

OUR BRAND

INTRODUCTION

Hair for life story is concerned in hair loss regrowth and hair loss treatments. To find out more about our hair loss treatment therapies on offer, or to speak with a representative, contact us today.

CREATIVE PLATFORM

Your Creative Platform

This guide introduces you to our brand elements and demonstrates how these work together to create the **HAIR FOR LIFE** brand.

Our creative platform will help you to develop clear, consistent and creative communications which reflect and reinforce our visual identity.

CREATIVE PLATFORM

LOGO | OPTION 1

FULL COLOR



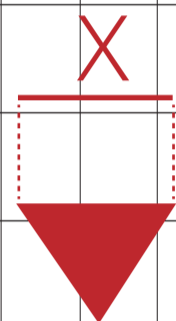
COLOR VARIATIONS



CREATIVE PLATFORM

LOGO | OPTION1

DIMENSIONS



Exclusion zone.

An exclusion zone around our logo is determined by the size of the small arc within the symbol. This area should be entirely clear of text or any other graphic devices.



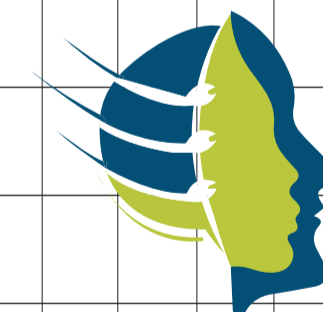
HAIR 4LIFE

Minimum size.

A minimum print size has been determined for the logo. Do not print it smaller than 20 mm



HAIR 4 LIFE



HAIR 4LIFE

2CM

CREATIVE PLATFORM

Primary typeface.

Our primary typeface for latin copy is New Sans Std. We use this for all printed communications. Headlines and body copy use a mixture of Light and Regular.

Neo Sans Std - Light. ABC abc 123
Neo Sans Std - Regular. ABC abc 123

COLOUR PALETTE

PANTONE COLOURS

PANTONE 201 C
PANTONE 188 C
PANTONE 137 C
PANTONE 1385 C
PANTONE 298 C
PANTONE 7690 C
PANTONE 654 C
PANTONE 282 C
PANTONE Cool Gray 6 C
PANTONE Cool Gray 9 C

CMYK

C 25 - M 95 - Y 70 - K 20
C 40 - M 100 - Y 65 - K 40
C 0 - M 35 - Y 90 - K 0
C 20 - M 55 - Y 100 - K 0
C 70 - M 5 - Y 0 - K 0
C 85 - M 40 - Y 20 - K 0
C 100 - M 80 - Y 30 - K 15
C 100 - M 90 - Y 50 - K 50
C 0 - M 0 - Y 0 - K 30
C 0 - M 0 - Y 0 - K 60

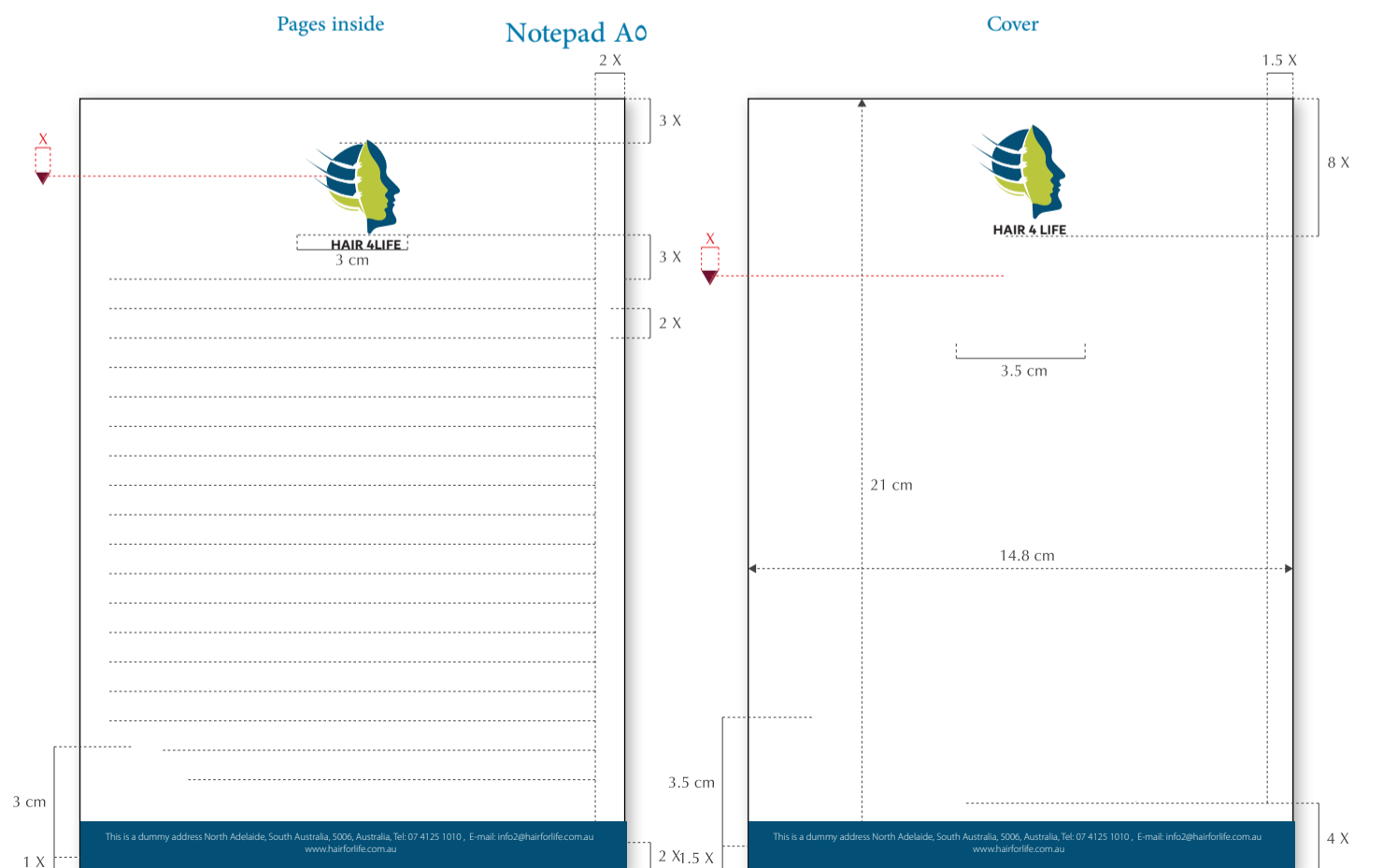
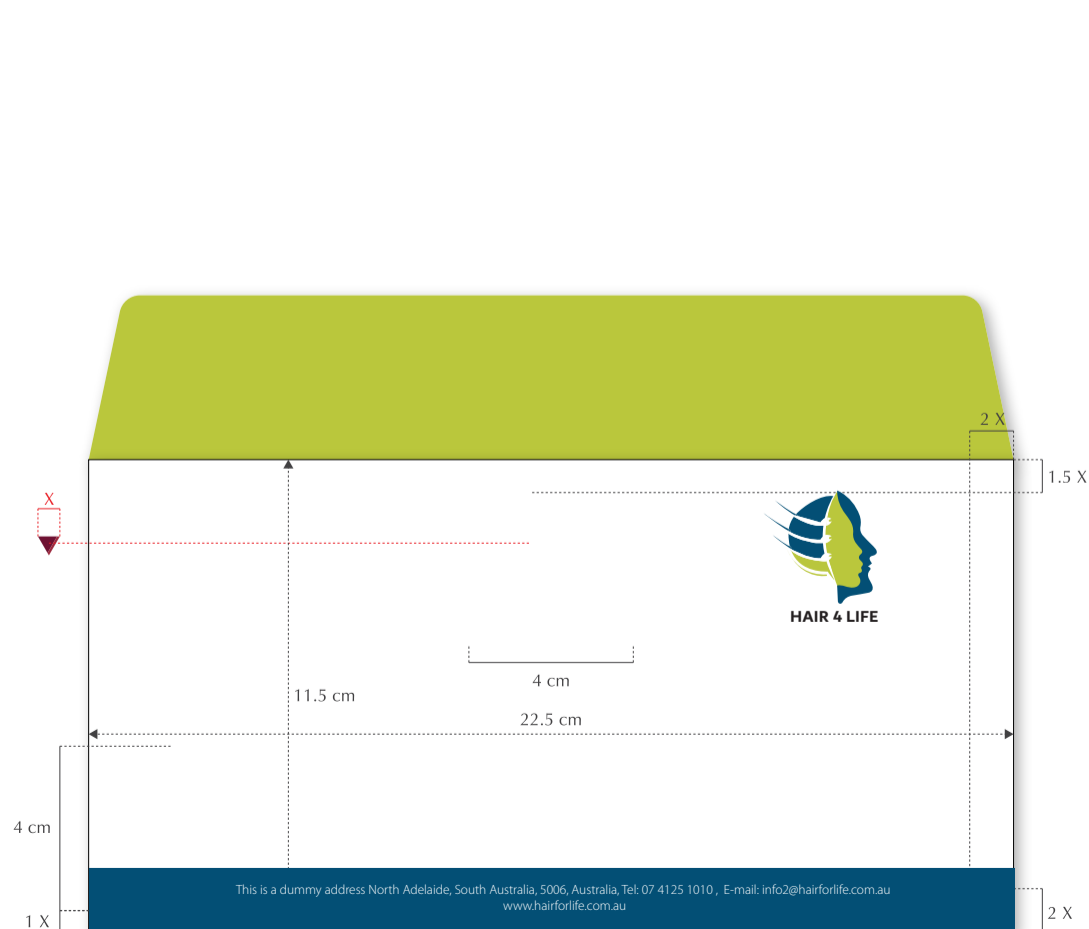
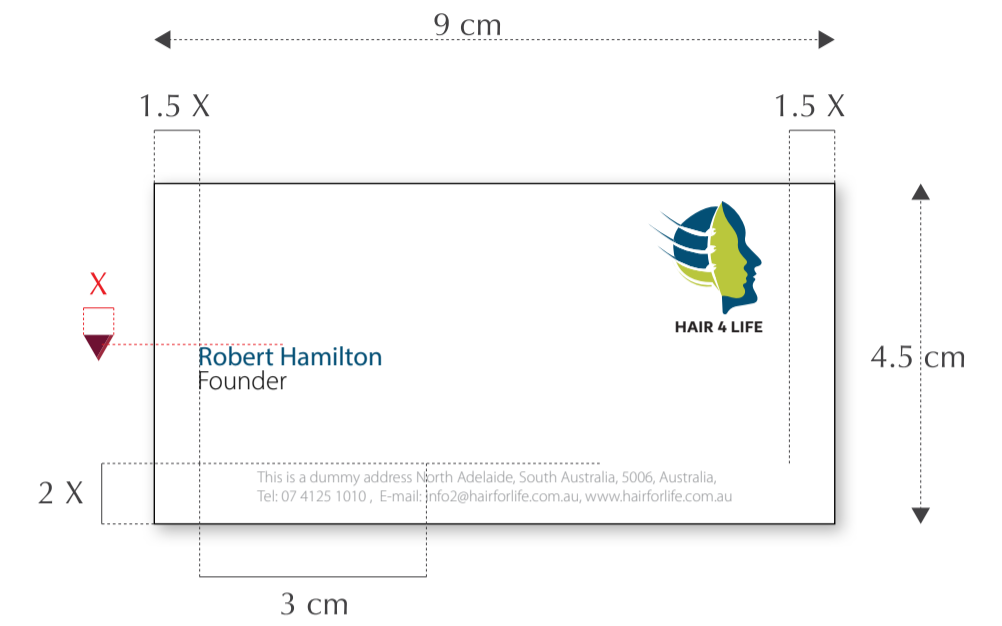
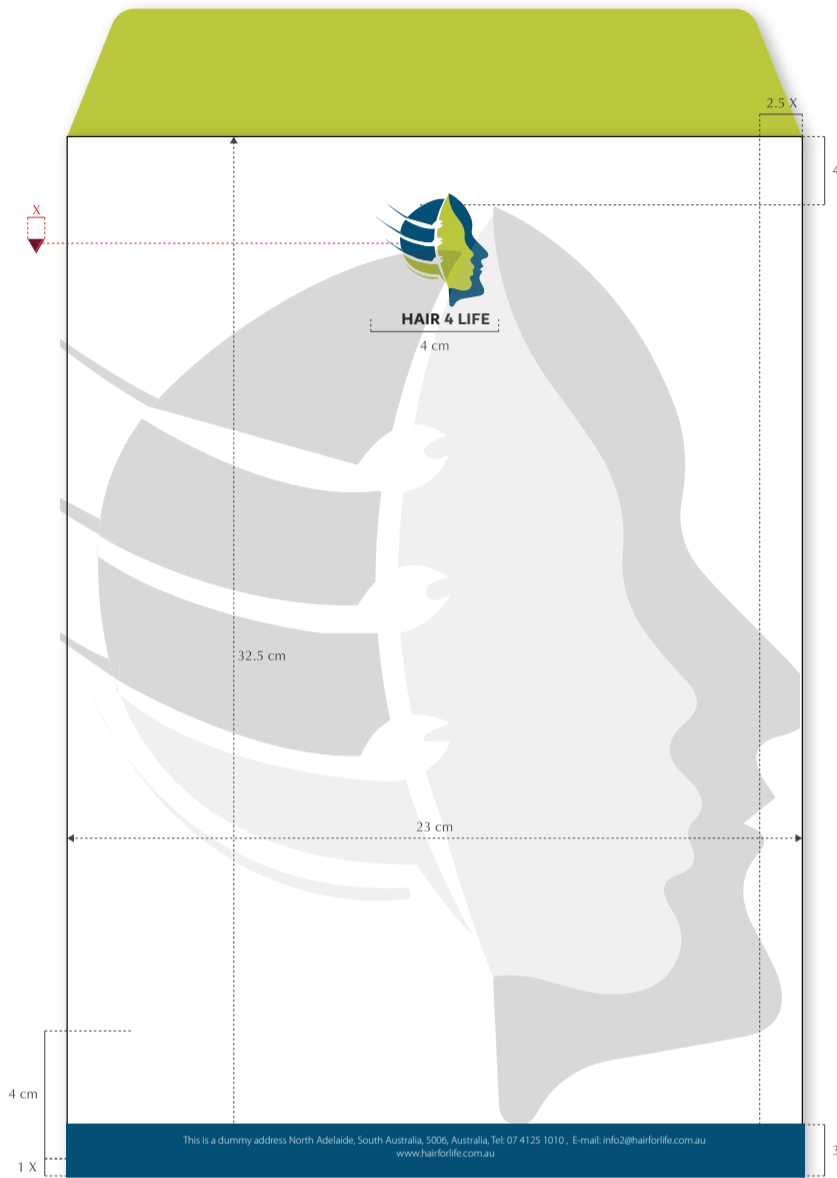
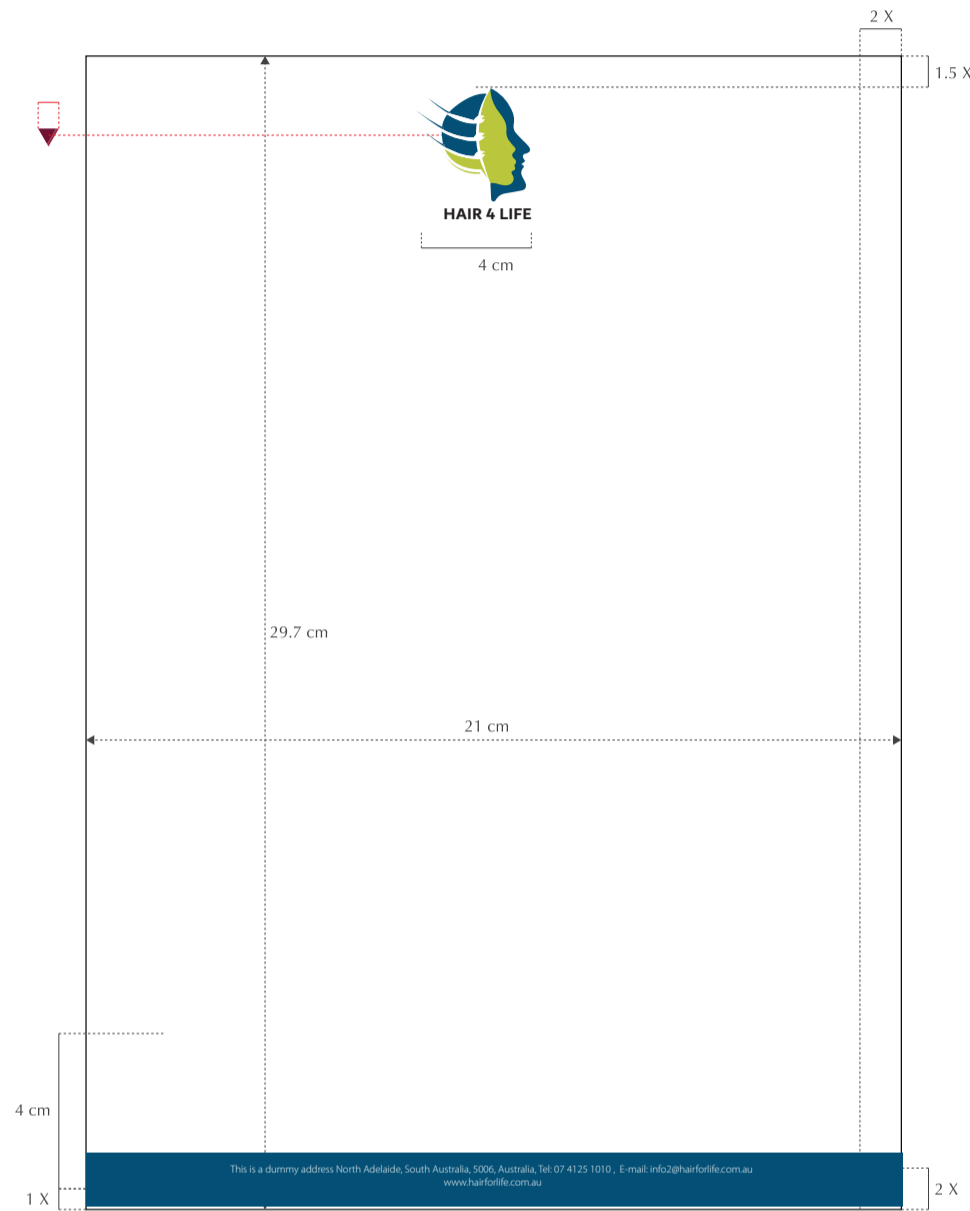
RGB

R 162 - G 37 - B 54
R 116 - G 23 - B 47
R 248 - G 177 - B 33
R 206 - G 128 - B 21
R 29 - G 180 - B 233
R 0 - G 125 - B 169
R 25 - G 60 - B 108
R 27 - G 34 - B 58
R 198 - G 198 - B 197
R 134 - G 134 - B 134

HAIR FOR LIFE | BRAND IDENTITY

BRAND STATIONARY

LOGO | OPTION 1



The image shows a Facebook page for 'Unblast: Free Design Resources'. The page header includes the Facebook logo, the name 'Unblast: Free Design Resources', and navigation icons for 'Unblast', 'Home', and notifications. The main content area features a large advertisement for 'HAIR FOR LIFE'. The ad includes a thought bubble with a hair design, the text 'Stop Dreaming About It.', and a man thinking. Below the ad are 'Like', 'Follow', 'Share', and 'Learn More' buttons. The left sidebar shows the page name 'Unblast @Unblast' and navigation links: Home, About, Photos, Reviews, Events, Posts, and Community. A 'Create a Page' button is also present. The right sidebar shows a search bar, 'Community' section with '107,476 people like this' and '99,000 people follow this', and an 'About' section with 'Contact Unblast on Messenger' and 'Education' category. The bottom section shows '107k likes' and 'Pages liked by this page' including 'Artists'.

Unblast : Free Design Resources

Unblast Home

HAIR FOR LIFE

Unblast
@Unblast

Home
About
Photos
Reviews
Events
Posts
Community

Create a Page

Stop Dreaming About It.

Like Follow Share ...

Learn More Send Message

Status

Write something on this Page...

Search for posts on this Page

Community See All

Invite your friends to like this Page

107,476 people like this

99,000 people follow this

Sara Helwe likes This

About See All

Contact Unblast on Messenger

Education

People >

107k likes

Pages liked by this page >

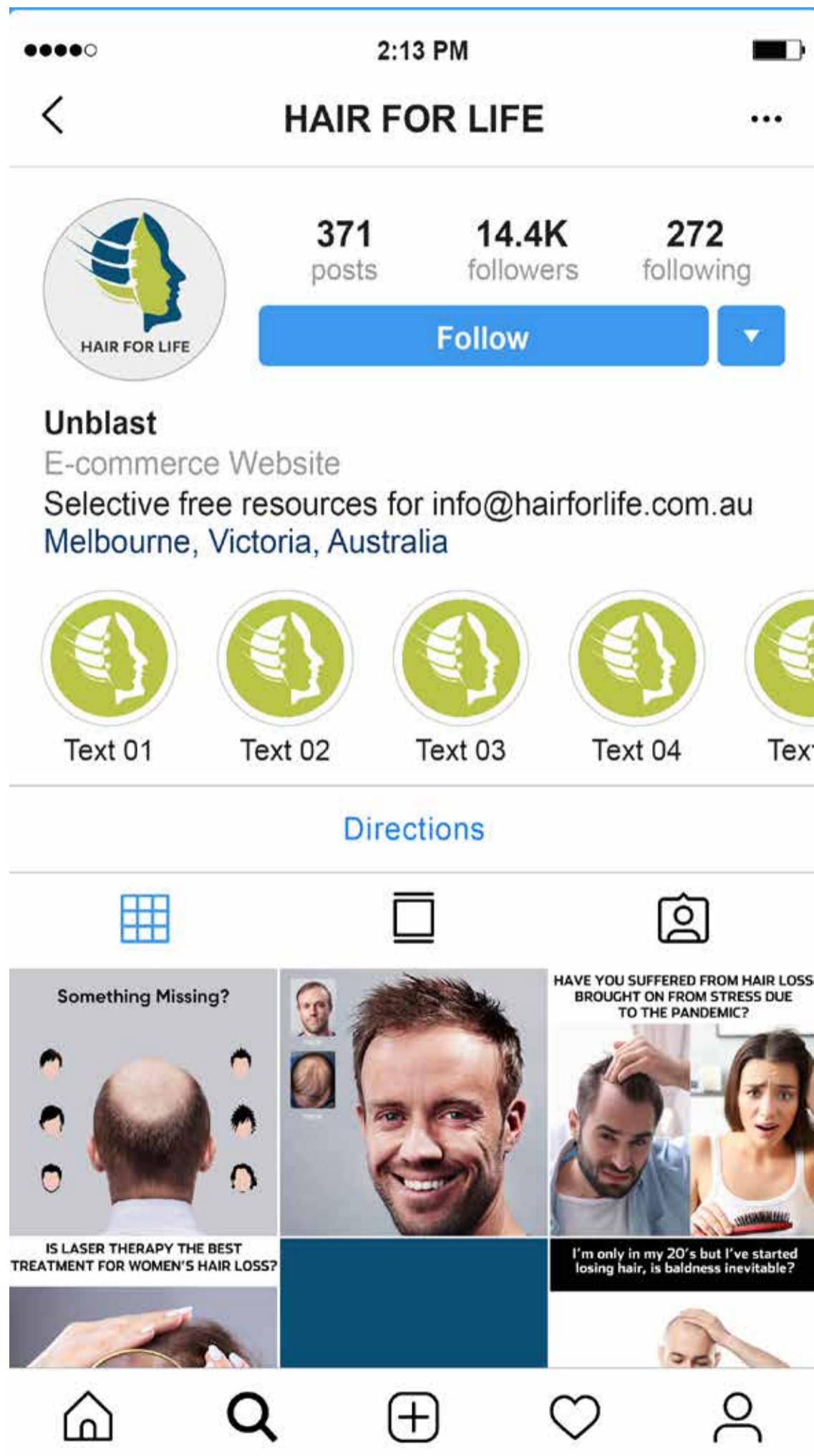
Artists [Liked]

WE CAN STOP A WORLDWIDE RECESSION!

HAIR FOR LIFE | BRAND IDENTITY

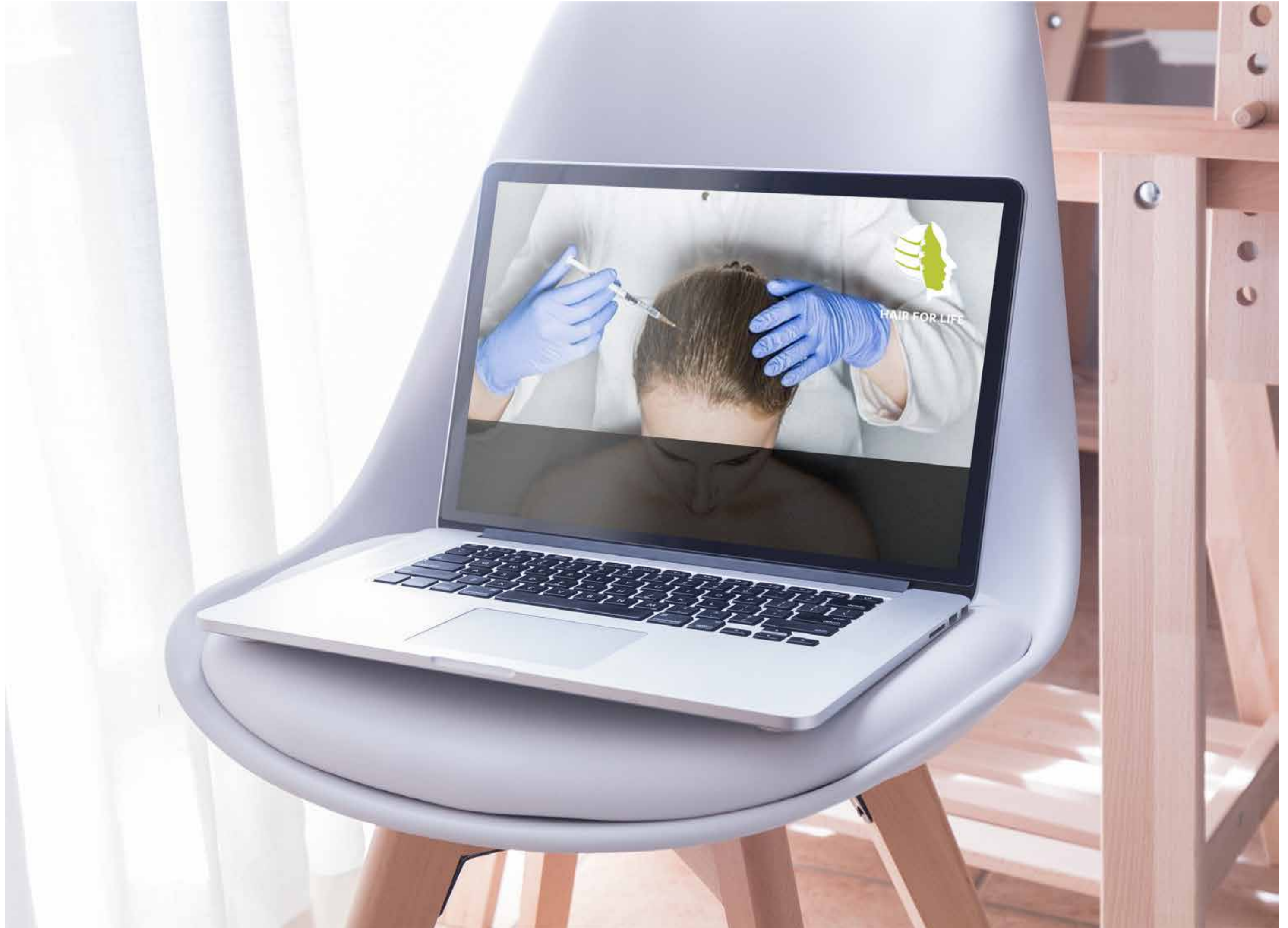
BRAND SOCIAL MEDIA | INSTAGRAM

LOGO | OPTION 2



HAIR FOR LIFE | **BRAND IDENTITY**

BRAND SOCIAL MEDIA | WEBSITE



CREATIVE PLATFORM

LOGO | OPTION 2

FULL COLOR



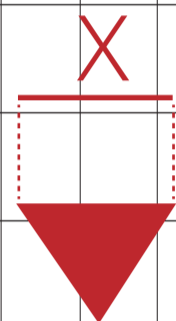
COLOR VARIATIONS



CREATIVE PLATFORM

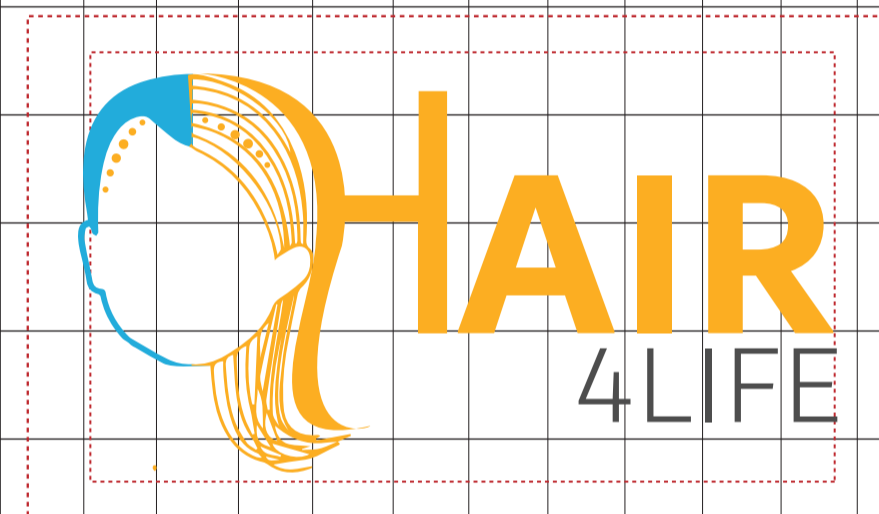
LOGO | OPTION 2

DIMENSIONS



Exclusion zone.

An exclusion zone around our logo is determined by the size of the small arc within the symbol. This area should be entirely clear of text or any other graphic devices.



Minimum size.

A minimum print size has been determined for the logo. Do not print it smaller than 20 mm



2CM

CREATIVE PLATFORM

LOGO | OPTION 2

Primary typeface.

Our primary typeface for latin copy is New Sans Std. We use this for all printed communications. Headlines and body copy use a mixture of Light and Regular.

Neo Sans Std - Light. ABC abc 123
Neo Sans Std - Regular. ABC abc 123

COLOUR PALETTE

PANTONE COLOURS

PANTONE 201 C
PANTONE 188 C
PANTONE 137 C
PANTONE 1385 C
PANTONE 298 C
PANTONE 7690 C
PANTONE 654 C
PANTONE 282 C
PANTONE Cool Gray 6 C
PANTONE Cool Gray 9 C

CMYK

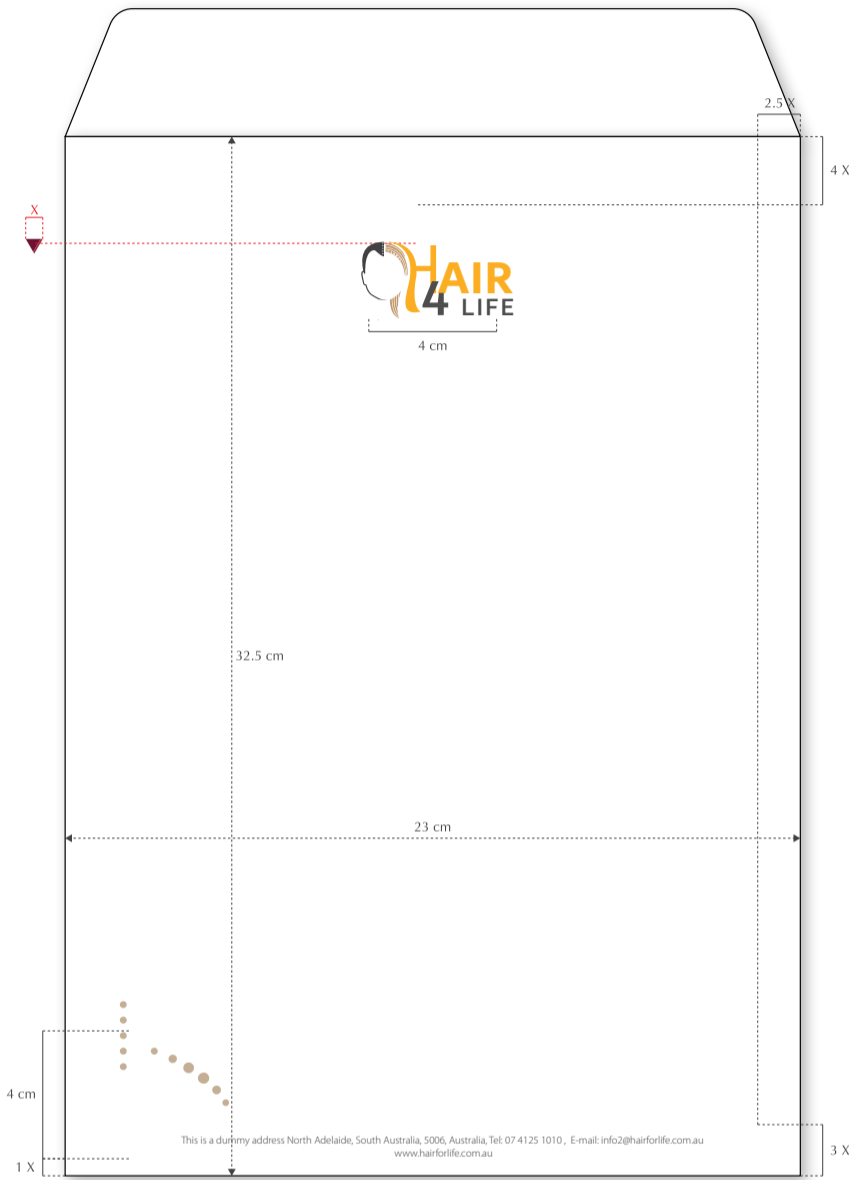
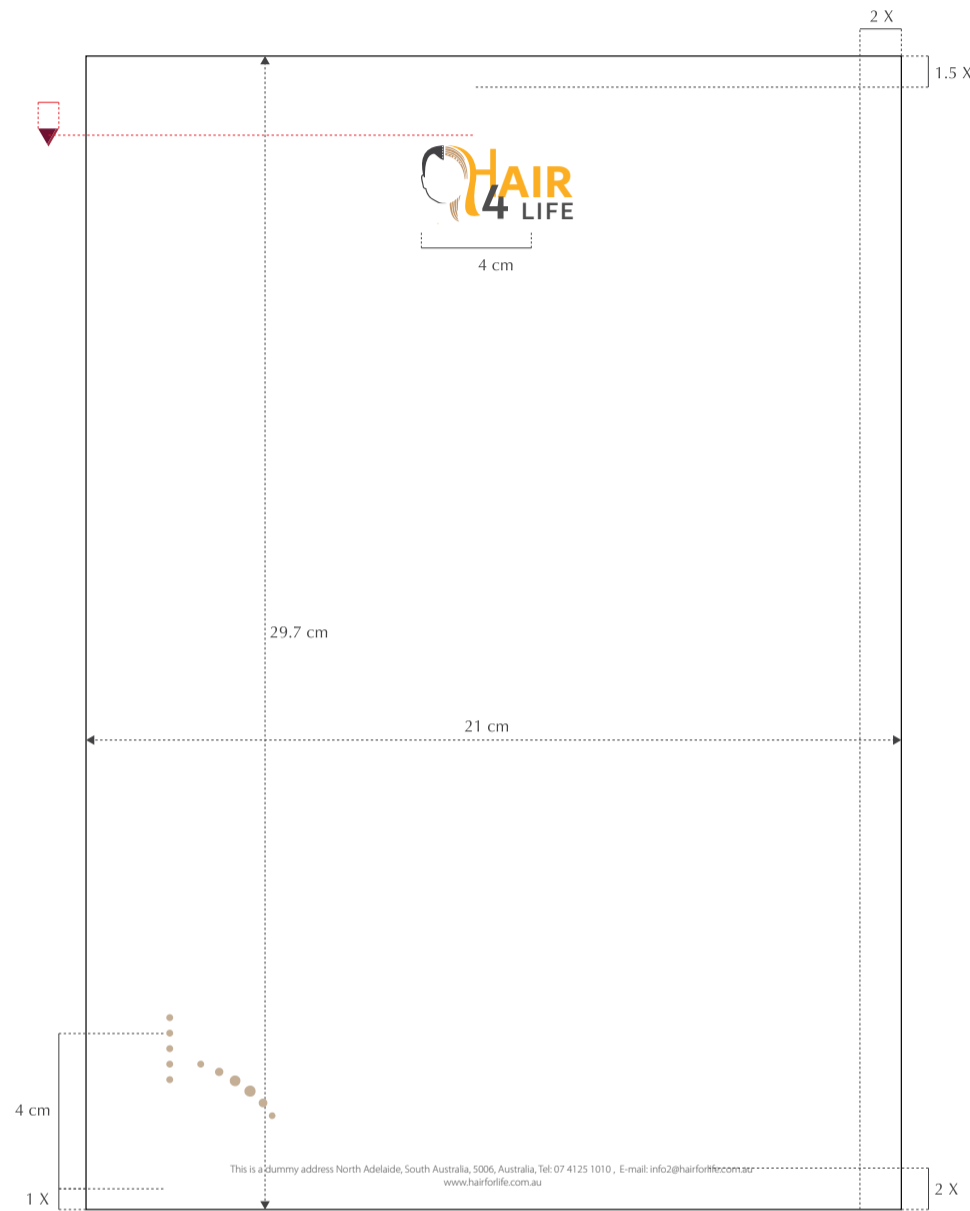
C 25 - M 95 - Y 70 - K 20
C 40 - M 100 - Y 65 - K 40
C 0 - M 35 - Y 90 - K 0
C 20 - M 55 - Y 100 - K 0
C 70 - M 5 - Y 0 - K 0
C 85 - M 40 - Y 20 - K 0
C 100 - M 80 - Y 30 - K 15
C 100 - M 90 - Y 50 - K 50
C 0 - M 0 - Y 0 - K 30
C 0 - M 0 - Y 0 - K 60

RGB

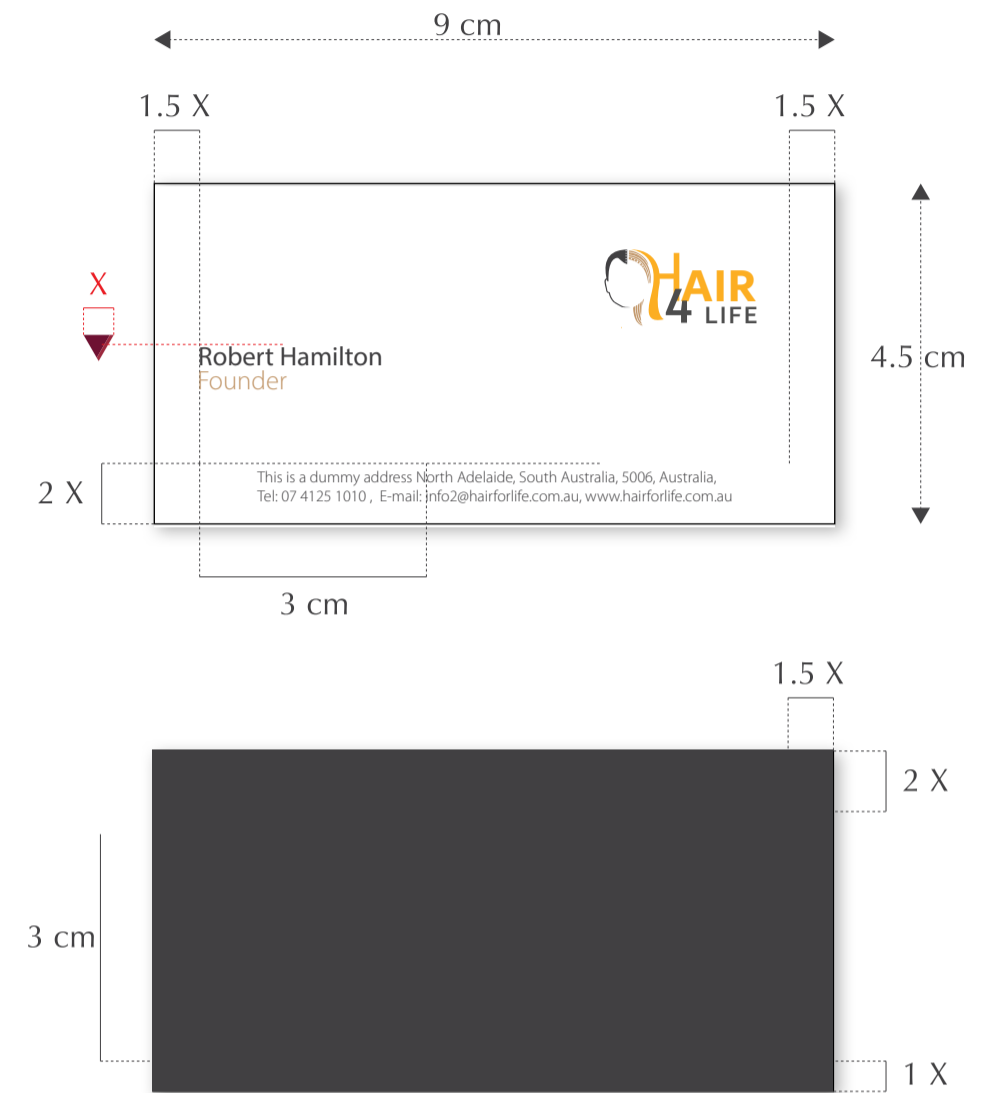
R 162 - G 37 - B 54
R 116 - G 23 - B 47
R 248 - G 177 - B 33
R 206 - G 128 - B 21
R 29 - G 180 - B 233
R 0 - G 125 - B 169
R 25 - G 60 - B 108
R 27 - G 34 - B 58
R 198 - G 198 - B 197
R 134 - G 134 - B 134

HAIR FOR LIFE | BRAND IDENTITY

BRAND STATIONARY



LOGO | OPTION 2



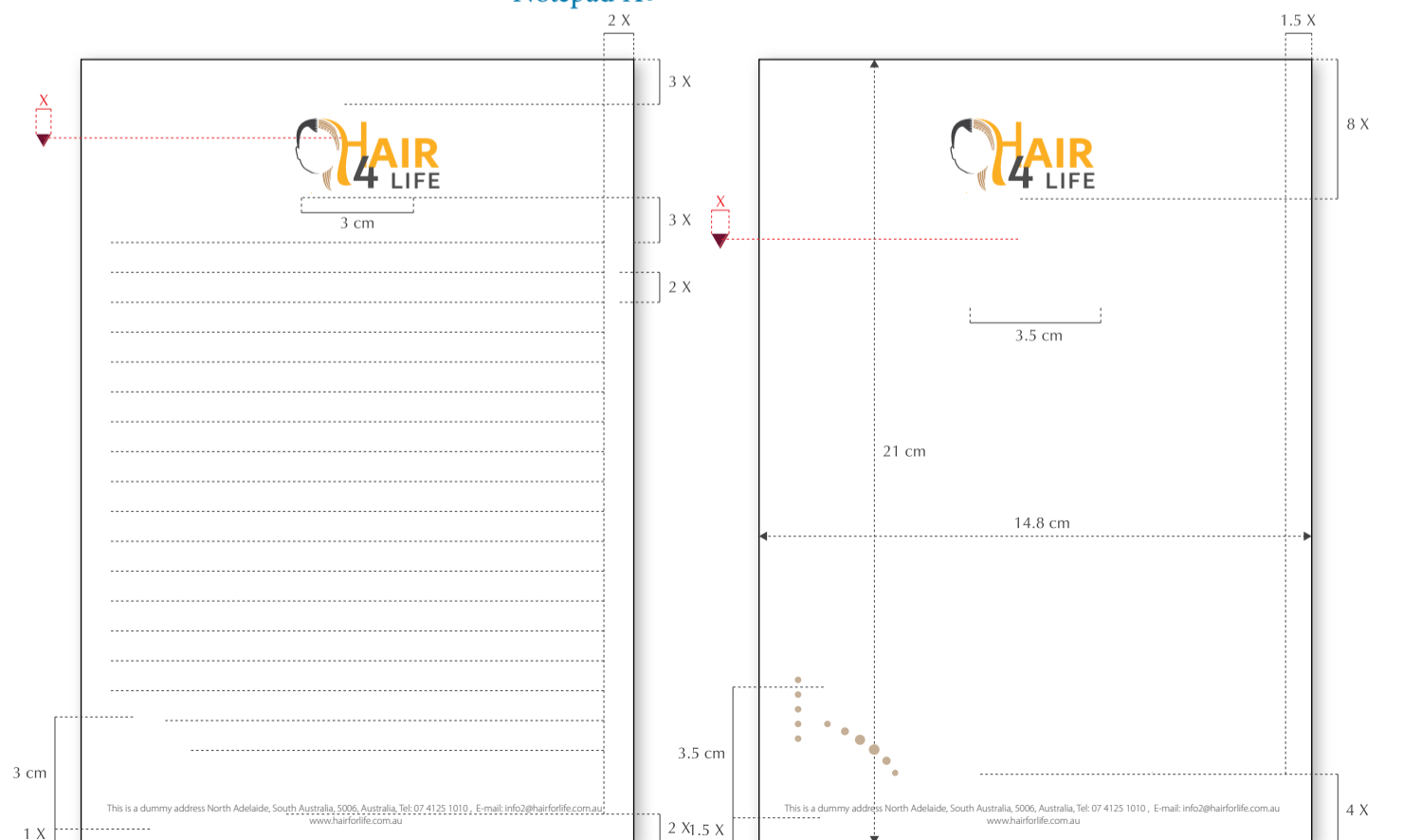
CD Lable



Pages inside

Notepad A0

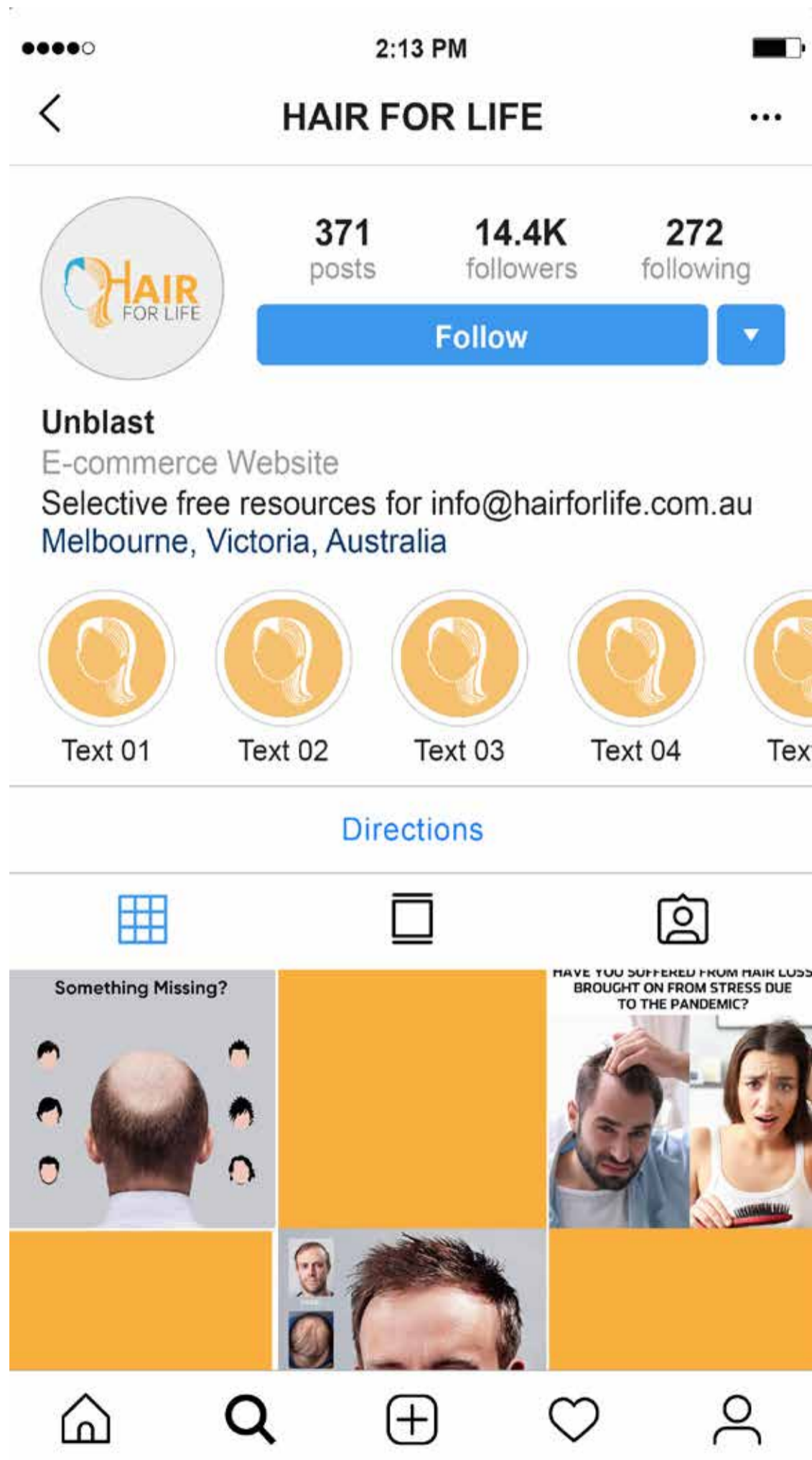
Cover



The image shows a Facebook page for 'Unblast: Free Design Resources'. The page header includes the Facebook logo, the name 'Unblast: Free Design Resources', and navigation icons for 'Unblast', 'Home', and a notification bell with '14' alerts. The main content area features a large banner with the text 'HAIR TREATMENT FOR OILY HAIR THIN FINE HAIR DRY DAMAGED HAIR GREYWHITE HAIR DANDRUFF & DRY SCALP SENSITIVE HAIR & SCALP'. Below the banner are buttons for 'Like', 'Follow', 'Share', 'Learn More', and 'Send Message'. The left sidebar shows the page name 'Unblast @Unblast', navigation tabs for 'Home', 'About', 'Photos', 'Reviews', 'Events', 'Posts', and 'Community', and a 'Create a Page' button. The main content area below the banner has a 'Status' section with a text input field and a 'Posts' section with a post from 'Unblast' 18 hours ago. The right sidebar contains a search bar, a 'Community' section with '107,476 people like this' and '99,000 people follow this', an 'About' section with 'Contact Unblast on Messenger' and 'Education', a 'People' section with '107k likes', and a 'Pages liked by this page' section with 'Artists' and a 'Liked' button.

HAIR FOR LIFE | BRAND IDENTITY

LOGO | OPTION 3



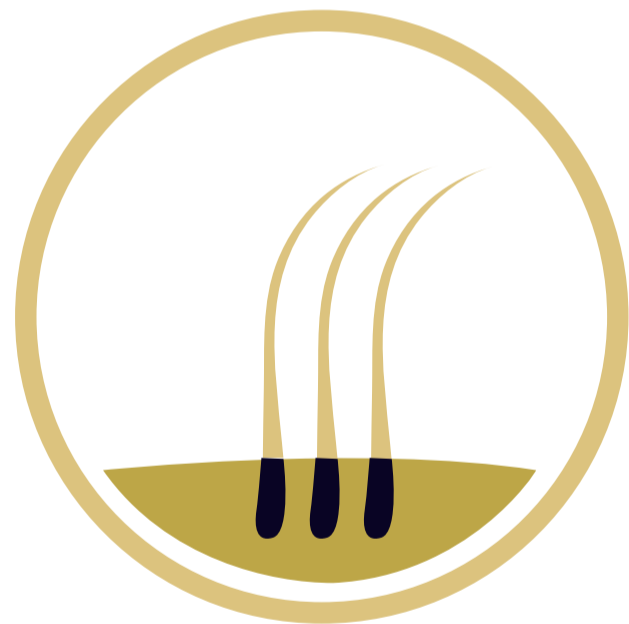
HAIR FOR LIFE | BRAND IDENTITY



CREATIVE PLATFORM

LOGO | OPTION3

FULL COLOR



HAIR
4LIFE

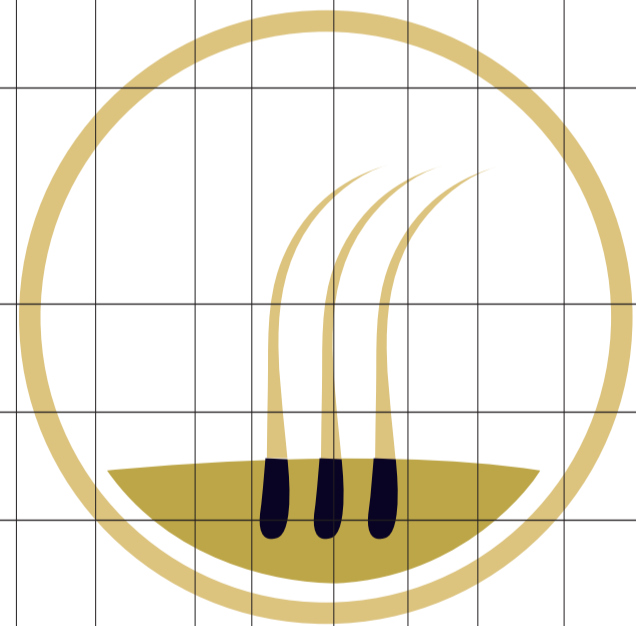
COLOR VARIATIONS



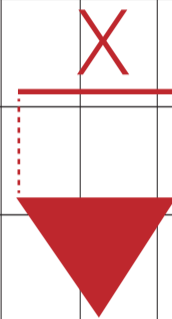
CREATIVE PLATFORM

LOGO | OPTION 3

DIMENSIONS



HAIR
4LIFE



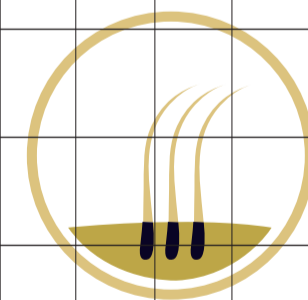
Exclusion zone.

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Minimum size.

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HAIR
4LIFE

2CM

CREATIVE PLATFORM

LOGO | OPTION 3

Primary typeface.

Our primary typeface for latin copy is New Sans Std. We use this for all printed communications. Headlines and body copy use a mixture of Light and Regular.

Neo Sans Std - Light. ABC abc 123
Neo Sans Std - Regular. ABC abc 123

COLOUR PALETTE

PANTONE COLOURS

PANTONE 201 C
PANTONE 188 C
PANTONE 137 C
PANTONE 1385 C
PANTONE 298 C
PANTONE 7690 C
PANTONE 654 C
PANTONE 282 C
PANTONE Cool Gray 6 C
PANTONE Cool Gray 9 C

CMYK

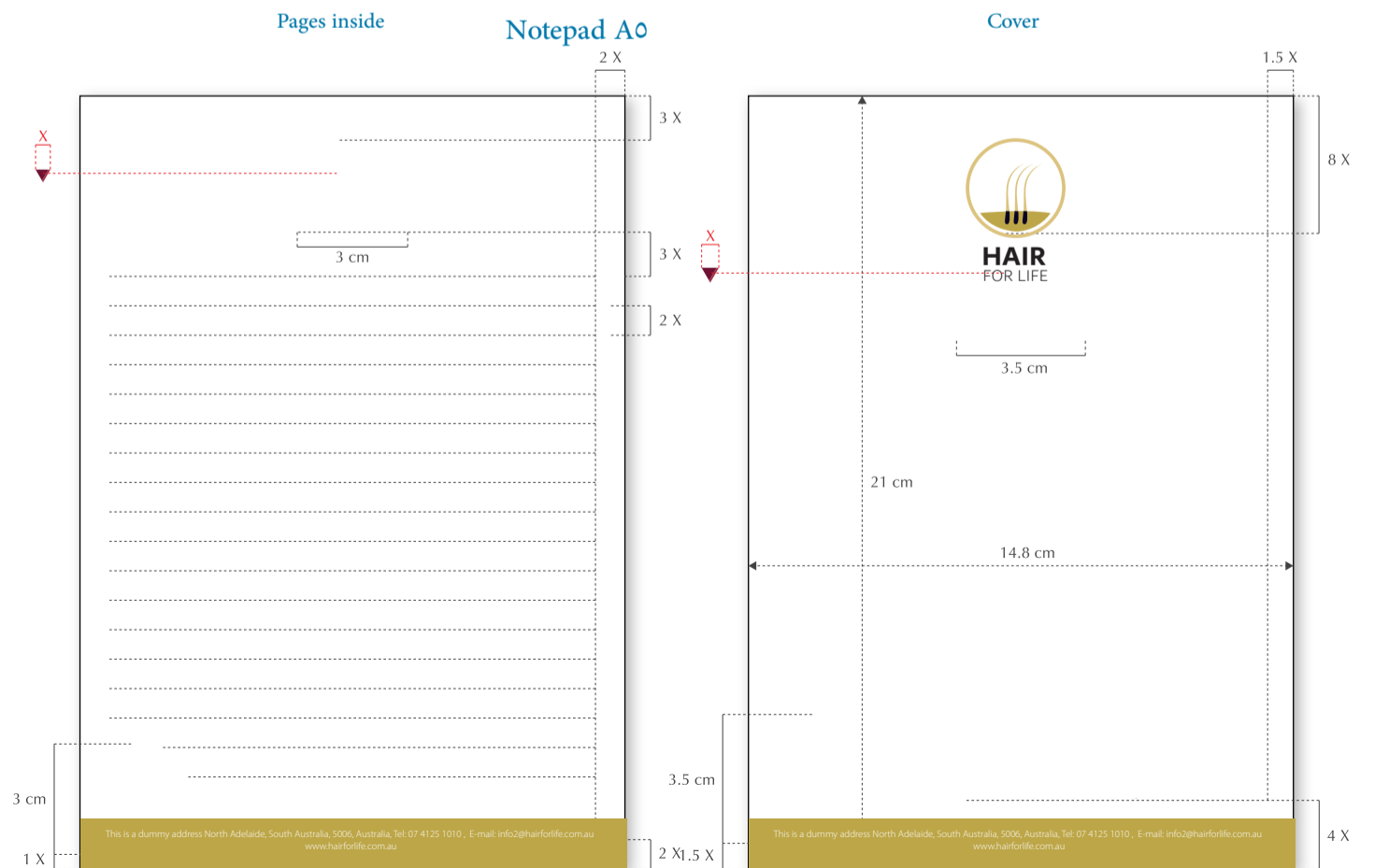
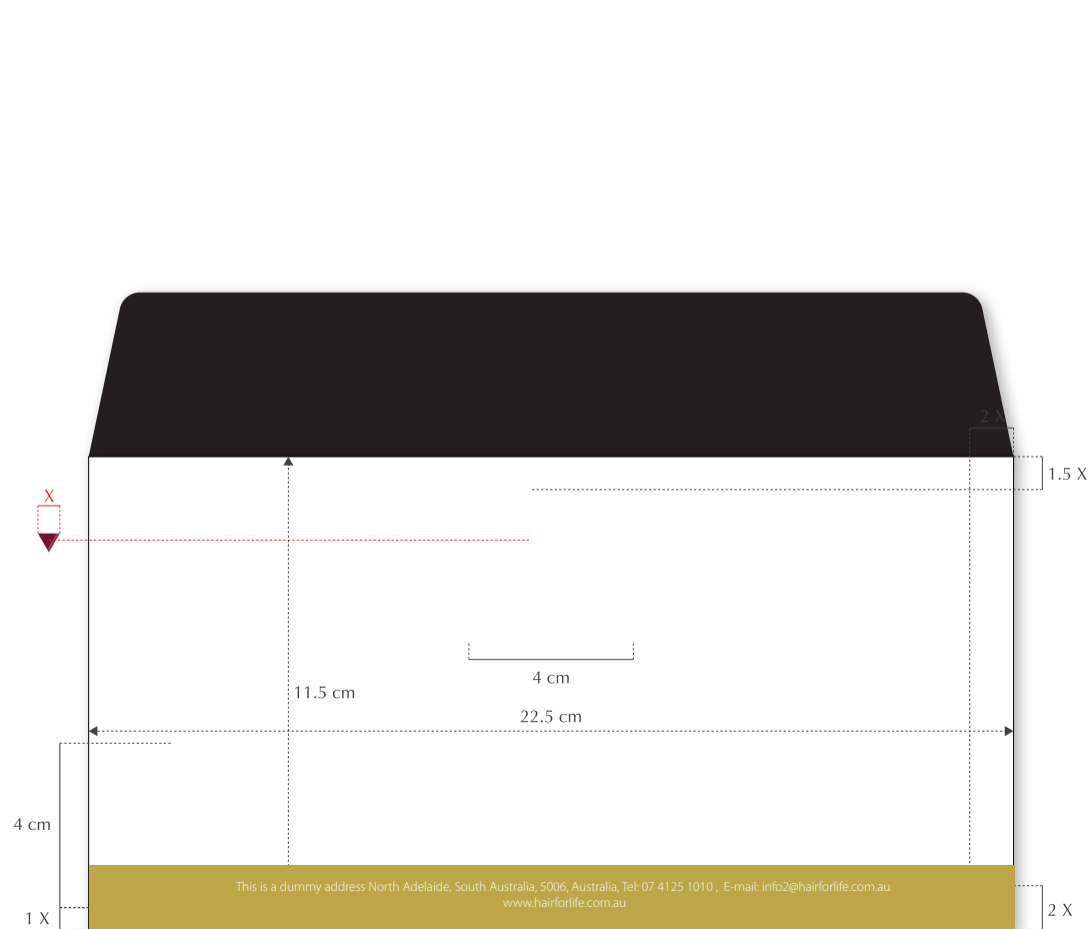
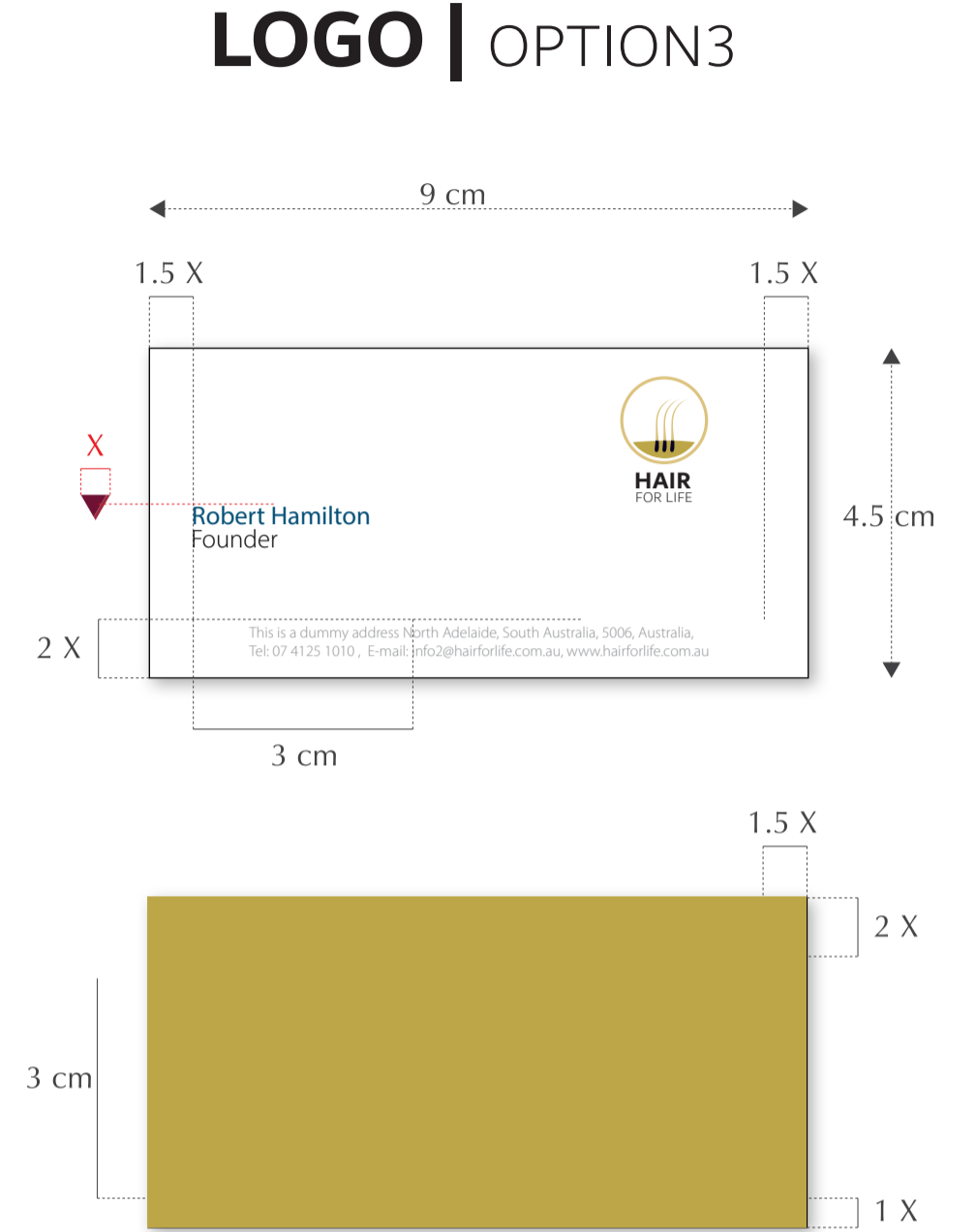
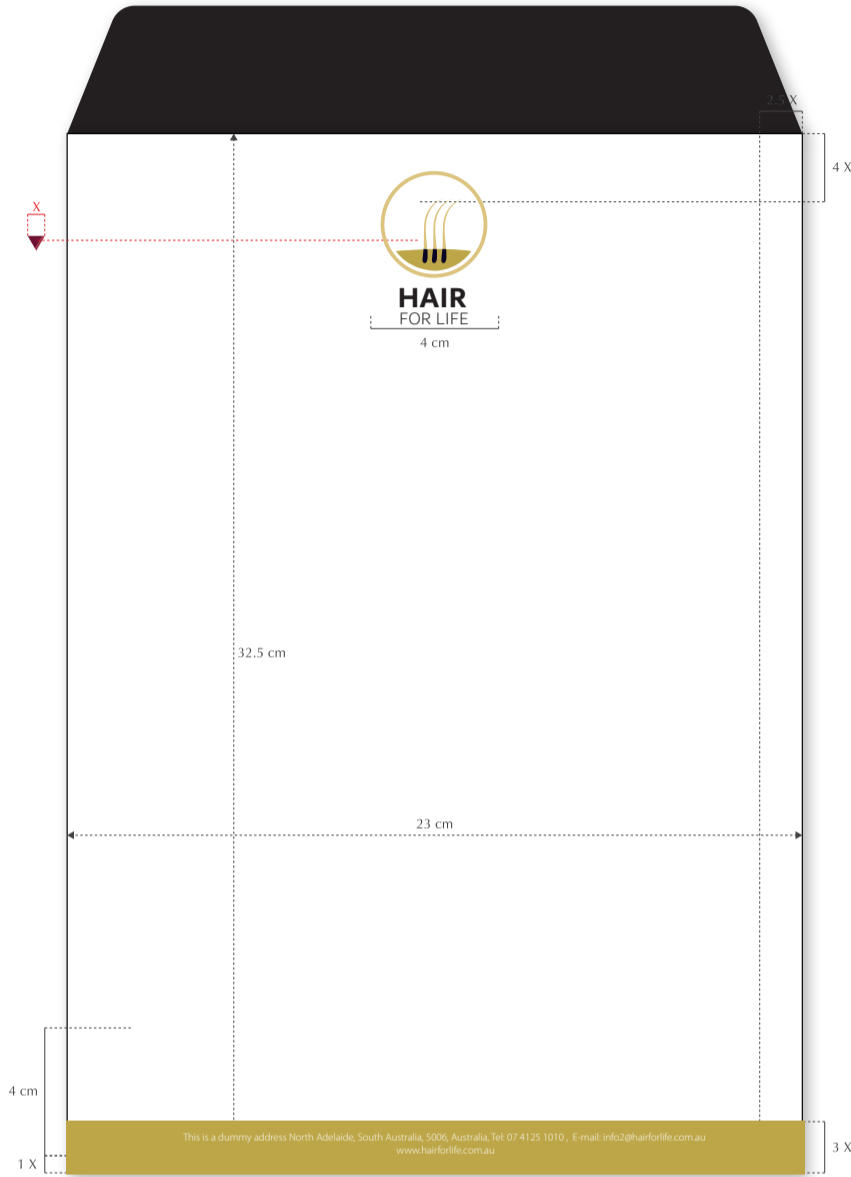
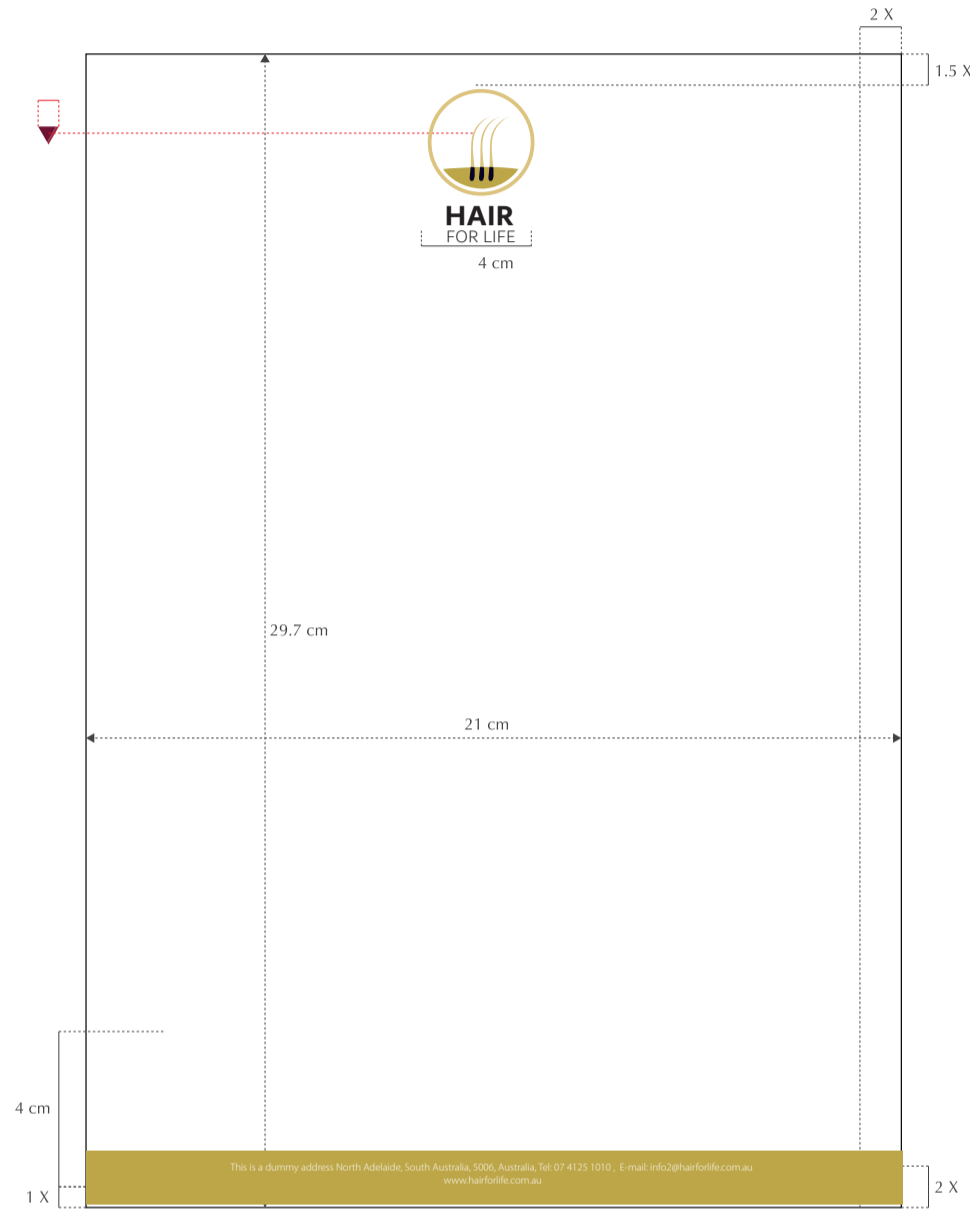
C 25 - M 95 - Y 70 - K 20
C 40 - M 100 - Y 65 - K 40
C 0 - M 35 - Y 90 - K 0
C 20 - M 55 - Y 100 - K 0
C 70 - M 5 - Y 0 - K 0
C 85 - M 40 - Y 20 - K 0
C 100 - M 80 - Y 30 - K 15
C 100 - M 90 - Y 50 - K 50
C 0 - M 0 - Y 0 - K 30
C 0 - M 0 - Y 0 - K 60

RGB

R 162 - G 37 - B 54
R 116 - G 23 - B 47
R 248 - G 177 - B 33
R 206 - G 128 - B 21
R 29 - G 180 - B 233
R 0 - G 125 - B 169
R 25 - G 60 - B 108
R 27 - G 34 - B 58
R 198 - G 198 - B 197
R 134 - G 134 - B 134

HAIR FOR LIFE | BRAND IDENTITY

BRAND STATIONARY



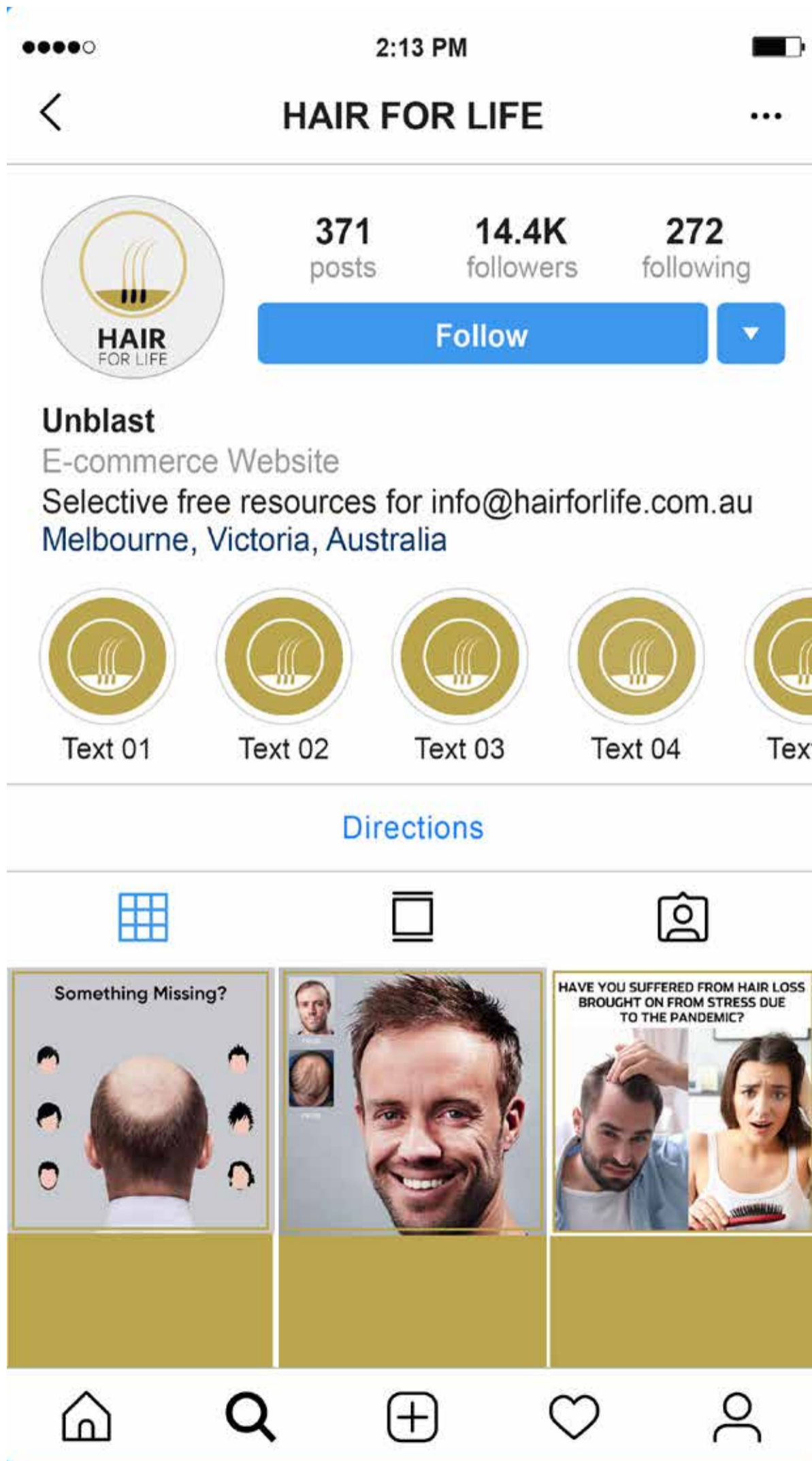
Pages inside

Notepad A0

Cover

The image shows a Facebook page for 'Unblast'. The page header includes the Facebook logo, a search bar with 'Unblast : Free Design Resources', and navigation links for 'Unblast', 'Home', and a notification bell with '14' alerts. The profile picture is a circular logo with three golden hair strands and the text 'HAIR FOR LIFE'. The cover photo is a large, artistic image of a golden hair strand with a glowing, wireframe structure. The page name is 'Unblast' with the handle '@Unblast'. The left sidebar contains navigation options: Home, About, Photos, Reviews, Events, Posts, and Community, along with a 'Create a Page' button. The main content area features a 'Status' section with a text input field and a 'Posts' section with a post from 'Unblast' 18 hours ago. The post text reads: 'Your post message text goes in this area, you can edit it easily according to your needs, enjoy.' Below the text is a blue image of a hair strand with a glowing blue droplet. The right sidebar shows a search bar, a 'Community' section with 'Invite your friends to like this Page', '107,476 people like this', '99,000 people follow this', and 'Sara Helwe likes This'. Below that is an 'About' section with 'Contact Unblast on Messenger' and 'Education'. At the bottom, there is a 'People' section with '107k likes' and a 'Pages liked by this page' section with 'Artists' and a 'Liked' button.

HAIR FOR LIFE | BRAND IDENTITY



HAIR FOR LIFE | BRAND IDENTITY



CREATIVE PLATFORM

LOGO | OPTION 4

FULL COLOR



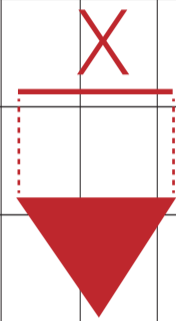
COLOR VARIATIONS



CREATIVE PLATFORM

LOGO | OPTION 4

DIMENSIONS



Exclusion zone.

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Minimum size.

A minimum print size has been determined for the logo. Do not print it smaller than 20 mm



2CM

CREATIVE PLATFORM

LOGO | OPTION 3

Primary typeface.

Our primary typeface for latin copy is New Sans Std. We use this for all printed communications. Headlines and body copy use a mixture of Light and Regular.

Neo Sans Std - Light. ABC abc 123
Neo Sans Std - Regular. ABC abc 123

COLOUR PALETTE

PANTONE COLOURS

PANTONE 201 C
PANTONE 188 C
PANTONE 137 C
PANTONE 1385 C
PANTONE 298 C
PANTONE 7690 C
PANTONE 654 C
PANTONE 282 C
PANTONE Cool Gray 6 C
PANTONE Cool Gray 9 C

CMYK

C 25 - M 95 - Y 70 - K 20
C 40 - M 100 - Y 65 - K 40
C 0 - M 35 - Y 90 - K 0
C 20 - M 55 - Y 100 - K 0
C 70 - M 5 - Y 0 - K 0
C 85 - M 40 - Y 20 - K 0
C 100 - M 80 - Y 30 - K 15
C 100 - M 90 - Y 50 - K 50
C 0 - M 0 - Y 0 - K 30
C 0 - M 0 - Y 0 - K 60

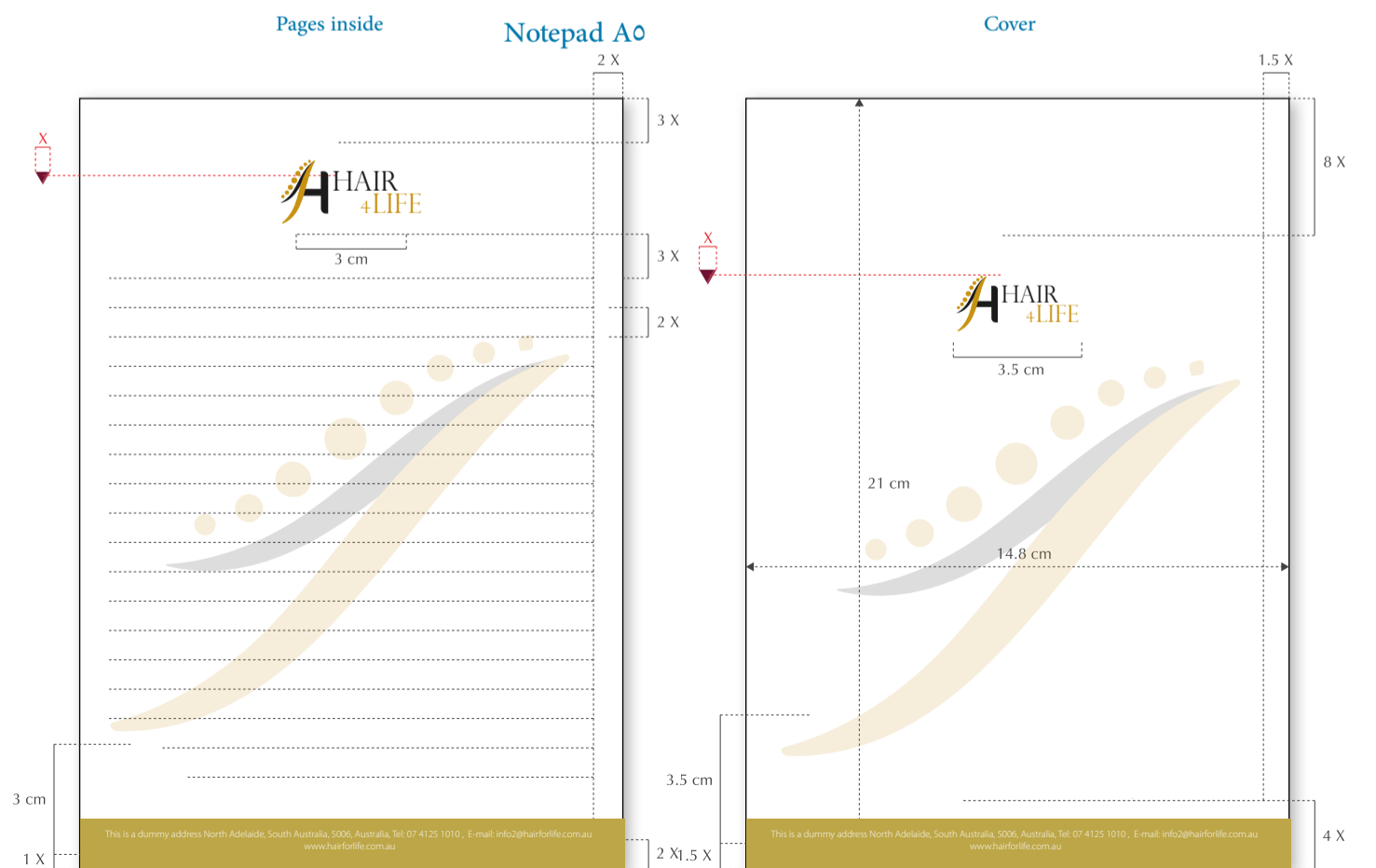
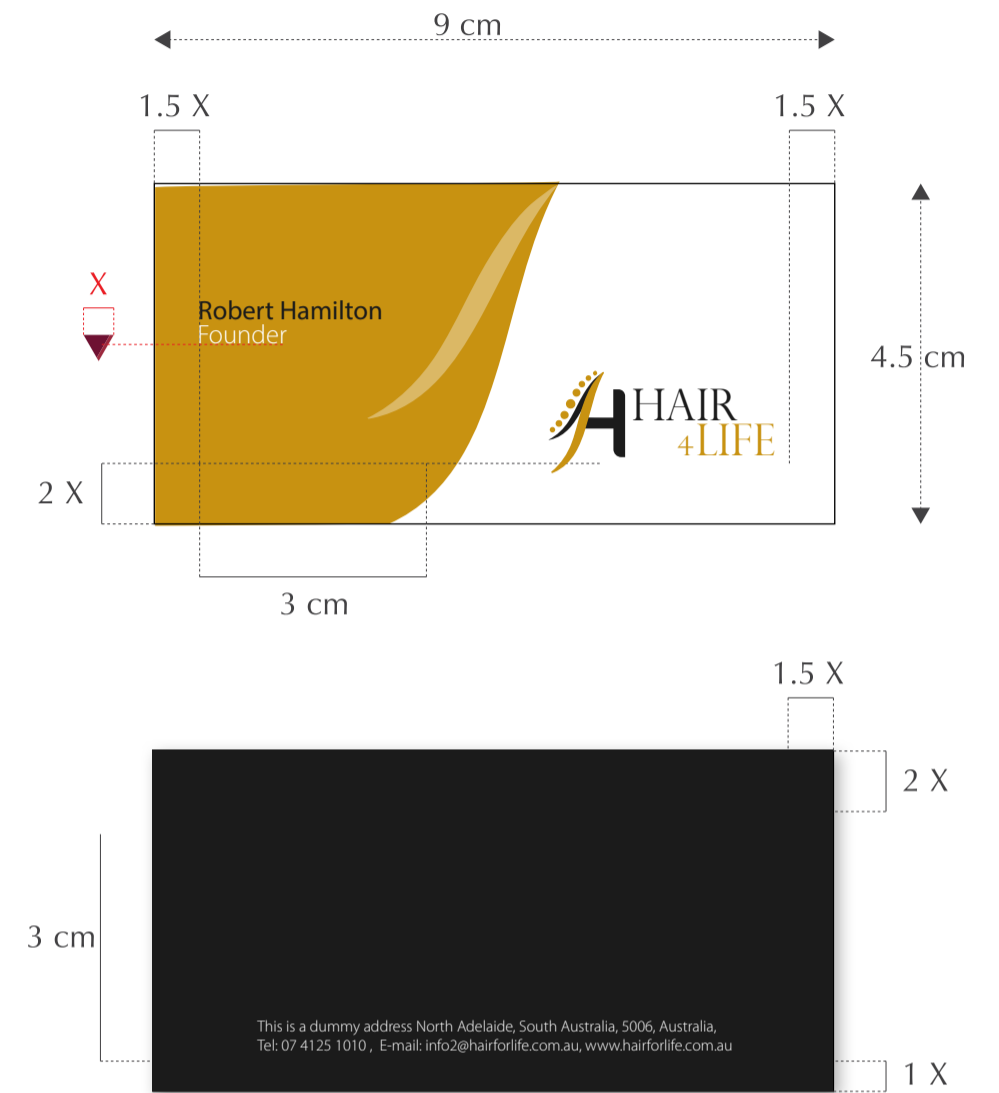
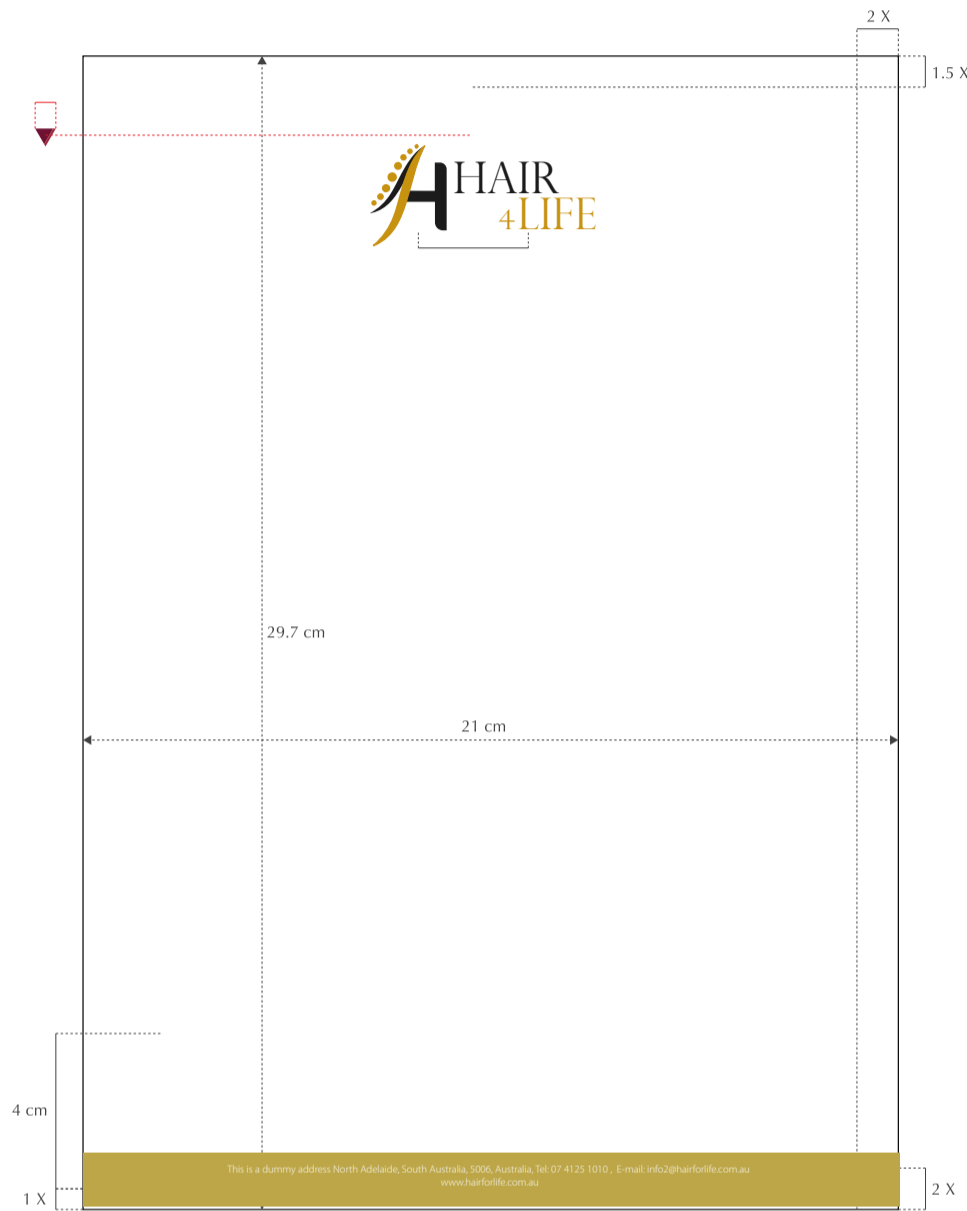
RGB

R 162 - G 37 - B 54
R 116 - G 23 - B 47
R 248 - G 177 - B 33
R 206 - G 128 - B 21
R 29 - G 180 - B 233
R 0 - G 125 - B 169
R 25 - G 60 - B 108
R 27 - G 34 - B 58
R 198 - G 198 - B 197
R 134 - G 134 - B 134

HAIR FOR LIFE | BRAND IDENTITY

BRAND STATIONARY

LOGO | OPTION 4



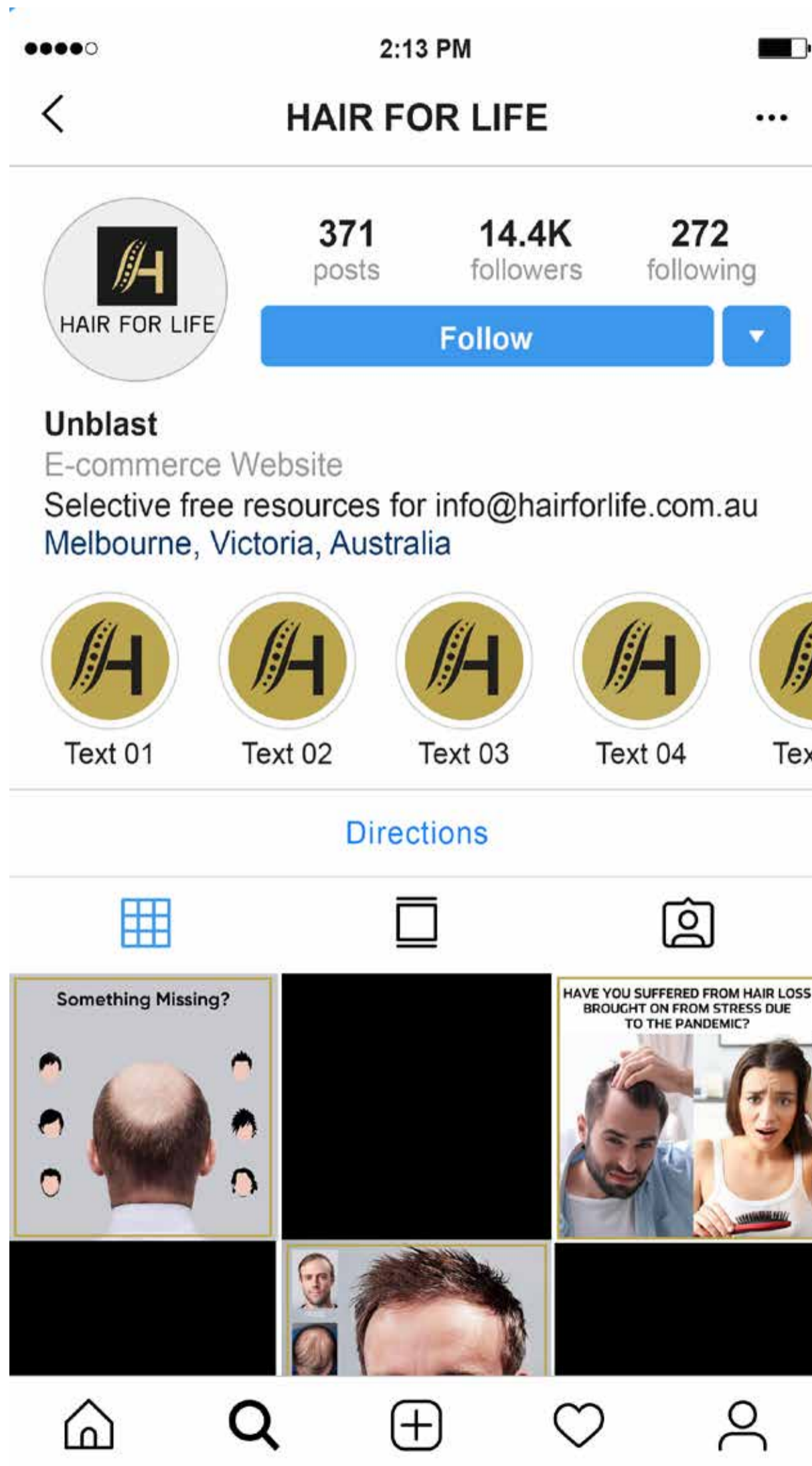
Pages inside

Notepad A0

Cover

The image shows a Facebook page for 'Unblast: Free Design Resources'. The page features a cover photo for 'Fue Hair Transplant' with a man's face split vertically to show hair growth. The text on the cover photo reads: 'Fue Hair Transplant', 'Hair roots are damaged less in Fue method', 'Hair transplant with Fue method produce no pain', and 'No incision or suture exist in Fue method. Thus, no marks are left.' Below the cover photo are 'Like', 'Follow', 'Share', and 'Learn More' buttons. The left sidebar includes the profile picture (a circle with 'HAIR FOR LIFE'), the name 'Unblast @Unblast', and navigation links: Home, About, Photos, Reviews, Events, Posts, and Community. A 'Create a Page' button is at the bottom. The main content area has a 'Status' section with a text input field. Below is a post from 'Unblast' (18 hrs) with the text: 'Your post message text goes in this area, you can edit it easily according to your needs, enjoy.' The post image shows a woman looking distressed with the text 'HOPELESS BY HAIRLOSS? Get instant treatment!'. The right sidebar contains a search bar, 'Community' section (107,476 likes, 99,000 followers), 'About' section (Contact Unblast on Messenger, Education), 'People' section (107k likes), and 'Pages liked by this page' section (Artists, Liked).

HAIR FOR LIFE | BRAND IDENTITY





CREATIVE PLATFORM

LOGO | OPTION 5

FULL COLOR



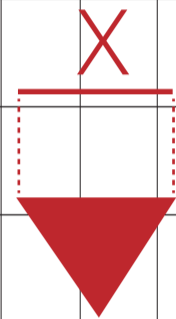
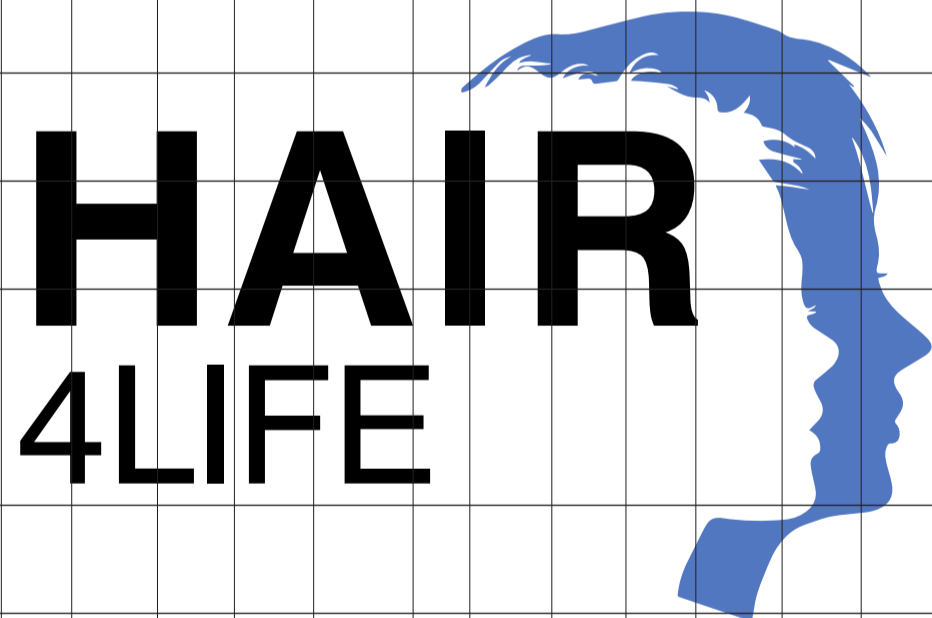
COLOR VARIATIONS



CREATIVE PLATFORM

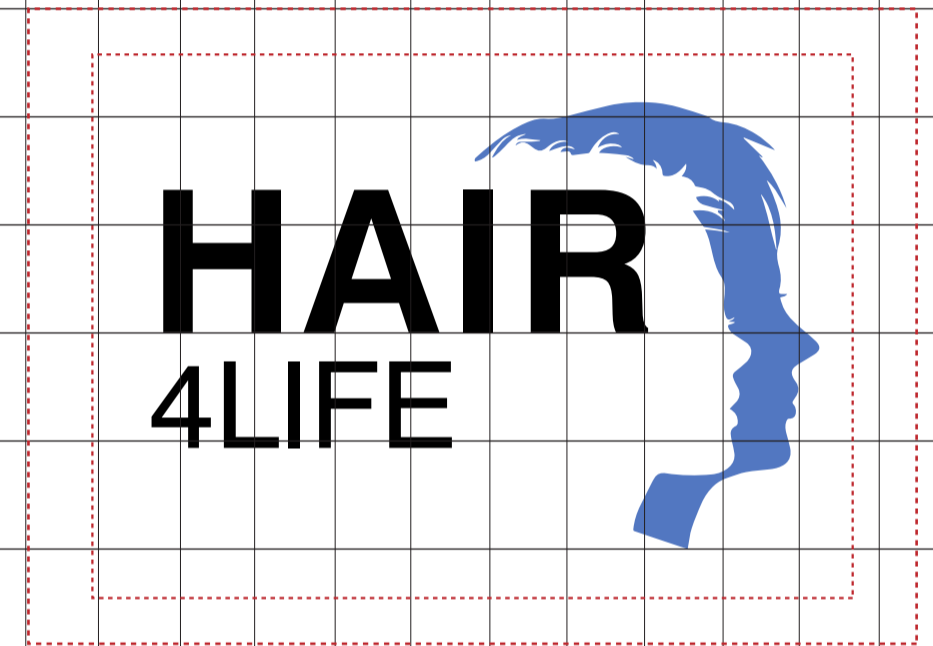
LOGO | OPTION 5

DIMENSIONS



Exclusion zone.

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Minimum size.

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2CM

CREATIVE PLATFORM

LOGO | OPTION 3

Primary typeface.

Our primary typeface for latin copy is New Sans Std. We use this for all printed communications. Headlines and body copy use a mixture of Light and Regular.

Neo Sans Std - Light. ABC abc 123
Neo Sans Std - Regular. ABC abc 123

COLOUR PALETTE

PANTONE COLOURS

PANTONE 201 C
PANTONE 188 C
PANTONE 137 C
PANTONE 1385 C
PANTONE 298 C
PANTONE 7690 C
PANTONE 654 C
PANTONE 282 C
PANTONE Cool Gray 6 C
PANTONE Cool Gray 9 C

CMYK

C 25 - M 95 - Y 70 - K 20
C 40 - M 100 - Y 65 - K 40
C 0 - M 35 - Y 90 - K 0
C 20 - M 55 - Y 100 - K 0
C 70 - M 5 - Y 0 - K 0
C 85 - M 40 - Y 20 - K 0
C 100 - M 80 - Y 30 - K 15
C 100 - M 90 - Y 50 - K 50
C 0 - M 0 - Y 0 - K 30
C 0 - M 0 - Y 0 - K 60

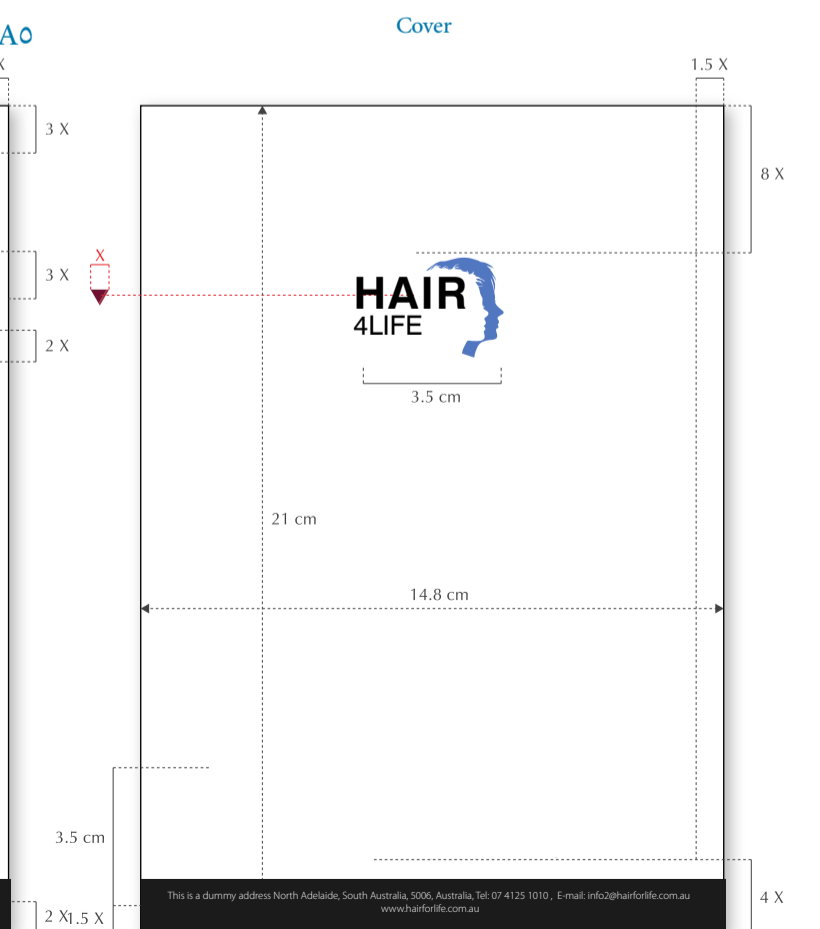
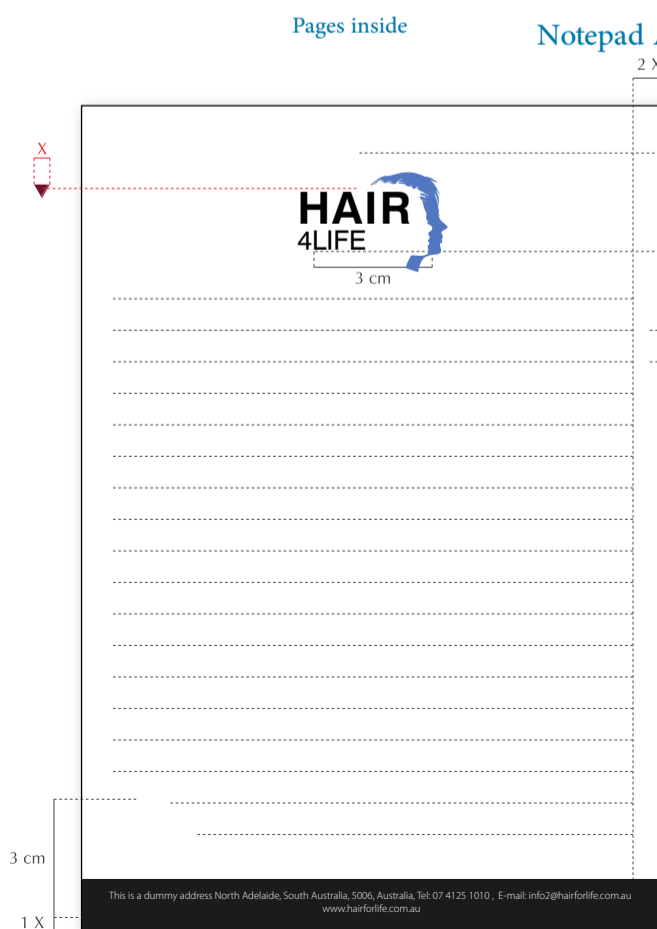
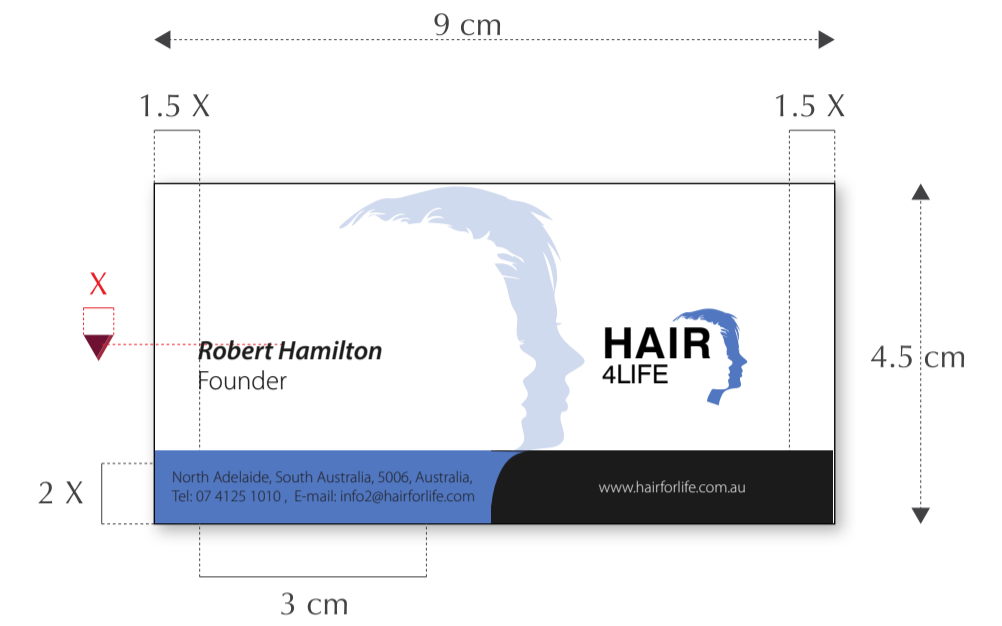
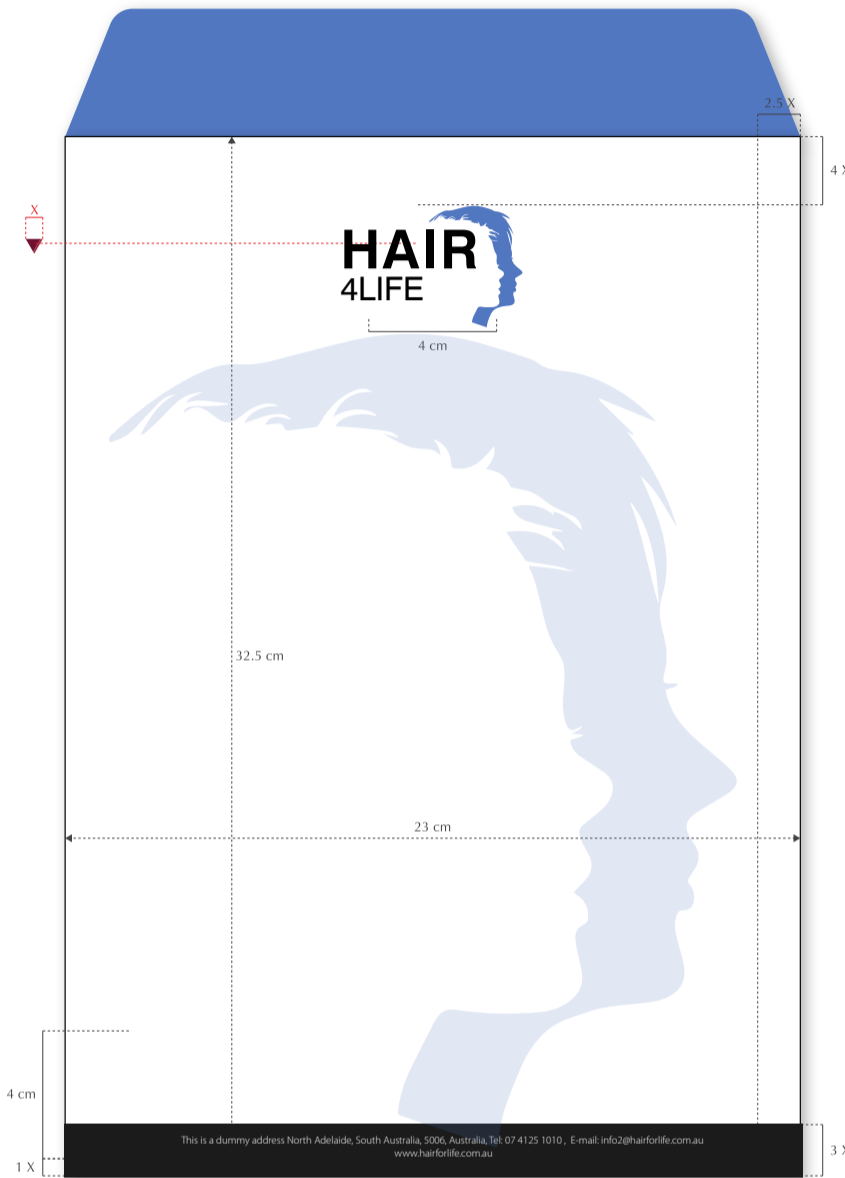
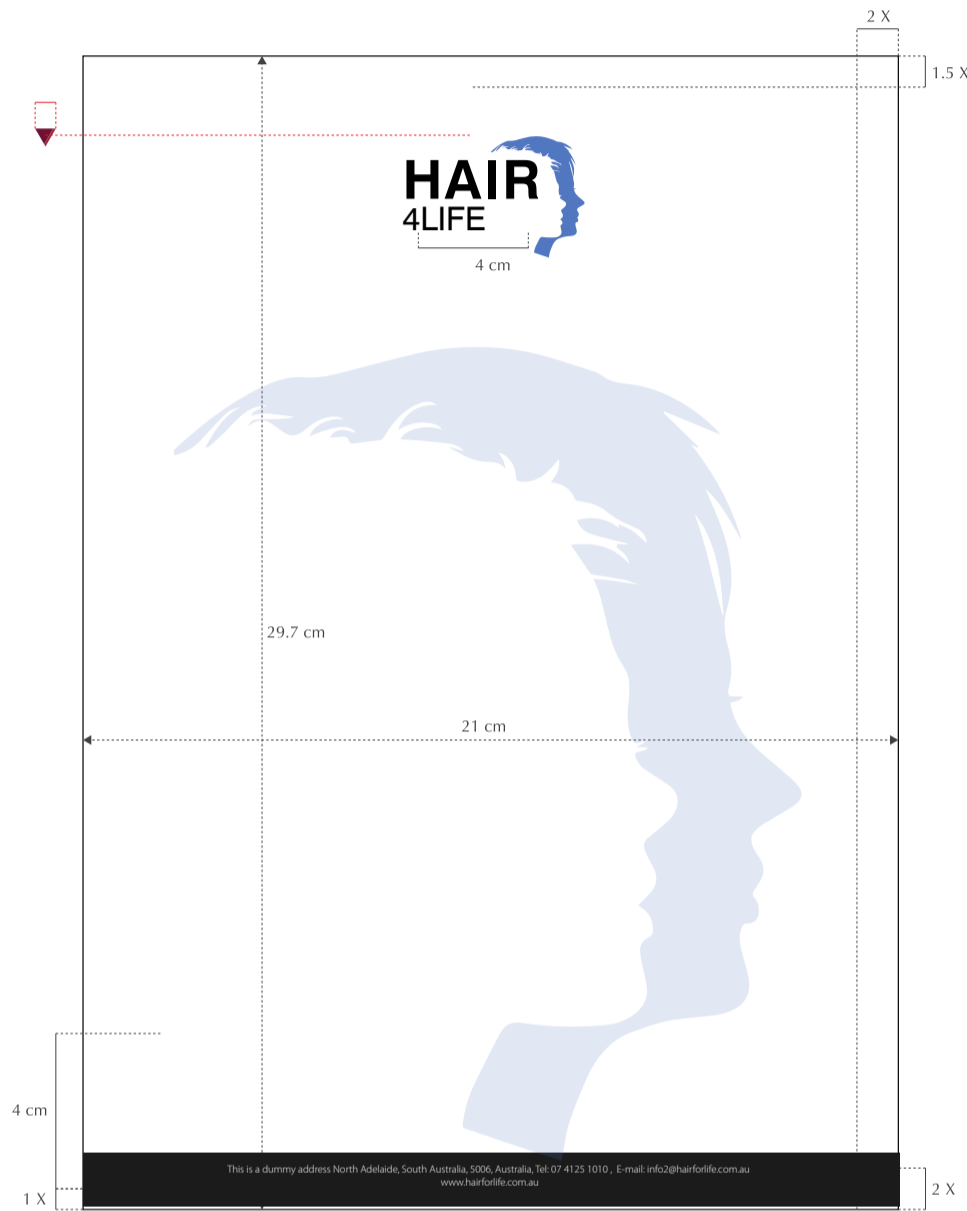
RGB

R 162 - G 37 - B 54
R 116 - G 23 - B 47
R 248 - G 177 - B 33
R 206 - G 128 - B 21
R 29 - G 180 - B 233
R 0 - G 125 - B 169
R 25 - G 60 - B 108
R 27 - G 34 - B 58
R 198 - G 198 - B 197
R 134 - G 134 - B 134

HAIR FOR LIFE | BRAND IDENTITY

BRAND STATIONARY

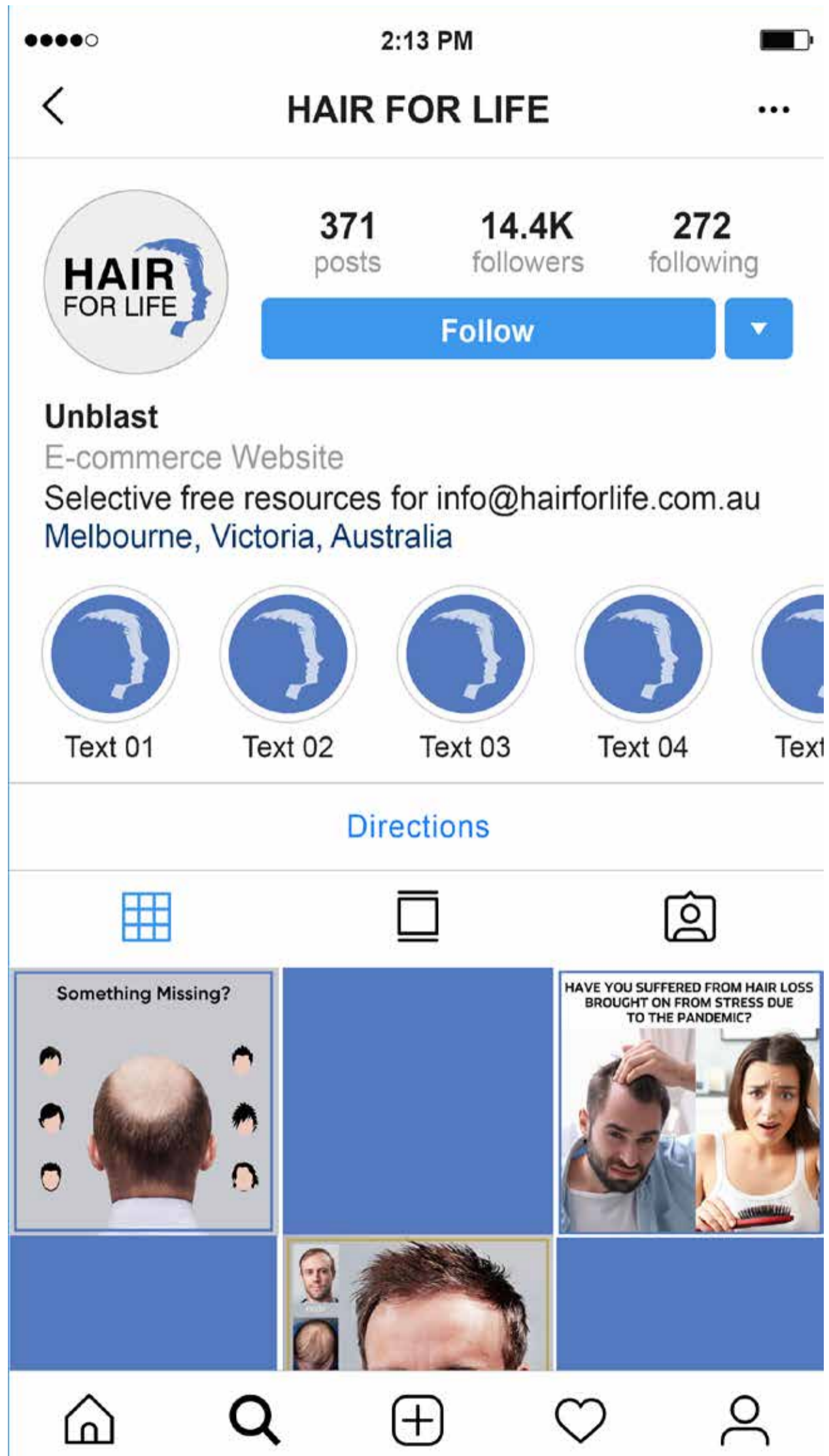
LOGO | OPTION 4



HAIR FOR LIFE | BRAND IDENTITY

The image shows a Facebook page for 'Unblast: Free Design Resources'. The page features a circular profile picture with the text 'HAIR FOR LIFE' and a blue silhouette of a head. The name 'Unblast' and handle '@Unblast' are displayed below the profile picture. A navigation menu on the left includes 'Home', 'About', 'Photos', 'Reviews', 'Events', 'Posts', and 'Community', with a green 'Create a Page' button at the bottom. The main content area shows a post with two images: a man's head with a red dashed line indicating a hairline and a man with styled hair. Below the images is a text box with the placeholder 'Your post message text goes in this area, you can edit it easily according to your needs, enjoy.' The right sidebar contains a search bar, a 'Community' section with 'Invite your friends to like this Page', '107,476 people like this', and '99,000 people follow this', an 'About' section with 'Contact Unblast on Messenger' and 'Education', a 'People' section, and a 'Pages liked by this page' section with 'Artists' and a 'Liked' button. The top navigation bar includes the Facebook logo, the page name, a search icon, and navigation links for 'Unblast', 'Home', and a notification bell with a '14' badge.

HAIR FOR LIFE | BRAND IDENTITY



HAIR FOR LIFE | BRAND IDENTITY



CREATIVE PLATFORM

LOGO | OPTION 6

FULL COLOR



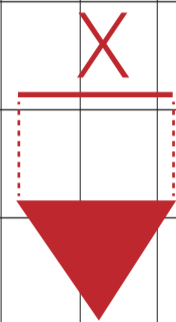
COLOR VARIATIONS



CREATIVE PLATFORM

LOGO | OPTION 6

DIMENSIONS



Exclusion zone.

An exclusion zone around our logo is determined by the size of the small arc within the symbol. This area should be entirely clear of text or any other graphic devices.



Minimum size.

A minimum print size has been determined for the logo. Do not print it smaller than 20 mm



2CM

CREATIVE PLATFORM

LOGO | OPTION 3

Primary typeface.

Our primary typeface for latin copy is New Sans Std. We use this for all printed communications. Headlines and body copy use a mixture of Light and Regular.

Neo Sans Std - Light. ABC abc 123
Neo Sans Std - Regular. ABC abc 123

COLOUR PALETTE

PANTONE COLOURS

PANTONE 201 C
PANTONE 188 C
PANTONE 137 C
PANTONE 1385 C
PANTONE 298 C
PANTONE 7690 C
PANTONE 654 C
PANTONE 282 C
PANTONE Cool Gray 6 C
PANTONE Cool Gray 9 C

CMYK

C 25 - M 95 - Y 70 - K 20
C 40 - M 100 - Y 65 - K 40
C 0 - M 35 - Y 90 - K 0
C 20 - M 55 - Y 100 - K 0
C 70 - M 5 - Y 0 - K 0
C 85 - M 40 - Y 20 - K 0
C 100 - M 80 - Y 30 - K 15
C 100 - M 90 - Y 50 - K 50
C 0 - M 0 - Y 0 - K 30
C 0 - M 0 - Y 0 - K 60

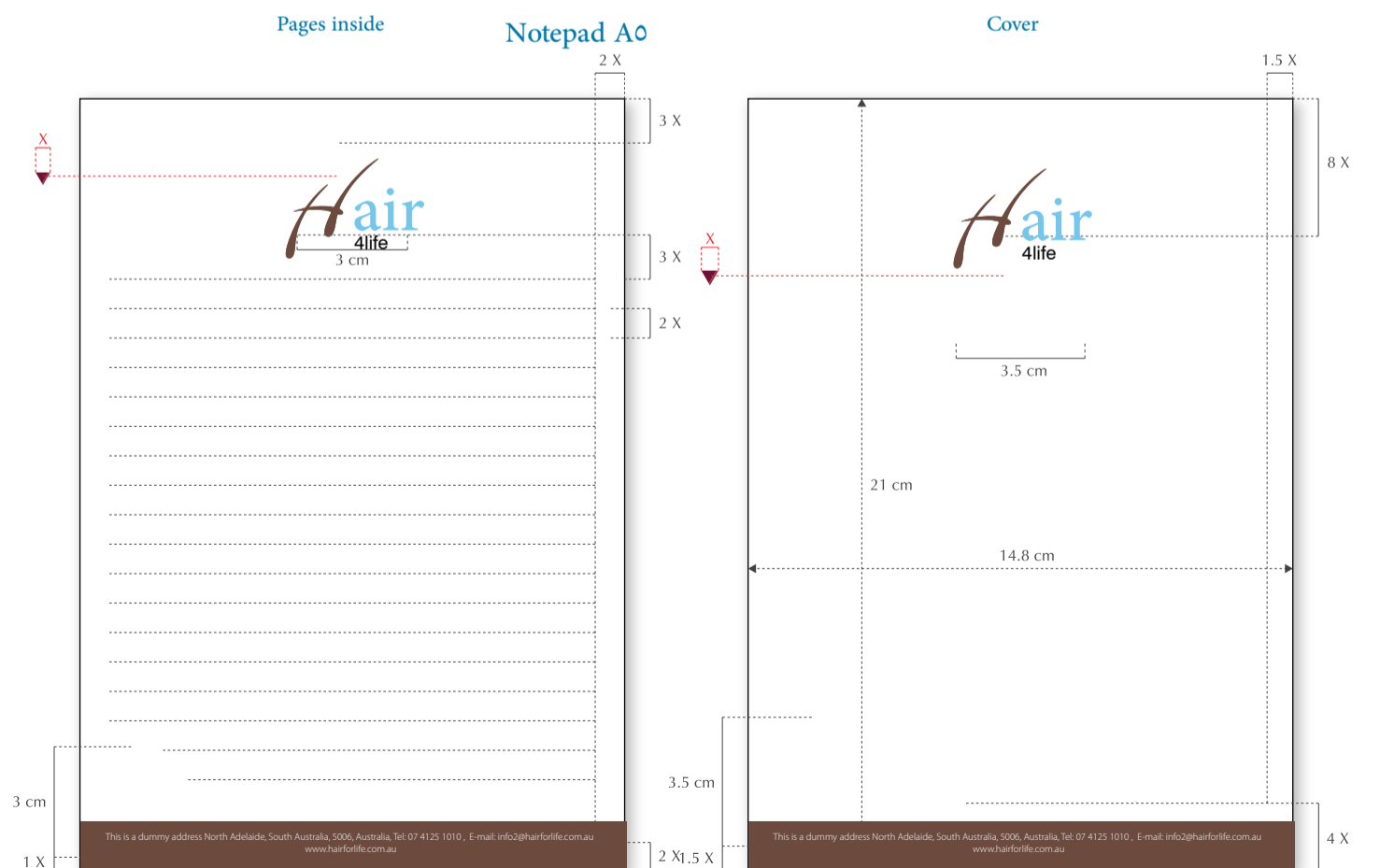
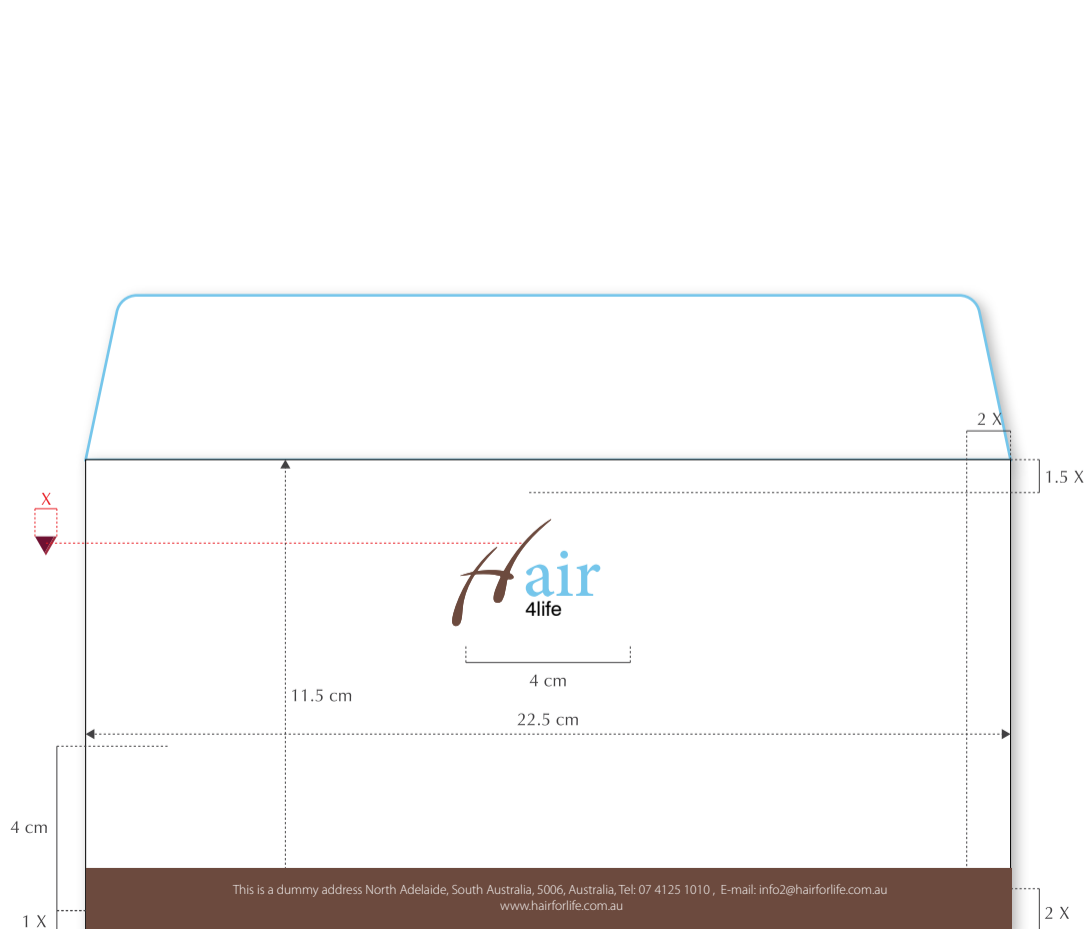
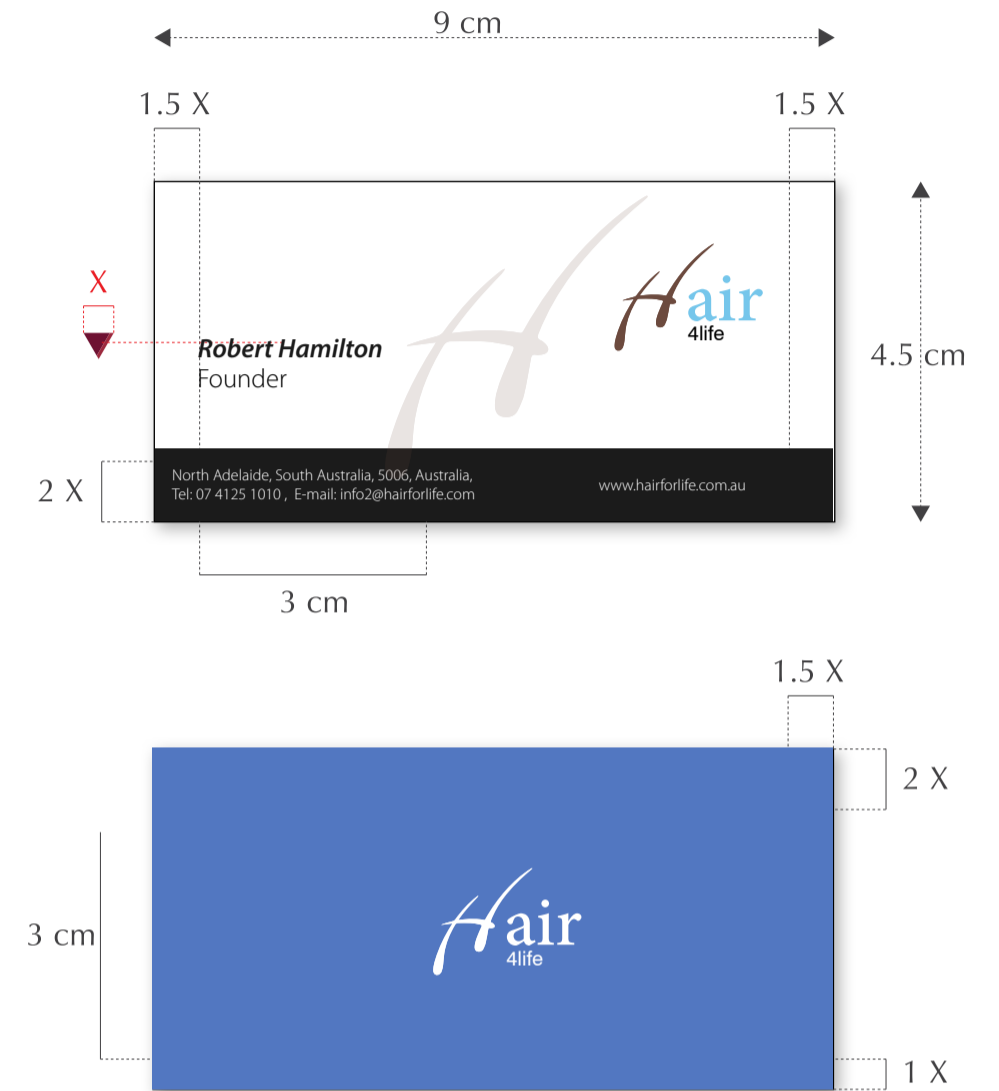
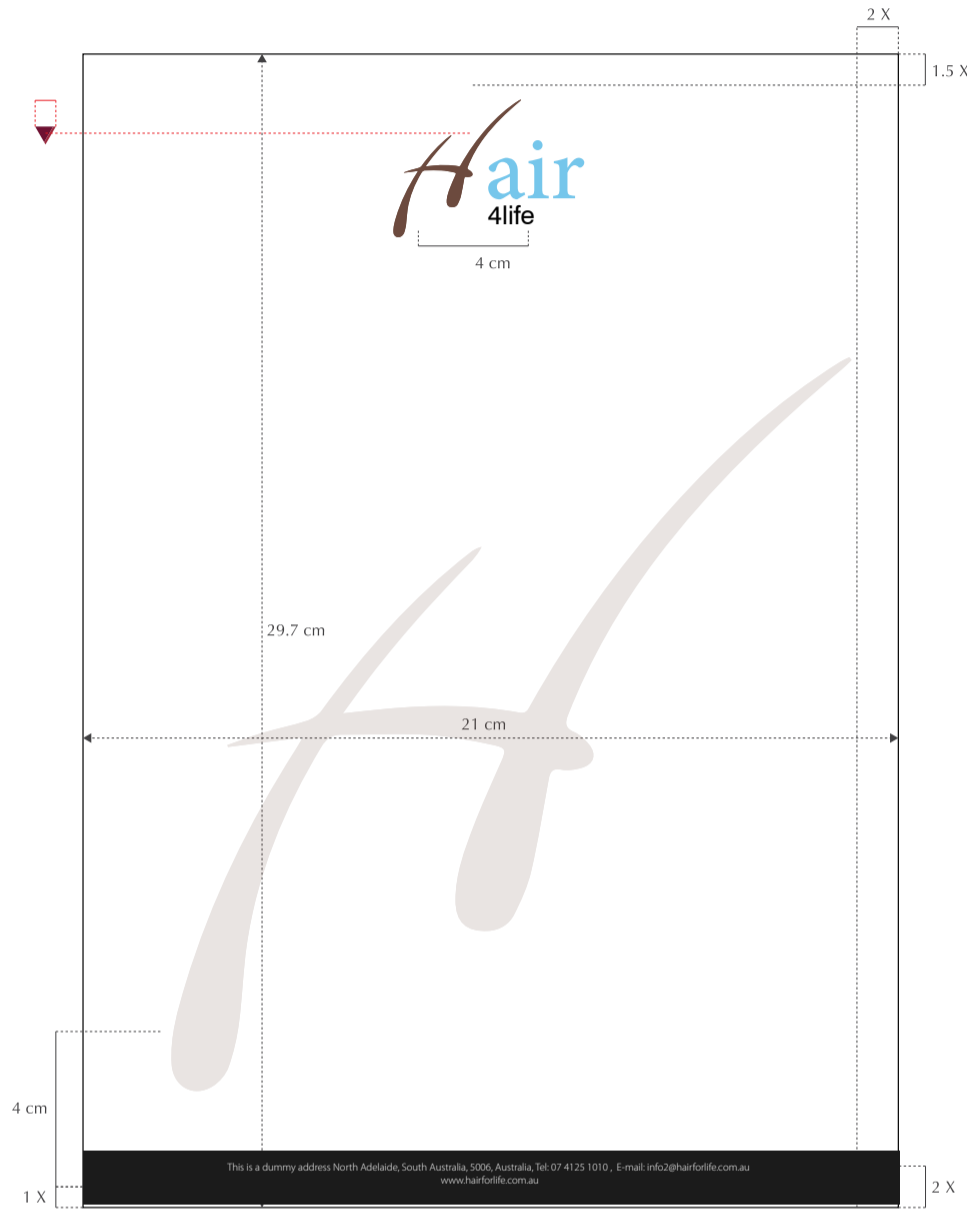
RGB

R 162 - G 37 - B 54
R 116 - G 23 - B 47
R 248 - G 177 - B 33
R 206 - G 128 - B 21
R 29 - G 180 - B 233
R 0 - G 125 - B 169
R 25 - G 60 - B 108
R 27 - G 34 - B 58
R 198 - G 198 - B 197
R 134 - G 134 - B 134

HAIR FOR LIFE | BRAND IDENTITY

BRAND STATIONARY

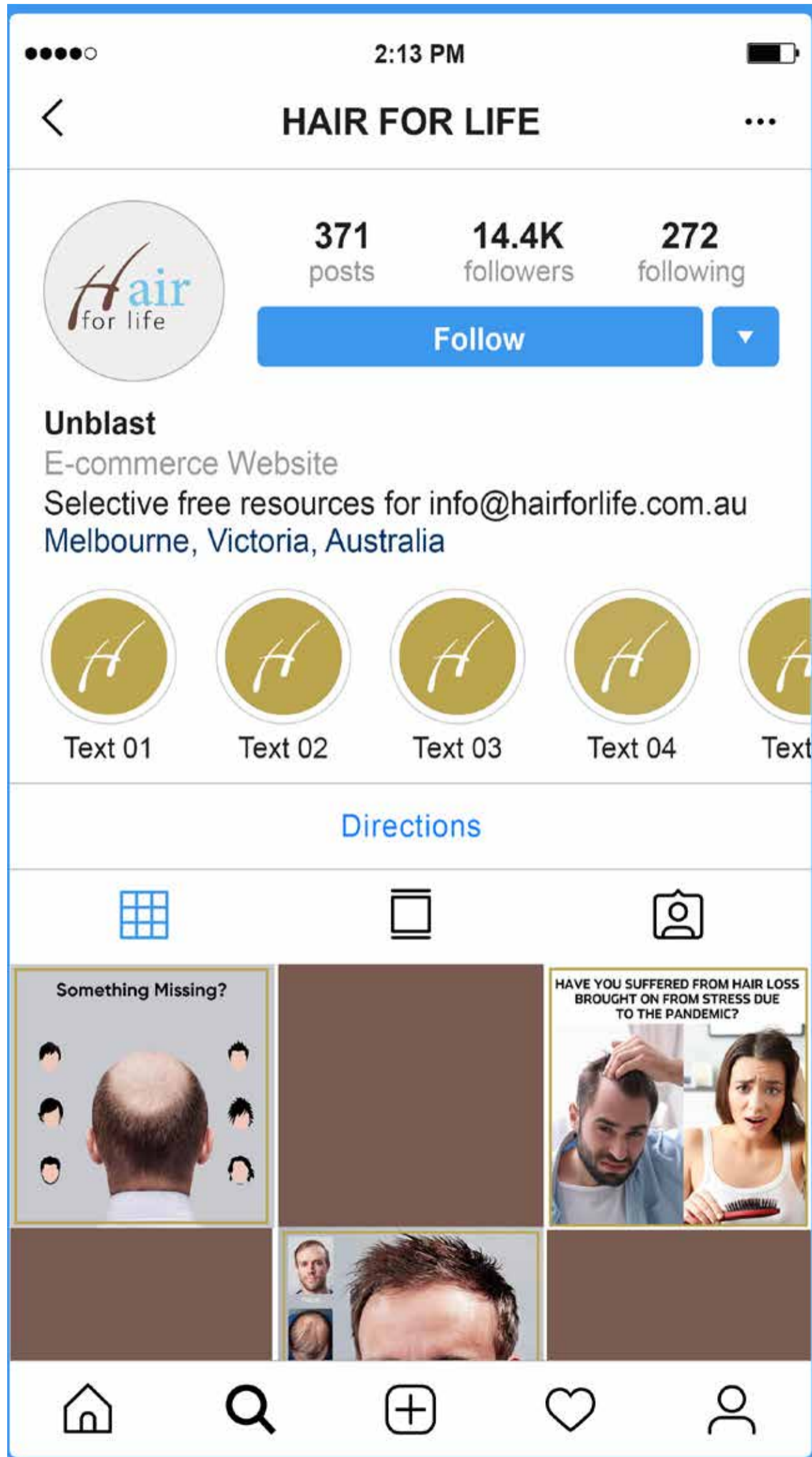
LOGO | OPTION 4



HAIR FOR LIFE | BRAND IDENTITY

The image shows a Facebook page for 'Unblast: Free Design Resources'. The page header includes the Facebook logo, the name 'Unblast: Free Design Resources', and navigation links for 'Unblast', 'Home', and notification icons. The profile picture is a circular logo with the text 'Hair for life'. The cover photo is a composite image showing a man's head with a red dashed line indicating a hairline and a close-up of a man's styled hair. The page has a navigation menu on the left with options: Home, About, Photos, Reviews, Events, Posts, and Community. A 'Create a Page' button is also visible. The main content area features a 'Status' section with a text input field and a 'Posts' section. The first post is from 'Unblast' 18 hours ago, with the text 'Your post message text goes in this area, you can edit it easily according to your needs, enjoy.' and images of a man's face and a hair wig. The right sidebar shows 'Community' information: '107,476 people like this', '99,000 people follow this', and 'Sara Helwe likes This'. Below this is an 'About' section with 'Contact Unblast on Messenger' and 'Education' listed. At the bottom, there is a 'People' section showing '107k likes' and a 'Pages liked by this page' section with 'Artists' listed as a liked page.

HAIR FOR LIFE | BRAND IDENTITY



HAIR FOR LIFE | BRAND IDENTITY



CREATIVE PLATFORM

LOGO | OPTION 7

FULL COLOR



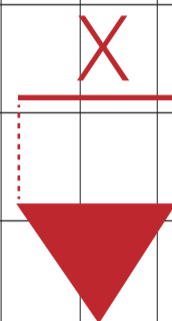
COLOR VARIATIONS



CREATIVE PLATFORM

LOGO | OPTION 7

DIMENSIONS



Exclusion zone.

An exclusion zone around our logo is determined by the size of the small arc within the symbol. This area should be entirely clear of text or any other graphic devices.



Minimum size.

A minimum print size has been determined for the logo. Do not print it smaller than 20 mm



2CM

CREATIVE PLATFORM

LOGO | OPTION 3

Primary typeface.

Our primary typeface for latin copy is New Sans Std. We use this for all printed communications. Headlines and body copy use a mixture of Light and Regular.

Neo Sans Std - Light. ABC abc 123
Neo Sans Std - Regular. ABC abc 123

COLOUR PALETTE

PANTONE COLOURS

PANTONE 201 C
PANTONE 188 C
PANTONE 137 C
PANTONE 1385 C
PANTONE 298 C
PANTONE 7690 C
PANTONE 654 C
PANTONE 282 C
PANTONE Cool Gray 6 C
PANTONE Cool Gray 9 C

CMYK

C 25 - M 95 - Y 70 - K 20
C 40 - M 100 - Y 65 - K 40
C 0 - M 35 - Y 90 - K 0
C 20 - M 55 - Y 100 - K 0
C 70 - M 5 - Y 0 - K 0
C 85 - M 40 - Y 20 - K 0
C 100 - M 80 - Y 30 - K 15
C 100 - M 90 - Y 50 - K 50
C 0 - M 0 - Y 0 - K 30
C 0 - M 0 - Y 0 - K 60

RGB

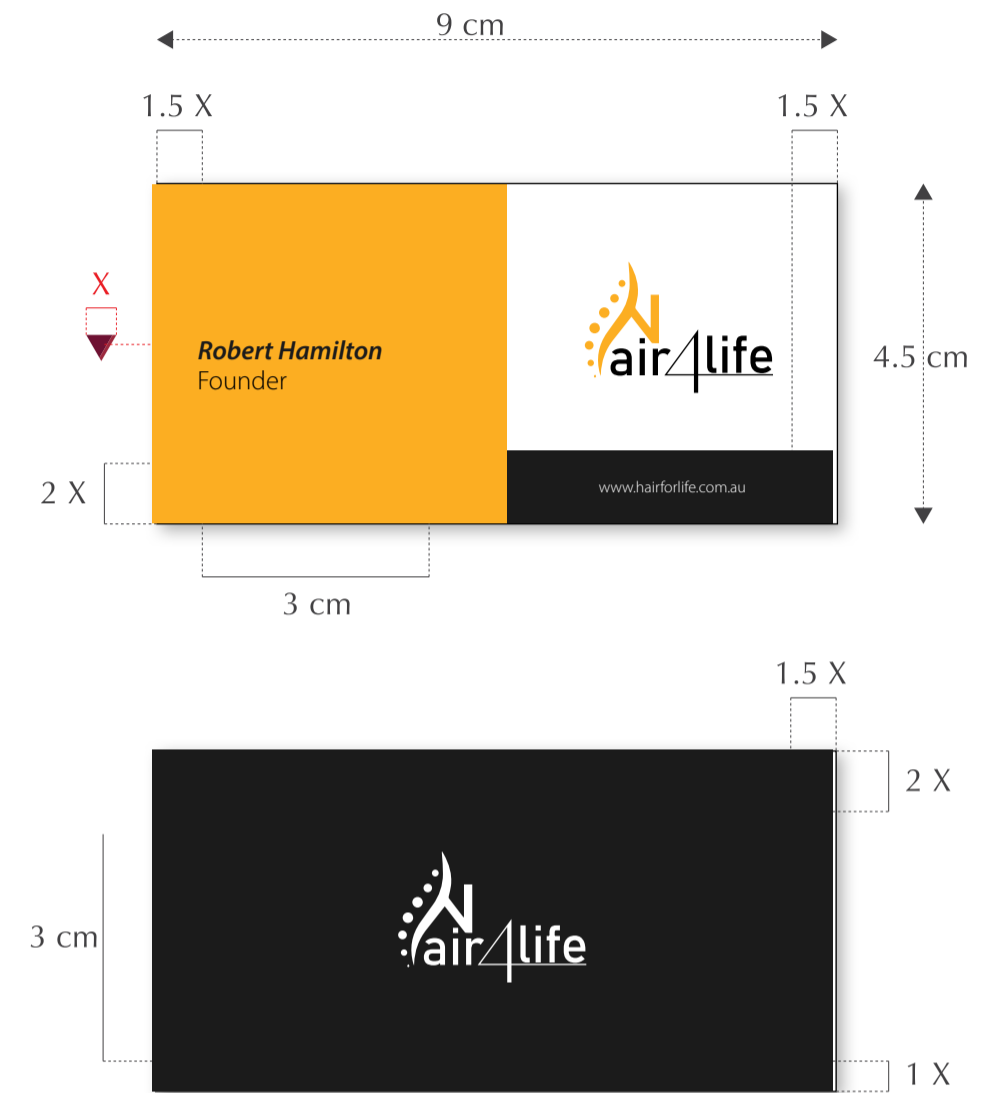
R 162 - G 37 - B 54
R 116 - G 23 - B 47
R 248 - G 177 - B 33
R 206 - G 128 - B 21
R 29 - G 180 - B 233
R 0 - G 125 - B 169
R 25 - G 60 - B 108
R 27 - G 34 - B 58
R 198 - G 198 - B 197
R 134 - G 134 - B 134

HAIR FOR LIFE | BRAND IDENTITY

BRAND STATIONARY



LOGO | OPTION 4



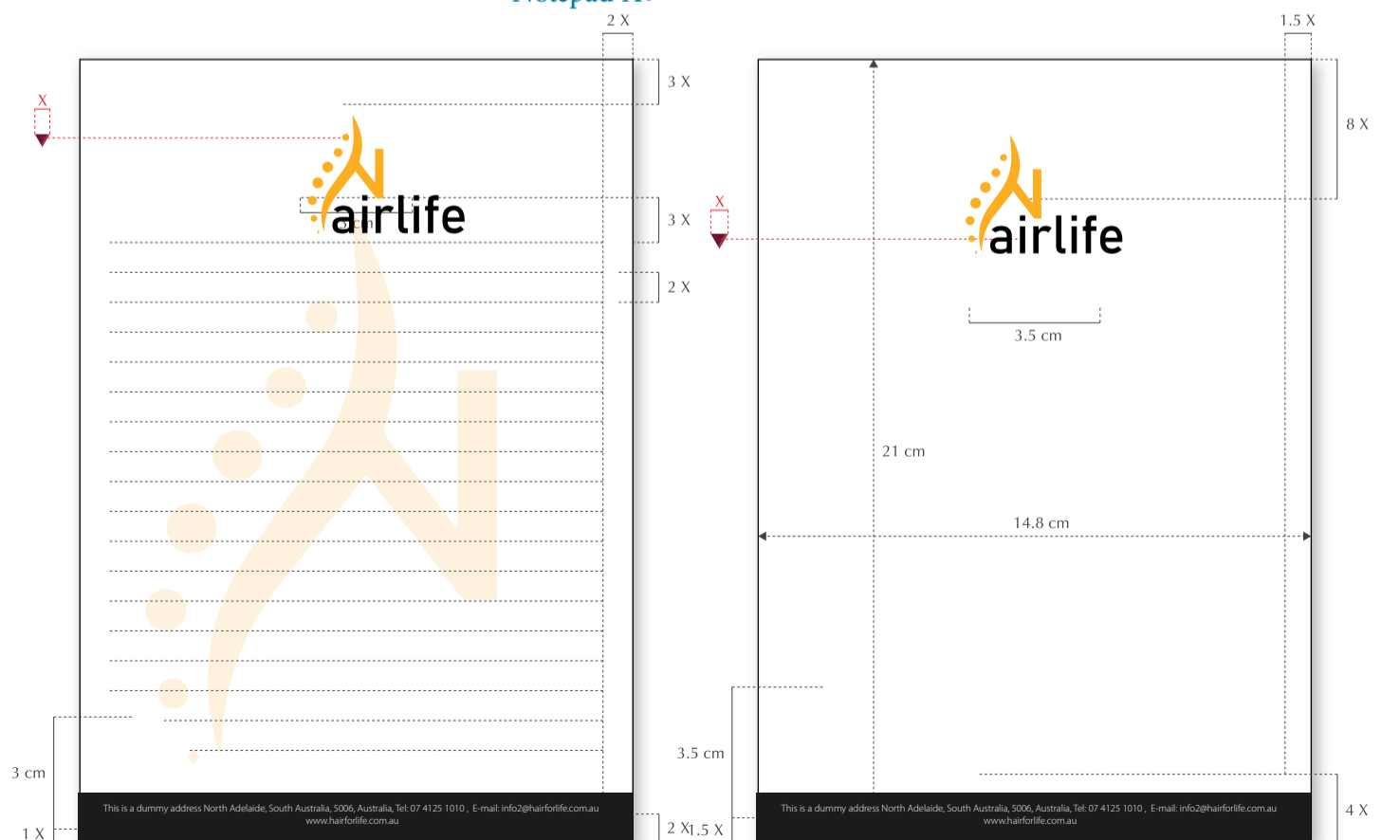
Pages inside

Notepad A0

Cover



CD Lable



Thank you