

BRAND GUIDELINES

This document is provided for informational purposes only
and is intended solely for internal use by authorized recipients.

Created and designed by Studio Tagada Concept
tagadaconcept.be @tagadaconcept

Contents

01. Introduction

02. Logo

2.1 Logo
2.2 Icon
2.3 Logos in white
2.4 Logos in color
2.5 Clear space
2.6 Minimum sizes
2.7 Don’t
2.8 Pattern

03. Colors

3.1 Primary colors
3.2 Secondary colors

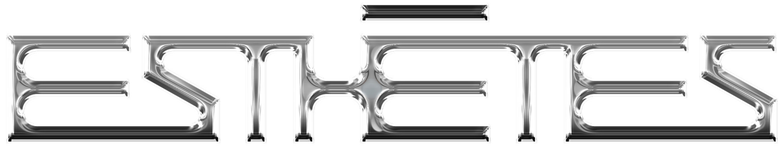
04. Typography

4.1 Primary typography
4.2 Secondary typography
4.3 Typographic hierarchy

05. Mockups

01. Introduction

 TM & © 2026 Esthètes All rights reserved



More than a hairdressing salon, Esthètes is a space dedicated to the enhancement of oneself. Thanks to its expertise in coloring, highlighting, extensions, and care with keratin, the hair salon creates luminous, assertive and custom-made looks. Designed as a place of trust and transformation, the exhibition reveals each personality with boldness, elegance and precision.

02. Logo

2.1 Logo
2.2 Icon
2.3 Logos in white
2.4 Logos in color
2.5 Clear space
2.6 Minimum sizes
2.7 Don’t
2.8 Pattern

 TM & © 2026 Esthètes All rights reserved

2.1 Logo

The logotype Esthètes merges geometry and fluidity in a typographic construction with an assertive character. Each letter is connected in the same movement, creating a fluid visual rhythm that evokes both the precision of the gesture and the capillary transformation.

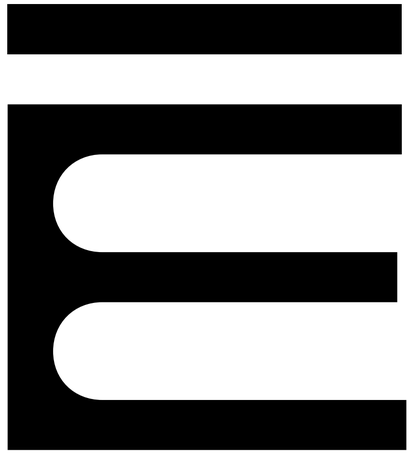
Designed as a visual signature, the horizontal structure of the logo provides stability and control, while the softened curves inspire modernity and sophistication. The custom-made typographic treatment reinforces the unique identity of the show by giving it a strong and immediately recognizable presence.



TM & © 2026 Esthètes All rights reserved

2.2 Icon

This variant of the logotype uses the accentuated «E» from the main logo in order to offer a more compact version. Designed for very small-scale supports, this variant ensures good readability when the full logotype cannot be used. It is mainly intended for small applications such as widgets, application icons, mobile signatures, or even elements web browsing. Its use must remain exceptional and regulated in order to preserve consistency and strength. the global visual identity. This version does not replace the main logotype.



 TM & © 2026 Esthètes All rights reserved

2.3 Logos in white



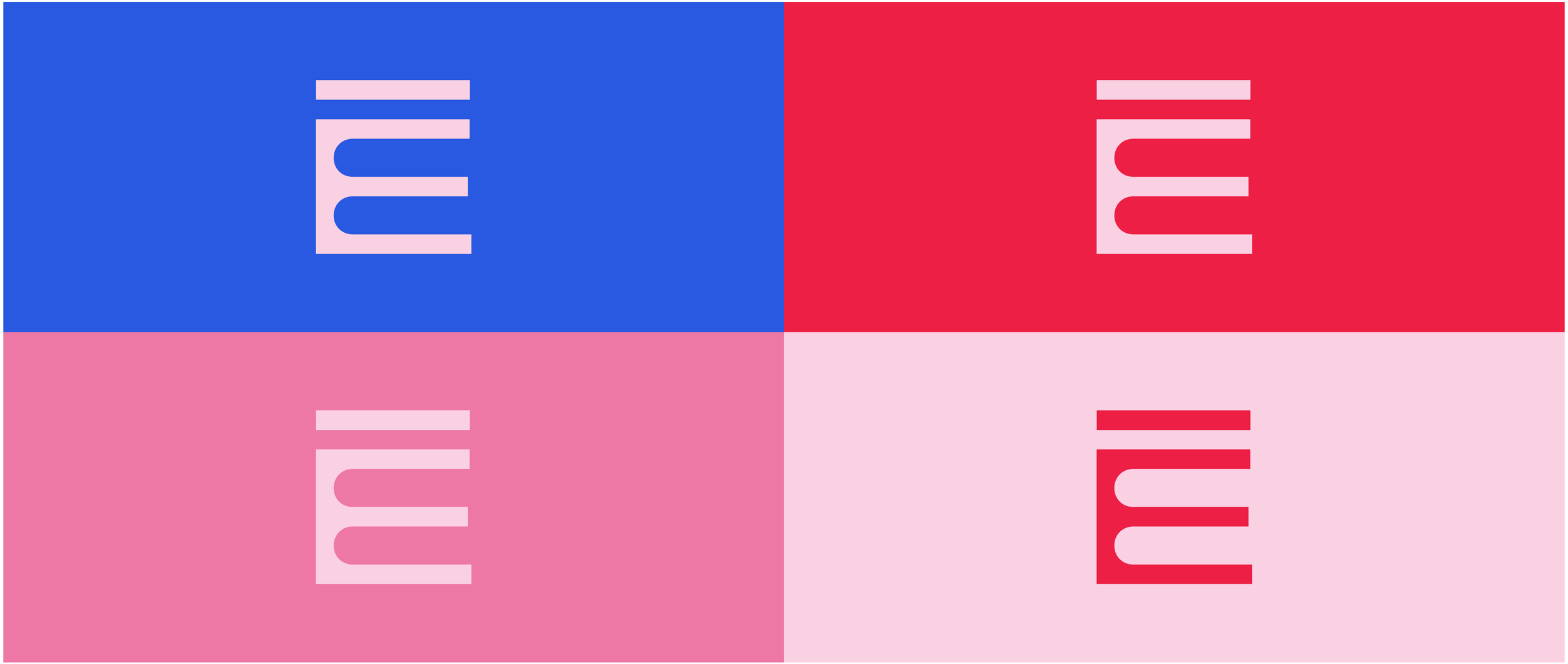
 TM & © 2026 Esthètes All rights reserved

2.4 Logos in color



 TM & © 2026 Esthètes All rights reserved

2.4 Logos in color

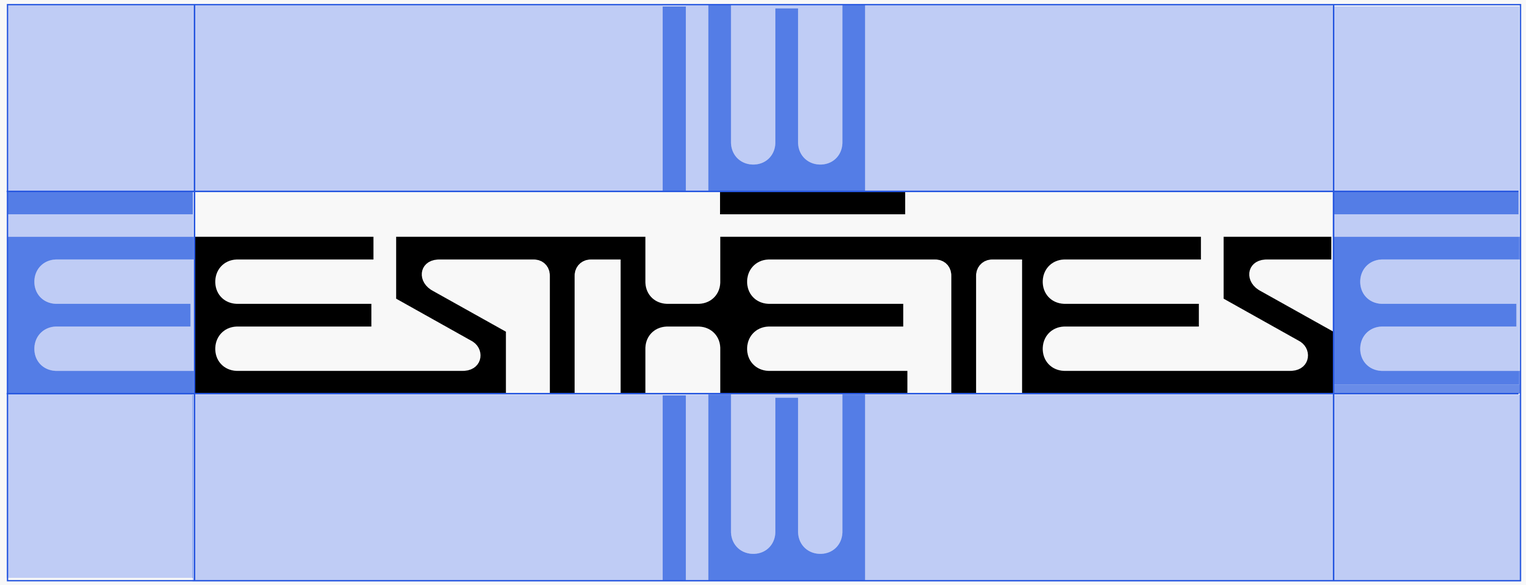


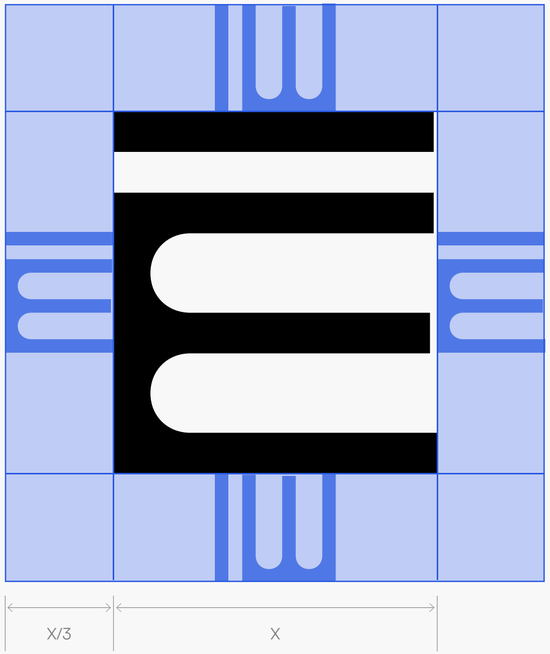
TM & © 2026 Esthètes All rights reserved

2.5 Clearspace

The clearspace corresponds to the minimum distance to be respected between the logotype and any other visual or textual element.

The width of the «E» of Esthètes defines this space minimal to preserve everything around the logos. For the icon, it is 1/3 of the width of «E».





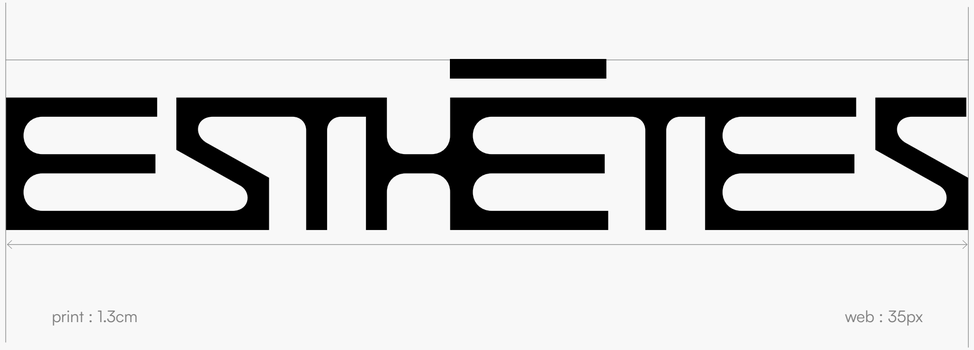
TM & © 2026 Esthètes All rights reserved

2.6 Minimum sizes

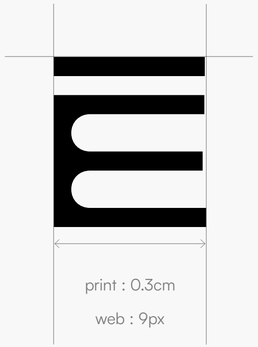
Setting a minimum size ensures readability and the visual impact of the logo in all the applications.

Logo: minimum size recommended 1.3 cm wide for printing and 35 px on the screen.

Icon: minimum recommended size 0.3 cm wide for printing and 9 px on the screen.



Logotype



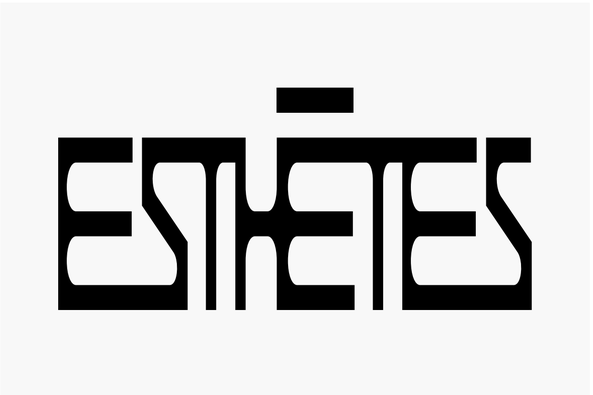
Déclinaison

2.7 Don’t

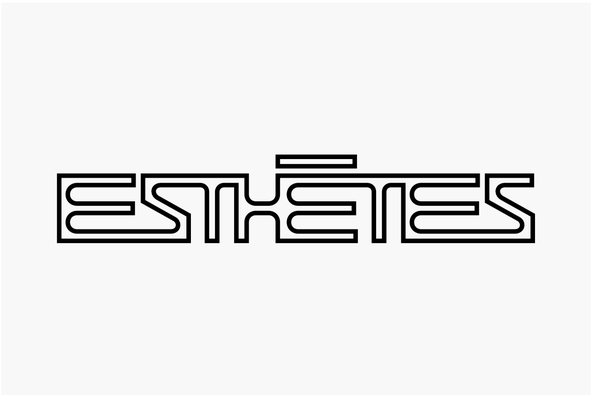
The logo must always be used in its original form. No modification, deformation, recoloring or rotation is allowed.

Its proportions, colors, and orientation must remain strictly in accordance with the specifications of this document.

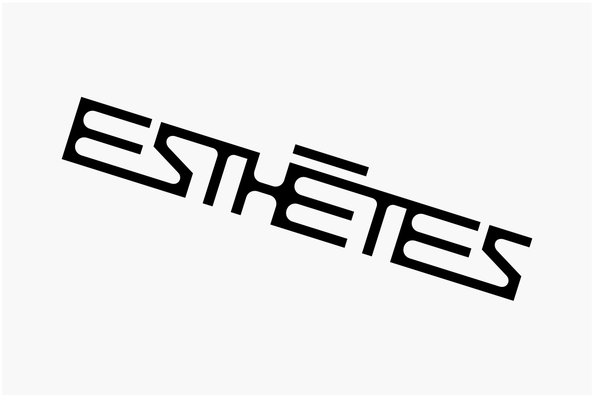
The examples presented opposite are a non-exhaustive list illustrating the most common errors of use.



Do not distort



Do not outline



Do not turn



Do not move items



Do not apply gradients



Do not apply drop shadows

Do not use an unauthorized color



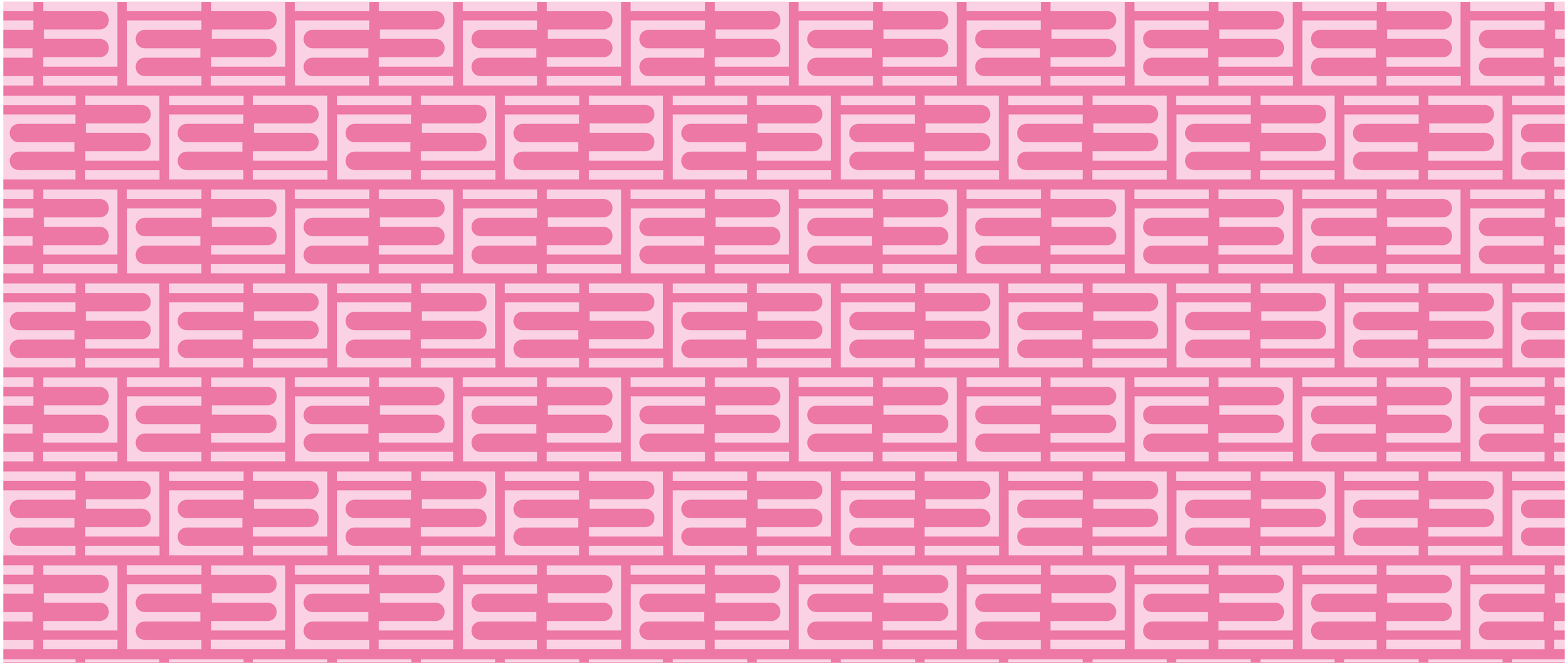
Do not remove the accent from the icon

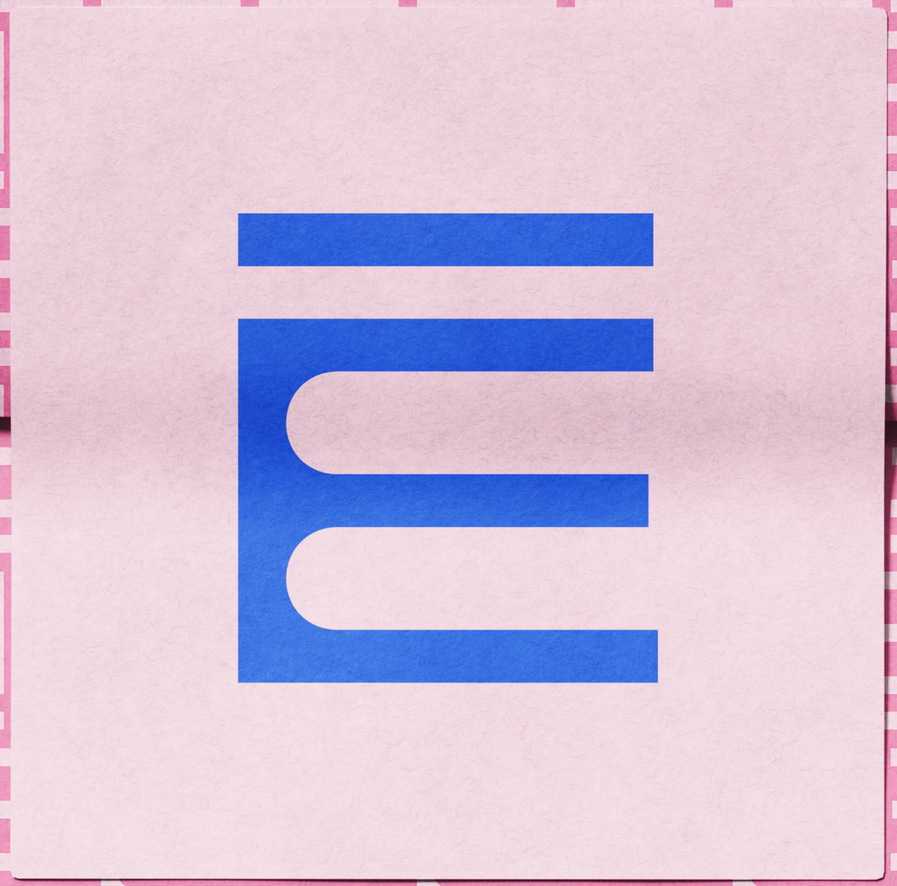
 TM & © 2026 Esthètes All rights reserved

2.8 Pattern

The brand's pattern is a unique graphic element, conceived as an extension of identity, which can bring visual interest in certain contexts.

It can be used to cover funds communication such as posters, flyers, brochures; decorating secondary areas such as borders, margins, dividers, page backgrounds; completing visuals for social media; decorating banners, packaging, goodies, clothing, kakémono...






ESTHETES
new hair, new energy
@esthetes.salon

03. Colors

3.1 Primary colors
3.2 Secondary colors

TM & © 2026 Esthètes All rights reserved

3.1 Primary colors

The color palette is made up of four colors.
The bright and saturated colors are a reference
to the bold and elegant universe of the living room.

It includes three accent colors:
the Electric Blue, the Maraschino Cherry
and the Bubblegum. Only Soft Pink can be used with
these colors to ensure optimal contrast.
When the soft pink is used in the background,
all the accent colors can be freely associated with it.

ELECTRIC BLUE

#2959E0
C : 86% M : 65% J : 0% N : 0%
R : 41 V : 89 B : 224

MARASCHINO CHERRY

#ED1F45
C : 0% M : 94% J : 62% N : 0%
R : 237 V : 31 B : 69

BUBBLEGUM

#ED78A6
C : 0% M : 66% J : 06% N : 0%
R : 237 V : 120 B : 166

SOFT PINK

#FAD1E3
C : 0% M : 26% J : 0% N : 0%
R : 250 V : 209 B : 227

TM & © 2026 Esthètes All rights reserved

3.2 Secondary colors

The secondary colors accompany and enrich the main palette. They provide flexibility while maintaining overall visual coherence.

Used thoughtfully, they allow to structure the content and prioritize certain information. They also offer a finer adaptation of the identity according to the different contexts of application, without altering its essence.

ELECTRIC BLUE

#152D70
C : 100% M : 89% J : 30% N : 11%
R : 21 V : 45 B : 112

#2959E0
C : 86% M : 65% J : 0% N : 0%
R : 41 V : 89 B : 224

MARASCHINO CHERRY

#771023
C : 31% M : 100% J : 73% N : 45%
R : 119 V : 16 B : 35

#F4798F
C : 0% M : 65% J : 25% N : 0%
R : 244 V : 121 B : 143

BUBBLEGUM

#773C53
C : 43% M : 78% J : 39% N : 36%
R : 119 V : 60 B : 83

#ED78A6
C : 0% M : 42% J : 0% N : 0%
R : 241 V : 174 B : 202

SOFT PINK

#D2AABE
C : 19% M : 39% J : 13% N : 0%
R : 210 V : 170 B : 190

#FAD1E3
C : 0% M : 16% J : 0% N : 0%
R : 252 V : 227 B : 238


ESTHETES
hairdresser and colorist

hairdresser and colorist

ESTHÊTES

Herderstraat 18
Sint-Truiden 3800

esthetes.be

+32496216313
romain@esthetes.be



04. Typography

4.1 Primary typography
4.2 Secondary typography
4.3 Typographic hierarchy

TM & © 2026 Esthètes All rights reserved

4.1 Primary typography

The General Sans typography was chosen for its assertive and precise character, in perfect resonance with the world of Esthètes.
Its clear and regular lines evoke the efficiency and striking appearance of the hairdressing salon.

General Sans Regular

Aa

Upper and lower case

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

0123456789 (!?)/€.

TM & © 2026 Esthètes All rights reserved

4.2 Secondary typography

The Switzer typography was selected for its rigor linked to the DNA of Aesthetes. Its geometric shapes highlight the class and the elegance of the brand.

Switzer Regular

Aa

Upper and lower case

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

0123456789 (!?)/€.

4.3 Typographic hierarchy

The alliance between General Sans and Switzer is based on a subtle balance between character and readability. This typographic hierarchy guarantees a structured and elegant reading, where each level of information finds its place with consistency. The two typographies together create an impactful visual harmony, faithful to the striking and prestigious world of Esthètes.

General Sans Regular

A new haircut with Esthètes

Switzer Medium

Esthètes welcomes you for a haircut or a hair coloring in Sint-Truiden.

Switzer Regular

More than a hairdressing salon, Esthètes is a space dedicated to the enhancement of oneself. Thanks to its expertise in coloring, highlighting, extensions, and care with keratin, the hair salon creates luminous, assertive and custom-made looks. Designed as a place of trust and transformation, the exhibition reveals each personality with boldness, elegance and precision.

05. Mockups


ESTHÉTES
hair cream
cosmetic
ESTHÉTES
spray
hair
cosmetic
ESTHÉTES
shampoo
curly hair
cosmetic
ESTHÉTES
hair
cream
ESTHÉTES
balm
skin


ESTHÉTES


GIFT CARD
From
To
100£


ESTEES


ESTHETES




ESTHÈTES


ESTHÉTES
Cream
sensitive skins
cosmetic
ESTHÉTES
ESTHÉTES
Shampoo
curly hair
cosmetic
ESTHÉTES
1
2
3
Values
Process
hairdresser and colorist
ESTHÉTES
ESTHÉTES
cosmetic

ESTHETES
ESTHETES
ESTHETES


SHEIN

This document is provided for informational purposes only
and is intended solely for internal use by authorized recipients.

Created and designed by Studio Tagada Concept
tagadaconcept.be @tagadaconcept

esthetes.be
+32496216313
@esthetes.salon
romain@esthetes.be
Herderstraat 18, 3800 Sint-Truiden

