



logo usage guidelines

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logo usage — general

Logo is set in Pakt Regular

Text is set in Pakt Regular, Pakt SemiBold, Pakt Bold

LOGO



red version:
white background

PMS Red
RGB Red
CMYK Red

White



black version:
white background

For situations where color
is unavailable, a black on
white mark is appropriate.



white version:
black background

For situations where color
is unavailable, a white on
black mark is appropriate.

LOGO WITH URL



red version:
white background

PMS Red
RGB Red
CMYK Red

White

sixsalon.com



black version:
white background

For situations where color
is unavailable, a black on
white mark is appropriate.

sixsalon.com



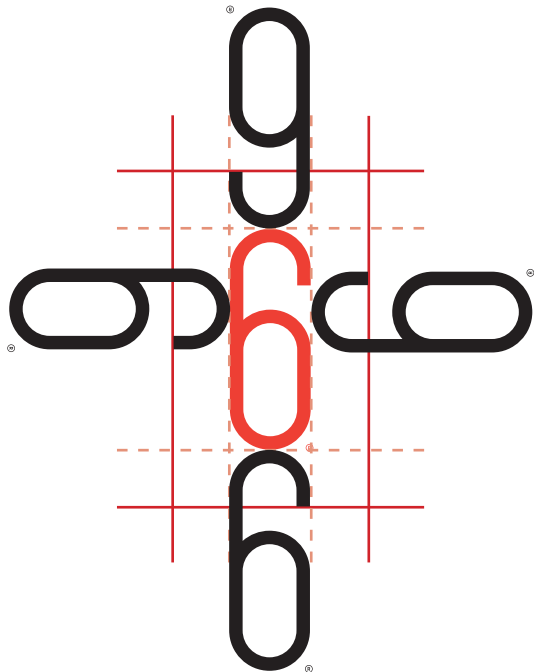
white version:
black background

For situations where color
is unavailable, a white on
black mark is appropriate.

sixsalon.com

logo usage — general clear space / logo on image

For maximum impact and recognition, the 6 Salon logo should not be crowded by other visual elements. Adequate clear space should be left around the logo. Use the ascender of the '6' as a guide for providing the necessary clear space. The same clear space applies for the logo with URL regardless of the added 'sixsalon.com'.



correct version:

White logo should generally be used over an image. Consider placement accounting for appropriate contrast between image and mark and allow adequate clear space.

Color is an integral part of the 6 identity, and only colors listed in this document are approved for use.



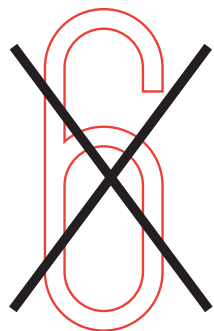
incorrect version:

See the next page for additional examples of incorrect logo usage.

inappropriate usage ☹️

The 6 logo is a registered trademark of 6 inc. and may not be modified in any way.

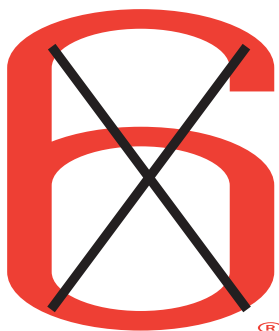
The 6 logo is a non-standard typeface and should never be recreated from a different font, typeface or used in any other color than the colors specified in this document.



NO!
outline / stroke



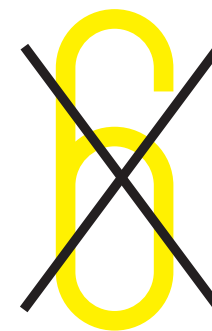
NO!
gradient / color fills



NO!
stretching
vertically or
horizontally



NO!
changing type
position, size or
typeface



NO!
changing color



NO!
screening mark
or using
transparency

logo usage — color

Ideally the 6 logo is presented as a red mark on a white background. The colors above are guidelines for usage for various media.

The numbers indicated refer to PMS conversions, CMYK conversions, RGB conversions, and web safe conversions.

color system	pantone	c m y k	web/on-screen r g b	hexidecimal
red	red 032	2 91 86 0	234 62 54	#EF4135

salon name usage — in writing

For maximum recognition, 6 salon should be written correctly. There are a few acceptable ways the salon name can appear in writing:

THE SALON:

6
6 salon
6 Salon — *use approved where Editor insists*

SALON LOCATIONS:

When the locations need to be discerned use '6 Location' or '6 Salon Location'

6 Birmingham
6 Royal Oak
6 salon Birmingham
6 salon Royal Oak
6 Salon Birmingham
6 Salon Royal Oak

*The only appropriate instance when '6' is written as 'six' is the salon url: ***sixsalon.com***.

A note on capitalization:

Although we prefer the salon name lowercase, we recognize that when typeset lowercase and used in a headline it is easier to utilize than many other uses. When used in body text or instances where it seems appropriate, the salon name can be capitalized. If a strict copy editor is asking this question, we approve. (wink)

correctly written:

salon name

6



6 salon



6 Salon



locations

6 Birmingham
6 Royal Oak



6 salon Birmingham
6 salon Royal Oak



6 Salon Birmingham
6 Salon Royal Oak



facebook.com/6salon
instagram: @6_salon
twitter: @6_salon

tag us at #6salon

* url: sixsalon.com

inappropriate salon name usage — in writing

The salon name should **NEVER** be written as:

(any capitalization or combination)

six
six salon
salon six
salon 6

The only exception to the rule is *sixsalon.com*.

incorrectly written:

salon name, locations

SIX



SIX Birmingham
SIX Royal Oak



six salon



six salon Birmingham
six salon Royal Oak



salon six



salon six Birmingham
salon six Royal Oak



Salon 6



Salon 6 Birmingham
Salon 6 Royal Oak



NO! NO! NO!