

# ASK logo guidelines

ASK is derived from ACADEMY SSCHWARZKOPF



Square version for use behind reception area as a general introduction to the academy space.



An alternate version to the large square logo - this adaptation may be more suited to smaller studio spaces to use in the reception area.

## The new logo is:

1. Representative of Schwarzkopf's brand worlds
  - Integrates with the company logo
  - The old is balanced by the new
2. International
  - Simple to understand
  - Symbolic and literal
3. Confident
  - Elegant and aspirational
  - If you want an answer, you just have to ASK...

## Reception:

The two logos shown left are for use in the studio/academy reception areas as a general introduction to the world of ASK academy schwarzkopf. Select the version most appropriate for your space.

When moving further inside the academy a different logo version should be used as shown on the following page. This logo includes the navigator bar.

# ASK logo guidelines

## Navigating the Zones



Academy schwarzkopf text is replaced by the navigator bar.

learn | explore | enjoy | live

learn | explore | enjoy | live

learn | explore | enjoy | live

learn | explore | enjoy | live

Whilst the rest of the logo remains the same wherever it appears, the navigator bar changes to reflect the location of the sign. For instance - learn is highlighted in red in the classroom area, etc.

### Introducing the navigator bar:

Beyond the reception area, the 'academy schwarzkopf' text is replaced by the navigator bar which is colour coded depending on which zone the sign appears in.

1. learn | explore | enjoy | live
  - Highlight this word in the classroom/education area
2. learn | explore | enjoy | live
  - Highlight this word in the internet and information area
3. learn | explore | enjoy | live
  - Highlight this word in the cafeteria and rest area
4. learn | explore | enjoy | live
  - Highlight this word in the product area

# ASK logo guidelines

## Technical Data



### Technical data:

#### 1. Fonts

- 'A' is Helvetica Light 30% Black
- 'SK' is Helvetica Regular PAN 1797
- academy schwarzkopf strip is Helvetica light  
The gray is 50% black

#### 2. Process Colours

- PAN 1797 is  
Cyan 0%  
Magenta 94%  
Yellow 94%  
Black 6%.

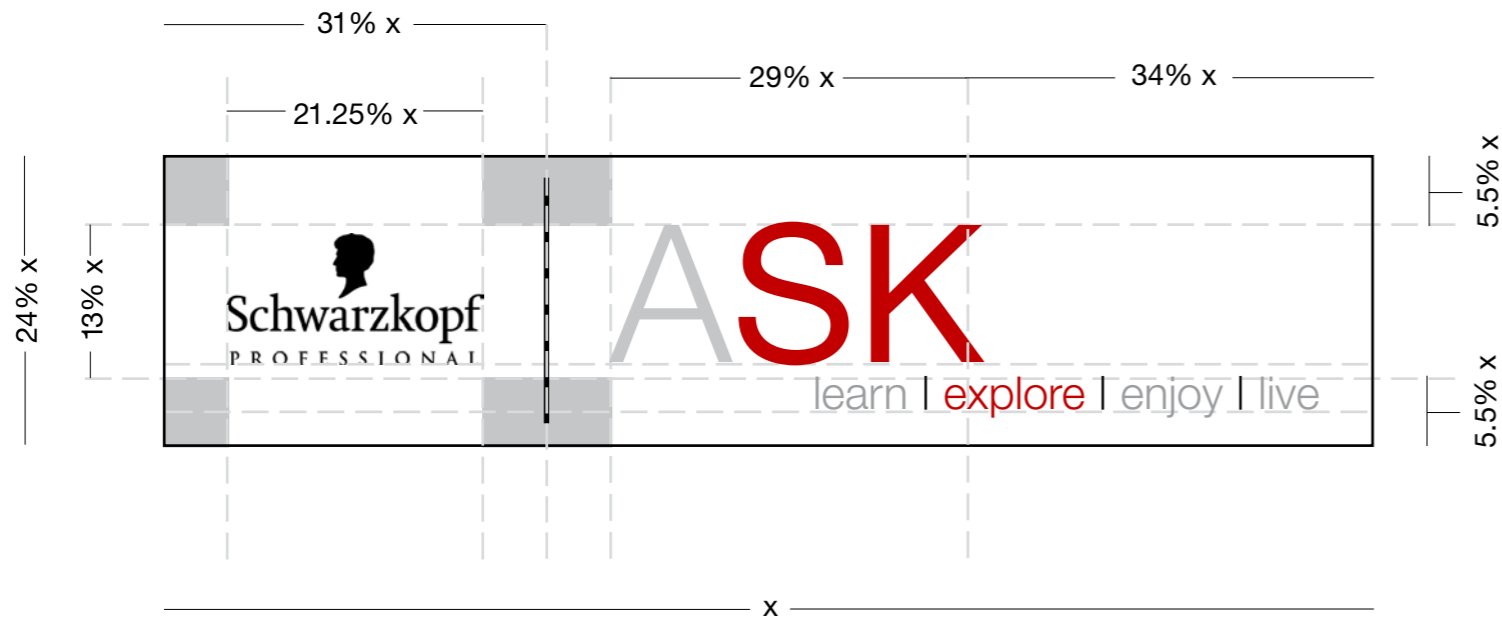
Helvetica Light 50% Black

>>academyschwarzkopf

Helvetica Light PAN 1797

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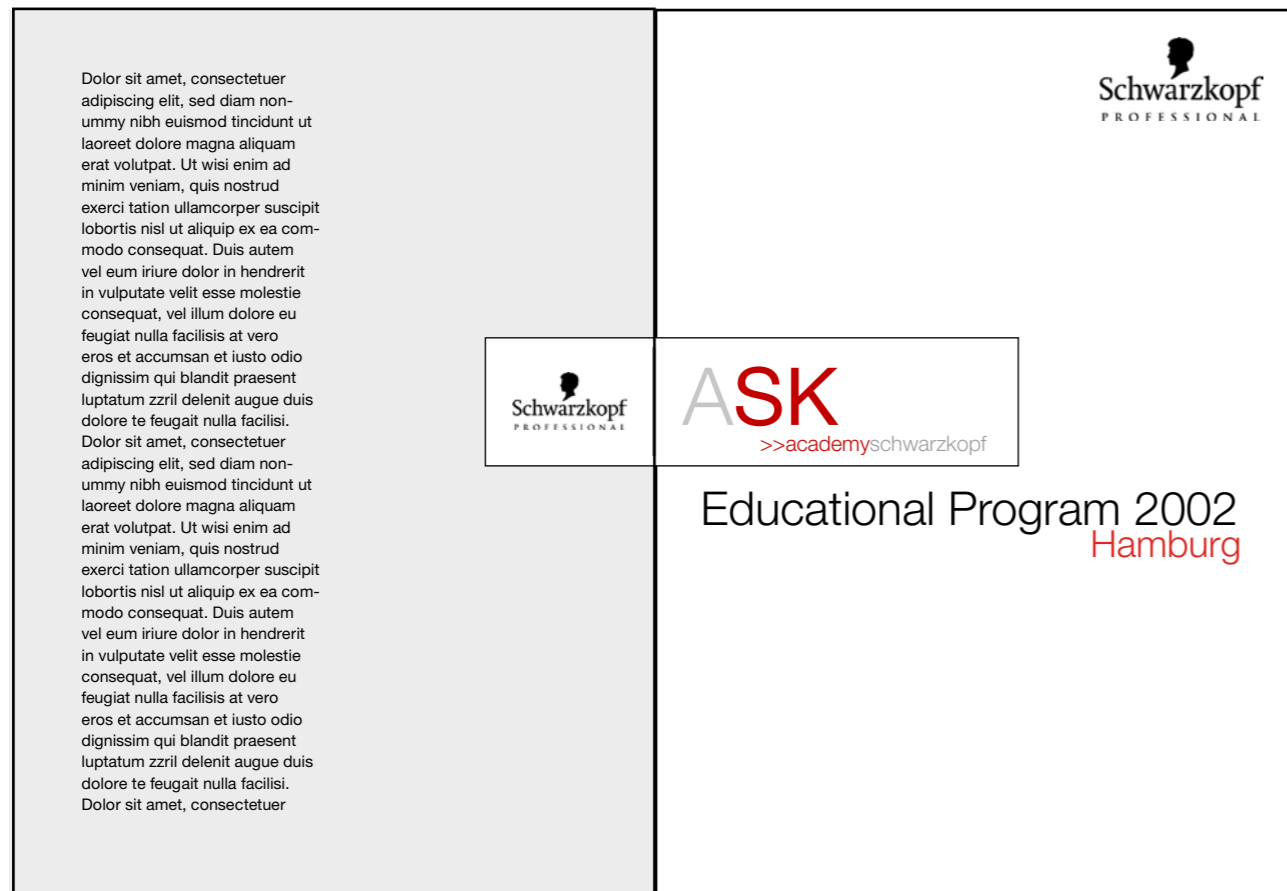
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Cyan 0%  
Magenta 94%  
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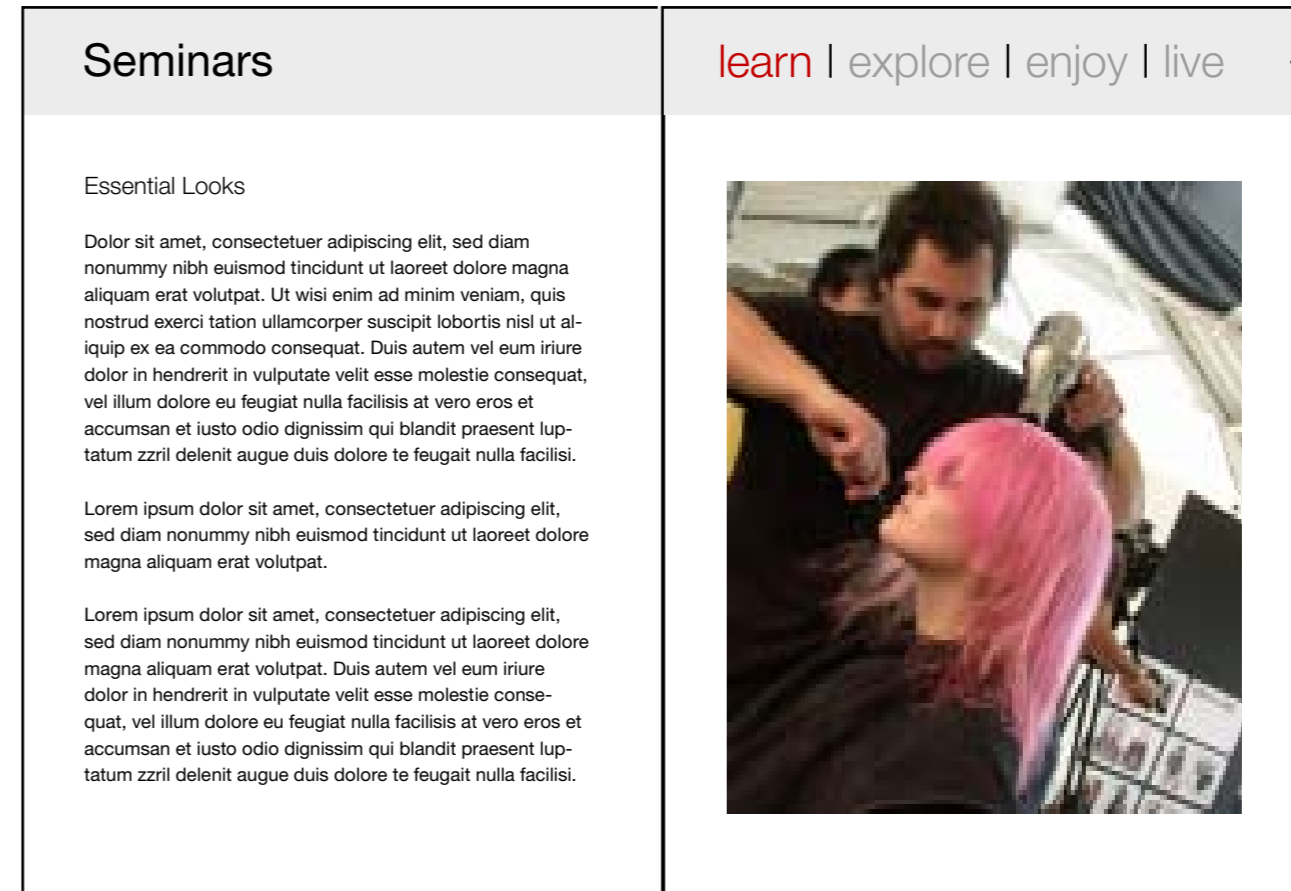
# ASK logo guidelines

# Branding Examples



Back Cover

Front Cover



Sample DPS

10% black

Helvetica 30pt

## Seminars

Helvetica Light 18/22pt

### Essential Looks

Helvetica 9/13pt

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 aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

## General design principles for printed materials:

- Design should be clean and elegant
- The navigator bar in Helvetica Light 30pt should appear on the right hand page
- Page headings should be Helvetica 30pt
- Course headings should be Helvetica Light 18/22pt
- Body copy should be Helvetica 9/13
- Use red for emphasis