



BRAND IDENTITY GUIDE

2023

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WHO IS ARTFORM?

Artform inspires and empowers artistic self-expression by blending beauty and melody. We provide artists and creative professionals a curated experience through our heritage of hair and music.

Our hair dressers specialize in modern day vintage styles, curly haircuts, highlighting, coloring, wearable styles, and textured cuts. Inspired by techniques and hair stories from the past, we also believe that continuing education is key to progress in self awareness and empowerment.

Artform's record boutique features expertly curated rare vinyl and books, inspired by our infatuation with classic Hip Hop, jazz, rare soul, and world music. New pieces from around the world are added frequently to bring our guests an exceptional collecting experience.

Located in the historic Los Angeles neighborhood, Highland Park, Artform is the only destination to experience this unique synthesis of hair and music.



USING THE GUIDELINES

This guide was designed to help define the Artform brand and support your creative or production work. Whether you're an employee, an external designer, a print house, or a collaborator, you can use this guide to produce fresh and meaningful pieces that bring the Artform brand to life. This guide will help you know the vibes, visuals, and values of Artform.

If you have any questions, please refer to the contact information on page 22.



IDENTITY

LOGOMARK



LOGOTYPE



THE LOGO

Our logo was conceived and crafted with a high level of meaning and detail.

The logomark incorporates the letter 'a,' scissors, hair, and a vinyl record — all reflecting Artform's purpose and services. It's solid as a rock, and can be displayed the size of a billboard or browser icon without losing its design integrity.

The logotype was customized using visual cues from the logomark. The cross bars in the A, R's, and F were made thinner and dropped to the center to align with and echo the line weight of the mark.

Along with the primary logo here, we've created a number of lockups shown on the following page.

THE LOCKUPS

Sometimes the shape of the piece we're designing is short, but wide, like a pen. Other times it's tall, like an Instagram Story. The various lockups of our logo provide maximum flexibility for all different kinds of uses.

You can freely work with any of the lockups shown, but the top row are our primary options — the logomark and the one-liner. The bottom row shows our secondary options — the logotype and stacked.





Clear Space



Clear Space



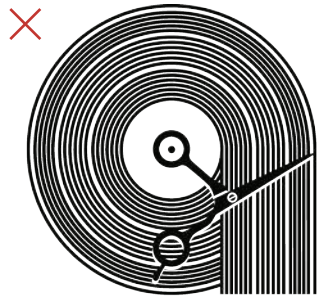
Minimum Size

32x32 px

SPACE & SIZE

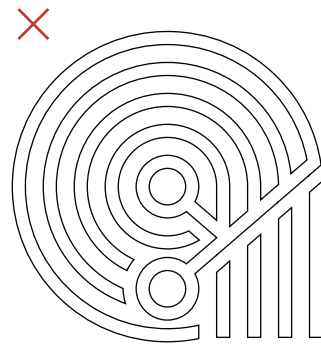
When using our logo with other graphic elements, make sure you give it some room to breathe. The minimum clear space is the width of the letter M on all sides.

To ensure the logo maintains its visual impact, do not make the logo any smaller than 32 by 32 pixels.



THE ARTFORM STUDIO

Do not use the old logo



Do not outline logomark



Do not use an unapproved color for the logo

MISUSE

Here are some examples of incorrect logo usage. Keeping to these standards helps us maintain a familiar and memorable visual presence over time.

The logo should always be reproduced from the master artwork. It should not be altered, redrawn or manipulated in any way.



Do not apply drop shadows or other effects



Do not rotate logomark



Do not skew, stretch, or pull the logo

ARTFORM

Do not just write the logotype using the font, Twen Medium

ARTFORM

Do not use a different typeface for the logotype



Do not change the size of elements in the lock ups

AaBbCc

Twen Medium

AaBbCc

Ringside Extra Wide

TYPOGRAPHY

Our two brand typefaces are Twen Medium and Ringside Extra Wide.

Twen Medium was created by Public Type and designed by Michael Cina. It's a condensed sans with a consistent rhythm and confidence. Licenses for the typeface are available at publictype.us.

As a companion to Twen Medium, we've selected Ringside Extra Wide, designed by Hoefler&Co. It's fully-curved characters with diagonal stroke endings, lend the typeface both warmth and character. Ringside can be purchased at typography.com.

HEADLINE

Subhead

Artform inspires and empowers artistic self-expression by blending beauty and melody. We provide artists and creative professionals a curated experience through our heritage of hair and music.

Our hair dressers specialize in modern day vintage styles, curly haircuts, highlighting, coloring, wearable styles, and textured cuts. Inspired by techniques and hair stories from the past, we also believe that continuing education is key to progress in self awareness and empowerment.

Artform's record boutique features expertly curated rare vinyl and books, inspired by our infatuation with classic

Hip Hop, jazz, rare soul, and world music. New pieces from around the world are added frequently. We provide our guests an exceptional collection of vinyl.

Located in the historic Los Angeles neighborhood, Highland Park, Artform is the only destination to experience a unique synthesis of hair and music.

FONTS IN USE

Twen

Twen was used for the Artform logotype and can be applied in our identity for headlines and bold statements. It should primarily be seen in all caps, but lowercase characters can be used for flexibility.

Ringside

Ringside should be the primary typeface for text, but is able to carry headlines and subheads also.

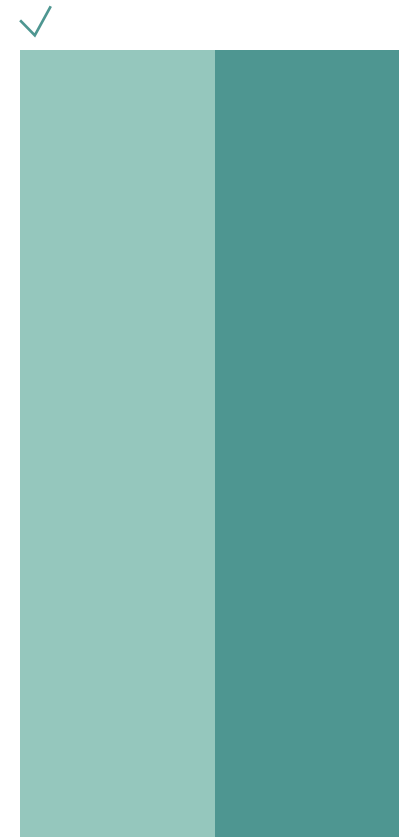
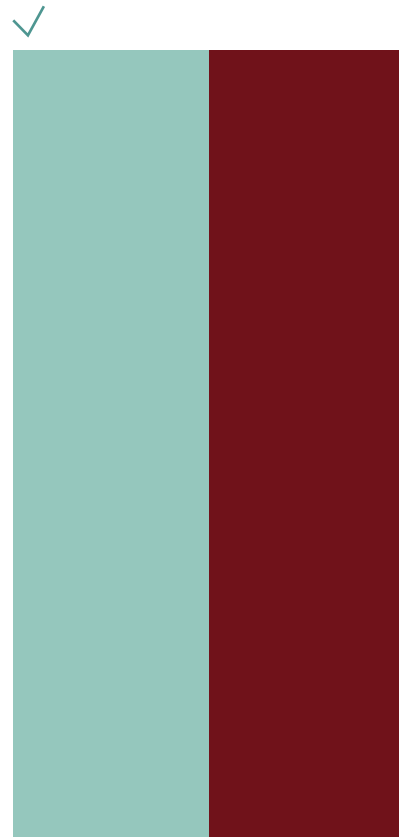
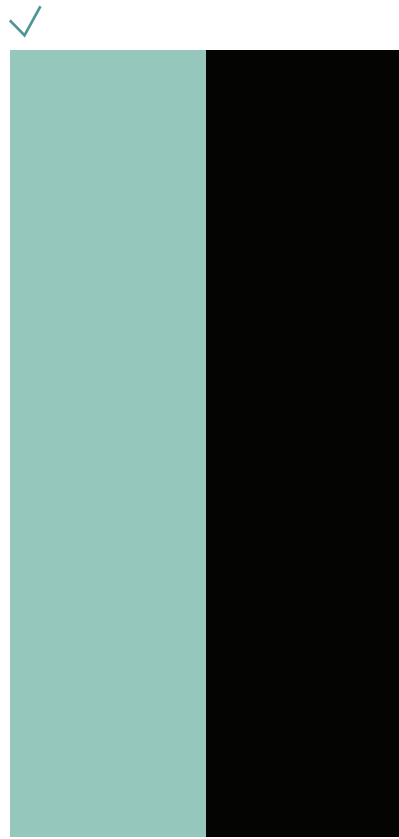


COLORS

Color plays a significant role in our brand identity. Our palette takes into consideration many of our key attributes including courage, empowerment, maturity, and taste. It also plays off of the mood of mid-century jazz aesthetics.

Our color palette shown here should be used on all Artform materials from print and environment, to social media and other digital applications.

The next slide shows approved color combinations as well as a few to steer away from.



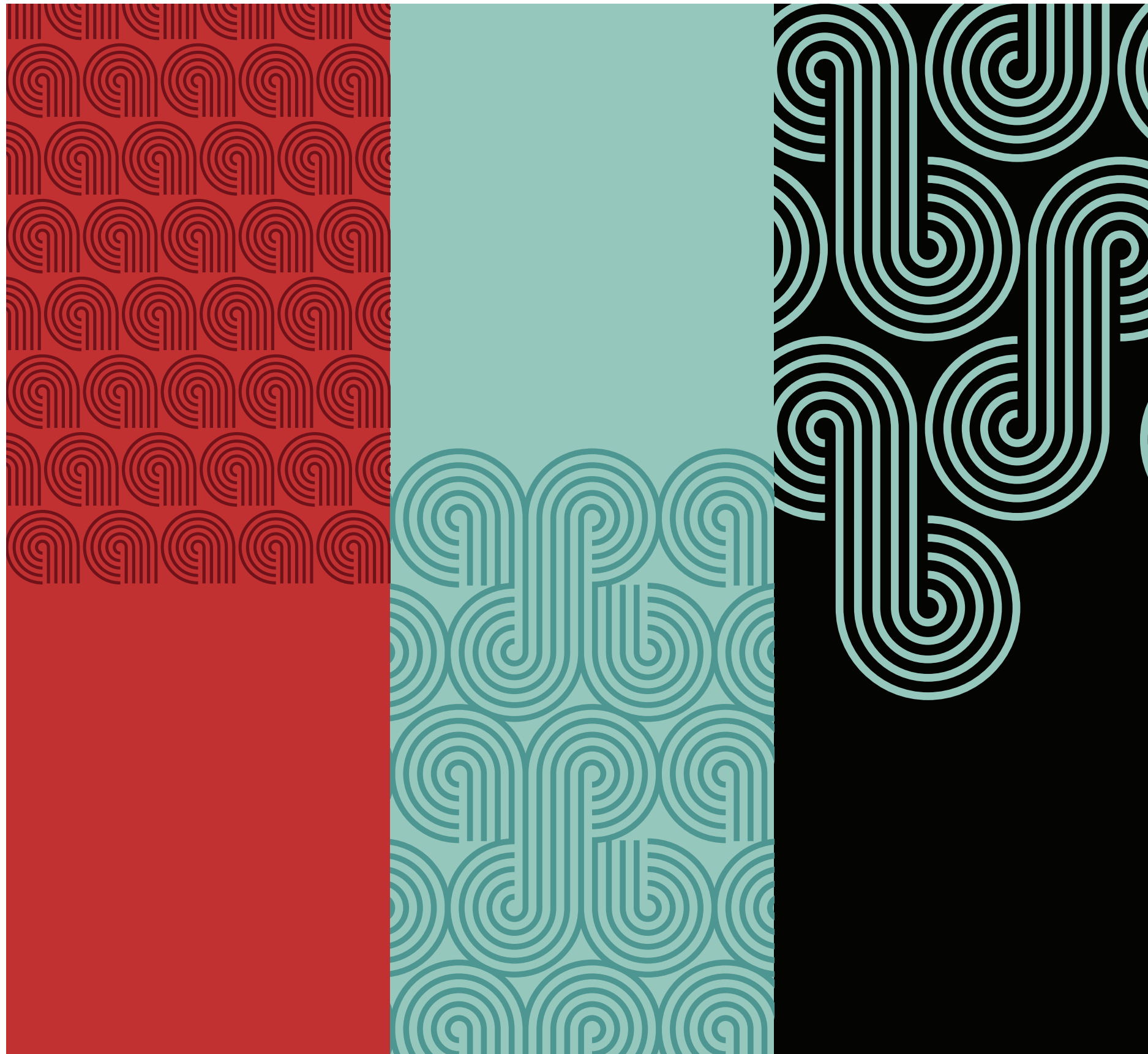
COMBINATIONS

Some color combinations work better than others and will help to provide consistency for the brand.

Although we are not limited to them, the top four combinations work well and should be the most visible and recognizable in our branding moving from left to right.

The four combinations on the bottom are less desired and may come across as feeling darker or more harsh.





PATTERNS

Our custom patterns further support and strengthen the visual identity.

Created using shapes found in our mark, they express the range of textured hair Artform specializes in. They also convey the vibration of sound.

The patterns can be used as backdrops for type or as decorative “wallpaper” to bring in a vintage feel.



EXPRESSION

CURATING
EXPERIENCES
THROUGH OUR
HERITAGE OF
BEAUTY + MELODY

ARCHETYPE

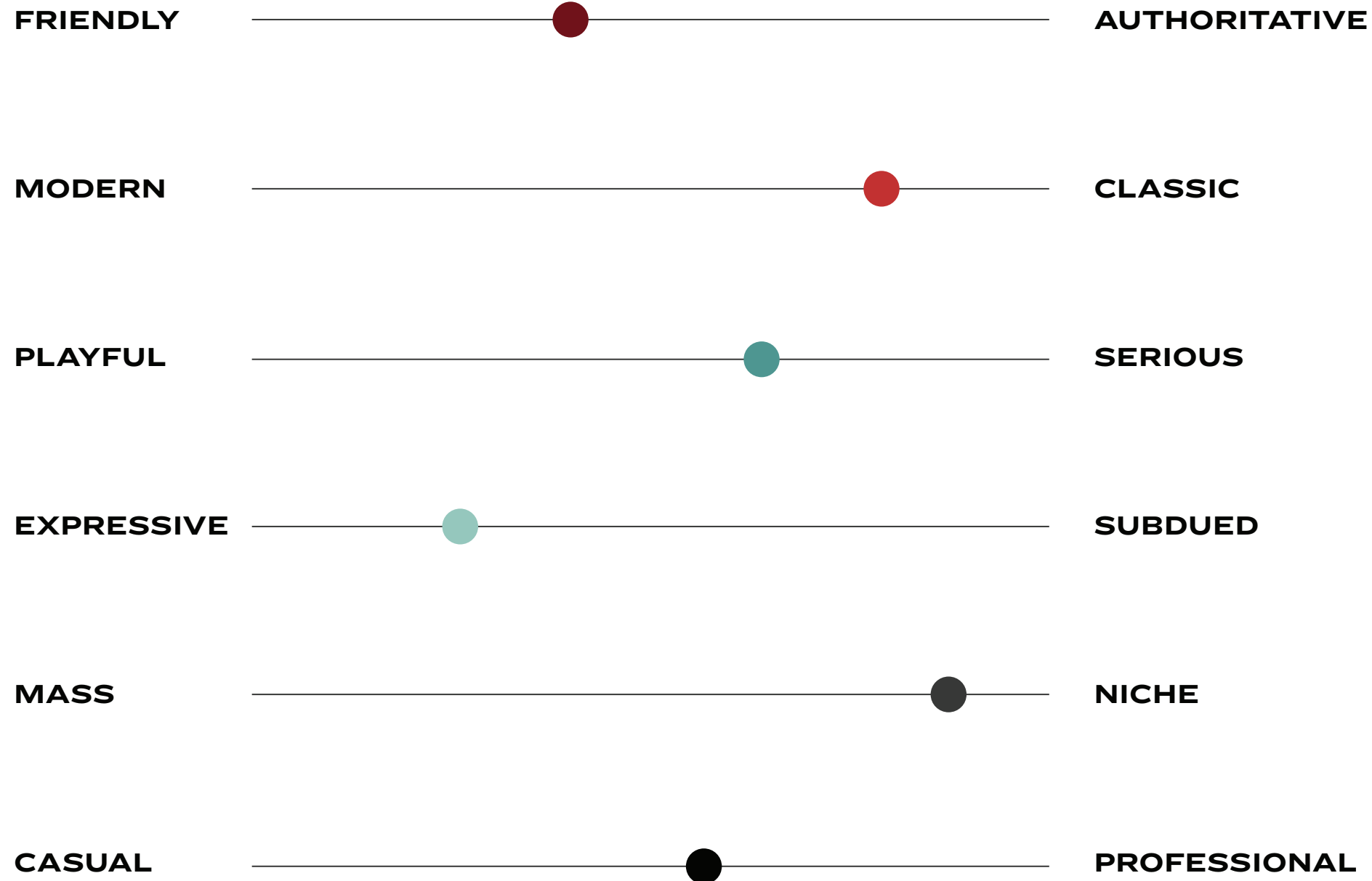
Our personality and values dictate how we express ourselves and communicate who we are in our writing as well as design. Brand archetypes help us convey meaning that others can relate to. Here's a look at our brand archetype:

The Creator

A creator makes something with meaning and enduring value, and helps others foster their imagination.

To this end, Artform provides artists and creative professionals a curated experience through our heritage of beauty and melody. We believe this is essential to the fulfillment of their artistic potential.

Slider



PERSONALITY

This slider, illustrating groups of opposites, helps to visualize and pinpoint some of the nuances of our brand personality and character. They highlight how we behave both visually and professionally.

KEYWORDS

Vibes

Music
Beauty
HI-FI
Mature
Frequency
Style
Sounds
Artistic
Deep Cuts
Sensory

Visuals

Salon
Vintage
Artifacts
Haircuts
70s
Records
Art
Hair
Makeup
Wax

Values

Hip Hop
Minority
Black Culture
Filipino
Mexican
Education
History
Creativity
Vinyl Culture
Dance

These lists show characteristics and keywords that represent various aspects of Artform's vibes, visuals, and values. The words reflect who we are in our culture, community, aesthetic, and expertise.

EXAMPLES

How does everything come together?
Here are examples of designs incorporating the elements of our brand identity including the logo, typography, colors, patterns, and overall personality.



EXAMPLES

The example here shows how the brand patterns can create an environment by being applied as a wallpaper or backdrop. This look strengthens the visual identity while creating the mood of a vintage beauty parlor or jazz cafe.



EXAMPLES

These examples provided are meant to inspire and provide guidance on creating designs that are meaningful, artistic, sensory, and beautiful.

Let's get this new identity out into the world, and begin creating and curating experiences together!





CONTACT

If you have any questions about our visual identity or branding that are not answered in this guide, feel free to reach out to us.

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