

# WEBSITE STYLEGUIDE

## LOGO

BEAUTY  
& THE BABES

## VIBES

**Special** Feminine  
Glam Flawless Excited  
**Experienced**  
Trustworthy Reputable

## FONT SELECTIONS

Heading 1 • Work Sans Regular • 40px • #AF6060 • Page headings

# Behind the Brushes

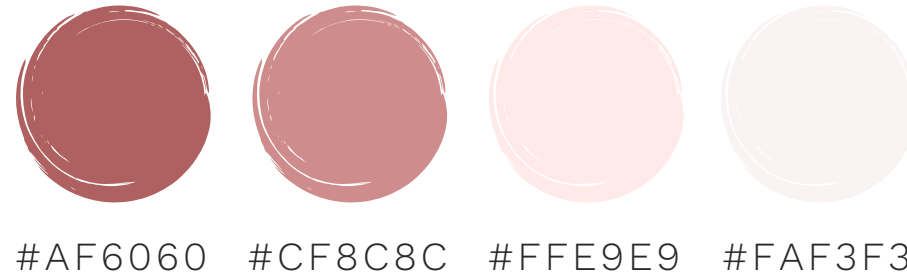
Heading 2 • Work Sans Regular • 25px • #AF6060 • Box headings

## How do I book a trial?

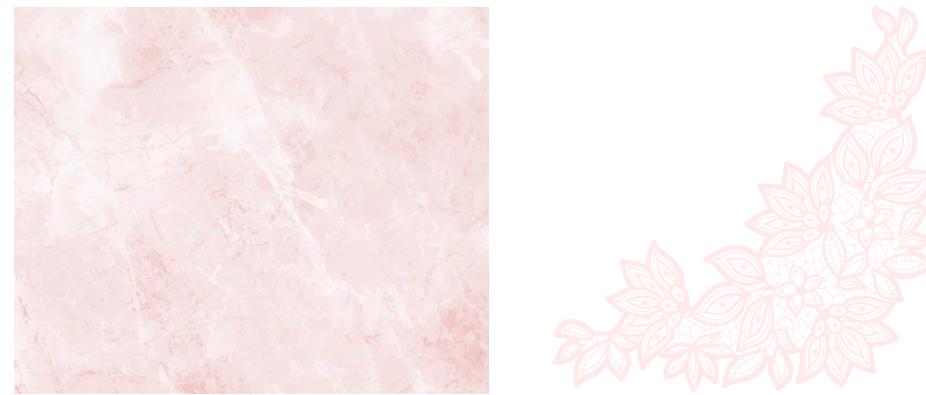
Heading 3 • Quicksand Semibold • 15px • #292929 • Subheadings in long text

Certifications

## COLOR PALETTE



## TEXTURES



## IMAGERY

Before & Afters • Front & Back of Hairstyles • Finished Looks of Bride and Party • Professionals Working • Multi-cultural Representation



Accent text • Work Sans Light • 25px • #292929 • 10% letter spacing • All uppercase • Photo cards

## SERVICES

Accent text 2 • Work Sans Light • 18px • #292929 • 20% letter spacing • All uppercase • Stylish areas

JESSICA BYSTRICKY • OWNER

Body copy • Quicksand Regular • 14px • #292929

Lorem ipsum dolor

## BUTTON STYLES

Button label • Work Sans Regular • 16px • #FFFFFF • 10% letter spacing • All uppercase

Default state

CONTACT US

Hover state

CONTACT US

Text Button

RESET FORM