



WIGS FOR KIDS

BRAND GUIDELINES

Logo Mark

PRIMARY



SECONDARY ICON



Brand Name in Text

For AP Style, technical writing, and other instances of the name appearing in text without the logo:

When writing the brand name, use "Wigs For Kids" with a capital "W" "F" and "K."

Primary Colors



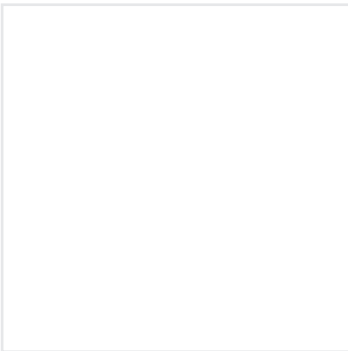
WFK TEAL

CMYK: 84,25,55,5
RBG: 4, 140, 127
HEX: 048C7F



CLASSIC BLACK

CMYK: 75,68,67,90
RBG: 0, 0, 0
HEX: 000000



BRIGHT WHITE

CMYK: 0,0,0,0
RBG: 255,255,255
HEX: FFFFFFFF



ACCENT YELLOW

CMYK: 46,38,38,3
RBG: 144,144,144
HEX: FFDE59

Tints & Shades of Colors



1 2

1. HEX: 06B69A

2. HEX: 066668



3 4

3. HEX: 414042

4. HEX: 6D6E71



5 6

5. HEX: C7C8CA

6. HEX: E6E7E8

7 8

7. HEX: FF9A00

8. HEX: FFFBC1

Typefaces

PRIMARY

JULIUS SANS ONE FAMILY
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()-_+=\[';/.,<>?:"{}|

REGULAR

SECONDARY

Lato Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=\[';/.,<>?:"{}|

Regular
Bold

ACCENT

Saturday Script Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()-_+=\[';/.,<>?:"{}|

Regular

Logo Usage

CORRECT



Standard logo on white



White logo on dark background

INCORRECT



Avoid drop shadows



Avoid white logo on light backgrounds



Avoid busy backgrounds



Avoid improper proportions