

# EPSILON

## graphic guidelines

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**kinetics**  
professional nail systems

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landscape

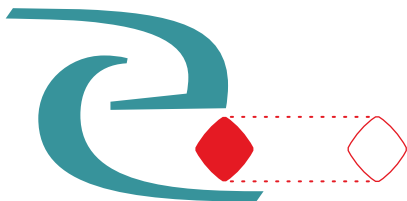
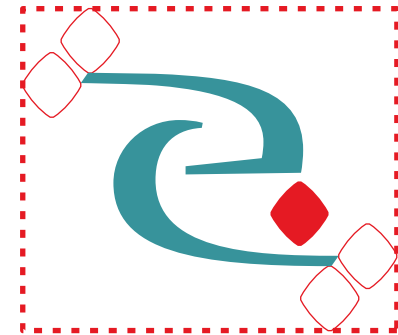
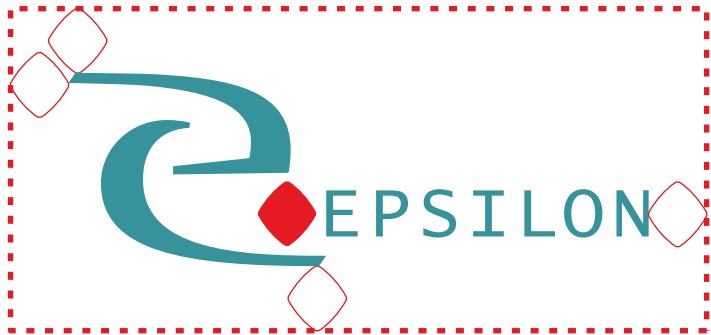


portrait



sign

## 2 Logo Area



The medium on which the logo is displayed must be no smaller than the area of the logo. No textual information may be printed in the logo area.

# 3 Logo Colors



5483 C, 8262 C Metallic  
C62 M9 Y20 K27  
R56 G147 B155



1797 C  
C0 M100 Y100 K6  
R196 G38 B46



white



15% black

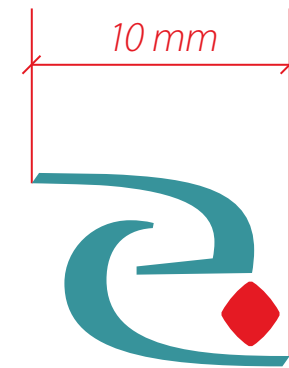
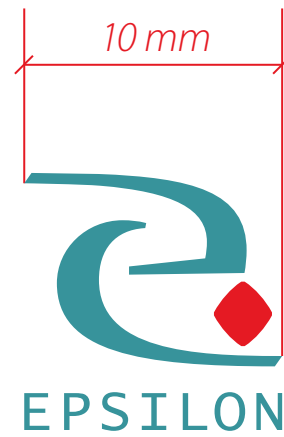
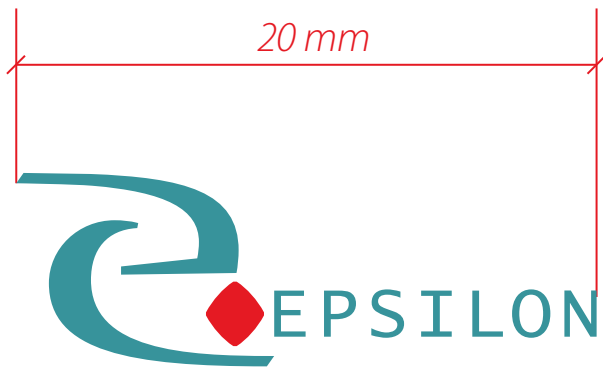
Main



Background



# 4 Minimum Logo Size



# 5 Incorrect Use of Logo



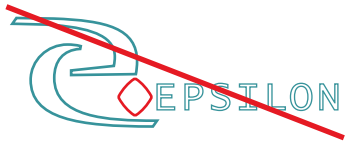
transformed



changed colors



replaced elements



outlined

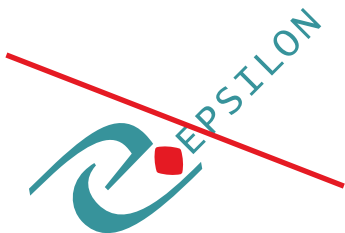


effects



A full selection of Epsilon products.  
Includes everything required to perform a  
variety of salon applications in pink, clear,  
or French.

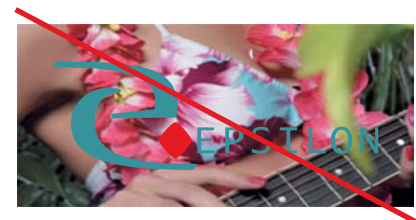
text in the of logo area



rotated



changed element placement



unreadable

# 6 Fonts

Main

LUCIDA SANS TYPEWRITER REGULAR **abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

MYRIAD PRO LIGHT *abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ*

MYRIAD PRO REGULAR **abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

MYRIAD PRO BOLD **abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

Additional

MYRIAD PRO LIGHT ITALIC *abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ*

MYRIAD PRO REGULAR ITALIC *abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ*

MYRIAD PRO BOLD **abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNPOQRSTUVWXYZ**

tracking 0, horizontal scale 100%, vertical scale 100%

All EPSILON business, communications, electronic, and environmental materials shall use the LUCIDA SANS TYPEWRITER REGULAR and MYRIAD PRO LIGHT, REGULAR, BOLD, LIGHT ITALIC, REGULAR ITALIC, and BOLD ITALIC fonts.

Headlines in communications materials may use the LUCIDA SANS TYPEWRITER REGULAR and MYRIAD PRO BOLD and BOLD ITALIC fonts, while basic text should use the MYRIAD PRO LIGHT and REGULAR fonts.

When using fonts, the space between letters must not be increased or decreased, and there must be no horizontal or vertical deformation of the fonts. No fonts other than LUCIDA SANS TYPEWRITER REGULAR and MYRIAD PRO LIGHT, REGULAR, BOLD, LIGHT ITALIC, REGULAR ITALIC, and BOLD ITALIC shall be used. In exceptional cases, and only in electronic materials in which these fonts cannot be used, they may be replaced with others.