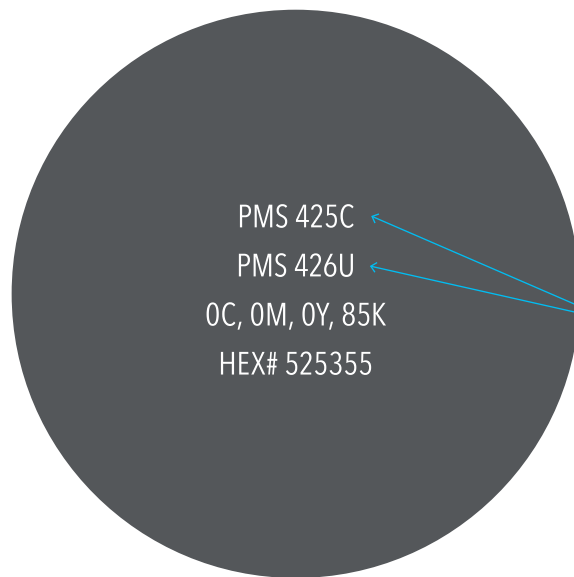
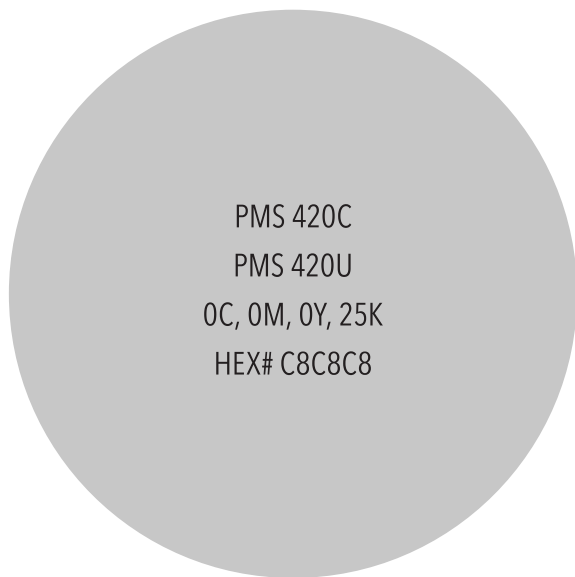




LOGO GUIDELINES

Thanks for downloading the Drybar Logo Set. This quick cheatsheet will help explain how the Drybar logo should be used.

SECTION 1.1 • STANDARD COLOR PALETTE



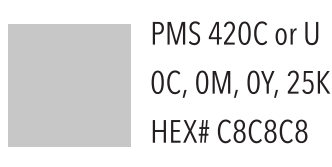
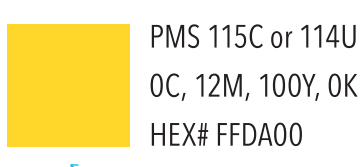
Note the different coated vs uncoated PMS colors

SECTION 2.1 • TWO-COLOR LOGOS



- white background -

- black or dark gray background -



Note the different yellows based on the background colors

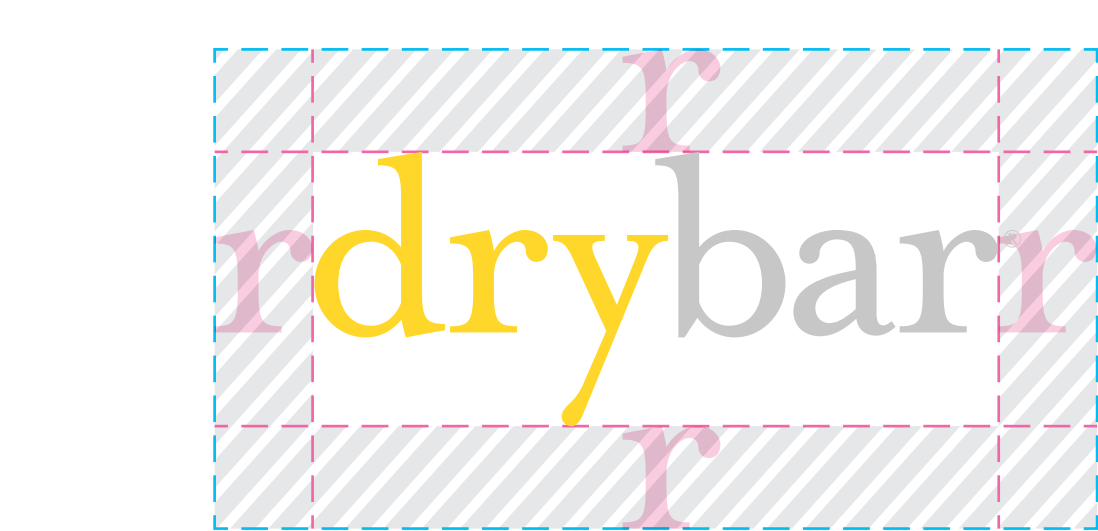
SECTION 2.2 • ONE-COLOR LOGO

The 1-color logotype can be used (a) when there is a color limitation or (b) when the logo is applied on a non-complex imagery that abrupts the legibility of the logo.



SECTION 3.1 • GENERAL CLEAR SPACE

- minimum margins for the logotype -



The lower-case letter "r" can be used as reference to understand the minimum margin requirements around the logo.

- logotype + hanging buttercup -



The cord of hanging Buttercup should never be cut-off and always continue to the "end".

The lower-case letter "r" can be used as reference to understand:

- the minimum margin requirements around the logo
- the minimum length of the Buttercup cord

SECTION 4.1 • ACCEPTABLE BACKGROUNDS for the 1-COLOR LOGO

↓ it's acceptable to apply a 1-color logo on a gradient



↓ it's acceptable to apply a 1-color logo on a light gray striped background



SECTION 5.1 • UNACCEPTABLE LOGO TREATMENTS

↓ never make the logo completely yellow



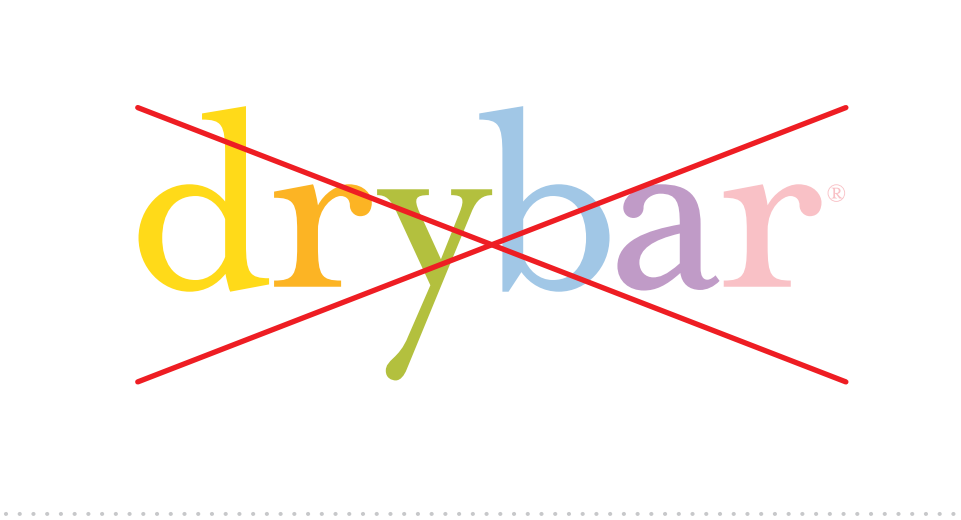
↓ never use any color that isn't listed on this document



↓ never use patterns or imagery



↓ never use any color combination other than the ones listed on this document



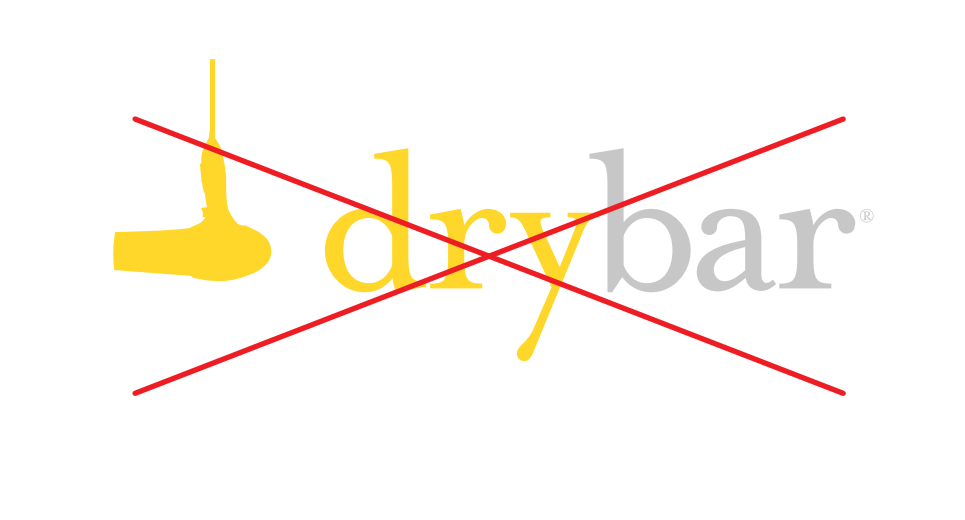
↓ never use gradients



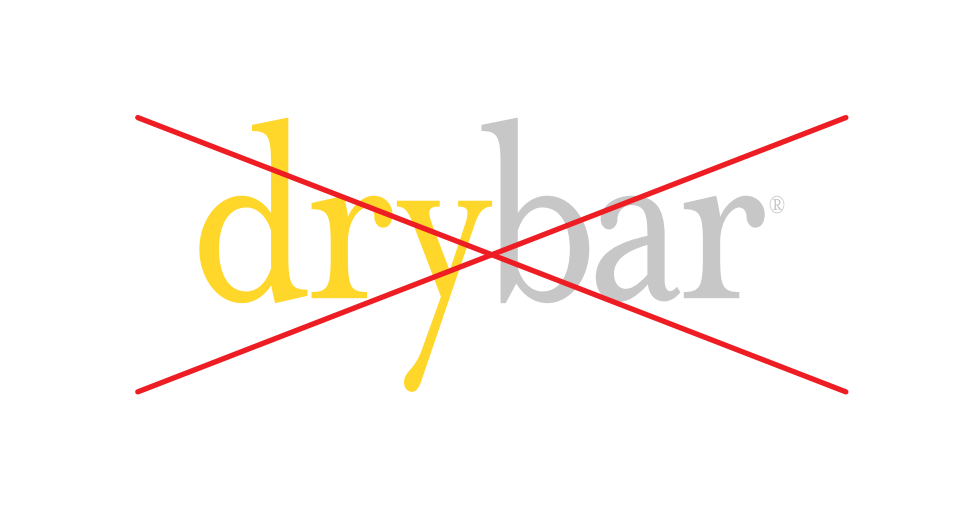
↓ never add drop shadows to the logo



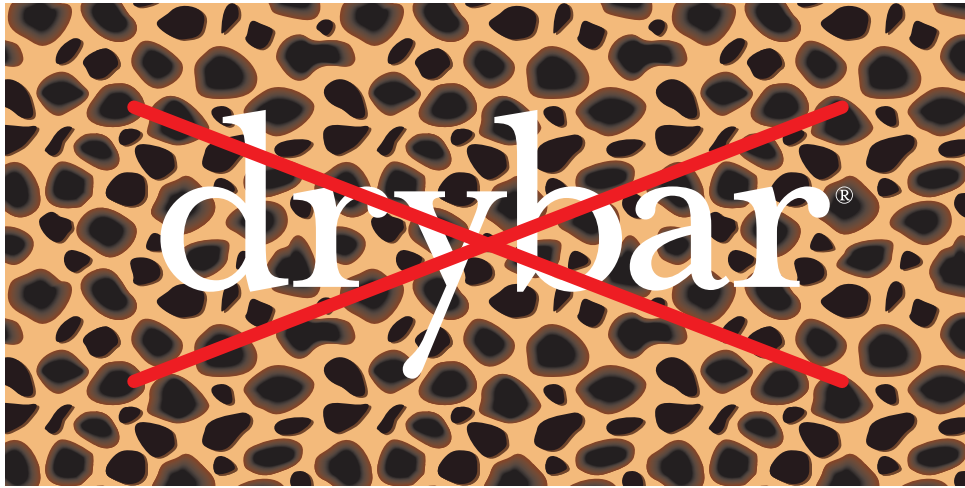
↓ never move any part of the logo



↓ never stretch the logo



↓ never apply a logo onto a visually-complex background



↓ never use the 2-color logo on a gradient



PLEASE CONTACT YOUR DRYBAR POINT PERSON WITH ANY QUESTIONS. THANKS!