

**08/13/2022**

The Beauty Board

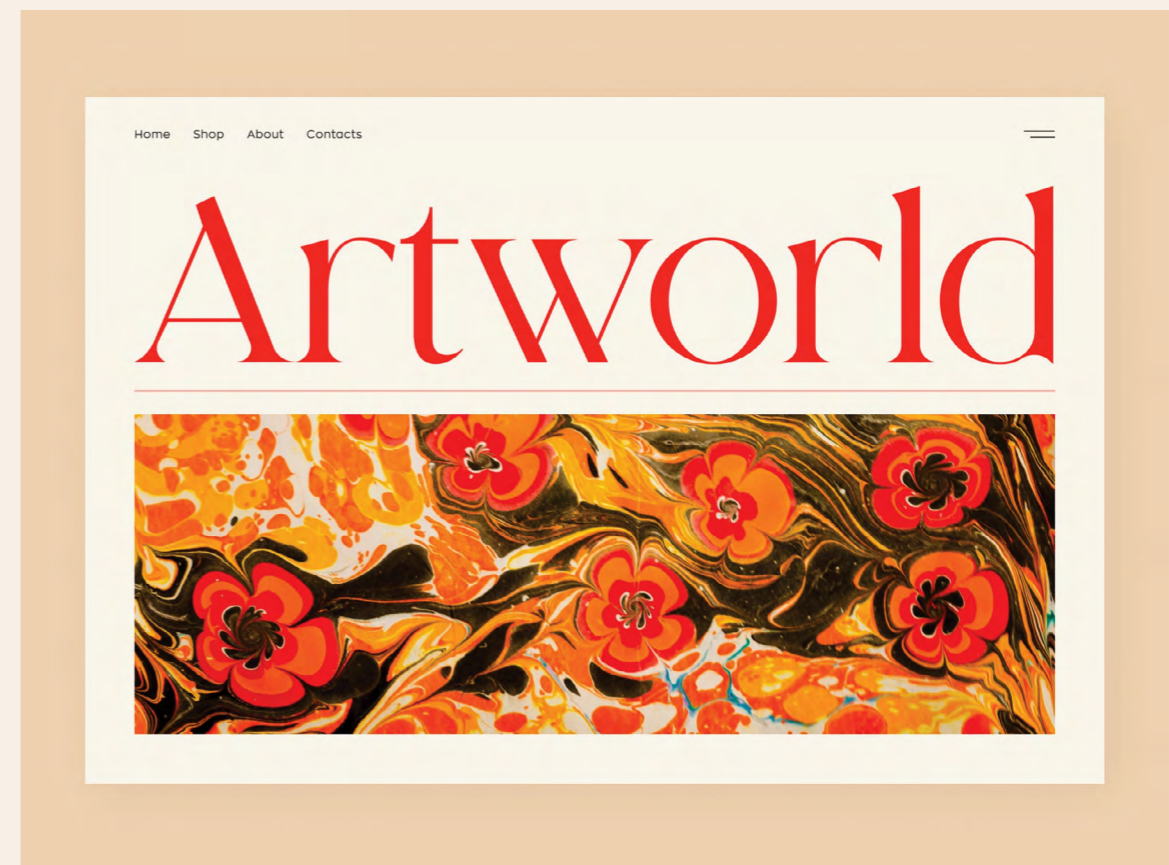
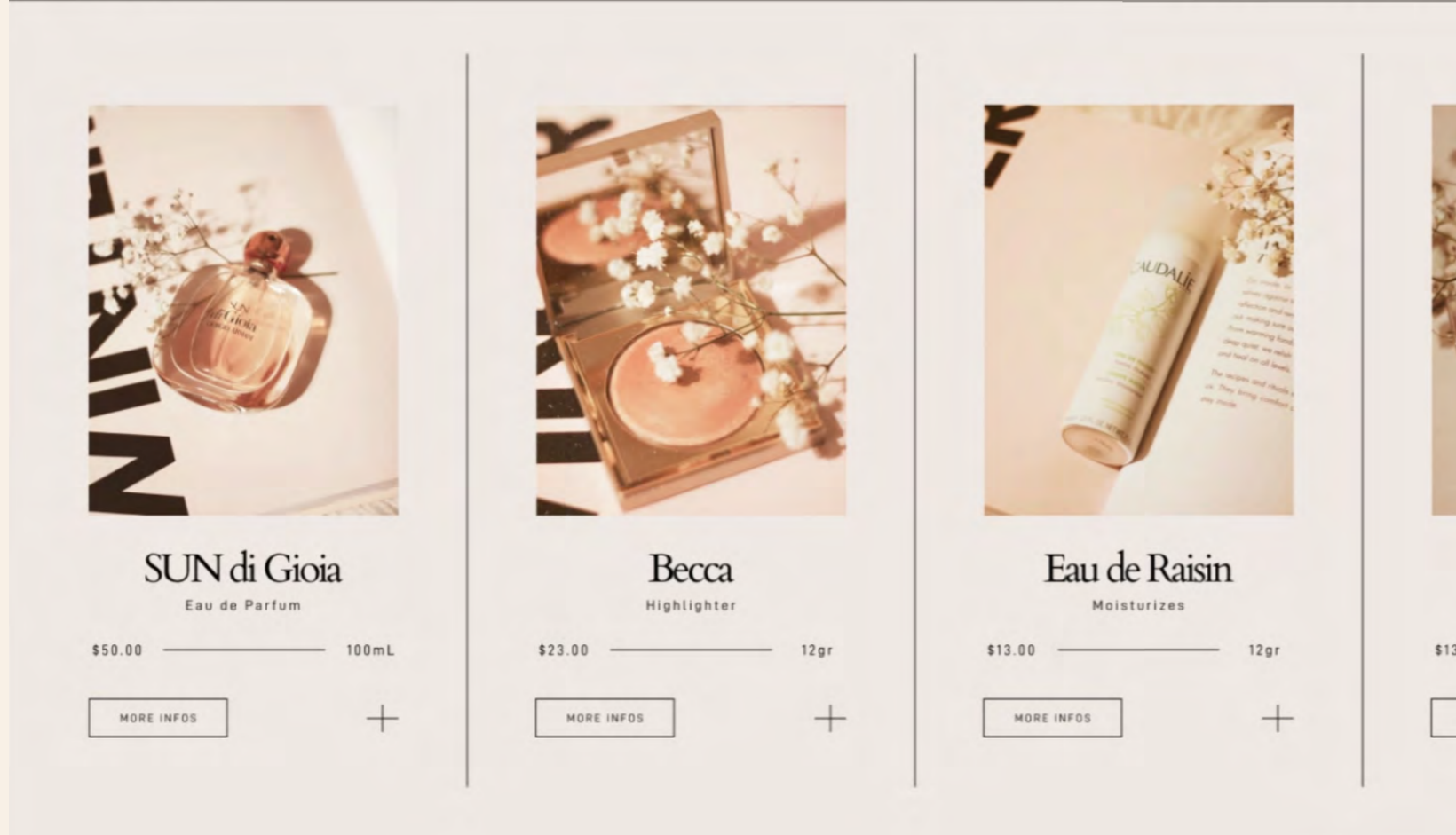
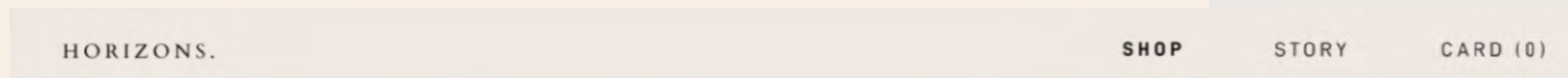
*Lucia Gutierrez*



# Brand Guidelines

# Table of Contents

<b>01</b>	<b>MoodBoard</b>
<b>02</b>	<b>Color Palette</b>
<b>03</b>	<b>Primary Color Palette</b>
<b>04</b>	<b>Secondary Color Palette</b>
<b>05</b>	<b>Logotype</b>
<b>06</b>	<b>Primary Typeface</b>
<b>07</b>	<b>Secondary Typeface</b>
<b>08</b>	<b>Website Layout</b>



**#ebaabd**

**#a88896**

**#41559f**

**#F3E9D7**

**#FDF5EB**

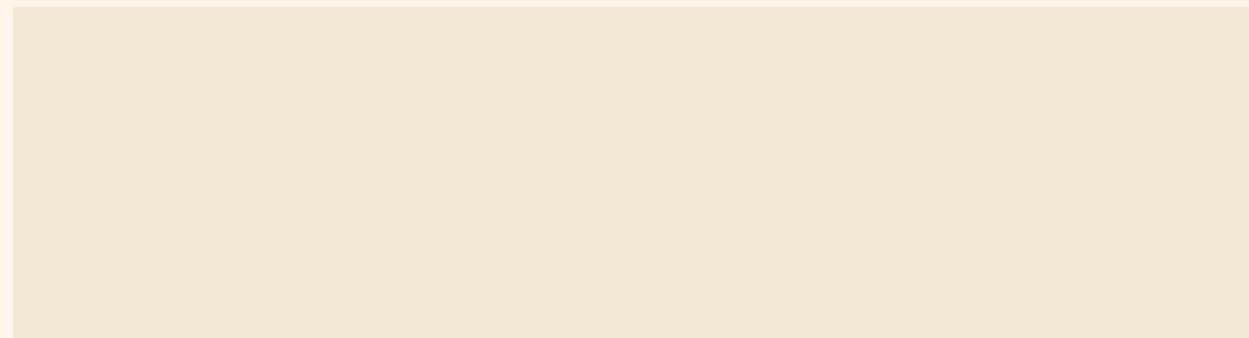
**#b6b6d8**

**#6c91ba**

**#443D3D**

# Primary Color Palette

---



**#F3E9D7**



**#443D3D**

Off-white and Charcoal grey are mainly used for paragraph style text.



**#ebaabd**

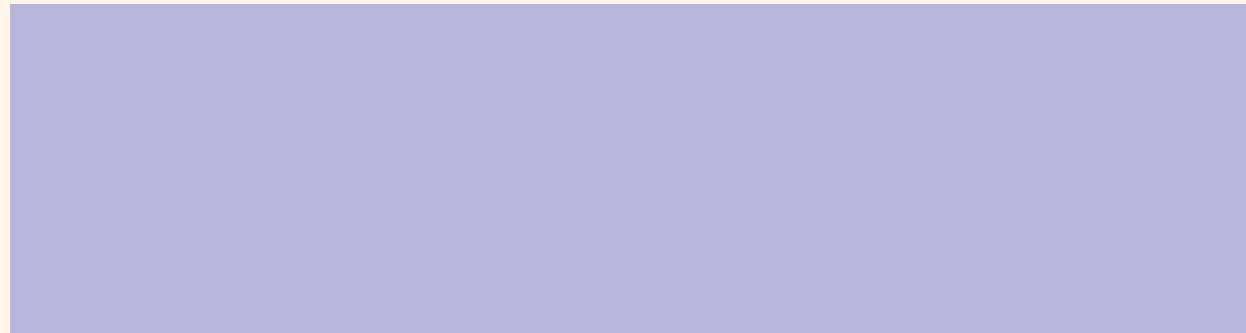
Salmon Pink is used for central text, such as headers, titles and menu options.

# Secondary Color Palette

---



**#a88896**



**#b6b6d8**



**#41559f**



**#6c91ba**

The secondary color palette is used for graphics within the website, such as backgrounds, text box and other elements that are purely aesthetical.

They may be used freely within the website.

# Logotypes



This color-way is the primary logo, it should be used on the most important visual presentations of the company.



This color-way is the secondary logo, it should only be used when a contrast from the background is needed.

# Primary Typeface

---

The Primary Typeface should be **Big Caslon Medium**, this typeface should be used for the main components of the website, such as menu options, titles and headers.

This typeface should be used with the Pink (**#ebaabd**) and the Charcoal Grey(**#443D3D**) both from the primary color palette.

Aa Bb

ABCDEFGFG

abcdefg

.,"!?"°#



# Secondary Typeface

---

The Secondary Typeface should be **Apfel Grotezk Regular**, this typeface should be used for paragraphs and descriptive text within the website.

This typeface should be used with the charcoal grey (**#443D3D**) and off-white(**#F3E9D7**) colors.

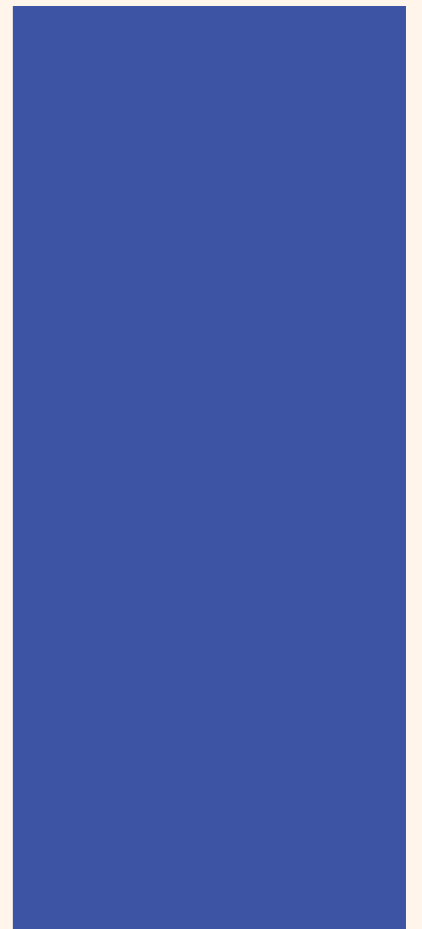
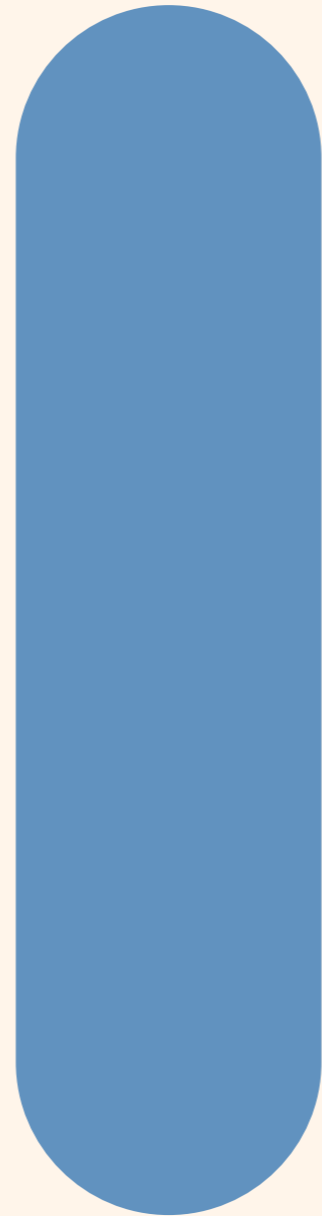
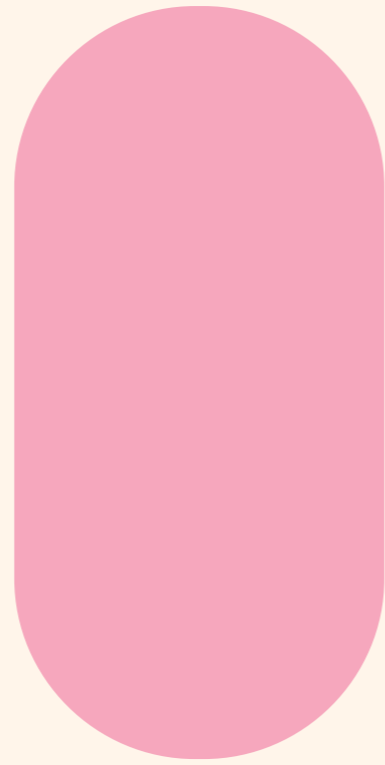
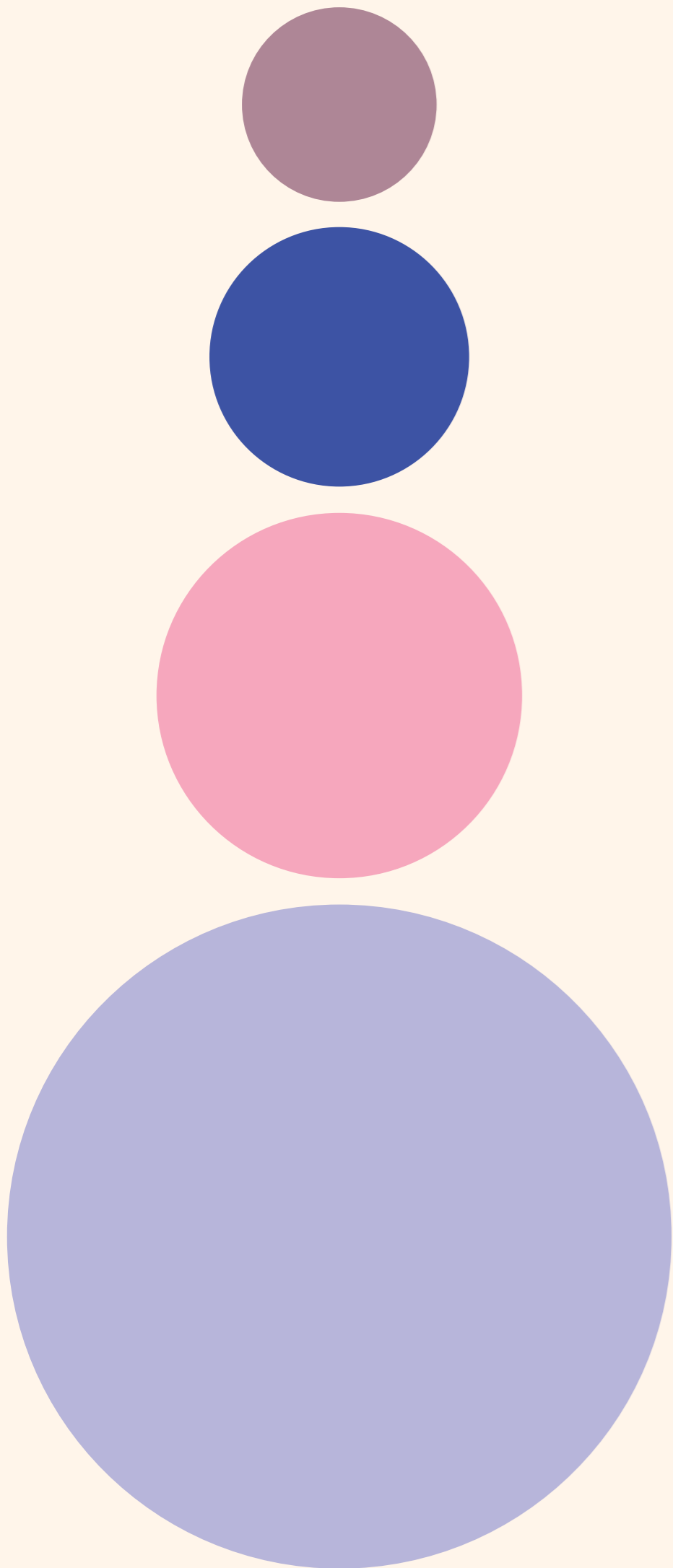
Aa Bb

ABCDEFGFG

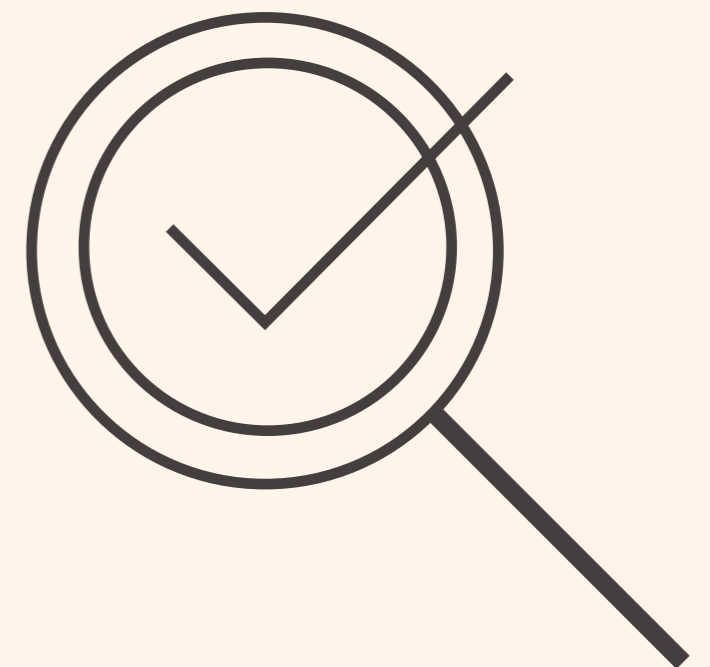
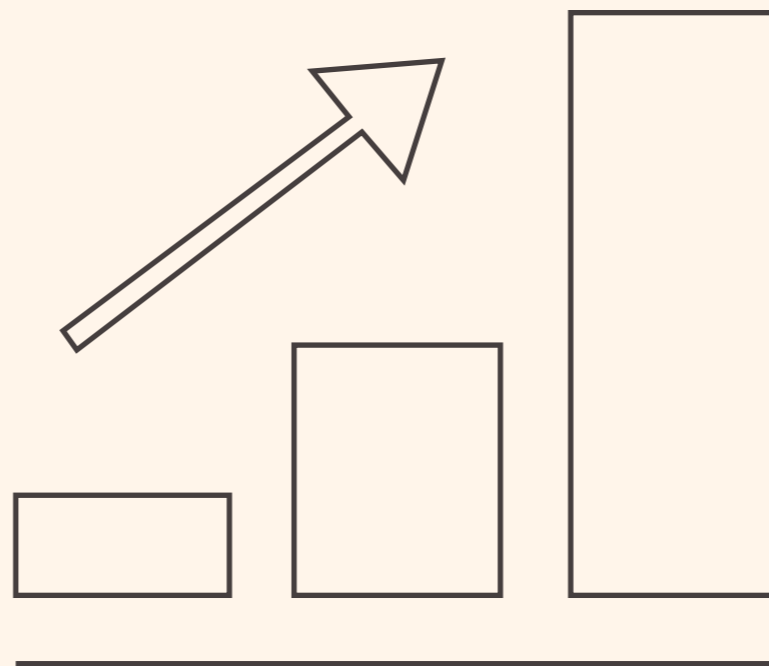
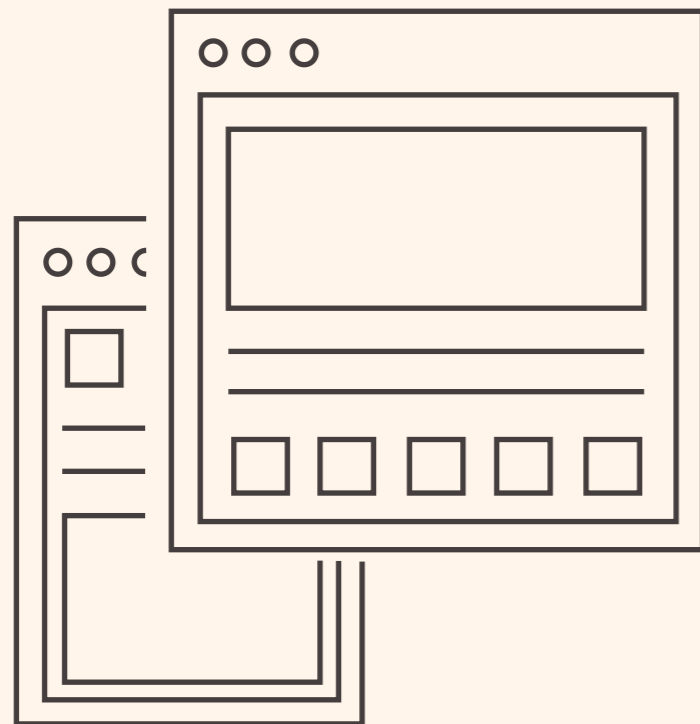
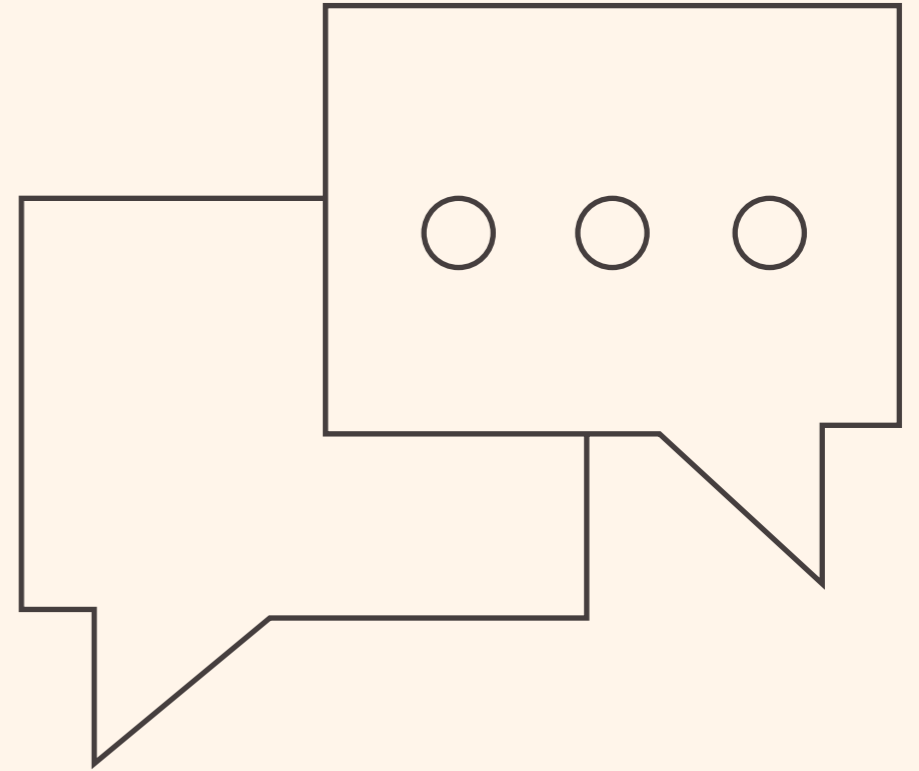
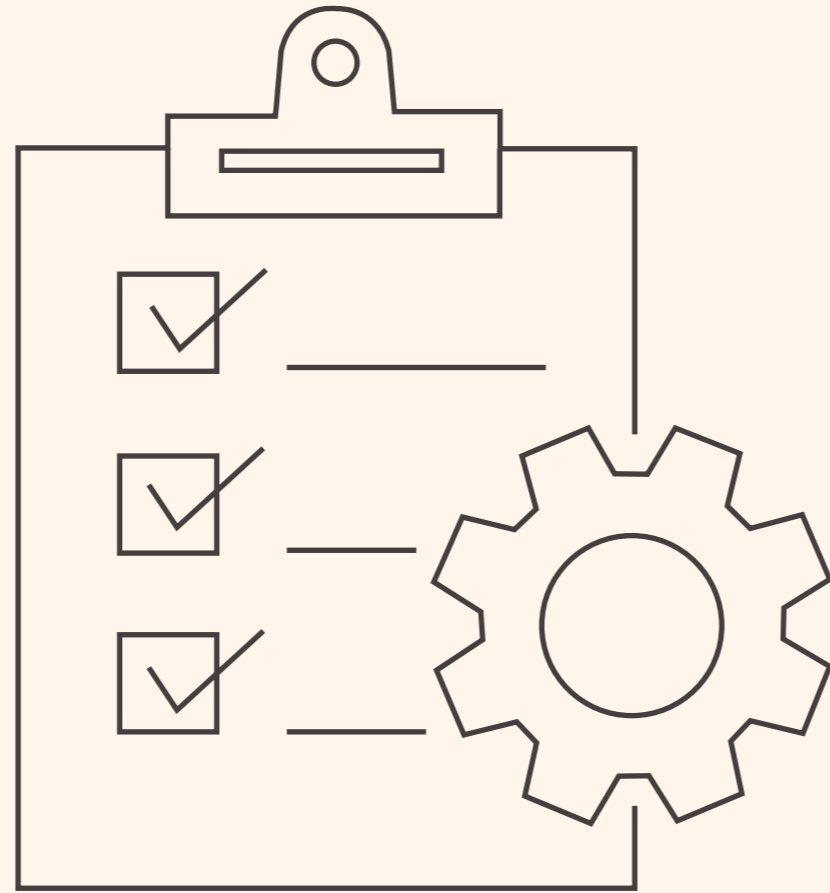
abcdefg

.,"!?"#

# Graphics



# Icons





About

Benefits

Our Work

Services

FAQ

Contact Us

Get a free  
consultation here

# Launch your hair appliance product!

Beauty experts who will help you take your product from concept to market quickly and efficiently.



# About



The Beauty Board was founded with a simple mission: to help companies in the hair appliance industry launch new products. We offer Product Development services for all phases of product development, from design and prototyping to production management and more. With over 5 years of experience in the industry, we are your one-stop shop for all your product development needs. Our team has lead many successful projects into production, we have produced over 20 SKU's and assisted in the development of many others. We offer experience dealing with various business units such as Marketing, Product Management, Quality Assurance, and APO Sourcing as well as others. Our current capabilities include resolving problems, the management of multiple projects, and a strategic drive for your overall organizational goals. We offer an in-depth understanding of the competitive landscape in relation to performance, feature sets, and reviews in the hair industry.



# Benefits

Ready to launch a new hair appliance?

- Save time and energy by having a dedicated team manage your product development from beginning to end.
- Benefit from our years of experience in the beauty industry, specifically in hair appliances.
- Receive expert advice and support throughout the entire process, from ideation to market launch.

Outsource all phases of new product management successfully.

We have a team of skilled professionals who can help you successfully launch your product into the market.

Highly motivated and diligent team that has a passion for the beauty industry.

# Latest Projects

---



**Product  
Development**

**Specifications**

**Prototyping**

**Reaserch  
+ Developing**

**Scheduel + Timeline  
Creation**

**Product Design**

**Testing**

**Quality**

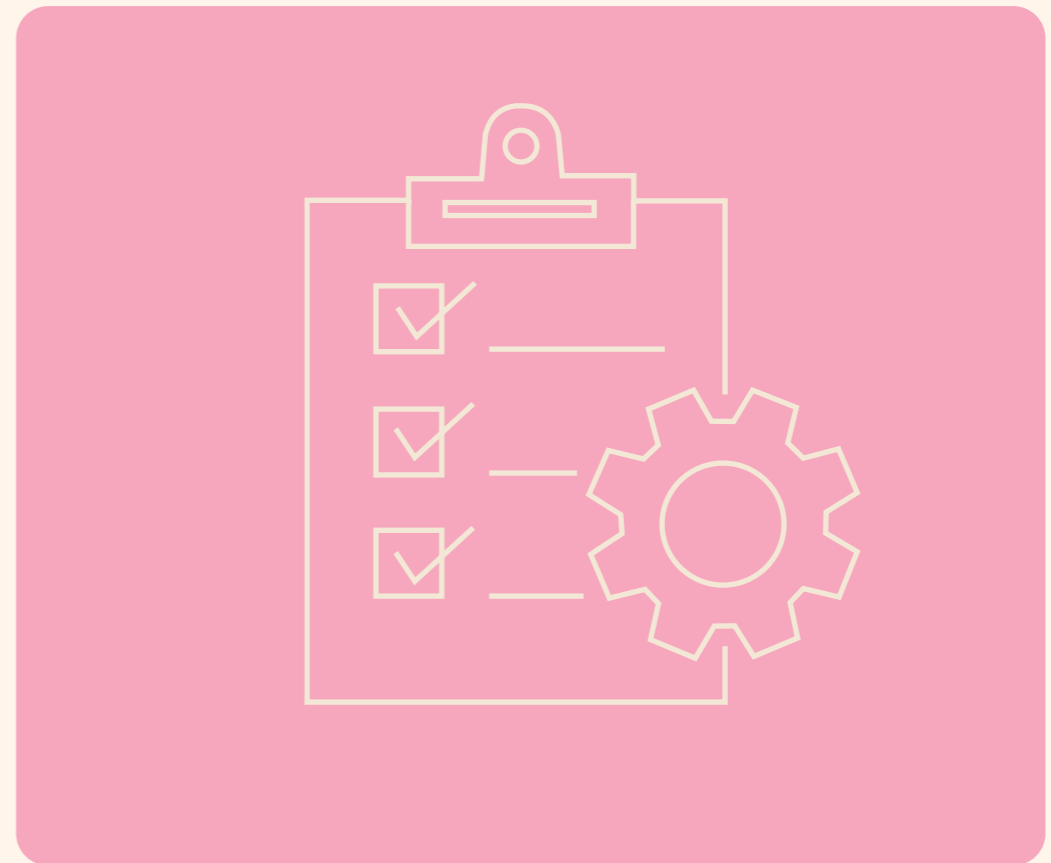


# What we do:

---

## Project Management

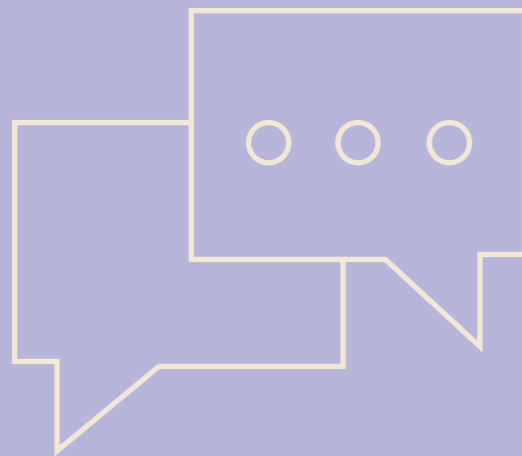
With The Beauty Board, you can have peace of mind that all aspects are being covered by a team who has your back. From operation to quality assurance, design engineering testing to certifications, sourcing to marketing support - no area will be overlooked!





# What we do:

---



## Manufacturer Relationship Management

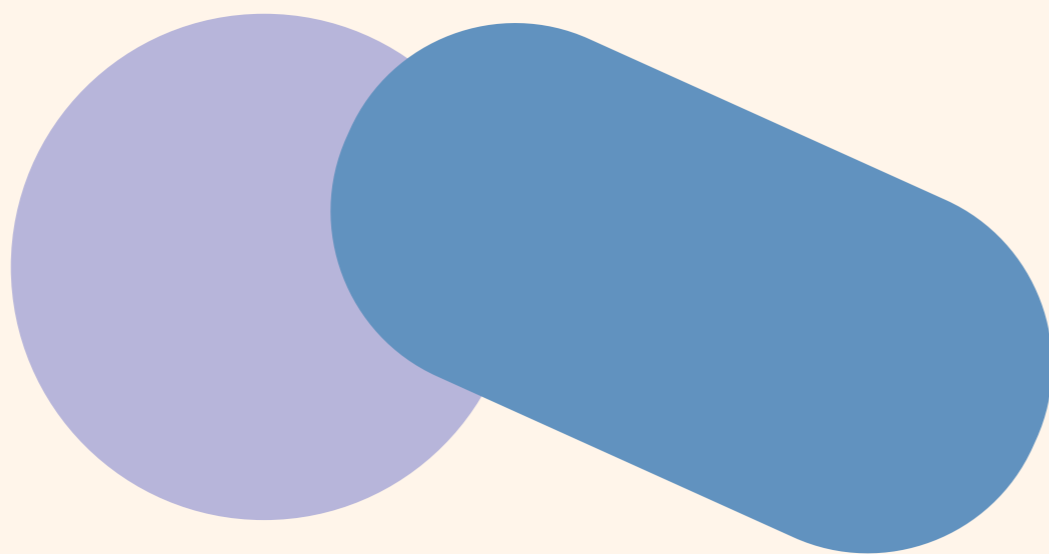
We will manage existing products by working closely with manufacturers and internal teams to ensure product specifications, quality, production capacity and that the delivery meets your business goals

# What we do:

---

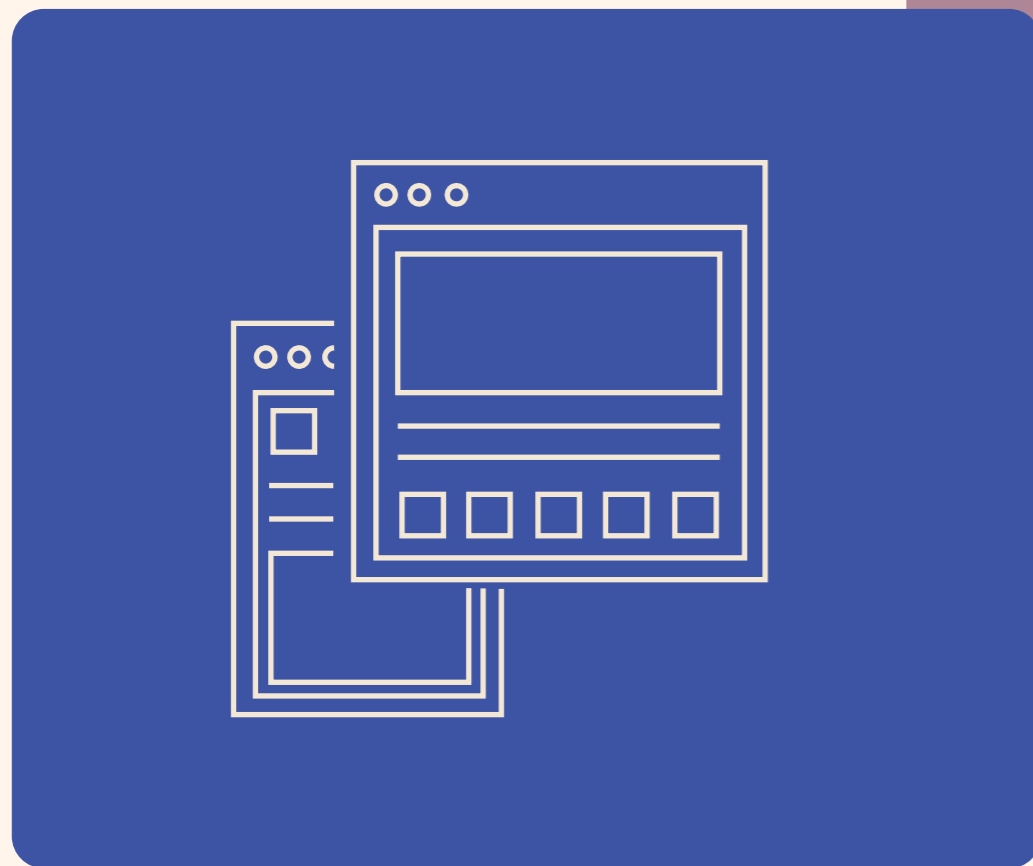
## Testing/Quality Assurance

With The Beauty Board, you can put your worries about product certification and testing in our hands. We'll take care of everything from receiving samples to ensuring they're safe for use by customers!



# What we do:

---



## Product Documentation

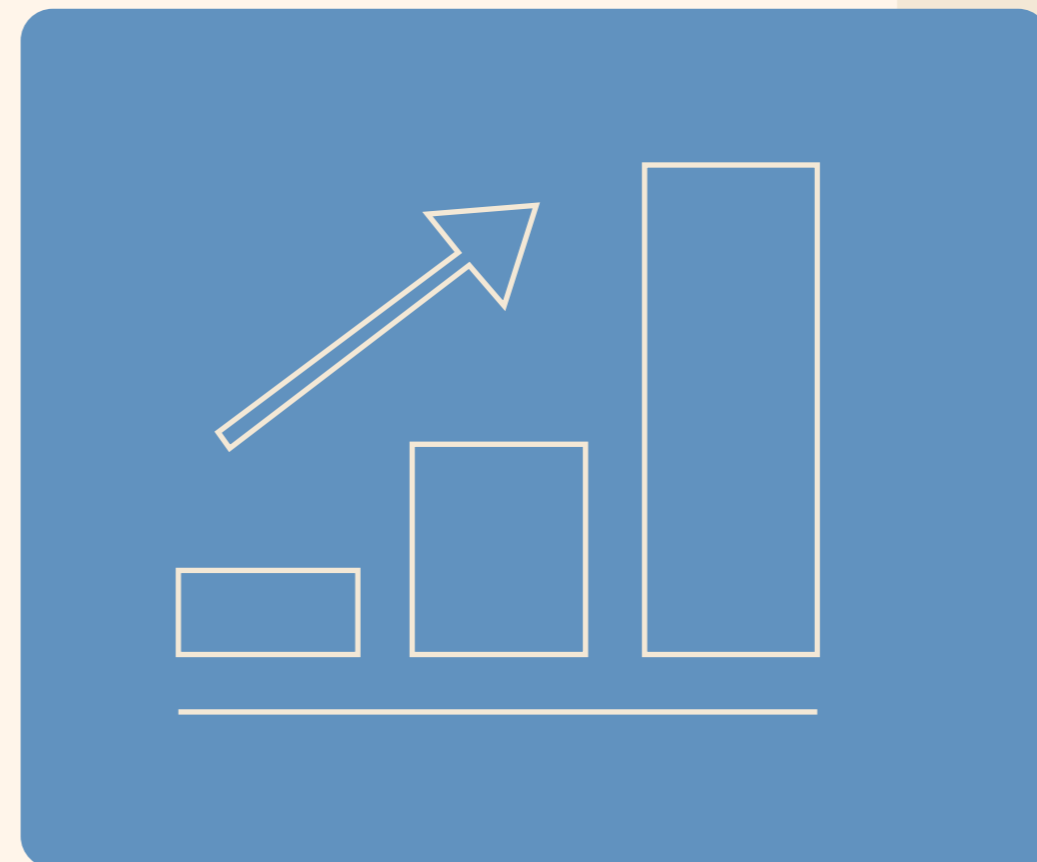
With The Beauty Board,, you can create and manage product documentation including but not limited to specifications, test reports and design concepts. All from one easy-to-access page!

# What we do:

---

## Value Engineering

The Beauty Board will provide the best customer service and products possible. We are always looking for ways in which your products can be improved, whether it be through changing an existing specification or looking for cost reductions.





Any questions?

---

Why wouldn't I just hire a full time Product Developer Manager? +

---

Who is the team? +

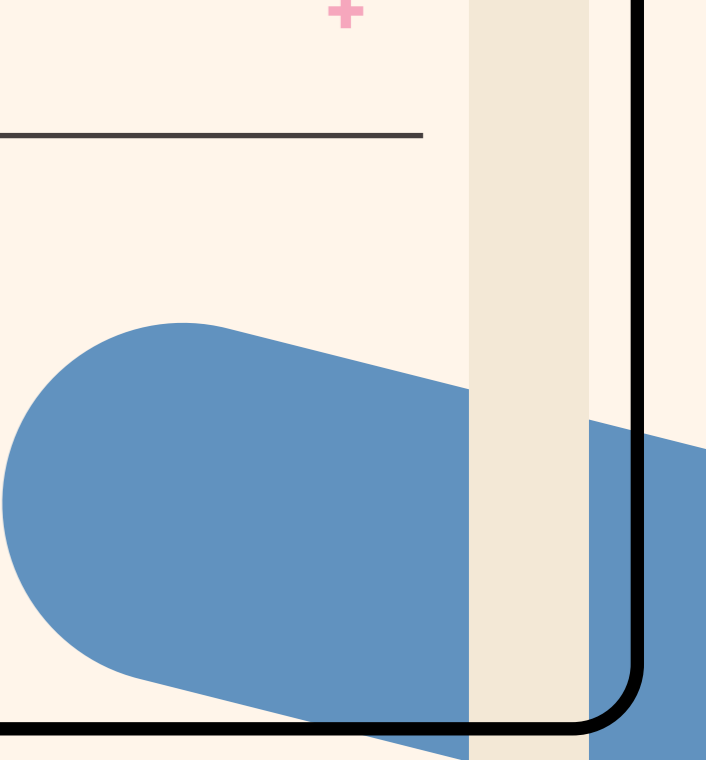
---

How do I request work to be done? -  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

---

How does the pricing work? +

---



# Let's collaborate!

say hello :

First Name

Last Name

Company/Organization

Phone

Request:

send

**08/09/2022**

The Beauty Board

*Lucia Gutierrez*



**Thank  
You!**