

EPSILON

graphic guidelines

Main Office

Pretty Woman, LLC
115 West 30th Street
New York, NY 10001 USA
E-mail: info@kineticsnails.com

European Office

Pretty Woman Europe, Ltd
7a Atlasa St.
Riga, LV 1026
LATVIA
Phone: +371 7 295 260
Fax: +1 646 219 4940
E-mail: info@kineticsnails.com

©2010, Pretty Woman Europe, Ltd.

www.kineticsnails.com

kinetics
professional nail systems

Contents

1	Logo
2	Logo Area
3	Logo Colors
4	Minimum Logo Size
5	Incorrect Use of Logo
6	Fonts



landscape

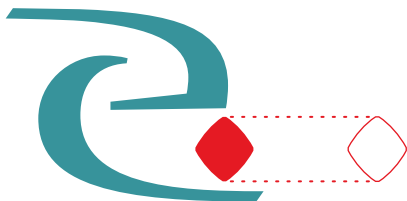
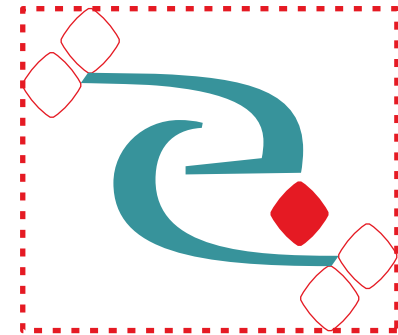
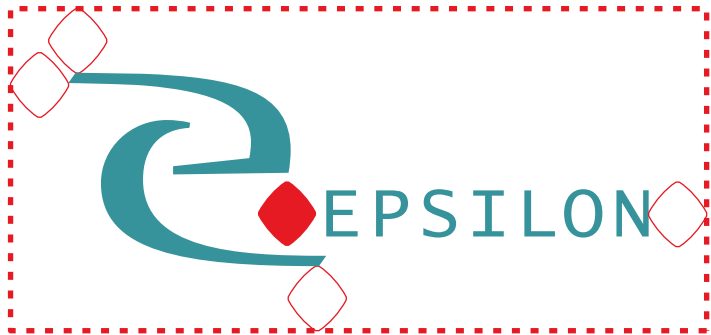


portrait



sign

2 Logo Area



The medium on which the logo is displayed must be no smaller than the area of the logo. No textual information may be printed in the logo area.

3 Logo Colors



5483 C, 8262 C Metallic
C62 M9 Y20 K27
R56 G147 B155



1797 C
C0 M100 Y100 K6
R196 G38 B46



white



15% black

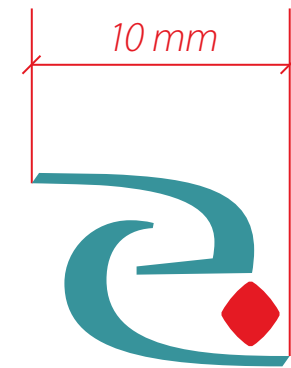
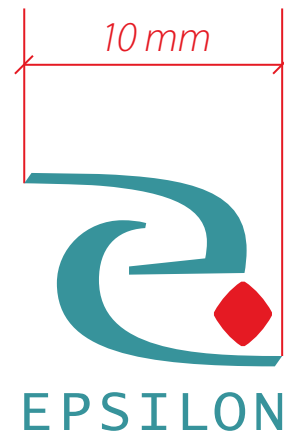
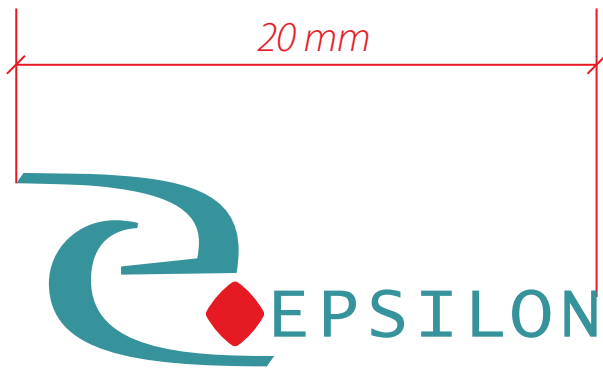
Main



Background



4 Minimum Logo Size



5 Incorrect Use of Logo



transformed



changed colors



replaced elements



outlined



effects



A full selection of Epsilon products.
Includes everything required to perform a
variety of salon applications in pink, clear,
or French.

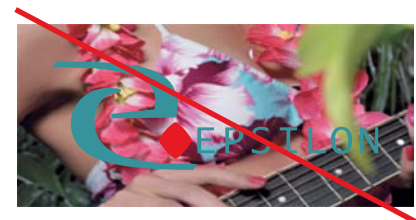
text in the of logo area



rotated



changed element placement



unreadable

6 Fonts

Main

LUCIDA SANS TYPEWRITER REGULAR **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

MYRIAD PRO LIGHT *abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ*

MYRIAD PRO REGULAR **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

MYRIAD PRO BOLD **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

Additional

MYRIAD PRO LIGHT ITALIC *abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ*

MYRIAD PRO REGULAR ITALIC *abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ*

MYRIAD PRO BOLD **abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

tracking 0, horizontal scale 100%, vertical scale 100%

All EPSILON business, communications, electronic, and environmental materials shall use the LUCIDA SANS TYPEWRITER REGULAR and MYRIAD PRO LIGHT, REGULAR, BOLD, LIGHT ITALIC, REGULAR ITALIC, and BOLD ITALIC fonts.

Headlines in communications materials may use the LUCIDA SANS TYPEWRITER REGULAR and MYRIAD PRO BOLD and BOLD ITALIC fonts, while basic text should use the MYRIAD PRO LIGHT and REGULAR fonts.

When using fonts, the space between letters must not be increased or decreased, and there must be no horizontal or vertical deformation of the fonts. No fonts other than LUCIDA SANS TYPEWRITER REGULAR and MYRIAD PRO LIGHT, REGULAR, BOLD, LIGHT ITALIC, REGULAR ITALIC, and BOLD ITALIC shall be used. In exceptional cases, and only in electronic materials in which these fonts cannot be used, they may be replaced with others.