



Brand Guidelines  
June 2023

# RUBY RIBBON COLORS

## Primary red



CMYK  
16 / 100 / 87 / 6

RGB  
196 / 26 / 49

PMS  
186C looks closest

HEX  
#C41A31

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## Secondary brand colors



CMYK  
0 / 75 / 15 / 0

RGB  
253 / 103 / 148

PMS  
190 C looks closest

HEX  
#FD6794



CMYK  
0 / 74 / 84 / 0

RGB  
250 / 104 / 55

PMS  
1645 C looks closest

HEX  
#FA6837



CMYK  
0 / 93 / 42 / 0

RGB  
243 / 51 / 102

PMS  
191 C looks closest

HEX  
#F33366



CMYK  
2 / 26 / 94 / 0

RGB  
251 / 191 / 41

PMS  
116 C looks closest

HEX  
#FBBF29

# RUBY RIBBON FONTS

HEADLINE

*HEADLINE*

Headline

*Headline*

Primary headline font DIDOT Regular & Italic

45

numbers in DIDOT Italic

HEADLINE

Secondary headline font option AVENIR NEXT REGULAR in CAPS

Word

Tertiary headline or subhead font in HESTERICA for highlighting one or two words.

Caborepedita voluptit ioratature comnihit  
aspid et voluptatem sum nonse re inctur.

Subhead in AVENIR NEXT REGULAR

Caborepedita voluptit ioratature comnihit  
aspid et voluptatem sum nonse re inctur.  
Caborepedita voluptit ioratature comnihit  
aspid et voluptatem sum nonse re inctur.  
Caborepedita voluptit ioratature comnihit

Body Copy in AVENIR NEXT REGULAR

# NEW! STYLIST LOGO: YES

Stylist logo to be used exclusively by Ruby Ribbon Stylists, in place of Ruby Ribbon brand logo.



✓ Yes solid red



✓ Yes solid black



✓ Yes solid white when black isn't legible

# STYLIST LOGO: NO



✗ No logo not at an angle



✗ No logo stretched in any direction



✗ No logo in ANY other color

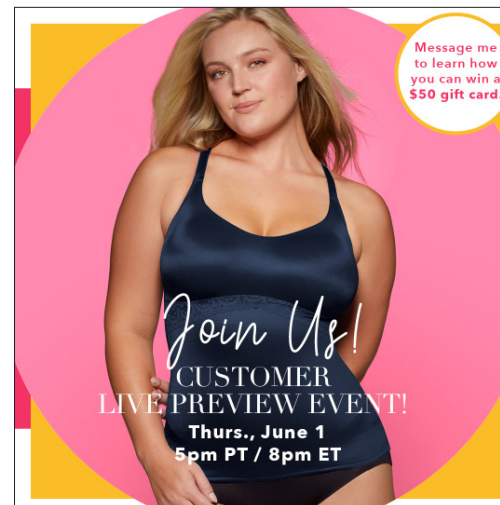
# COLORS + FONTS IN USE



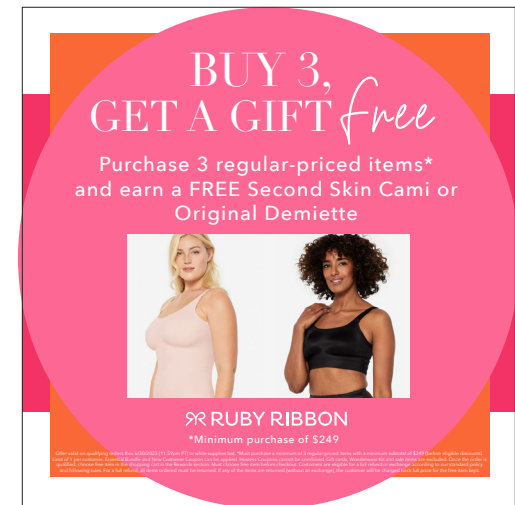
Email



Stylist Asset



Social



Social