

# Barbershop Brand Guidelines.

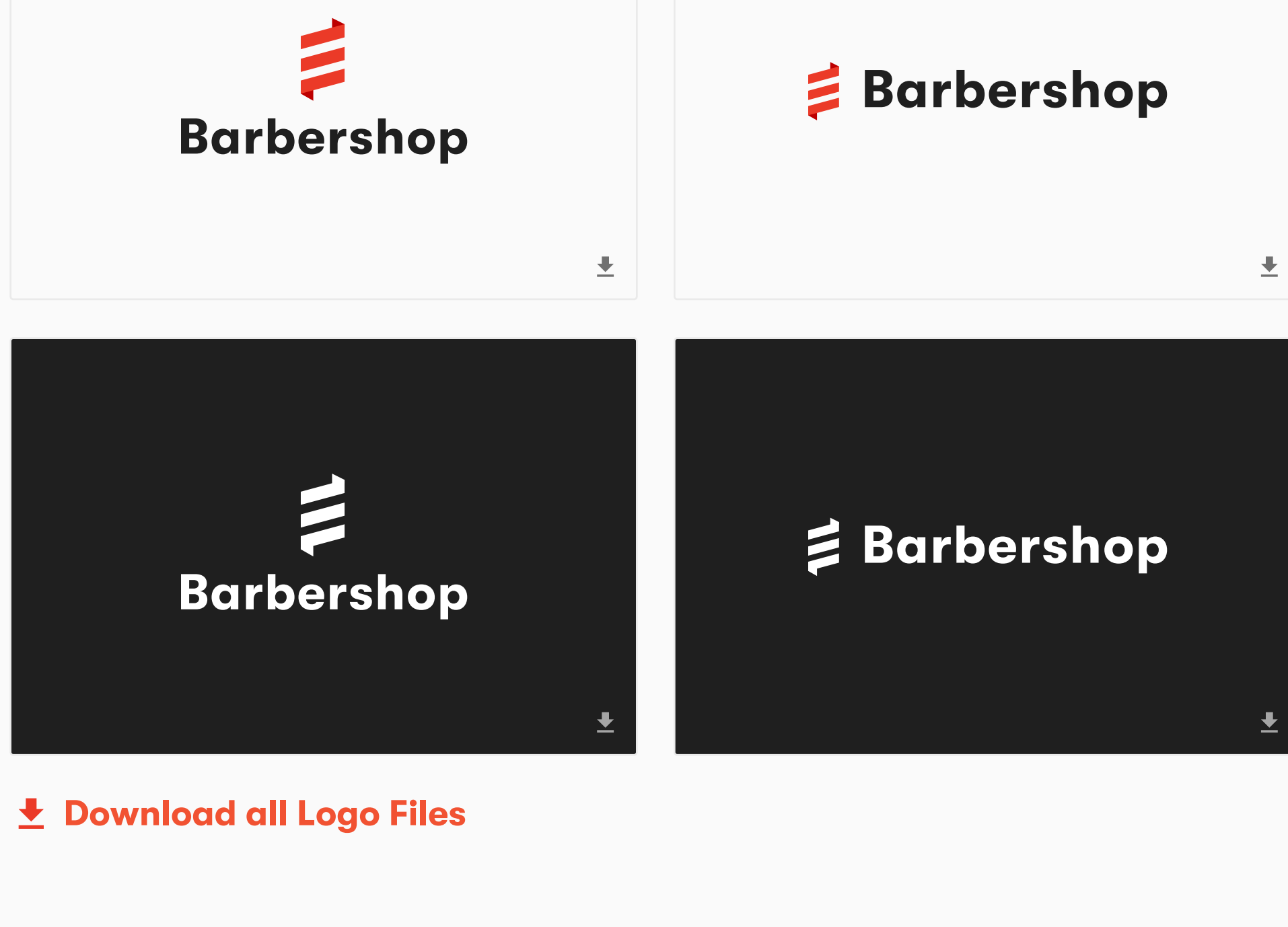
Welcome to our brand guidelines! Here you will find what defines our brand and some useful assets.

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## Our Logo.

This is our logo. This should be used to identify Barbershop quickly at a glance. Because we partner with our clients, our logo should never overshadow theirs.

### Logo + Icon

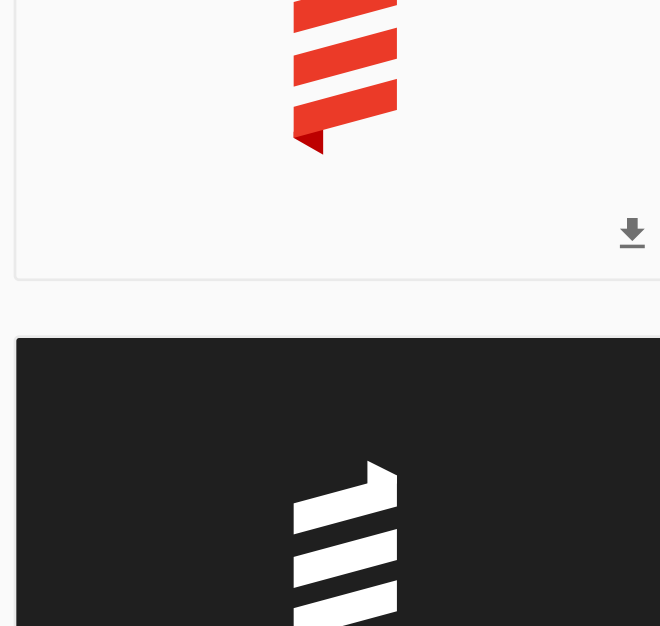


[↓ Download all Logo Files](#)

### Icon

When space is limited or we have already established a connection between our name and our icon, the icon may be used on its own.

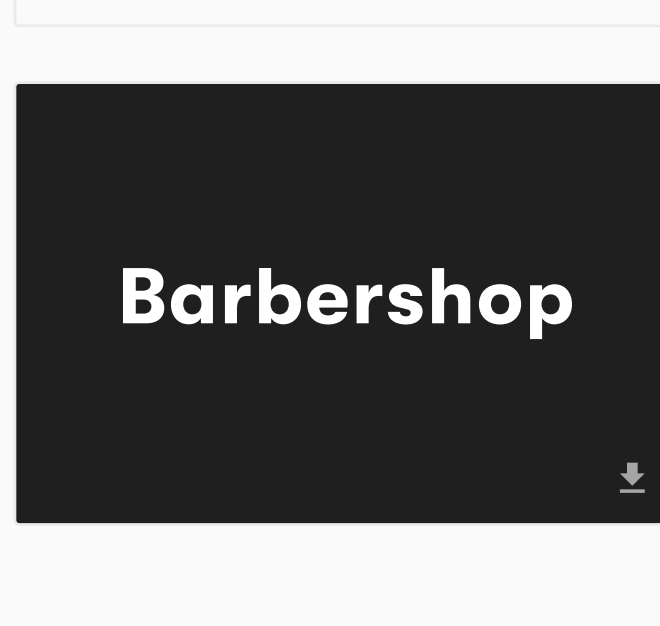
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### Wordmark

The wordmark may be used on its own, provided that our icon appears in close proximity to it. It is important to establish a connection between the two.

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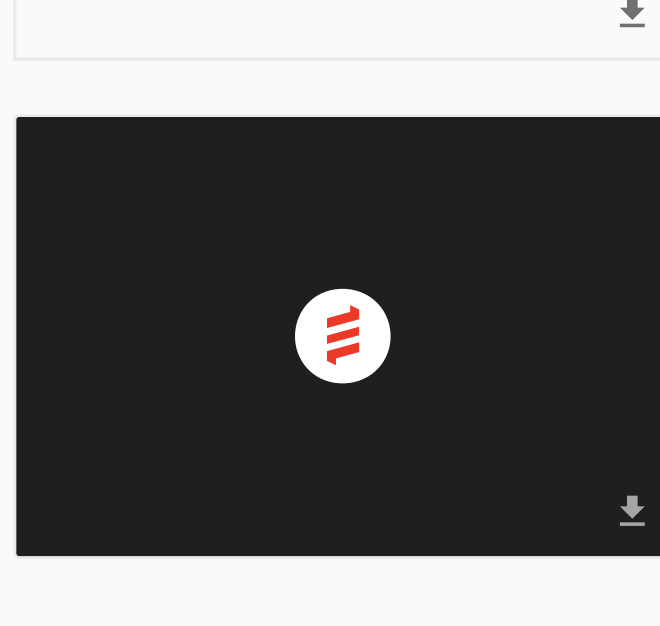
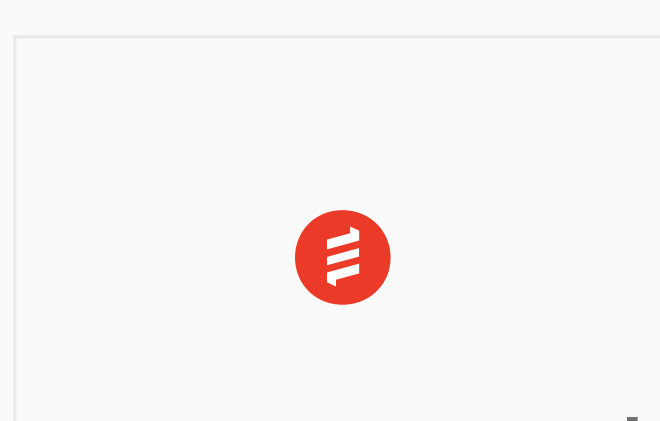


### Dot

# Hi There

We make bold work and bold statements. When appropriate, our icon may appear at the end of sentence or as the dot over an i or j.

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### Spacing

To ensure that our logo & icon remain distinctive, please allow for a sensible amount of space around it.



### Sizing

The following guidelines for minimum sizing ensure that our logo maintains enough legibility to remain distinctive.



### Not Allowed

We are a playful company and we don't want to set too many rules. The following, however, are a step too far and are not allowed.

#### Rotation



Do not rotate the logo

#### Color



Do not change colors

#### Stretch/Squish



Do not scale the logo disproportionately

#### Typeface

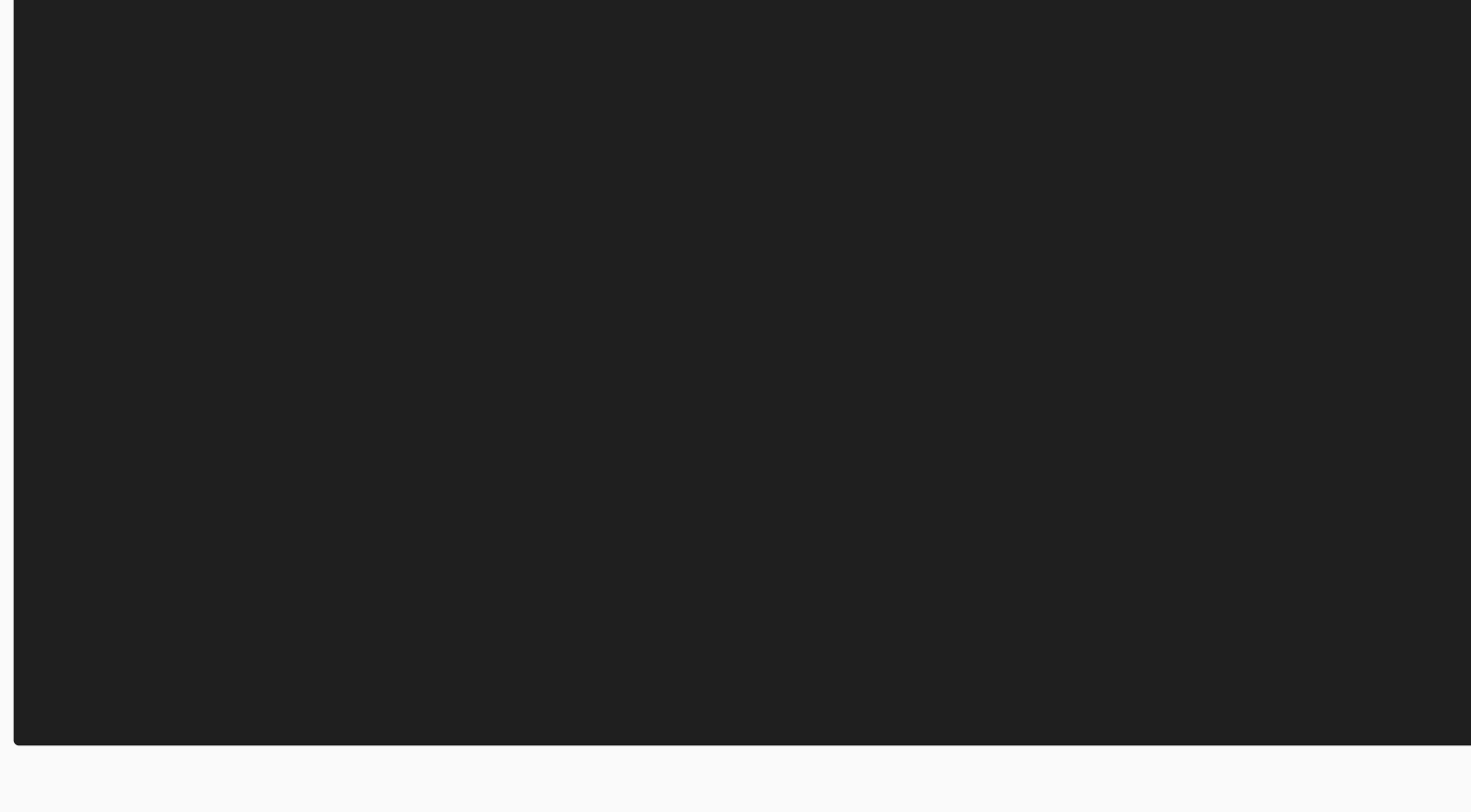


Do not change the typeface

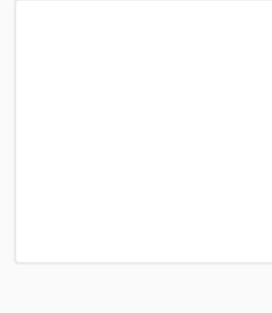
## Our Colors.

We maintain a very simple color palette.

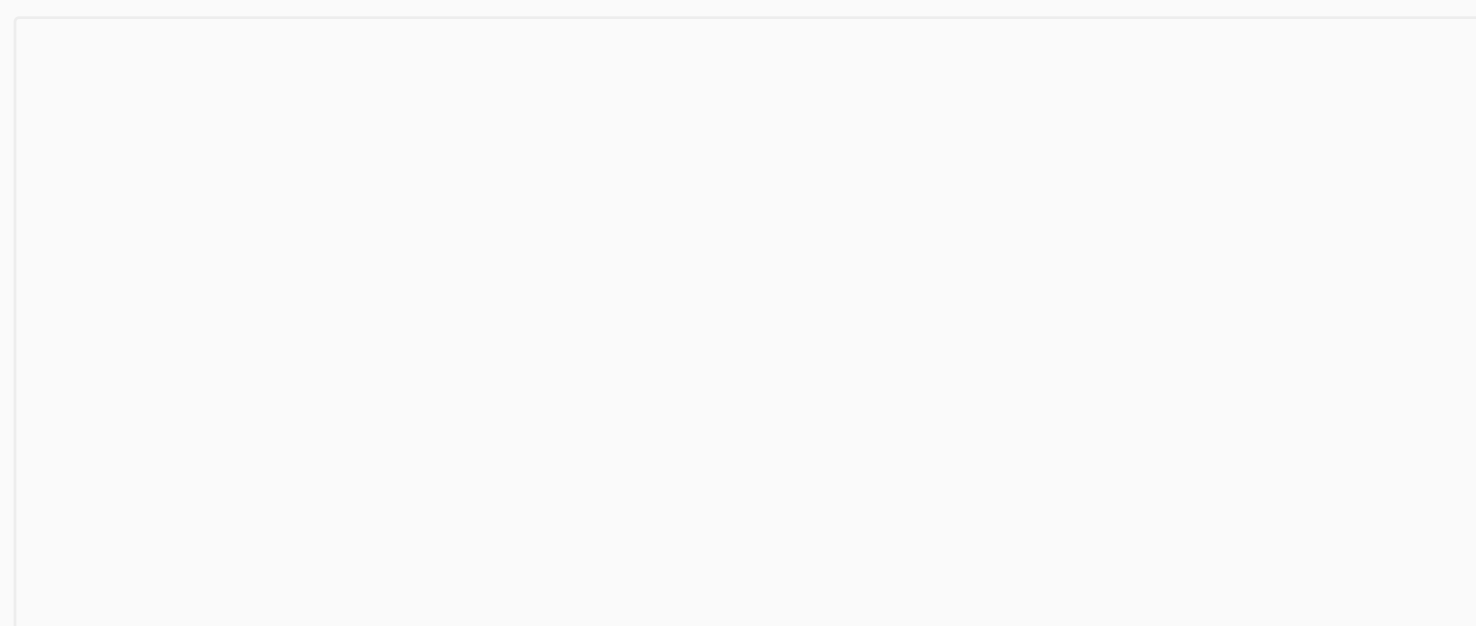
**Black**  
Hex: #1f1f1f  
RGB: 31, 31, 31  
HSB: 0, 0, 12



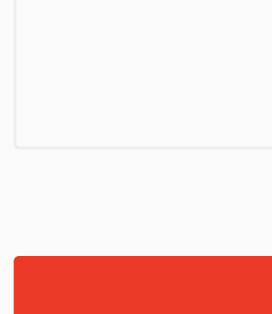
**White, Figure**  
Hex: #fff  
RGB: 255, 255, 255  
HSB: 0, 0, 100



**White, Ground**  
Hex: #fafafa  
RGB: 250, 250, 250  
HSB: 0, 0, 98



**Red, Figure**  
Hex: #eb3228  
RGB: 235, 58, 40  
HSB: 6, 83, 92



**Red, Ground**  
Hex: #f33  
RGB: 255, 51, 51  
HSB: 360, 80, 100



### Color Rules

Contrast is crucial in our use of color. For guidelines and gut checks, see [Colorsafe](#).

### Proportions

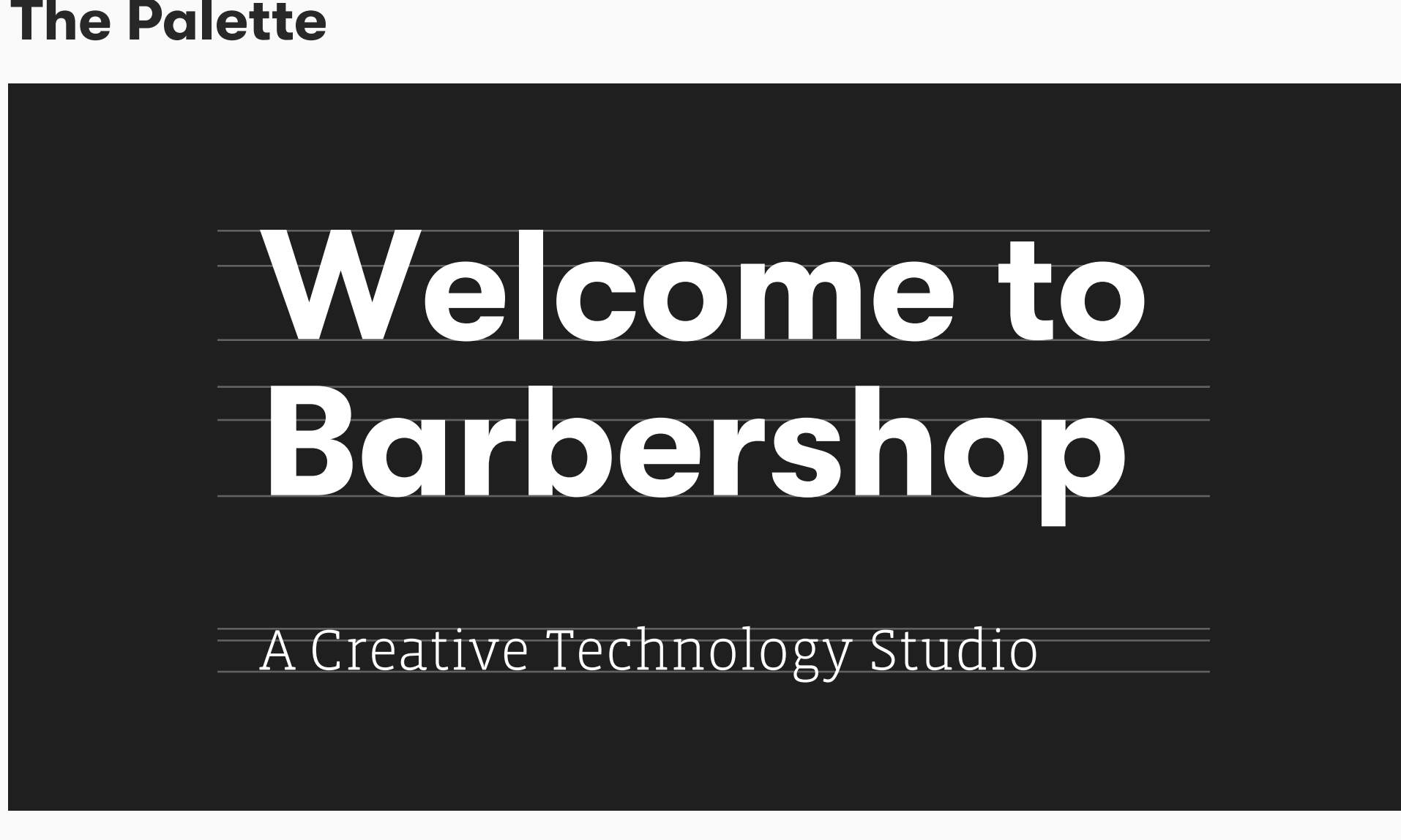
We use red for highlights only. It is important to not overuse it. Please observe the following proportions.



## Our Type.

Type is an important aspect of nearly every manifestation of our brand.

### The Palette



We use GT Walsheim Bold for high level headlines and sub-headlines. Body copy should be set in Vista Slab OTCE, used for the legibility lent by its large x-height and as an homage to the digital pioneers at Emigre. For copy that must be set in very small sizes, we also use Source Sans Pro.

### Using Fonts

To keep every piece of communication consistent, please avoid using too many fonts. A good rule of thumb is to use no more than 5 distinct styles within a viewable area.

(Note: a font is a combination of weight and style, i.e. Vista Slab Light is one style, Vista Slab Light Italic is another).

## Thanks.

Our brand standards are simple, but ever evolving. If something is missing, for any questions, or to report a bug, please email [design@barbershop.io](mailto:design@barbershop.io).

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