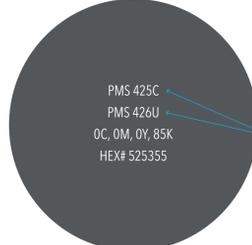
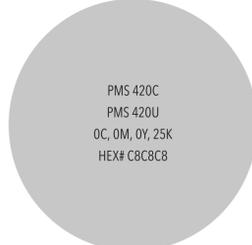
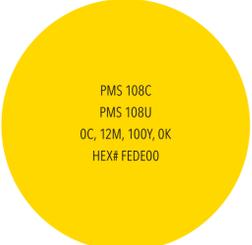




# LOGO GUIDELINES

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



PSST! The upside-down hanging blow-dryer has a name and it's Buttercup!

- white background -

- black or dark gray background -

	PMS 115C or 114U OC, 12M, 100Y, OK HEX# FFDA00		PMS 420C or U OC, OM, OY, 25K HEX# C8C8C8		PMS 108C or U OC, 7M, 100Y, OK HEX# FEDE00		WHITE OC, OM, OY, OK HEX# FFFFFFFF
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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.

The Drybar combo logo (logotype + Buttercup) should not be used in one color.

	PMS BLACK C or U OC, OM, OY, 100K HEX# 000000		PMS 425C or 426U OC, OM, OY, 85K HEX# 525355		WHITE OC, OM, OY, OK HEX# FFFFFFFF
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## 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 and the minimum length of the Buttercup cord

- 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!