

Juliette Armand



Logo Manual

Contents

- 01 Our Logo
- 02 Colour Specifications
- 03 Clear Spaces & Sizing
- 04 Logo Sizing & Best Practises
- 05 Stationary

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.



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.

Juliette Armand

Variations Inverted

This is the flat colour background version.

Juliette Armand

THE PERSONAL PROFESSIONAL SKINCARE



Juliette Armand

THE PERSONAL
PROFESSIONAL
SKINCARE

Proportions
of the secondary logo with the tagline.

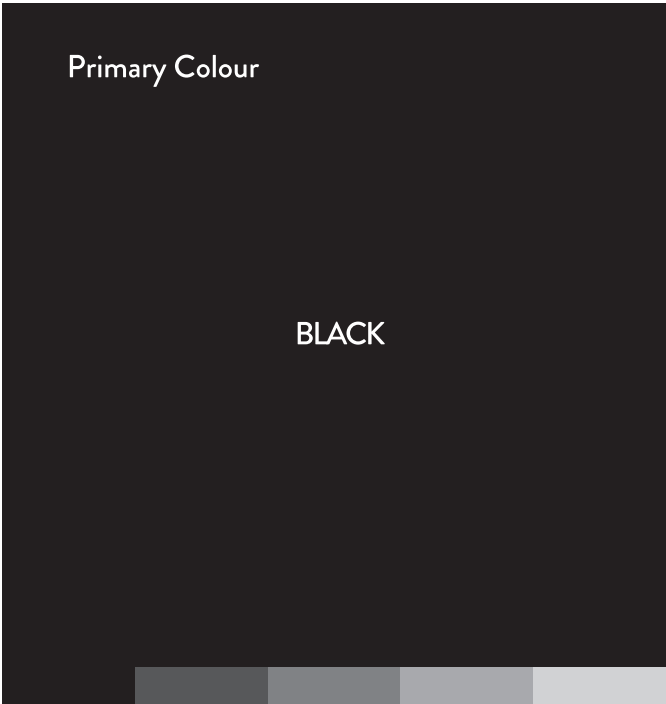


Proportions
of the secondary logo in two lines with the tagline.

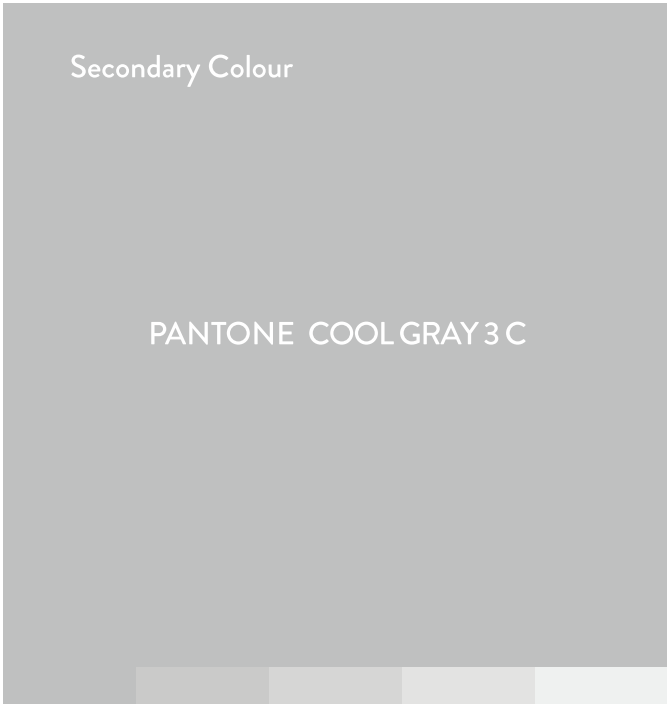


02

Colour Specifications



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	-

Juliette Armand

Juliette Armand

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'.

X			
X		Juliette.Armand	
X			
	X		X

X			
X		Juliette.Armand	
		THE PERSONAL PROFESSIONAL SKINCARE	
X			
	X		X

Juliette.Armand

Juliette.Armand
THE PERSONAL PROFESSIONAL SKINCARE

	Juliette .Armand	

X
X
X

X		X
---	--	---

	Juliette .Armand THE PERSONAL PROFESSIONAL SKINCARE	

X
X
X



IA

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

Minimum size use
The go-to version of the logo including the tagline.
X=0.5mm
Z=37.6mm



2



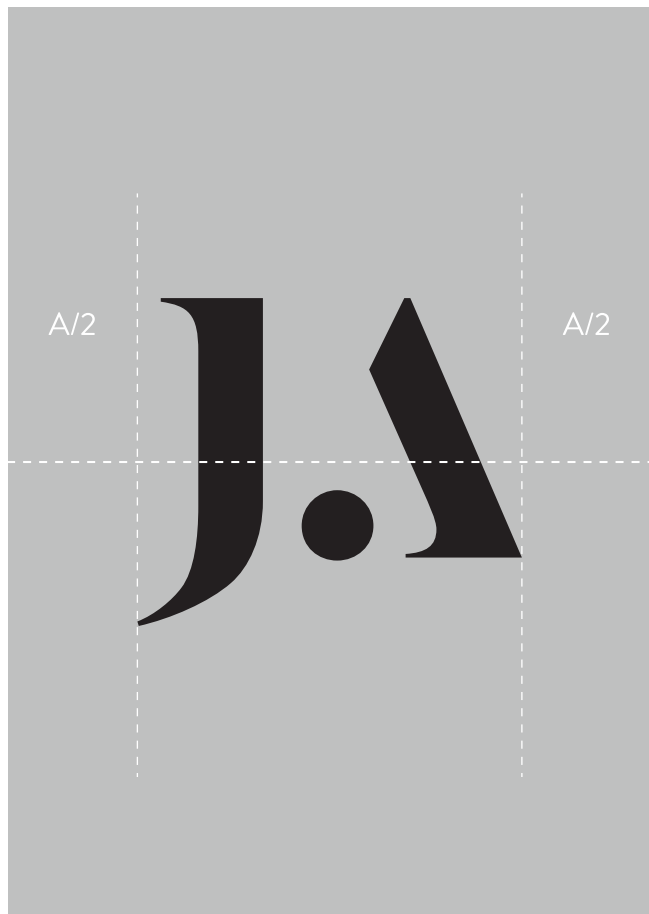
Minimum size use
Symbol - initials.
X=0.3mm

3



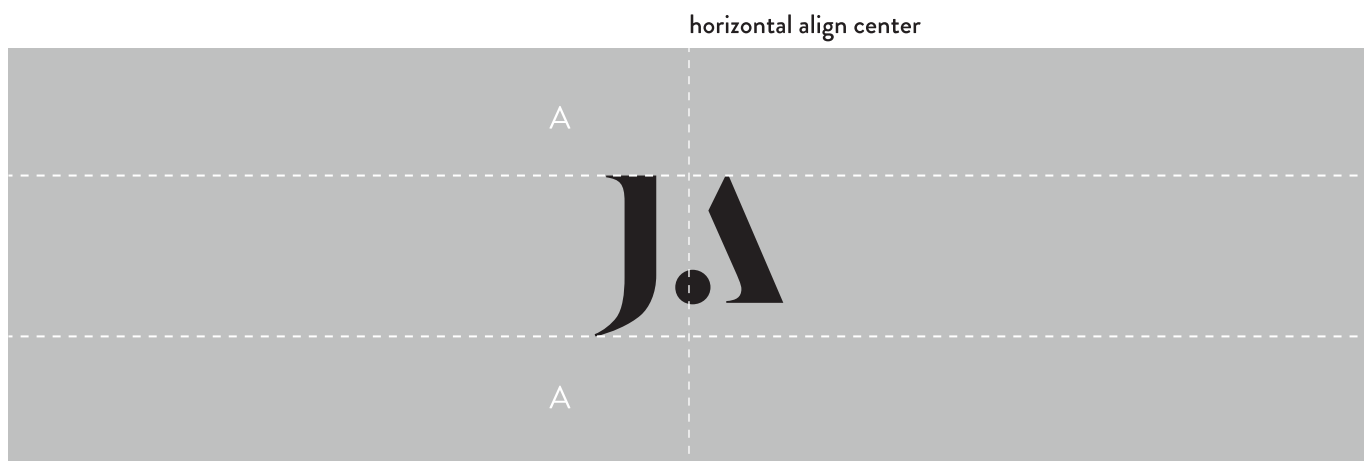


MIN

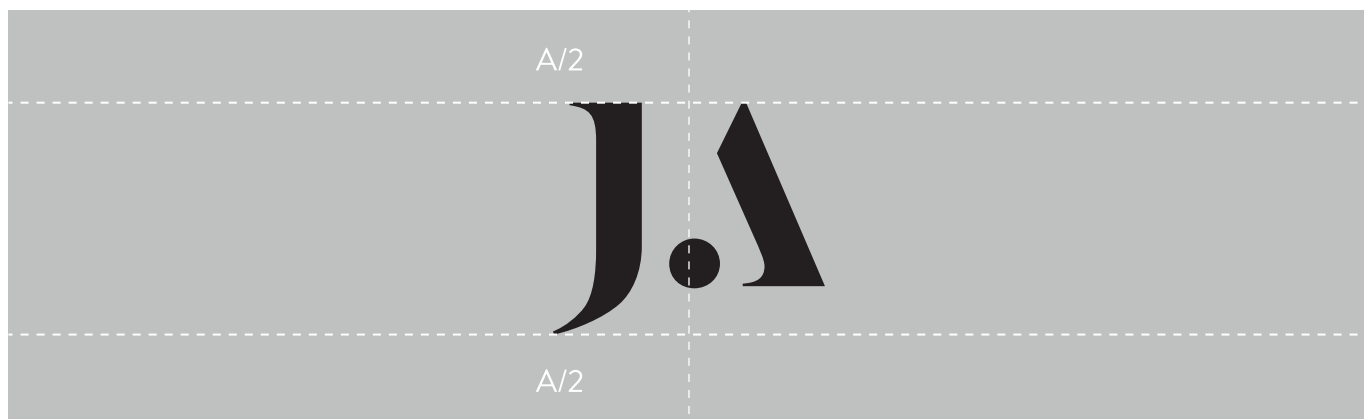


MAX

vertical
align
center



MIN

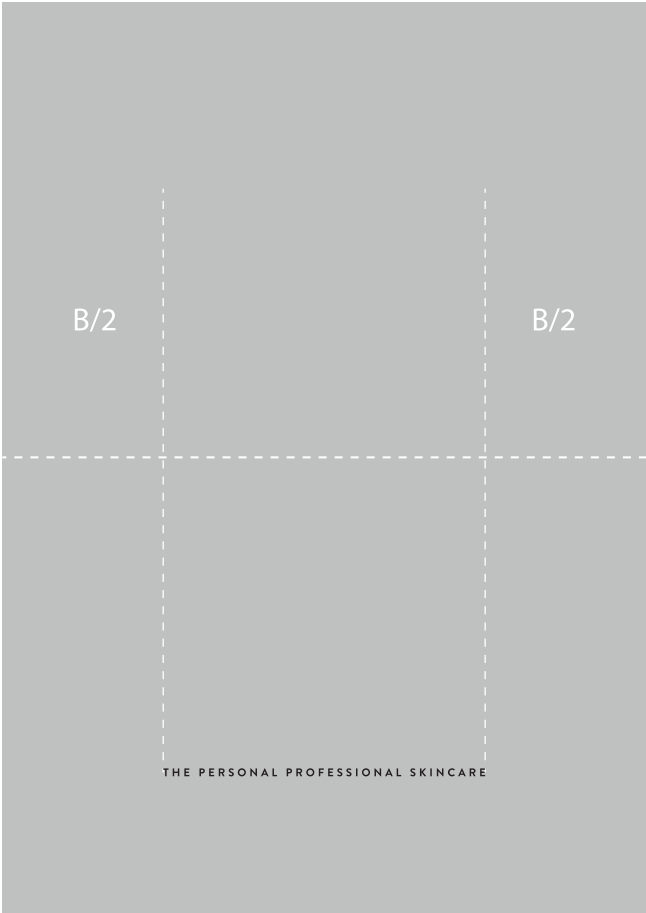


MAX

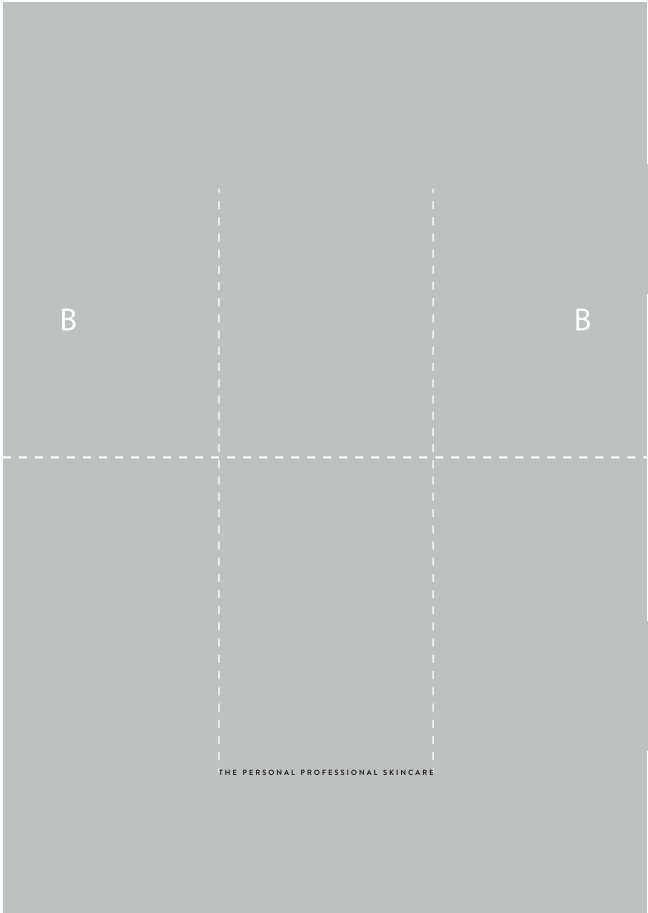
horizontal align
center

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





MAX



MIN



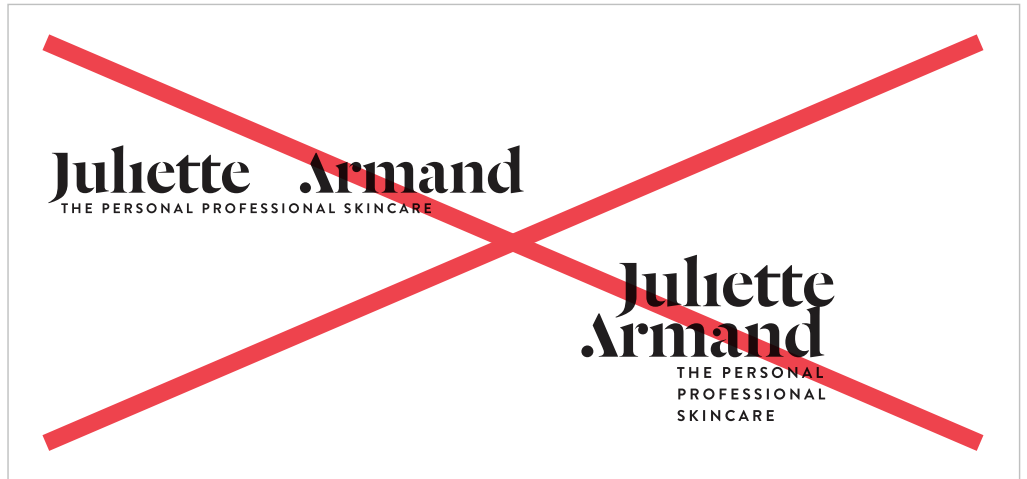
MIN



MAX

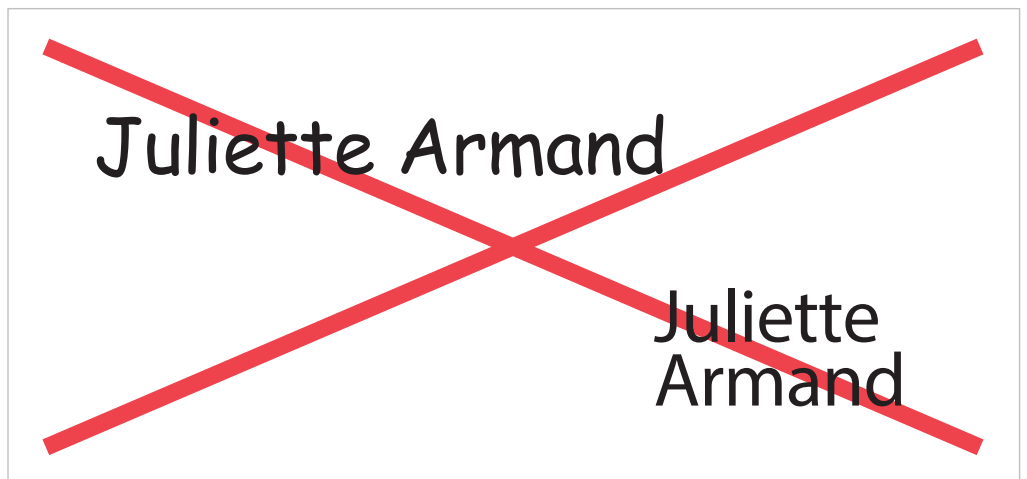
Do Not: Logomark

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.



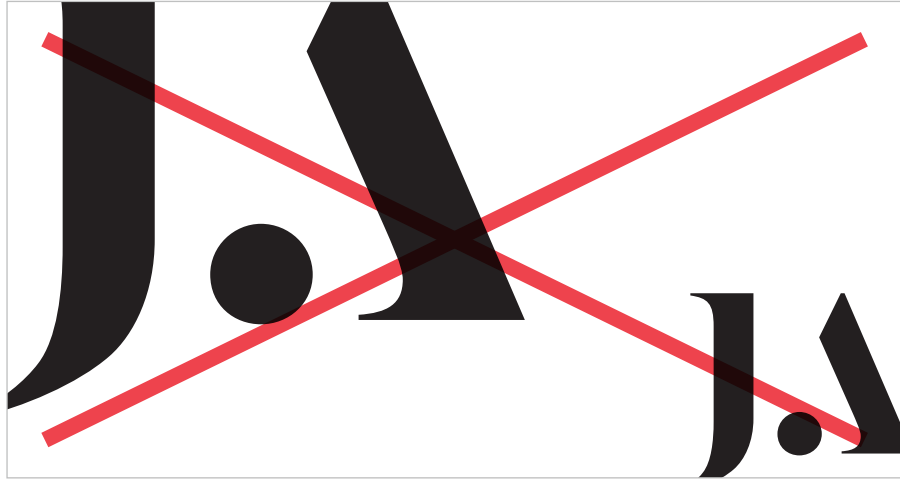
Do Not: Colour

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



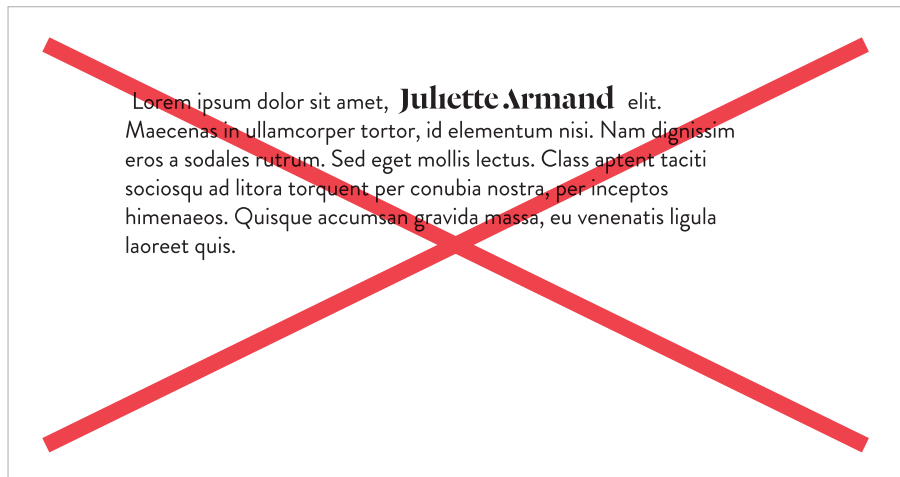
Do Not: Sign use

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.



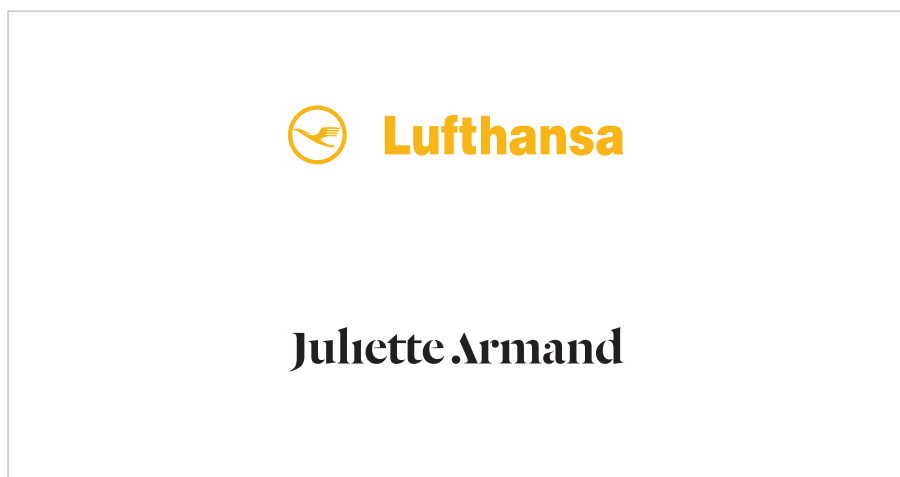
Do Not: Background

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

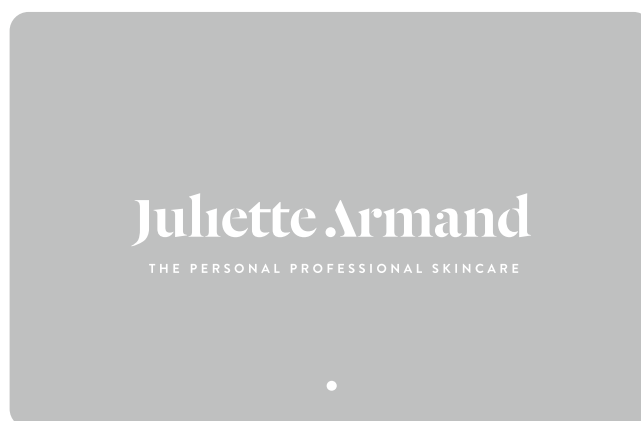
Stationary

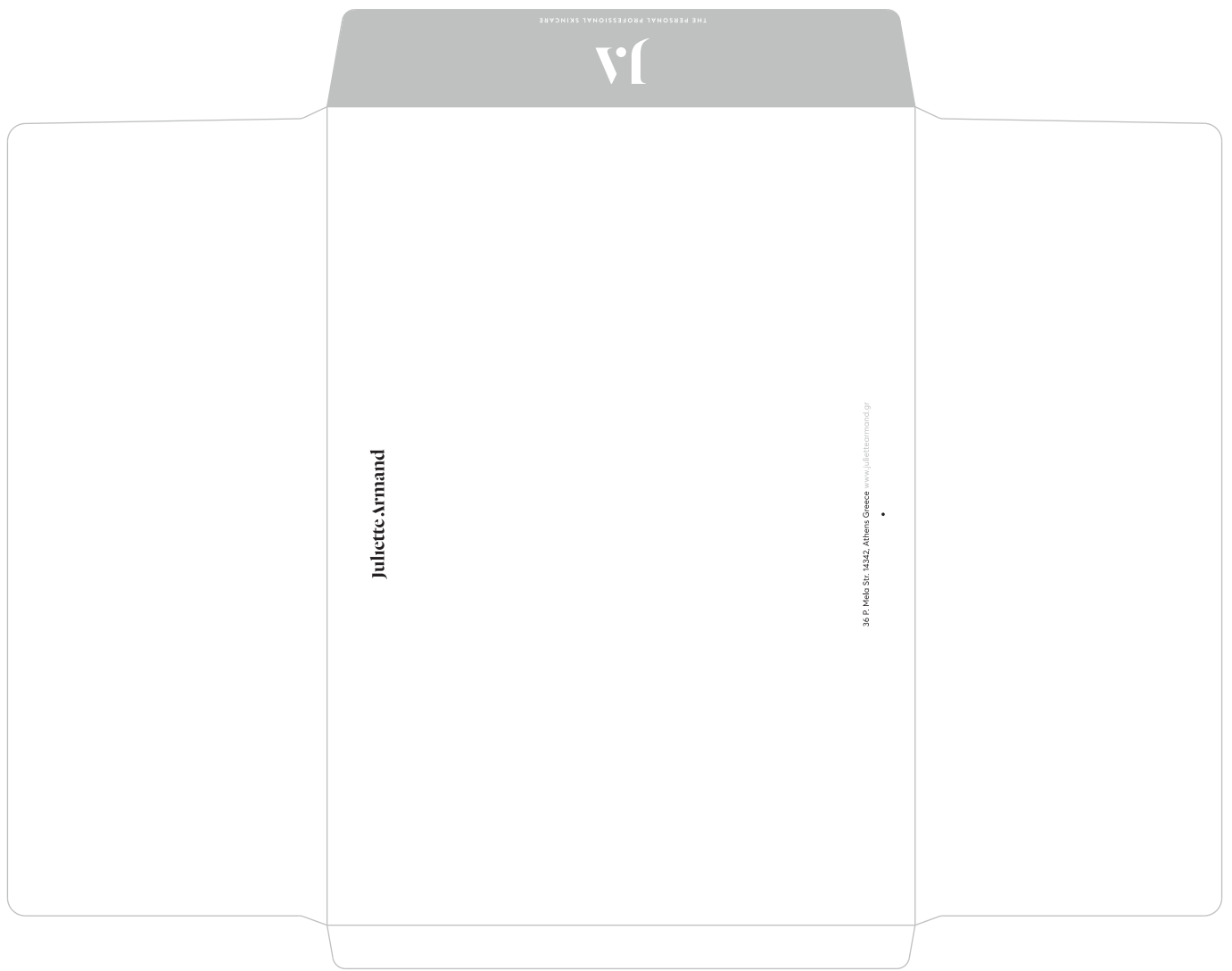
Business Card

8.5x5.5 cm

Font: Averta

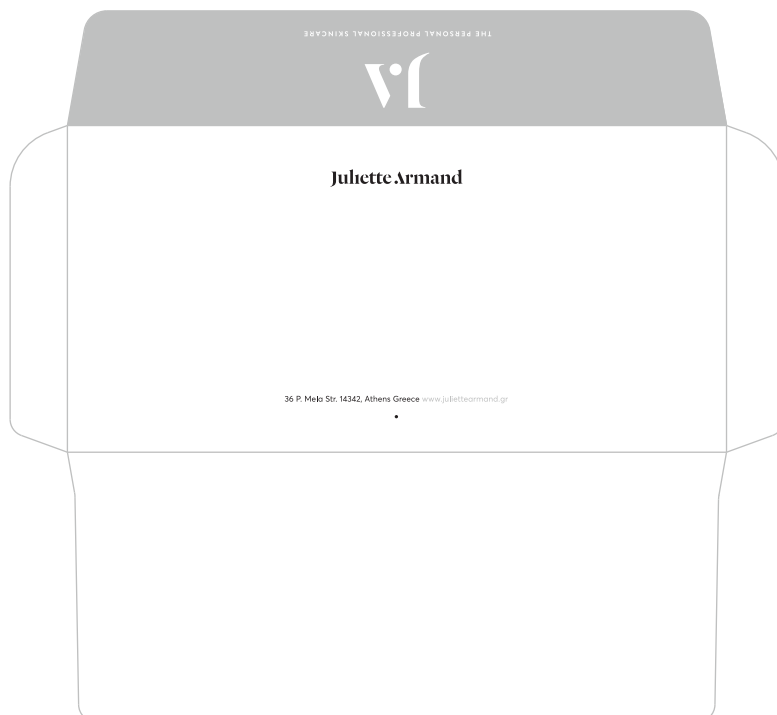
not scaled





Envelope 23x32
Font: Averta

scaled



Envelope 23x11.4
Font: Averta

scaled

Folder

for A4, 22,5x31,5

Font: Averta

scaled



Juliette Armand

THE PERSONAL
PROFESSIONAL
SKINCARE

36 P. Mela Str. 14342,
Athens Greece
T +30 210 253 1736
E bill@juliettearmand.com
www.juliettearmand.gr

-