



Laura's Nails

MANUAL OF IDENTITY

Visual identity guide

iHello!

This document has been created to establish the guidelines and standards for the proper use of the **Laura's Nails** visual identity. It applies to all physical and digital applications, ensuring consistency and a cohesive brand image.

Here you will find detailed directives on the correct use of our logo, color palette, typography, graphic elements, and other fundamental aspects of our visual identity.

Thank you for being part of our brand journey and contributing to its continued success!



Our Brand's Essence

At **Laura's Nails**, we believe that beautiful nails are a form of art and self-expression. Our brand is built on a foundation of creativity, quality, and a dedication to making every client feel special.

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CONSTRUCTION GRID



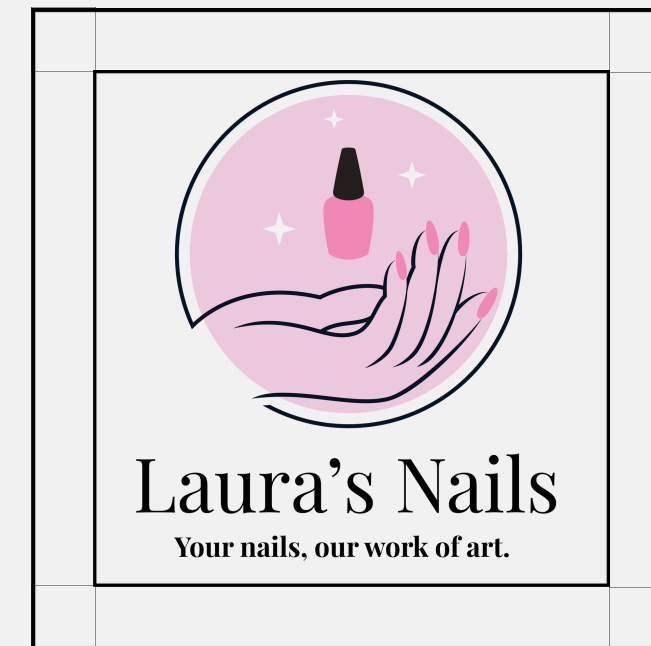
The proportions of the logotype are established on a modular grid proportional to the X value.

2x

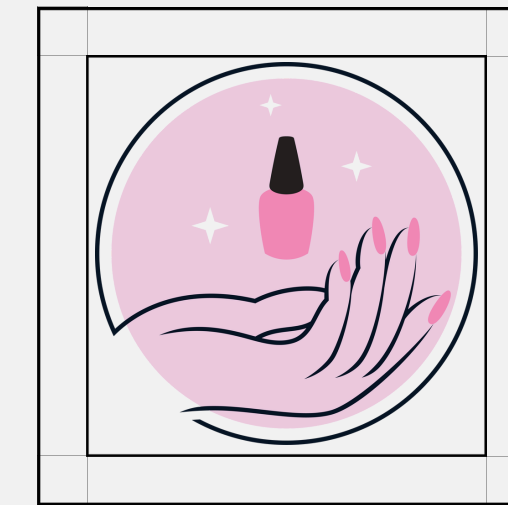
The **imagotype** is the brand identifier commonly used in all applications; it consists of the **isotype** and the **logotype**. Both can be used separately if the situation requires it.

SAFETY AREA

IMAGOTYPE



ISOTYPE



LOGO



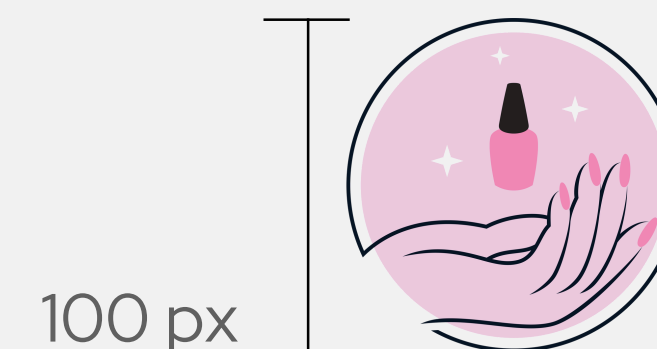
The **safety area** is the protective margin around the logotype, isotype, and/or logo, which must be respected to maintain its graphic and visual integrity. This space must not be invaded by other graphic elements. The dimensions of the safety area are determined by the height of the letter "e" in the logo.

MINIMUM SIZE

The Laura's Nails logo is designed to maintain clarity and impact even at reduced sizes. To ensure legibility and brand integrity, please adhere to the following minimum size specifications:

Digital Use:

- **Full Imagotype (Icon + Name +):** 100 pixels wide
- **Isotype (Icon Only):** 50 pixels wide/high
- **Wordmark ("Laura's Nails" Only):** 18 pixels high



18 px | Laura's Nails

CORPORATE TYPOGRAPHY

Our corporate typography plays a key role in shaping the character and voice of the Laura's Nails brand. The selected typefaces ensure a harmonious blend of elegance and clarity across all communications.

Our primary typeface is Playfair Display. It is notably used for the "Laura's Nails" wordmark and is the preferred choice for main headlines and key callouts, providing a sophisticated and artistic feel. Its Regular and Bold weights are approved for these primary uses.

Our secondary typeface is Montserrat (replace with your chosen sans-serif, if different). This will be used for body copy, subheadings, captions, and the brand slogan. Its clean, geometric structure ensures excellent readability in both digital and print applications, offering a modern and accessible counterpoint. It can be used in its Light, Regular, and Medium weights (adjust weights as per your choice for Montserrat).

Aa

Aa

Playfair Display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
YZ 1234567890@¿?;!'"#\$%&/()

Montserrat

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
Z 1234567890@¿?;!'"#\$%&/()

COLOR PALETTE

Laura's Nails color palette conveys femininity, confidence, elegance, and cleanliness. Each color has been carefully selected to reflect the brand's personality and maintain visual consistency across all touchpoints.

Secondary Palette

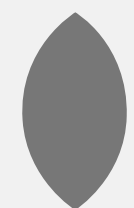
These complementary colors are used to reinforce the brand's visual design and create attractive contrast:



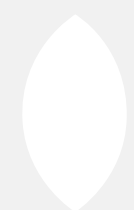
HEX #000000
R:0 G:0 B:0
C75 M68 Y67 K90



HEX #4C4C4C
R76 G76 B76
C0 M0 Y0 K80



HEX #777777
R119 G119 B119
C0 M0 Y0 K53



HEX #FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Main palette:

These colors should be the main colors in the logo, main graphic elements, and predominant backgrounds.

HEX:
#E891A3

R 232 C 4%
G 145 M 45%
B 163 Y 11%
K 0%



HEX:
#D97296

R 217 C 10%
G 114 M 55%
B 150 Y 11%
K 0%



BRAND VERSIONS

Three official versions have been established for the use of the Laura's Nails logo. Each one must be applied according to the format, medium, or visual composition where it is used.

- **Vertical version:**

This is the main version of the brand. It combines the isotype (the hand with nail polish) and the logo (Laura's Nails) in a centered position. It is ideal for square or digital pieces.

- **Horizontal version:**

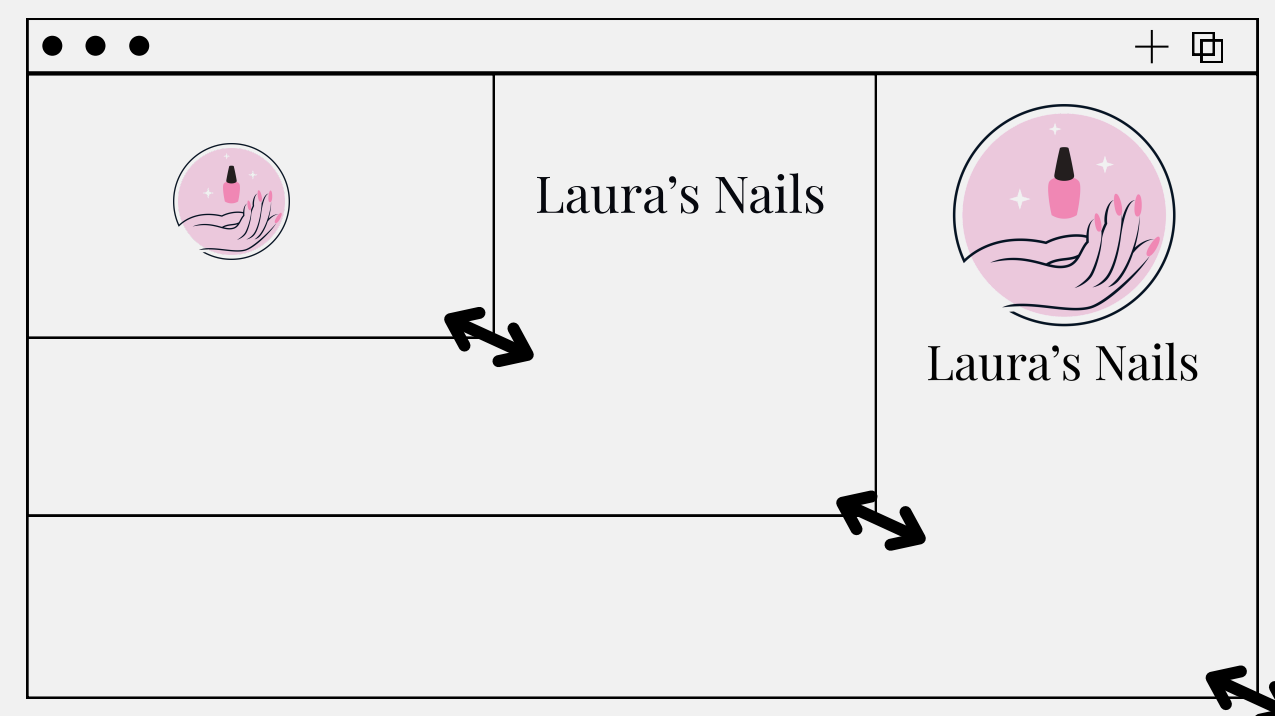
It presents the isotype on the left and the logo on the right. It is recommended for headers, email signatures, or large horizontal spaces.

- **Isotype alone:**

The graphic symbol (the hand with nail polish) can be used independently only when the brand is already present in the rest of the material or in cases where space is very limited, such as icons, favicons, or stickers.

RESPONSIVE

The brand's logo has features that adapt to the space and digital medium where it is located.



PORTRAIT VERSION

This is the primary version.



Laura's Nails

Your nails, our work of art.

HORIZONTAL VERSION

This version will be used if necessary.



Laura's Nails

Your nails, our work of art.

The slogan "**Your nails, our work of art.**" should only accompany the logo in full or institutional versions, never in small spaces or designs where it could interfere with legibility.

POSITIVE AND NEGATIVE

Maximum visibility, legibility, and contrast must be ensured in all applications. If the logo is to be applied on backgrounds with non-corporate colors or photographs, it must be applied in black or white, depending on the background lighting.

This applies to both print and digital media.

POSITIVE



Laura's Nails

NEGATIVE

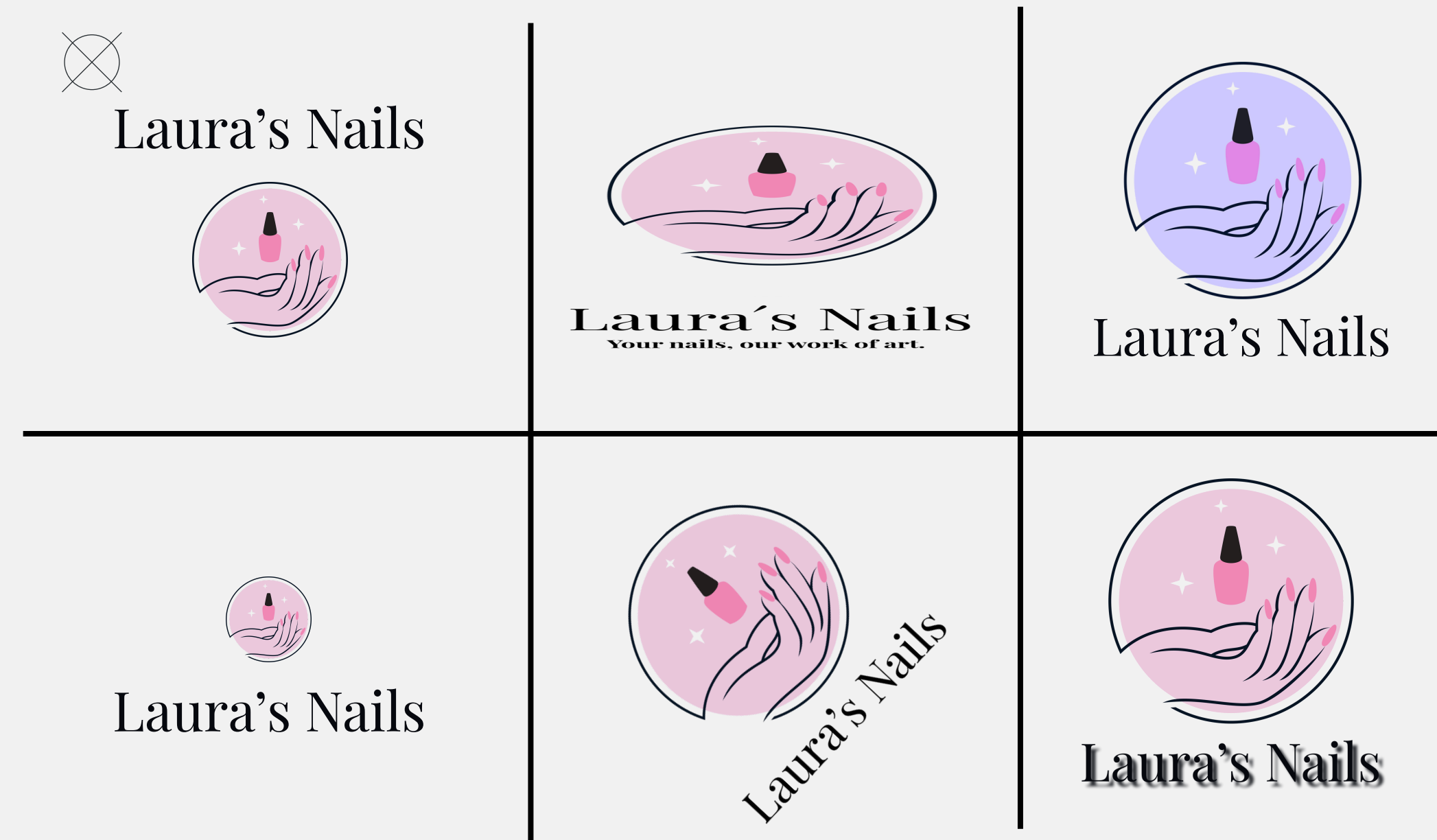


Laura's Nails



PROHIBITED USES

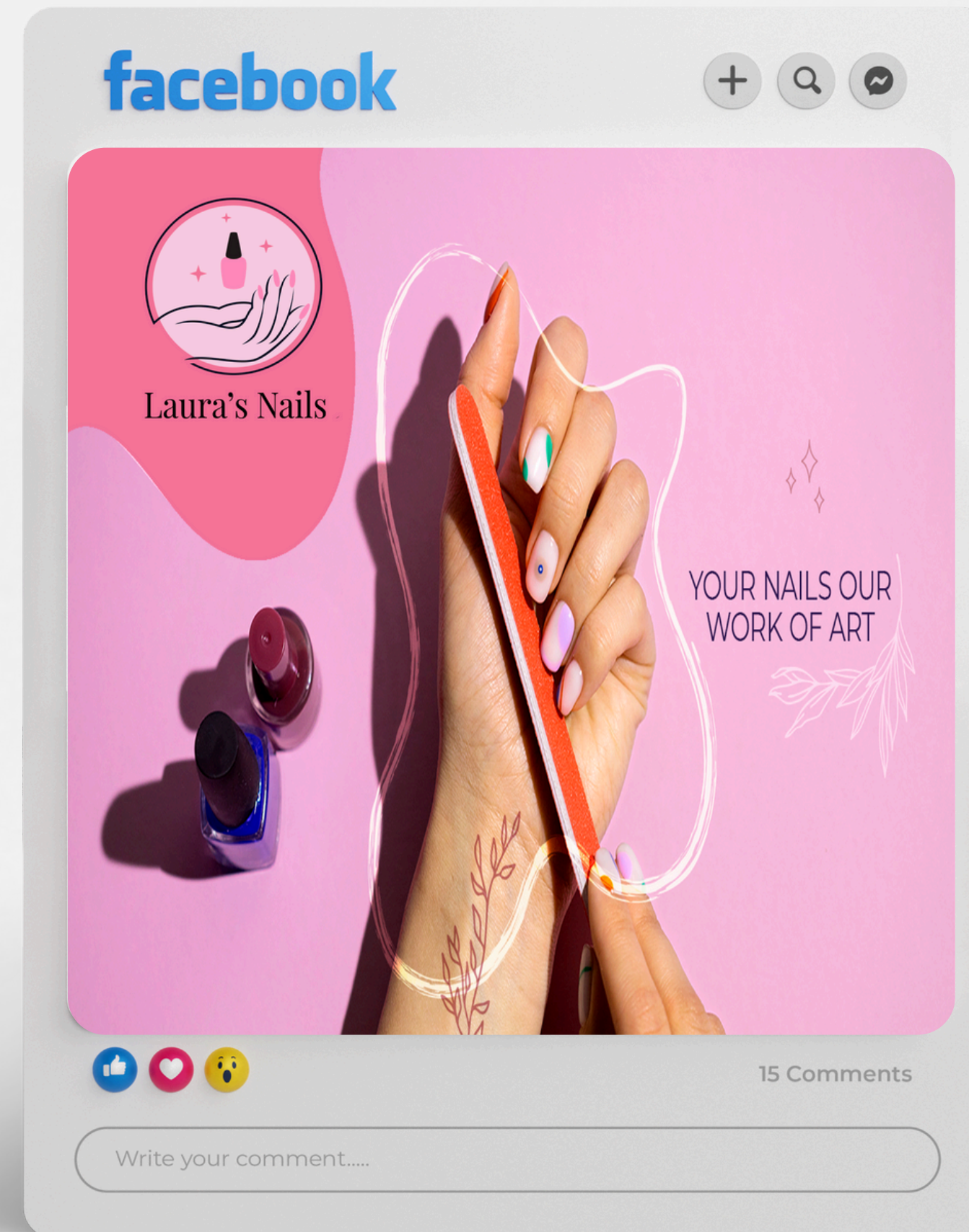
To prevent damage to the brand identity, the main logo and its versions must **not be altered in any way during manipulation**. Incorrect uses of the brand apply to all its variations, even if they are not exemplified here.



APPLICATIONS

SOCIAL MEDIA

Here's a proposal for a graphic design based on this manual. For Facebook, the goal is to create artwork with a brief copy.



CORPORATE UNIFORMS

T-SHIRT



T-SHIRT



CAPS



CORPORATE STATIONERY





Laura's Nails

Your nails, our work of art.