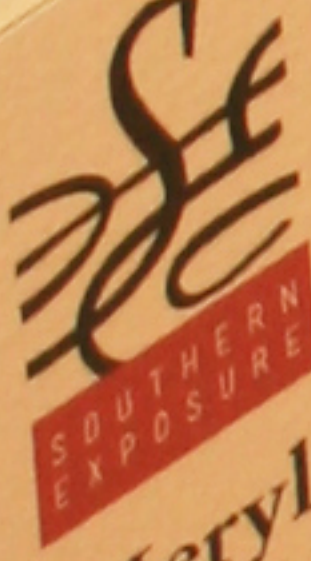




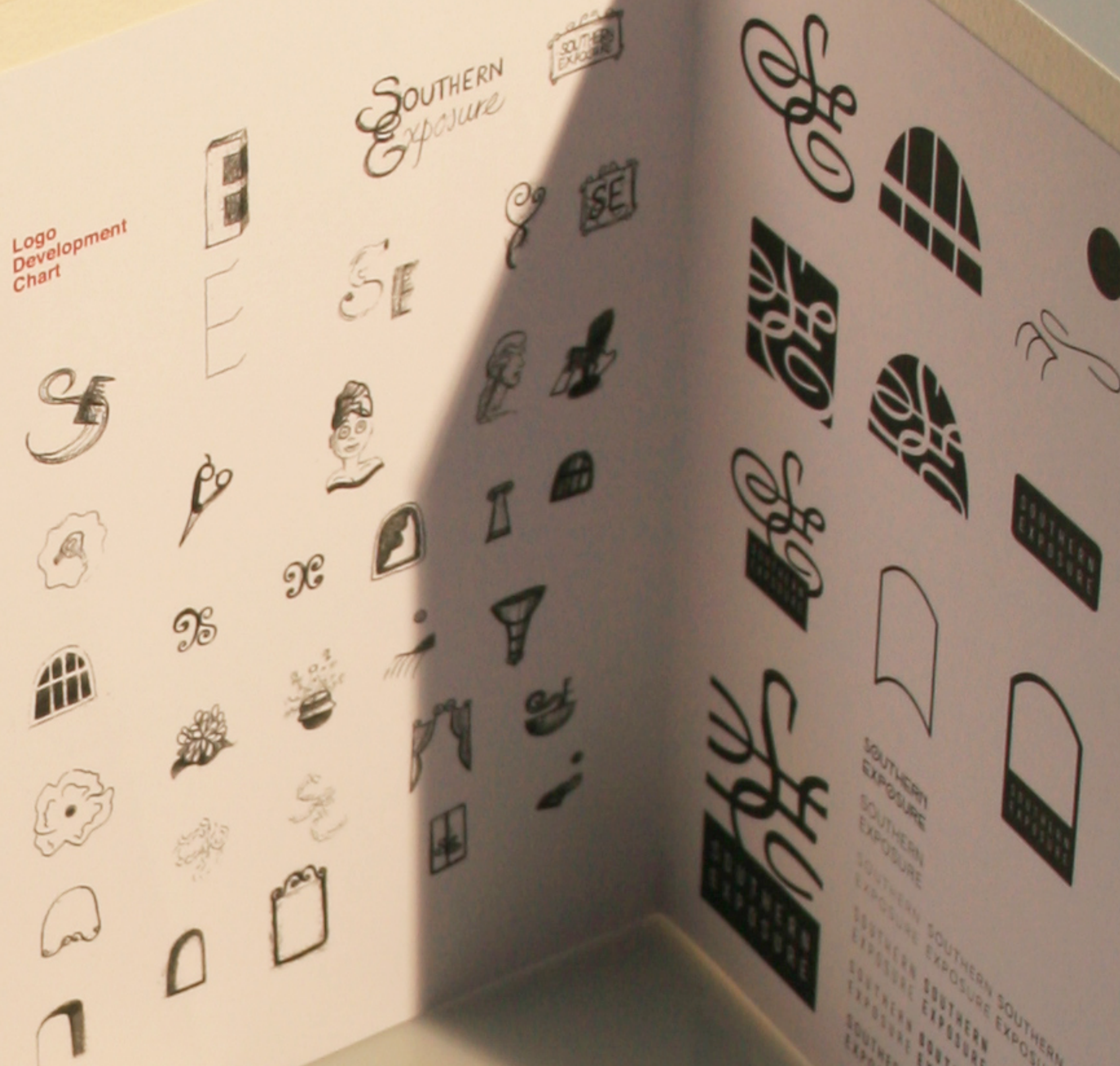
  
**Meryl**  
Proprietor  
2333 Pacific Avenue  
Stockton, CA 95204  
(209) 946-4247  
thespace.com

  
Your Next Appointment  
STYLIST \_\_\_\_\_  
DATE \_\_\_\_\_  
TIME \_\_\_\_\_  
24 Hour Cancellation Notice

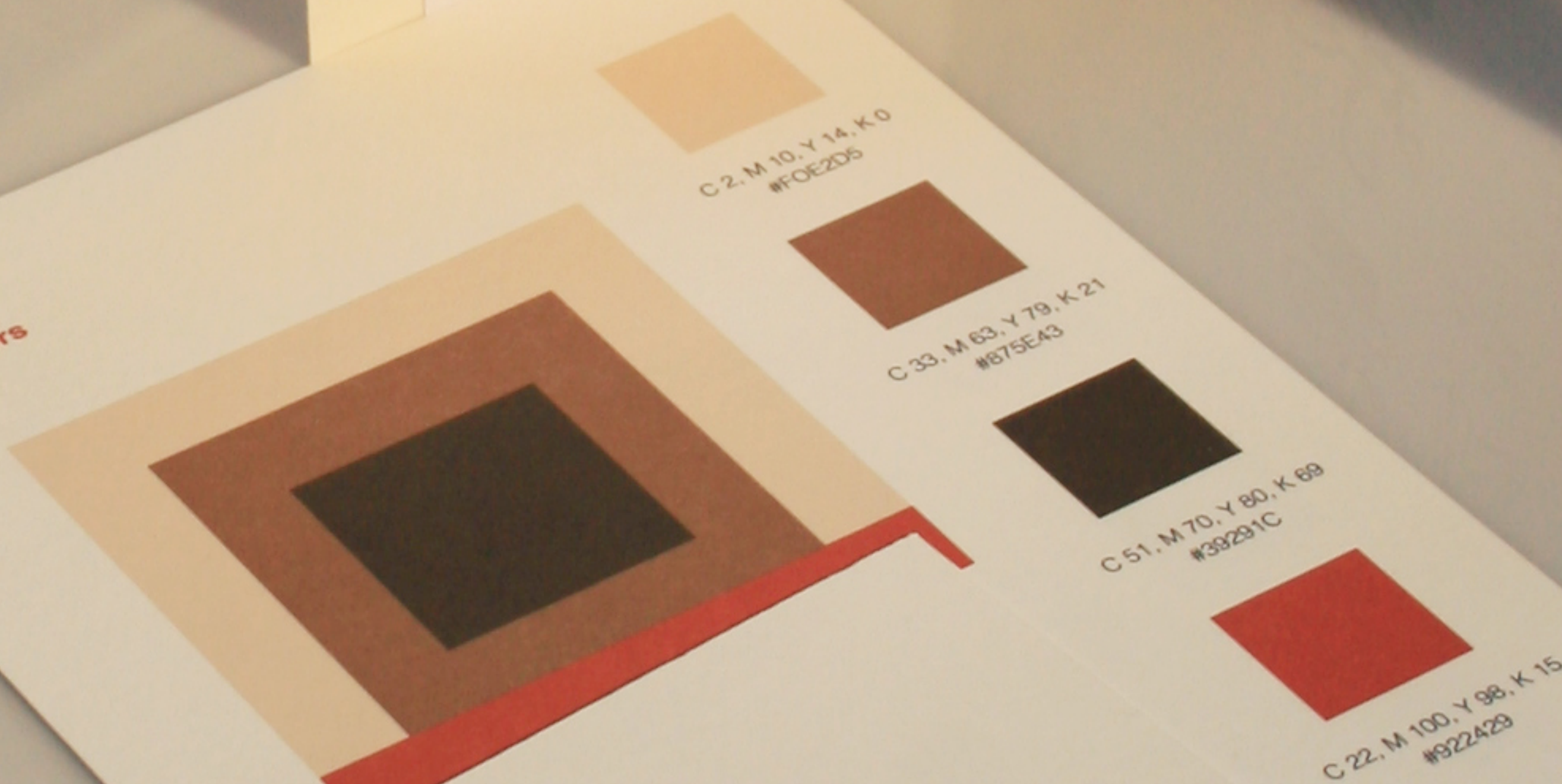




#### Logo Development Chart



#### Colors



#### Primary Typeface

**Sabon Roman, 11pt.**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Secondary Typefaces

**Sabon Italic, 11pt.**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Sabon Bold, 11pt.**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The primary typeface for print is Sabon Roman. It should be used for all body text.

The secondary typefaces complement Sabon Roman and add interest and contrast to designs.

Sabon Italic and Sabon Bold may be used for emphasis in certain parts of the design.

Menach should be limited to headlines or titles where contrast is needed.

**Sabon Bold Italic, 11pt.**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Menach, 16pt.**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

tations



## Colors

C 2, M 10, Y 14, K 0  
#F0E2D5

C 33, M 63, Y 79, K 21  
#875E43

C 51, M 70, Y 80, K 69  
#38291C

C 22, M 100, Y 98, K 15  
#B2A29

## Primary Typeface

**Sabon Roman, 11pt.**

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

## Secondary Typefaces

**Sabon Italic, 11pt.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Sabon Bold, 11pt.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

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contrast is needed.

**Sabon Bold Italic, 11pt.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**Mensch, 16pt.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**SOUTHERN EXPOSURE**

**Your Next Appointment**

STYLIST: \_\_\_\_\_

DATE: \_\_\_\_\_

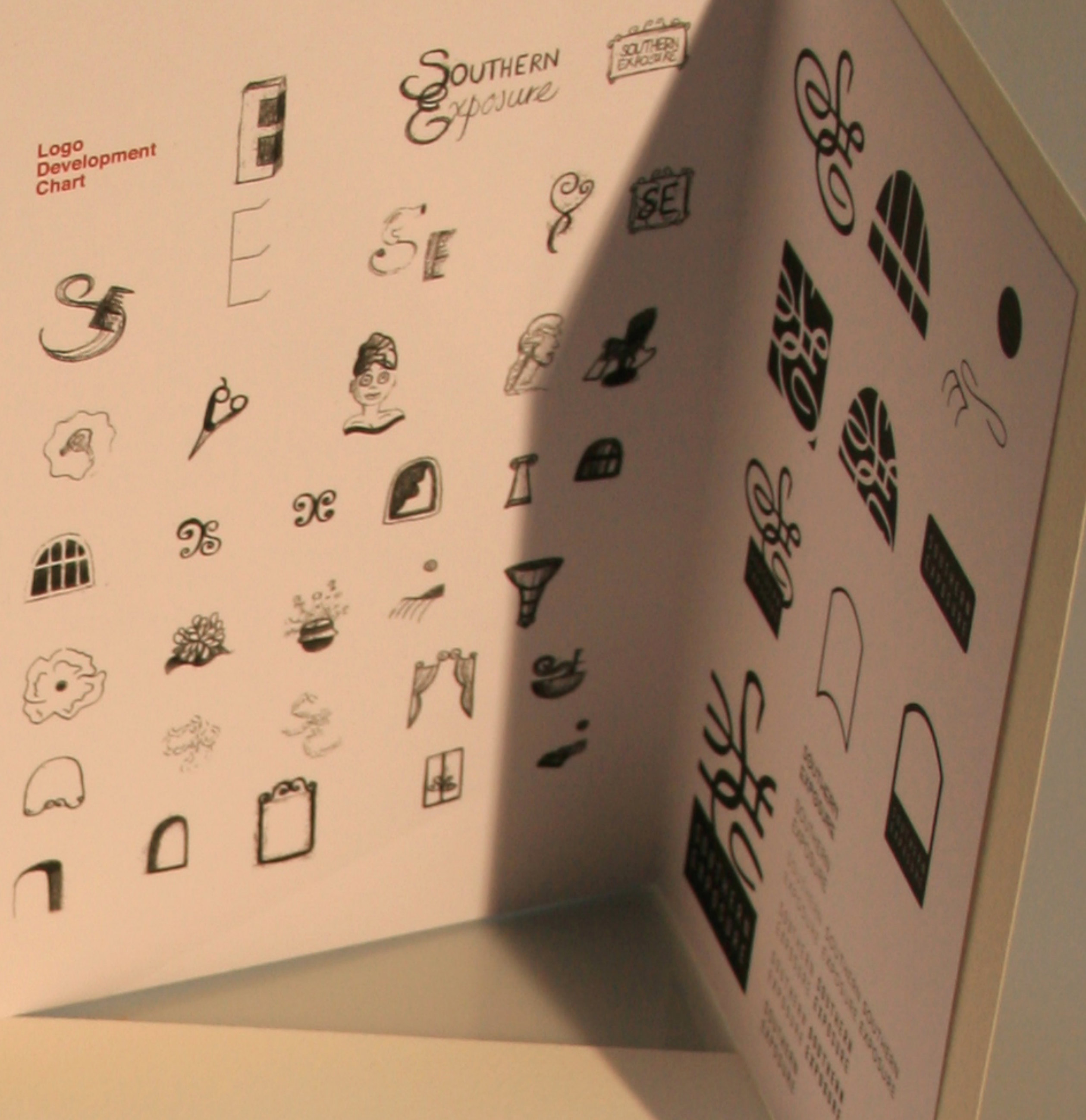
TIME: \_\_\_\_\_

**24 Hour Cancellation Notice**



## Identity Manual

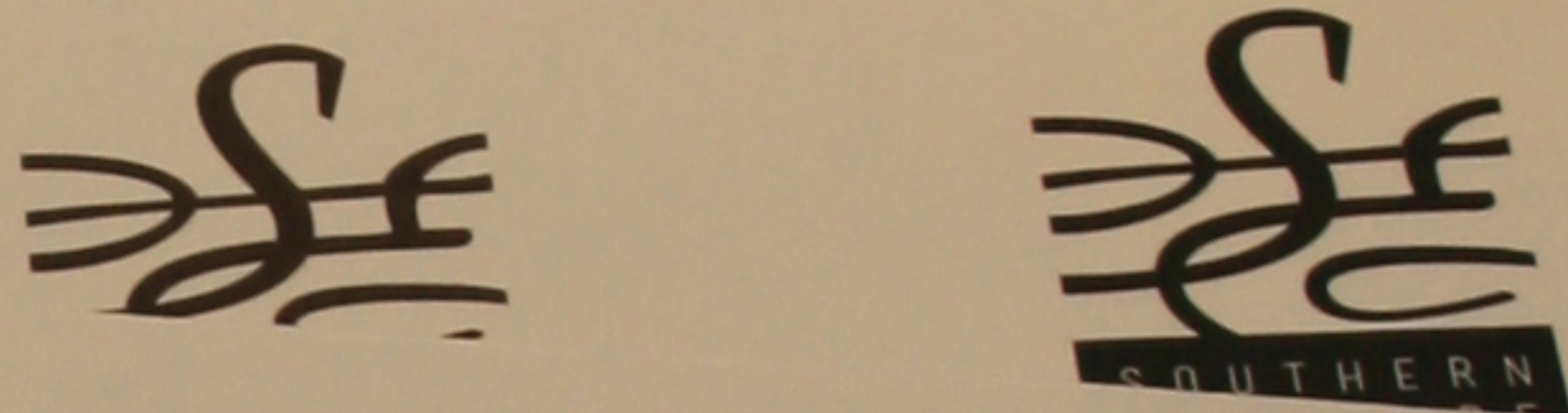
Logo  
Development  
Chart



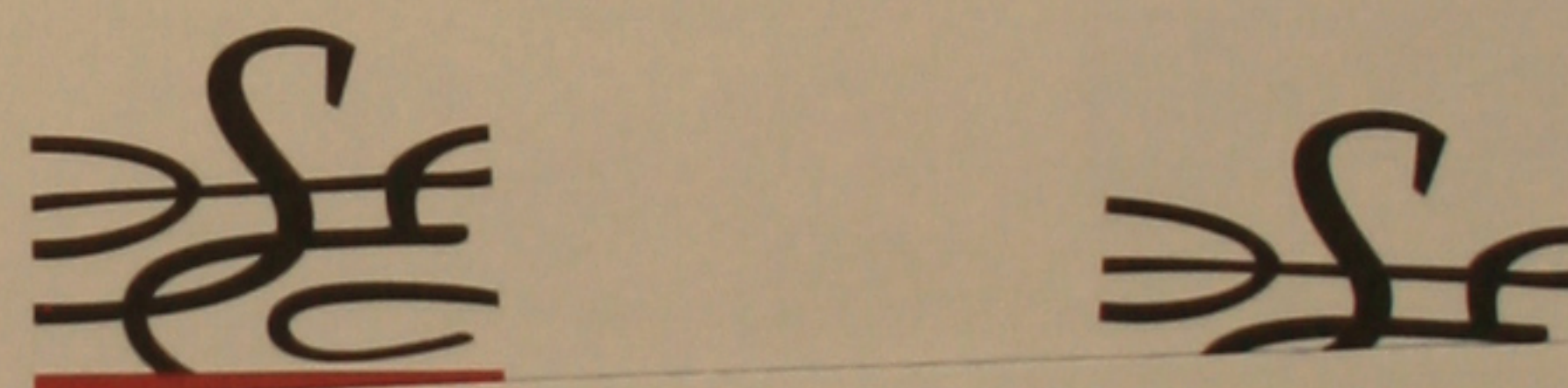
### Colors



### Logo Variations



### Incorrect Usage



### Primary Typeface

Sabon Roman, 11pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The primary typeface for print is Sabon Roman. It should be used for all body text.

The secondary typefaces complement Sabon Roman and add interest and contrast to designs.

Sabon Italic and Sabon Bold may be used for emphasis in certain parts of the design.

Menach should be limited to headlines or titles where contrast is needed.

## Secondary Typefaces

**Sabon Italic, 11pt.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Sabon Bold, 11pt.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

**Sabon Bold Italic, 11pt.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Mensch, 16pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ