

**THE RICH  
CONNECT**

**BRAND IDENTITY +**

**VISUAL GUIDE**



## **BRAND VISUALS + GUIDELINES**

BRANDING FOR RICH CONNECTIONS, CREATED TO ENSURE A STRONG AND CONSISTENT IDENTITY  
THAT WILL CLARIFY THE RICH CONNECTION'S MISSION, PERSONA, VIBE AND VOICE



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\*\*Includes Vector Files of all Logo Variations  
SVG | JPEG | PNG

# WHO WE ARE

ALL THINGS HAIR & HAIR CARE

## OUR MISSION

To be conscious of the hair needs and desires of women, allowing us to intentionally offer products that not only boost self-confidence, but also promote individualism, culture, and healthy alternatives, thus fostering a brand that is customer centered.

## OUR VISION

To be a premier women's retailer of hair extensions and hair care products that empowers, educates, and connects women.

## CORE VALUES & VALUE STATEMENT

Our company's foundation is built on the following core values: Integrity, Trust, Partnership, Diversity, Quality, Transparency, Consciousness, and Intentionality, which guides our actions. We are committed to respecting all cultures and lifestyles and conducting our business in an ethical manner.

**EMPOWER** women by providing sought after, quality products that satisfy the needs and desires of their lifestyle.

*To Empower is to make (someone) stronger and more confident, especially in controlling their life*

Deliver an unprecedented customer experience through the implementation of product **EDUCATION** and superb customer service

**CONNECT** women to the R.I.C.H. lifestyle by promoting **Resilience, Individualism, Culture Appreciation, and Health & Wellness**

# BRAND PERSONA

An alpha female with LUXURY taste and RICH style that effortlessly influences individuals around her. Quality products and Customer Centered Customer Service are her top characteristics. She educates and empowers her audience.

# TARGET AUDIENCE

Individuals/Women of Color  
Ages 16+

# LOGO VARIATIONS

PRIMARY

THE *Rich* CONNECT

These logos will act as the standard business logos for all emails, business documents, standard apparel and tags. They are the forefront of your brand.

SIGNATURE

*Re*

EMAIL FOOTER



STAMP LOGO

THE RICH  
CONNECT

↑  
This logo will act as the stamp logo of the brand for all apparel, social media and creative visuals. Have fun with this one.



THE *Rich* CONNECT

*Rc*



THE RICH  
CONNECT

THE *Rich* CONNECT

*Rc*



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*Rc*



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THE *Rich* CONNECT

*Rc*



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# TYPOGRAPHY STYLE

# BEBAS NEUE BOLD

## FUTURA BOLD

AaBbCcDdEeFfGgHhIi JjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

## Helvetica Neue Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

*Taken By Vultures*  
*abcdefghijklmnopqrstvwxyz*  
*1234567890*

Headers & Call Outs  
Font: Bebas Neue Bold  
Style: Initial or All Caps

Subheaders  
Font: Futura Bold  
Style: Initial Caps

Body Text  
Font: Helvetica Neue Medium

Accent Text  
Font: Taken By Vultures



# TYPEFACE LAYOUT

## HEADLINE H1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

## HEADLINE H2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

HEADLINE H1  
*Accent text*

# COLOR WAYS

## RICH ORANGE

HEX: #FF552B  
RGB: 255, 85, 33  
CMYK: 0, 71, 82, 0

PANTONE+ 1645 C  
SOLID COATED

## PINK POWER

HEX: #EF326D  
RGB: 239, 50, 109  
CMYK: 0, 85, 24, 0

PANTONE+ 1915 C  
SOLID COATED

## LUSH PINK

HEX: #F98BBE  
RGB: 249, 139, 90  
CMYK: 0, 47, 0, 0

PANTONE+ 210 C  
SOLID COATED

# ACCENT COLORS

## HONEY

HEX: #FFBD00  
RGB: 255, 189, 0  
CMYK: 0, 22, 100, 0

PANTONE+ 7408 C  
SOLID COATED

## COCOA

HEX: #54221C  
RGB: 84, 34, 28  
CMYK: 37, 80, 79, 47

PANTONE+ 483 C  
SOLID COATED

## FINE WINE

HEX: #761626  
RGB: 118, 22, 38  
CMYK: 29, 95, 75, 29

PANTONE+ 202 C  
SOLID COATED

## BAYOU GREEN

HEX: #235F3F  
RGB: 35, 95, 63  
CMYK: 82, 33, 77, 21

PANTONE+ 555 C  
SOLID COATED

## PRUSSIAN

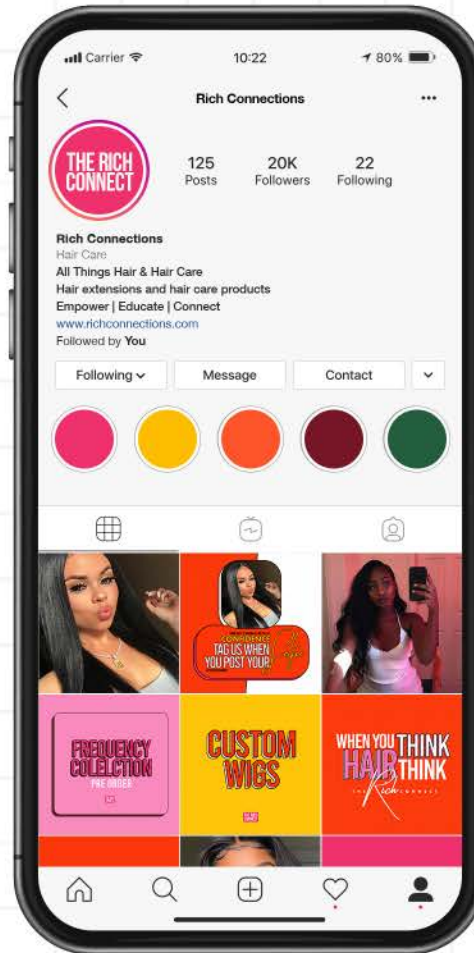
HEX: #761626  
RGB: 0, 32, 74  
CMYK: 100, 85, 36, 31

PANTONE+ 648 C  
SOLID COATED

# COLOR COMBINATIONS



# SOCIAL MEDIA LAYOUT



# WEB DESIGN

