

BRAND GUIDELINES



Locticians

BRAIDS | KNOTS | LOCS | TWISTS

ABOUT US

At Locticians, we understand that locs are more than just a hairstyle – they are a statement of identity, culture, and self-expression. We believe that everyone deserves access to skilled professionals who can bring their loc dreams to life. That's why we have created a platform that connects talented locticians with clients seeking top-notch services.

Our mission is simple: to be the go-to resource for loc enthusiasts and professionals alike. Whether you are a seasoned loctician looking to expand your reach or a client in search of the perfect stylist, Locticians has got you covered.

For locticians, we offer a wide range of tools and resources to help you grow your business and showcase your unique skills. From our featured listings on the homepage to our community forums where you can connect with fellow professionals, Locticians provides a supportive environment for you to thrive.

For clients, we provide a curated directory of exceptional locticians, making it easier than ever to find the perfect stylist for your loc journey. Our comprehensive profiles, complete with portfolios and reviews, ensure that you can make an informed decision and find the expert who aligns with your vision.

But Locticians is more than just a platform – it's a vibrant community. We foster a sense of belonging and camaraderie among our members, encouraging collaboration, knowledge sharing, and growth. Through our blog, tutorials, and events, we keep you informed about the latest trends, techniques, and industry insights.

Join us at Locticians and unlock the full potential of your loc journey. Whether you're a loctician or a client, we invite you to become part of our thriving community. Discover the endless possibilities that await and embark on a transformational experience with Locticians.

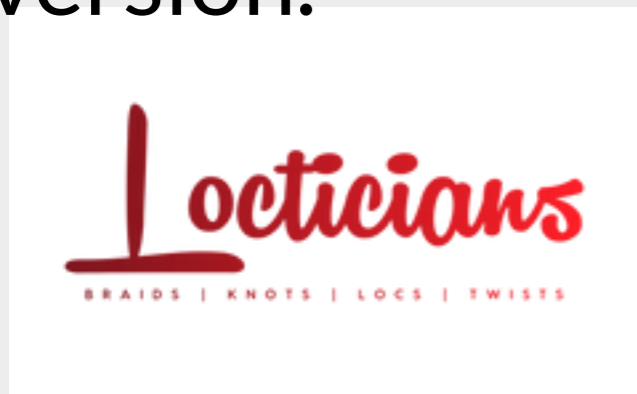
THE LOGO

Our logo is an integral part of our brand, and should be used thoughtfully and consistently. Our logo is often displayed in its full-color format and in its entirety.



LOGO VARIATIONS

Our full-color logo is our primary colorway - but only use it when displaying the logo on a white background. When displaying the logo on a photo or colored background, use the white or black version.



LOGO USAGE

Avoid rotating the logo, distorting it, partially covering it up, or displaying it directly on a photo



COLORS

Our brand is made up of the following colors. Any colors outside of this palette must be used with discretion.

rgb(191, 25, 34)
hsl(357, 77%, 42%)

#bf1922

rgb(255, 255, 255)
hsl(0, 0%, 100%)

#ffffff

rgb(227, 40, 50)
hsl(357, 77%, 52%)

#e32832

rgb(146, 19, 26)
hsla (121, 100%, 50%, 1)

#123456

rgb(230, 230, 230)
hsl(0, 0%, 90%)

#e6e6e6

rgb(233, 85, 93)
hsl(357, 77%, 62%)

#e9555d

TYPOGRAPHY

Typography is the work of typesetters, typographers, graphic designers, art directors, comic book artists, graffiti artists and now anyone who arranges words, letters, numbers and symbols for publication, display or distribution.

Header Text

Body Text

APPLICATIONS

Below are some examples of how the logo and brand elements may be used in brand applications such as business cards.



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CONTACT US

