	
<p>Conclusion:</p> <p>Juliette Armand is a high-end skincare brand that offers a wide range of products and tools for personalizing your skincare routine. With its focus on natural ingredients and effective results, it's a great choice for anyone looking for high-quality skincare solutions.</p>	

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Envelope 23x32
Font: Averta

scaled



Envelope 23x11.4
Font: Averta

scaled

Folder

for A4, 22,5x31,5
Font: Averta

scaled



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SKINCARE

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