



MADISON REED®
BRAND GUIDELINES

Version 2.2 / October 2021

MADISON REED

430 Shotwell Street

San Francisco CA 94110

United States

Madison-Reed.com

A BRAND EVOLUTION

These design guidelines are a tool designed to project the image, values, and aspirations behind the Madison Reed brand as we evolve and refine it.

They are the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation.

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01: BRAND VOICE

OUR MISSION

We believe CONFIDENT is the new BEAUTIFUL.

To us, a confident woman is a beautiful woman. We celebrate women who shine from the inside and who unapologetically live their truth. We've done our job if we help you feel on-top-of-the-world unstoppable. So go ahead, let your inner badass shine. Because women who are confident can change the world.

BRAND VOICE

WE HAVE SOMETHING TO SAY

CONFIDENT + DIRECT

We are lively, energetic, assertive and inspirational. With deliberate intent, copy should inspire confidence and engage with optimistic emotion, innovative ideas, sophisticated statements, or conversational quips.

INSPIRATIONAL + EMPOWERING

We speak in ways that inspire, empower, and entertain (think wit, not humor). We are savvy and confident, our tone approachable, conversational, smart and engaging.

AUTHENTIC + ENCOURAGING

We're the friend that always leaves you feeling a little lifted. We say it like it is...and find ways to make her feel confident, and in turn—beautiful.

We are not flowery. We are not girly. We are not grandiose.
We are not romantic. We are not silly.



HOW OUR BRAND BEHAVES

WE ARE MORE THAN WE ARE

Assertive	Asshole
Atta Girl	Insincere
You Got This	Pushy
Inspirational	Aspirational
Empowering	Persuasive
Passionate	Predictable
Witty	Wacky
Confident	Cocky
Authentic	Ideal
Inclusive	Exclusive
High Five	Air Kiss
Community	Company
Conversational	Cutesy
Inner Beauty	Outer Beauty

BRAND VALUES

COURAGE

We dream big. Take risks. Innovate. Disrupt. Move fast. Iterate. We adapt. Next game.

TRUST

We are authentic and compassionate. We are honest, real. We stand behind our products, service, brand, and each other.

JOY

We celebrate the everyday. We're grateful. We love to delight our customers. We don't take ourselves too seriously.

RESPONSIBILITY

We do what is right for customers ahead of making money. We hold ourselves accountable. We are committed to improving our community. We give back.

LOVE

We are compassionate, concerned, and caring. We are a family who helps each other flourish, personally and professionally. We encourage people to be themselves.

BRAND IDENTITY

INNOVATIVE + INSPIRATIONAL

We are revolutionizing the hair color industry. Innovations in formulations you can feel good about

SOPHISTICATED

We embody accessible luxe. Our look, feel, and voice distinctively stand out as stylish, modern and smart. Thought-provoking. Not trendy

HONEST

We communicate authenticity and transparency, optimism and well-being.

DELIGHTFUL

Caring, charismatic, personable, we're excited about welcoming clients to the brand—and love making them happier. We're passionate about celebrating women...surprising and delighting our clients every chance we get.

FRIENDLY + ENGAGING

We exude our brand's inherent natural warmth, "good energy," and positivity. As her confidantes in color, we connect with her through authentic camaraderie.

TAGLINES

Commonly used taglines are shown here. Please reference the [digital ad copy sheet](#) for copy specific to products.

CONFIDENT
is the new beautiful

**YOUR.
BEST.
HAIR COLOR
EVER.**

hello beautiful



02: LOGO USAGE

THE LOGO AND USAGE

The Madison Reed identity has three marks: a primary logo, a wordmark, and an icon. These marks allow the Madison Reed brand to be flexible regardless of space or application constraints.

These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the Madison Reed logo elements, are predetermined and should not be altered.

The corporate logo is presented through the use of color, shapes and typography.

Used consistently, they will reinforce public awareness of the company.

[Download a pack with all approved versions of the logo.](#)



MADISONREED®

Primary logo



Icon

MADISONREED®

Wordmark

PRIMARY LOGO CONSTRUCTION + CLEARSPACE

LOGO USAGE

The primary logo is preferred and should be used whenever space is sufficient.

NON-INFRINGEMENT ZONE

Adequate clear space should be left around the logo so that its prominence is not compromised. The illustration to the right gives a visual guide for providing the necessary clear space.

SCALE

A logo begins to disintegrate when presented at a small scale. Defined minimum scale must be followed to preserve the logo's clarity.

Clear space = width of letter M



Minimum size:
1.25"
(actual size)

PRIMARY LOGO COLORS

BRAND COLORS

When producing with full color, the logo should always appear in the brand color PMS262

SILVER

When designing packaging, consider using a silver logo to add a premium feeling.

BLACK

When only black and white printing is possible, the logo may be grayscale.

KNOCKOUT

The knockout version of the logo should only be used when placed over photography. Do not use any other logo color options in combination with photos.



MADISONREED®

PMS262



MADISONREED®

PMS65



MADISONREED®

Pantone Silver



MADISONREED®

Black



MADISONREED®

Knockout

WORDMARK CONSTRUCTION + CLEARSPACE

WORDMARK USAGE

Designed to be complementary to the icon, the wordmark provides flexibility under space constraints. Although the wordmark can be used independently, it is recommended that the icon should also appear on the same application when possible.

NON-INFRINGEMENT ZONE

Adequate clear space should be left around the wordmark so that its prominence is not compromised. The illustration to the right gives a visual guide for providing the necessary clear space.

SCALE

A wordmark begins to disintegrate when presented at a small scale. Defined minimum scale must be followed to preserve the wordmark's clarity.

Clear space = Height of the letter



Minimum size:

MADISON REED[®]

1.5" (actual size)

WORDMARK COLORS

The wordmark features a two weight treatment. In this treatment, "Madison" always appears more prominent than "Reed." The wordmark should never appear in one tone, and the tonal relationship should never be modified.

BRAND COLORS

When producing with full color, the wordmark should always appear in the specified brand color PMS262.

BLACK

When only black-and-white printing is possible, the logo may be grayscaled.

KNOCKOUT

The knockout version of the wordmark should only appear as white.



MADISONREED®

PMS262



MADISONREED®

Black



MADISONREED®

Knockout

ICON CONSTRUCTION + CLEARSPACE

ICON USAGE

The icon should be used as a graphic device only, when use of the primary logo is not possible. Do not use the icon and primary logo in the same application. Do not repeat the icon. If possible, the wordmark should accompany the icon elsewhere on the application.

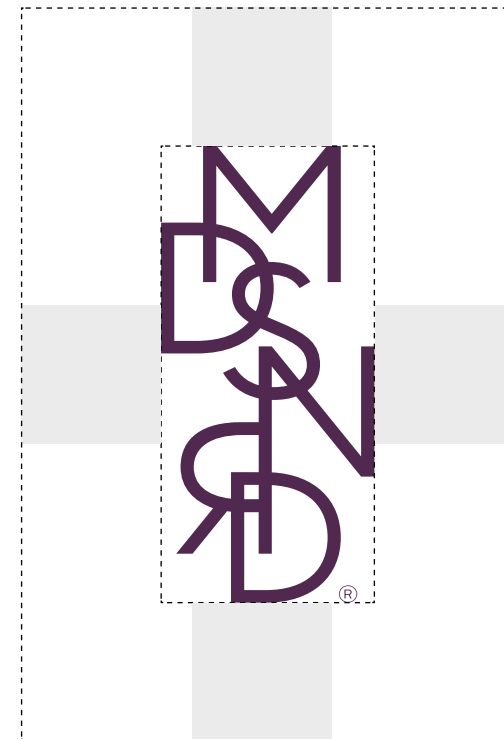
NON-INFRINGEMENT ZONE

Adequate clear space should be left around the icon so that its prominence is not compromised. The illustration to the right gives a visual guide for providing the necessary clear space.

SCALE

An icon begins to disintegrate when presented at a small scale. Defined minimum scale must be followed to preserve the icon's clarity.

Clear space = Width of letter M



Minimum size:
1.25"
(actual size)

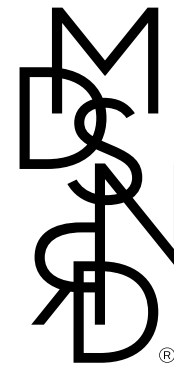
ICON COLORS

BRAND COLORS

When producing with full color, the icon should always appear in the brand color PMS262.



PMS262



Pantone Silver

BLACK

When only black-and-white printing is possible, the icon may be grayscale.

KNOCKOUT

The knockout version of the icon should only be used when placed over photography.

Do not use any other icon color options in combination with photos.



Black



Knockout

ICON PLACEMENT

CORNER OR EDGE

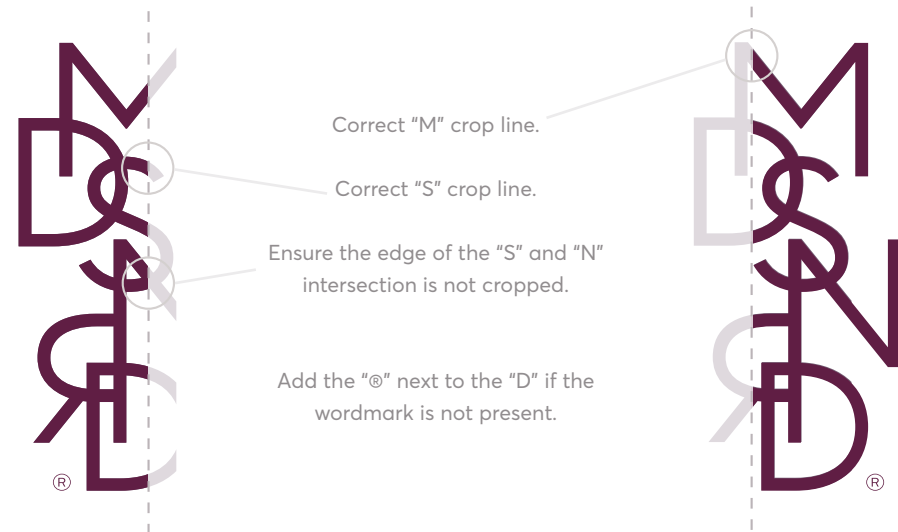
Place the icon on the corner of three dimensional objects, such as boxes, wall corners, and so on. See the image to the right to demonstrate common placements.



Icon is positioned on the corner and wrapped around to the other side.

CROP

Feel free to crop the icon off screens and print materials. Ensure the edges of the "S" are fully (not partially) cropped, and the letter "M" and "N" are correctly cropped. See the images to demonstrate a proper crop to the left and to the right.



DON'T EVEN THINK ABOUT IT



DO NOT reorient



DO NOT skew



DO NOT realign



DO NOT change proportions



DO NOT reposition



DO NOT apply any effect



DO NOT reconfigure



DO NOT apply gradient



DO NOT use black as a substitute



DO NOT use unapproved colors



DO NOT clip photos inside logo



DO NOT use strokes



DO NOT use inside a shape



DO NOT change color relationship



DO NOT use tint colors

BACKGROUNDS

The Madison Reed logo should appear on a solid background with sufficient contrast to be highly legible.

When the logo must be placed over a photo for our own branded assets, ensure the logo is legible by making sure the photography underneath is of sufficient contrast.



PARTNERSHIPS

This page illustrates the approved relationship of elements for Madison Reed dominant co-branding. The elements consist of the Madison Reed logo and the partner logo. For information on spacing and color, please refer to the relevant sections of this Brand Book.

RELATIONSHIP

Both the Madison Reed logo and the partner logo should be equal optically in size. Where possible, the Madison Reed logo is positioned in a primary position in the lower right-hand corner of the page. The partner logo is positioned in a secondary position in the lower left-hand corner of the page. They are both positioned equidistant from the bottom of the page.

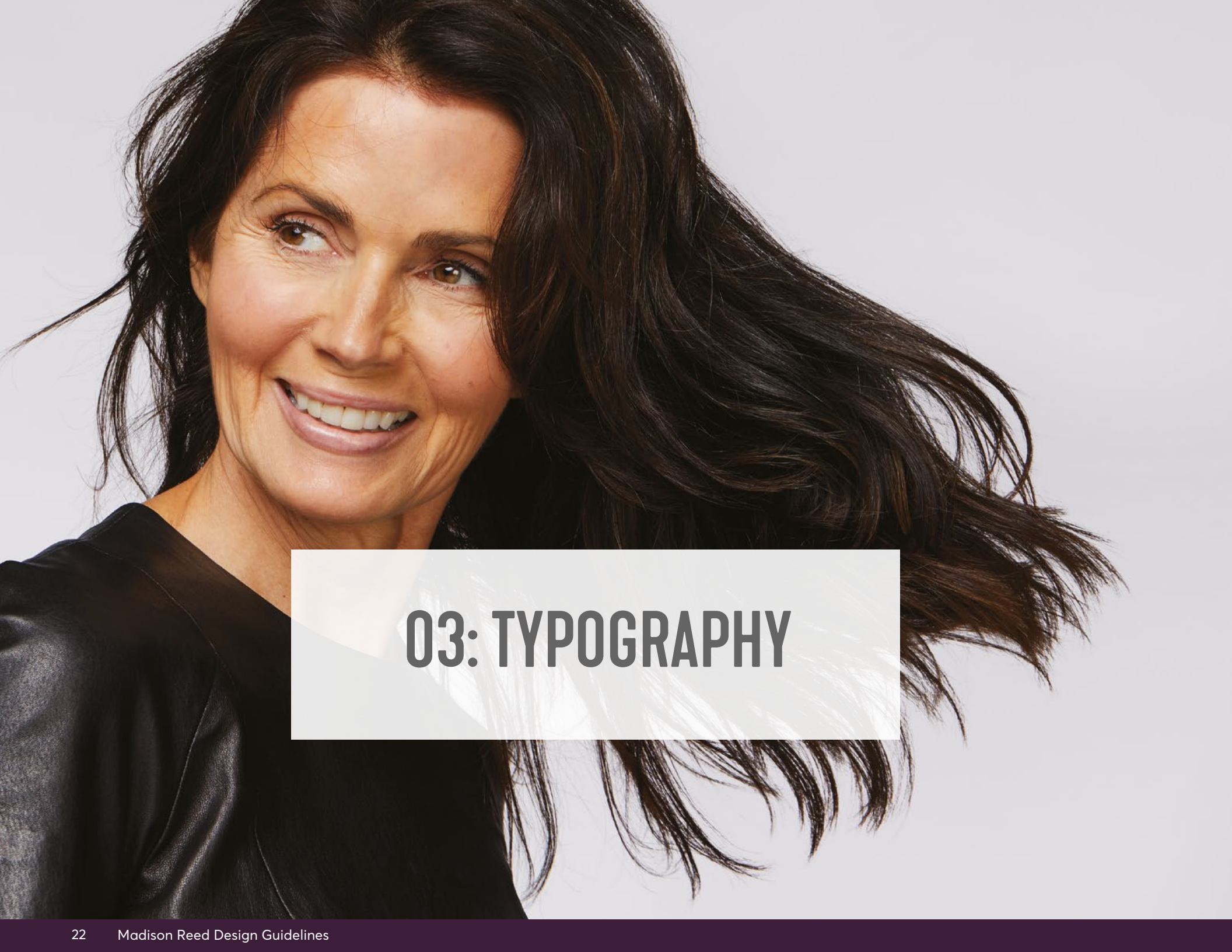
MINIMUM SIZE

The width of the Madison Reed logo should never be less than 10% of the width of the entire piece. The minimum height of the Madison Reed logo is 1.25" (3.175cm).



MADISONREED®





03: TYPOGRAPHY

PRIMARY FONT Averta

SPECIMENS

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890
!"§\$%&/()=?;,:- _

CHARACTER STYLES

Cases allowed: Sentence for Regular. All caps only for other styles.
Kerning: 0 - 100 depending on use (see page 27.)
Download this font [by clicking here](#).

WEIGHTS

REGULAR

BOLD

SAMPLES

Fena, veribefatiam hilius horbe
facrid con hostricae consu
conlost publi, con resimis.

**OLIQUD INTEMUS FATRIPS
ENIRIS. NA, SULESTAM
ADHUISULI, QUE ADIAM**

PRIMARY FONT KAPRA NEUE

SPECIMENS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"\+-\$%/'()&?;,:_

CHARACTER STYLES

Cases allowed: All caps only.

Kerning: 25

Download this font [by clicking here](#).

Note: Ensure hyphens, em dashes and + signs so they are vertically centered, and quotation marks and apostrophes so they do not extend above the top edge of text. % signs should use filled dots instead of circles, and numeral height should match letter height.

WEIGHTS

MEDIUM

SAMPLES

OLIQUD INTEMUS FATRIPS
ENIRIS. NA, SULESTAM
ADHUISULI, QUE AD CONES IL
HOSSI IAM LABESSUP.

SECONDARY FONT *betterworks*

SPECIMENS

abcdefghijklmnopqrstuvwxy
z
1234567890

WEIGHTS

regular

SAMPLES

*intemus patri
ps eniri s. na,
sulestam adhui
suli, hossi iam
labessup.*

CHARACTER STYLES

Cases allowed: All lowercase.

Kerning: 0 with adjustments as needed for legibility

Download this font [by clicking here](#).

TYPOGRAPHY + HIERARCHY

Size is the simplest way to create contrast between different typographic elements in your design. With three levels of typography, the font size generally starts out largest on top (level one; your most important information) and decreases in size as you move down the page.

Layout, for both print and digital, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and is easy for all to access.

Here are some of the most common techniques for our designs.

Eyebrow: Averta Regular. Case: All caps. Kerning: 100

EYEBROW HEADLINE

Main title: Kapra Neue. Case: All caps. Kerning: 25

TITLE HEADER

Heading 1: Kapra Neue. Case: All caps. Kerning: 25

HEADLINE ONE

Heading 2: Averta Light. Case: All caps. Kerning: 0

HEADLINE TWO

Heading 3: Averta Bold. Case: All caps. Kerning: 60

HEADLINE THREE

Body: Averta Regular. Case: Sentence. Kerning: 0

Body copy

CHARACTER + PARAGRAPH STYLES

JUSTIFICATION

- Type should always be set flush left, ragged right.
- Text should never be justified but may be centered.
- Avoid widows, orphans, and lines that end with hyphens.

URL STYLE

Our URLs and email addresses should always be styled camel case, as follows:

- Madison-Reed.com
- Madison-Reed.com/ColorBarLocations
- Amy@Madison-Reed.com

NUMBERING

Don't use parentheses to contain numbers - the numeral alone, or a numeral and period is preferred. For example, 1. vs 1)

PRICING EXAMPLES

See illustrations at right.

COLOR

ROOTS\$55

Permanent color for roots

ROOTS + GLOSS\$80

Permanent color for roots + gloss refreshes color & adds shine

**SAVE ON
ROOTS + GLOSS
WITH A
PACKAGE DEAL**

*Buy 4, get 1 FREE
\$320 (\$80 savings)*



TYPOGRAPHY PAIRINGS

We use our fonts in pairs, in specific ratios and sizes.
Please ensure the relationships specified here are
adhered to.

INGREDIENTS *with* INTEGRITY

DOES YOUR HAIR
NEED A BOOST?

MEDIUM
GOLDEN BROWN
LUCCA LIGHT BROWN - 7NGV

\$10 OFF

2 OR MORE PRODUCTS

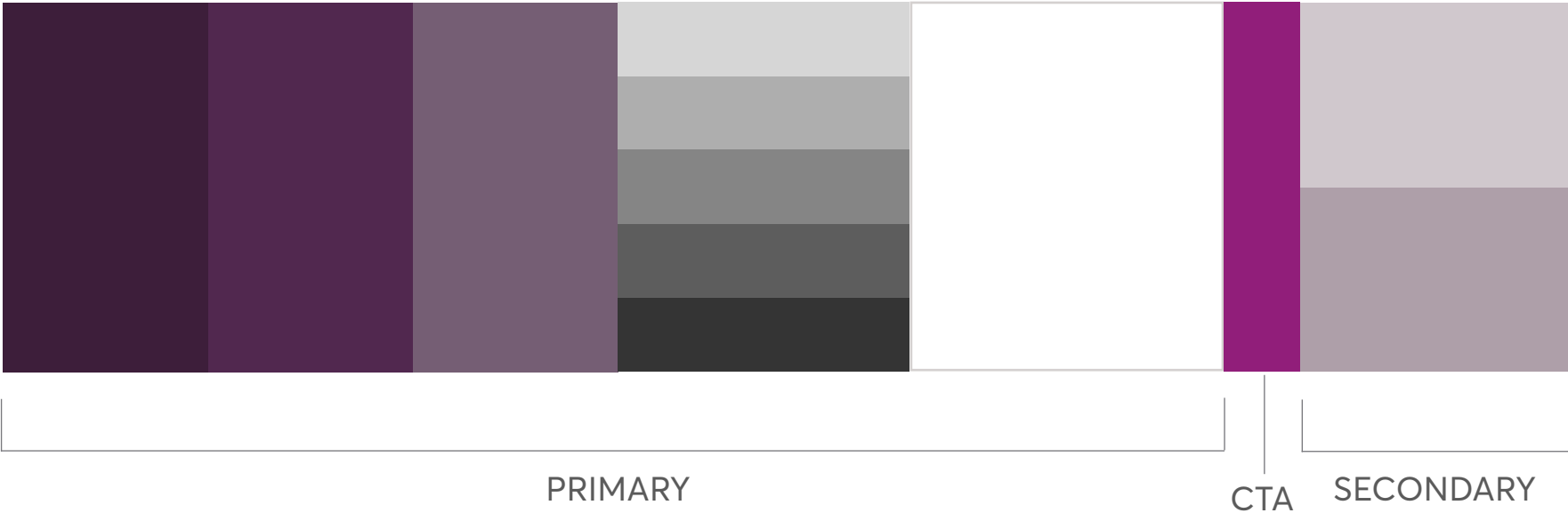
HAIR COLOR
that breaks the rules

HELLO
beautiful



04: COLOR SYSTEM

BRAND COLORS



PRIMARY COLOR PALETTE

The following palette has been selected for use in all Madison Reed communications.

The primary colors include our royal and luxurious purple in three tonal variations, and cool and sophisticated shades of gray to complement our purple.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.

PRIMARY COLOR:
ROYALTY

COLOR CODES
CMYK 66 / 82 / 49 / 52
RGB 65 / 35 / 59
HEX #41273B
Pantone 7449 C

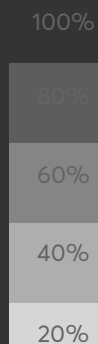
PRIMARY COLOR:
LUXE

COLOR CODES
CMYK 68 / 92 / 39 / 34
RGB 81 / 40 / 79
HEX #53284F
Pantone 262 C

PRIMARY COLOR:
SMOKE

COLOR CODES
CMYK 57 / 64 / 37 / 14
RGB 115 / 94 / 115
HEX #735E73
Pantone 262 U

PRIMARY COLOR:
THE GRAYS



COLOR CODES
CMYK 69 / 63 / 62 / 57
RGB 52 / 52 / 52
HEX #343434
Pantone Black 7 C

A TOUCH OF LUXURY

Be thoughtful in the use of metallics and gloss spot colors. Special occasions. Packaging. Coronations. Big nights out.

Printing costs may prohibit the use of metallic spot colors at times, and these coatings should be used sparingly, and never alone, for maximum effect.

ALLOW LOTS OF ROOM

And don't forget white. White space lets our designs breathe, and the more thoughtful our use of white space, the more prestigious our designs feel.

SPOT COLOR:

SILVER

COLOR CODE

Pantone 877 C

SPOT COLOR:

GOLD

COLOR CODE

Pantone 871 C

SPOT COLOR:

GLOSS

COLOR CODE

Pantone Spot UV

PRIMARY COLOR:

WHITE

COLOR CODES

CMYK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

HEX #FFFFFF

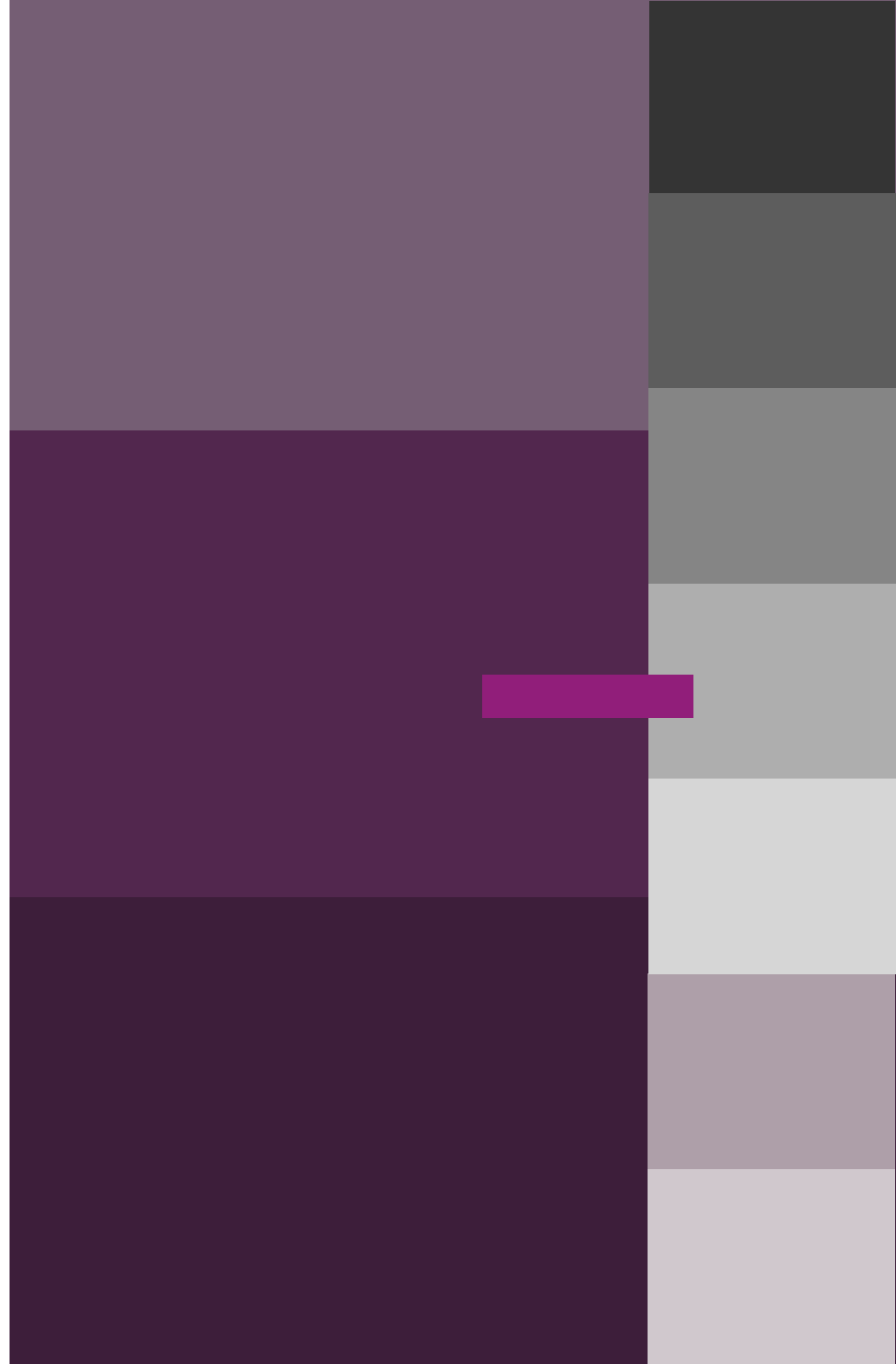
Pantone Opaque White

COLOR RATIO

How much of any one color is acceptable in a design?

White appears in all designs. At least one primary brand color should appear in all designs. Secondary colors should be used to complement them, meaningfully, and only if needed.

Call to action colors should only be used for calls to action, specifically and intentionally, without exception.



A CALL TO ACTION

Used consistently, very sparingly, and never used for any other purpose in designs, our Orchid shade functions purely as a call to action.

This color tells our customer to click here, look here, heed my words and make a move. Overuse of this color dilutes its meaning, and reduces its impact. The next two pages detail how to use Orchid.

CTA COLOR:

ORCHID

COLOR CODES

CMYK 52 / 100 / 8 / 1

RGB 145 / 24 / 133

HEX #911885

Pantone 513 C

CTAS: USE WITH CARE

All designs need a clear hierarchy of message and action. The color we have chosen for our calls to action should only be used for calls to action.

- Should have as reduced a color range as possible for optimal discoverability and learnability
- Main CTA color is not used for any other purpose in designs
- Secondary and tertiary designs are used consistently to help user understand hierarchy of designs
- Color is high contrast to rest of designs (a complementary color to purple)
- Should have defined color action states (hover, click etc) for the web
- Button microcopy style should be consistent
- Should use microcopy that is highly legible, short, consistently used, and action/benefit centered

The screenshot shows the Madison Reed website interface. At the top, there is a navigation bar with links for 'MADISONREED', 'ABOUT', 'SHOP', 'BLOG', 'GET \$15', and 'MY ACCOUNT'. The main content area features a large image of a woman's long, wavy hair in a 'Light Golden Brown' shade. To the right of the image, the text reads 'LIGHT GOLDEN BROWN' and 'LUCCA LIGHT BROWN - 7NGV'. A purple circular badge in the top right corner says 'YOUR PICK'. Below the main image is a 'SEE MORE SHADES' button. To the right of the main image are two buttons: 'ADD TO BAG (\$22.00)' and 'VISIT COLOR BAR'. Below the main image is a row of four smaller images showing different hair color options, with a left and right arrow indicating a carousel. Below this is a dark purple banner with the text '100% MONEY BACK GUARANTEE' and a paragraph: 'We want you to love your hair. If you don't—a professional colorist will consult with you to find a solution you do love. And if you're still not happy? We'll refund your money on your first box, 100%'. Below the banner is a 'REVIEWS' section for 'Soft Black for resistant grays' with a star rating of 4.5 and 135 reviews. A bar chart shows the distribution of reviews: 5 stars (50), 4 stars (19), 3 stars (14), 2 stars (25), and 1 star (27). Below the chart are three dropdown menus: 'Sort by: Most helpful', 'Hair Type', and 'Amount of gray'. At the bottom, there is a review by Katherine B. from Chicago, IL, dated April 4, 2017, with a star rating of 4.5. The review text is: 'Color does not last. Color came out beautiful when first done, but after 2 weeks it faded where my hair is gray, leaving the gray areas reddish brown. Very disappointed.'

CTAS ON THE WEB

We have defined the following CTA styles, with four styles, each showing complementary focus, disabled, hover and active states, for the web.

- Always save the Primary style for the most important user action in any view
- Avoid showing more than one Primary button in any view—use alongside a Secondary button if you have two separate actions of differing importance
- Or, use all Secondary or Tertiary buttons, or the Quaternary (text) style if they are of equal importance
- Designs shouldn't be dominated by our CTA color—keep number of buttons to a minimum for usability
- Colors used are indicated under each button
- Minimum digital sizes:
 - Height @1x: 44px
 - Width @1x: Flexible, but there should always be 15 px both sides of CTA label.
 - CTA font bold, minimum size @1x: 13px

	PRIMARY Orchid button	SECONDARY White button	TERTIARY Clear button	QUATERNARY Text
Default	CLICK HERE #911885	CLICK HERE	CLICK HERE Transparent background	CLICK HERE
Focused	CLICK HERE #AB2E9F	CLICK HERE	CLICK HERE 50% white transparency	CLICK HERE
Toggled/ Selected	CLICK HERE	CLICK HERE	CLICK HERE	CLICK HERE
Disabled	CLICK HERE #969696	CLICK HERE	CLICK HERE	CLICK HERE
Hover	CLICK HERE	CLICK HERE	CLICK HERE	CLICK HERE

COLOR APPLICATIONS

NAVIGATION: SHOP, ABOUT, HOW TO, LOCATIONS, BLOG, SAVE \$10

LIGHT works BALAYAGE HIGHLIGHTING KIT

Easy at-home balayage highlights? You read that right.

[SHOP NOW](#)

REAL GORGEOUS RESULTS

4 STUNNING SHADES

SORRENTO dolor sit amet, consectetur adipiscing elit	PALMI dolor sit amet, consectetur adipiscing elit	ARDENZA dolor sit amet, consectetur adipiscing elit	LAZIO dolor sit amet, consectetur adipiscing elit
SHOP NOW	SHOP NOW	SHOP NOW	SHOP NOW

SO EASY...HERE'S WHY

LOREM IPSUM dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	LOREM IPSUM dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt	LOREM IPSUM dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

THE PERFECT PAIR

COLOR + GLOSS

The salon-secret system for healthy-looking hair with brilliant shine.

\$48⁵⁰ SET
(\$60 VALUE)

APPLY RADIANT HAIR COLOR TO ROOTS

APPLY COLOR REVIVING GLOSS TO MID-LENGTHS + ENDS

MADISONREED®

HAIR COLOR | HAIR CARE | BLOG

LET'S COLOR

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT.

[SHOP NOW](#)

1

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum sus-

[SHOP NOW](#)

2

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum sus-

[SHOP NOW](#)

3

LOREM IPSUM
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum sus-

[SHOP NOW](#)

A photograph of a woman with dark, voluminous, wind-blown hair. She is wearing a light grey t-shirt and has a tattoo on her left shoulder that says "love:". The background is a plain, light grey color. A white rectangular box is overlaid on the lower part of the image, containing the text "05: ICONOGRAPHY".

05: ICONOGRAPHY

SYSTEM ICONS

Our iconography and usage principals for iconography were designed to communicate quickly and effectively across all touchpoints, from product to marketing, and on all channels.



HAIR



PRODUCT



INGREDIENTS



TIME



SCHEDULE



COLOR BAR



DIMENSIONAL



CONTACT

ICONS FOR WHITE BACKGROUND



HAIR



PRODUCT



INGREDIENTS



TIME



SCHEDULE



COLOR BAR



DIMENSIONAL



CONTACT

ICONS FOR DARK BACKGROUND

SOCIAL ICONS

MINIMUM ICON SIZE



The minimum size for the icon usable in web is 8.5 mm, and for print designs 14 mm

MAXIMUM ICON SIZE



The maximum size for the icon usable in web is 20 mm, and for print designs 55 mm

ALT SOCIAL ICON DESIGN



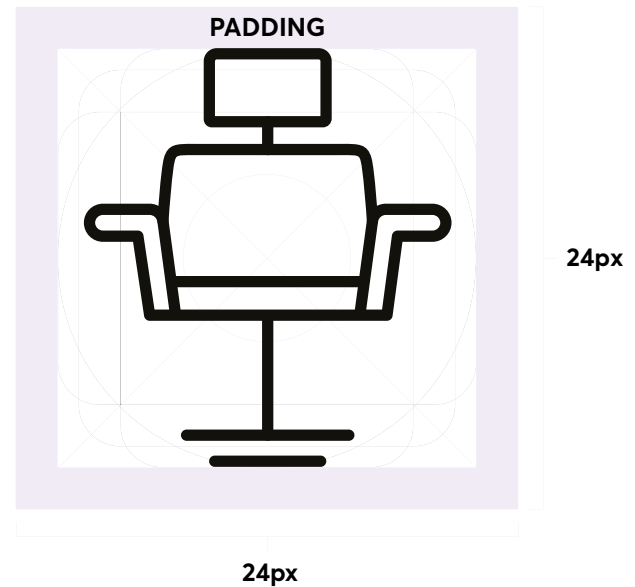
ICONS FOR WEB

ICON CONSTRUCTION

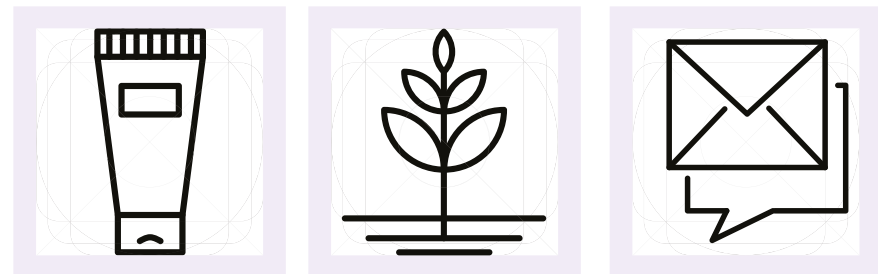
All icons should be constructed on a 24 x 24 pixel grid frame with a 3 pixel width for outlines. Each icon should include a one pixel padding on all sides as guidance, however it's OK to go beyond the padding if doing so improves the optical balance of the icon.

Icons should be centered if they are contained within a circle shaped outline. The diameter of the circle can be determined by doubling the width of the icon.

ICON CONSTRUCTION



USING THE GRID



ICON APPLICATIONS

WHY WE'RE DIFFERENT



Gorgeous hair color when
+ where you want it



Multi-dimensional color with
100% gray coverage—never
flat, never dull



Goodbye harsh
ingredients*

WHY WE'RE *different*



Gorgeous hair color delivered
to your door for under \$25



Our hair color doesn't stink



Unparalleled color-matching
technology so you always get
your perfect shade

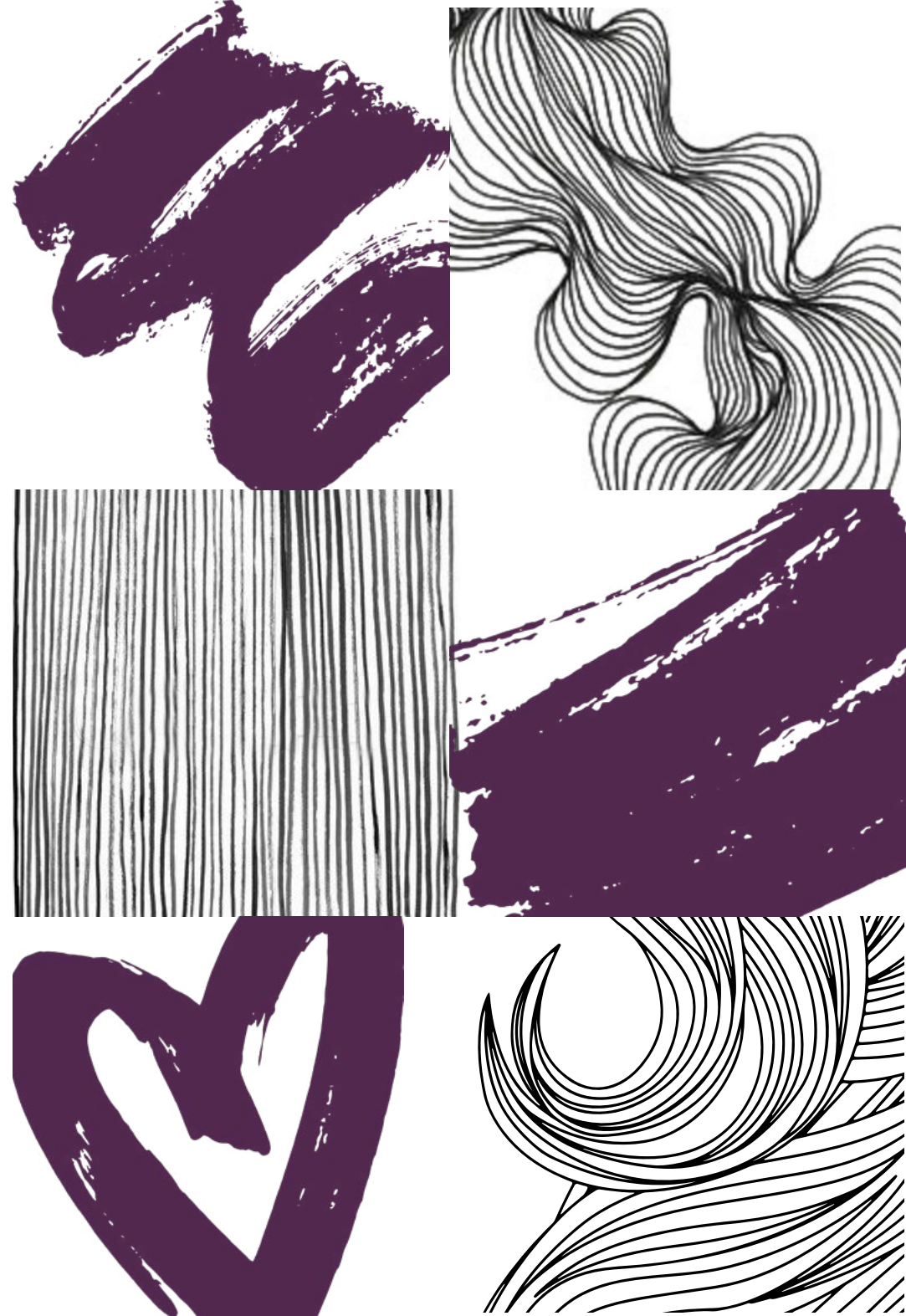


06: PATTERN

ILLUSTRATIVE PATTERNS

Inspired by hair types, textures and the painterly application of hair color, we choose patterns that are hand illustrated to create an organic and textural look and feel.

Patterns will be used in moderation (at most, 25% pattern and 75% photography) - just enough to create a unique and ownable look for the Madison Reed brand.



COLOR PALETTE

In keeping with our brand, use our primary color palette for pattern, with discretion. Shades of gray and white are the most appropriate for this use, although occasionally our less saturated purples can work.



APPLICATIONS

MADISONREED®
COLOR BAR

new client?

**ROOTS
FOR \$40**

Not combinable with other offers.
New clients only.

FROM THE BOTTOM
of our hearts

MADISONREED®

The person who
tagged you on
this thinks you're
#HAIRGOALS.

MADISONREED®

If a **MESSY BUN**
is supposed to
be effortless, how
come it takes 84
tries to get it right?

MADISONREED®

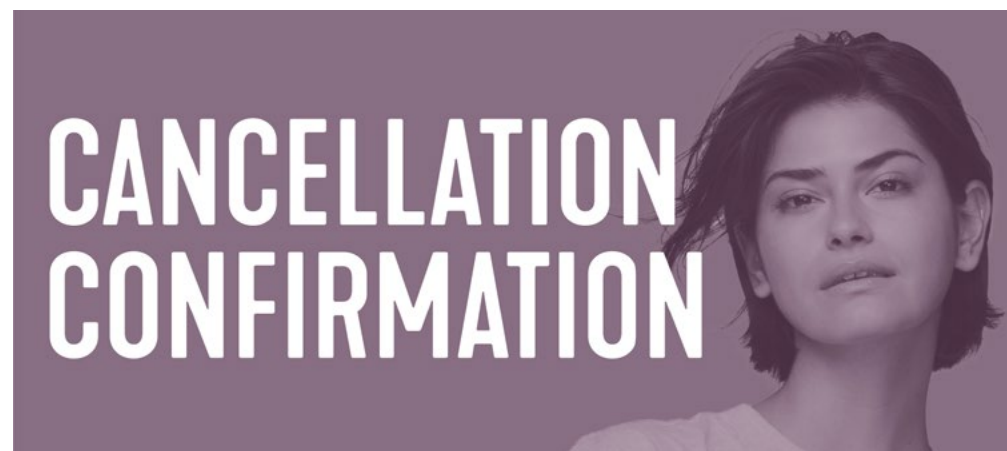
LET'S GET THIS
**PARTY
STARTED**

IT'S OUR BIRTHDAY TOMORROW
& WE GOT YOU A LITTLE SOMETHING...

CHECK BACK TOMORROW
TO JOIN THE CELEBRATION!

MADISONREED®

APPLICATIONS





07: PACKAGING

PACKAGING EXPERIENCE

Our packaging reflects the sophistication of our brand with sleek, minimal design reflecting consistency across all product forms. Product names + product functions are concise + legible. Retail packaging needs to be able to sell itself. The unboxing experience should feel like a luxury experience.





08: HAIR COLOR BARS

HAIR COLOR BARS

Madison Reed Hair Color Bar is not in the business of how women look.

Madison Reed Hair Color Bar is in the business of *how women feel*.

Welcome to Madison Reed Hair Color Bar—where we empower women with fast + fabulous hair color services that save her time + money. The best part? Our formulas are made with ingredients she can feel good about.




HAIR COLOR BAR SIGNAGE



HAIR COLOR BAR SIGNAGE

LIGHT *works*
BALAYAGE HIGHLIGHTS

Book today for sun-kissed, natural-looking highlights.
\$95



COLOR PROTECTING SHAMPOO + CONDITIONER \$40 SET
(\$52 VALUE)

- Provides UV protection and locks in color to help prevent fading
- Sulfate-free formula gently cleanses without stripping color
- Packed with nutrients; free of sulfates, parabens, phthalates, and gluten

\$26 each



COLOR THERAPY COLOR DEPOSITING HAIR MASK

Refresh tone in 5 minutes while conditioning your hair.
\$20

PERLA


CAFFÈ


DORATO


CASTAGNA

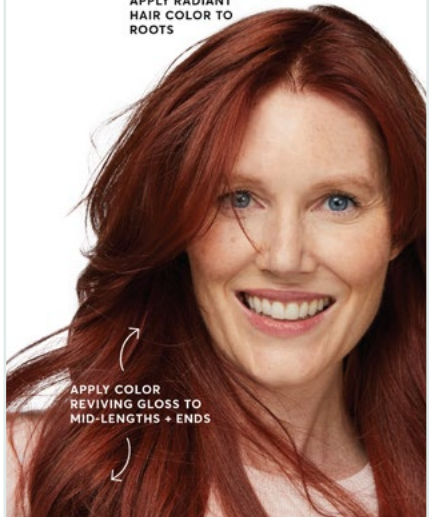



THE PERFECT PAIR COLOR + GLOSS \$48 SET
(\$56 VALUE)

The salon-secret system for healthy-looking hair with brilliant shine.

APPLY RADIANT HAIR COLOR TO ROOTS

APPLY COLOR REVIVING GLOSS TO MID-LENGTHS + ENDS



SERVICES

prices do not include blow outs

COLOR

ROOTS\$55
Permanent color for roots

ROOTS + GLOSS\$80
Permanent color for roots + gloss refreshes color & adds shine

BALAYAGE HIGHLIGHTS

LIGHT WORKS®\$125
Sun-kissed, natural-looking highlights

LIGHT WORKS + ROOTS\$180
Sun-kissed, natural-looking highlights + permanent color for roots

REFRESHERS

GLOSS\$25
Semi-permanent tint refreshes color & adds shine, lasts up to 8 shampoos

TONING GLAZE\$25
Demi-permanent tint of color tones highlighted hair, lasts up to 15 shampoos

+ PRO BOOST\$10 **+ BASIC BLOW OUT**\$25
Treatments targeted to the specific needs of your hair *No hot tools*

SAVE ON COLOR
 WITH A PACKAGE DEAL, ASK HOW.

GORGEOUS HAIR TO GO

One kit. Everything you need.



MADE WITH INGREDIENTS YOU CAN FEEL GOOD ABOUT.



ARGAN OIL



KERATIN



GINSENG ROOT EXTRACT



09: SOCIAL MEDIA

SOCIAL MEDIA

Our social media persona is an authentic, engaging expression of our brand. Through this, we acquire new customers, increase brand recognition, keep our followers engaged and inspire brand loyalty.

Since assets created for social media don't tend to persist online as long as other marketing assets, we can be more playful with them. These assets may have a more user-generated feel, and sometimes a seasonal quality.

RELATABLE

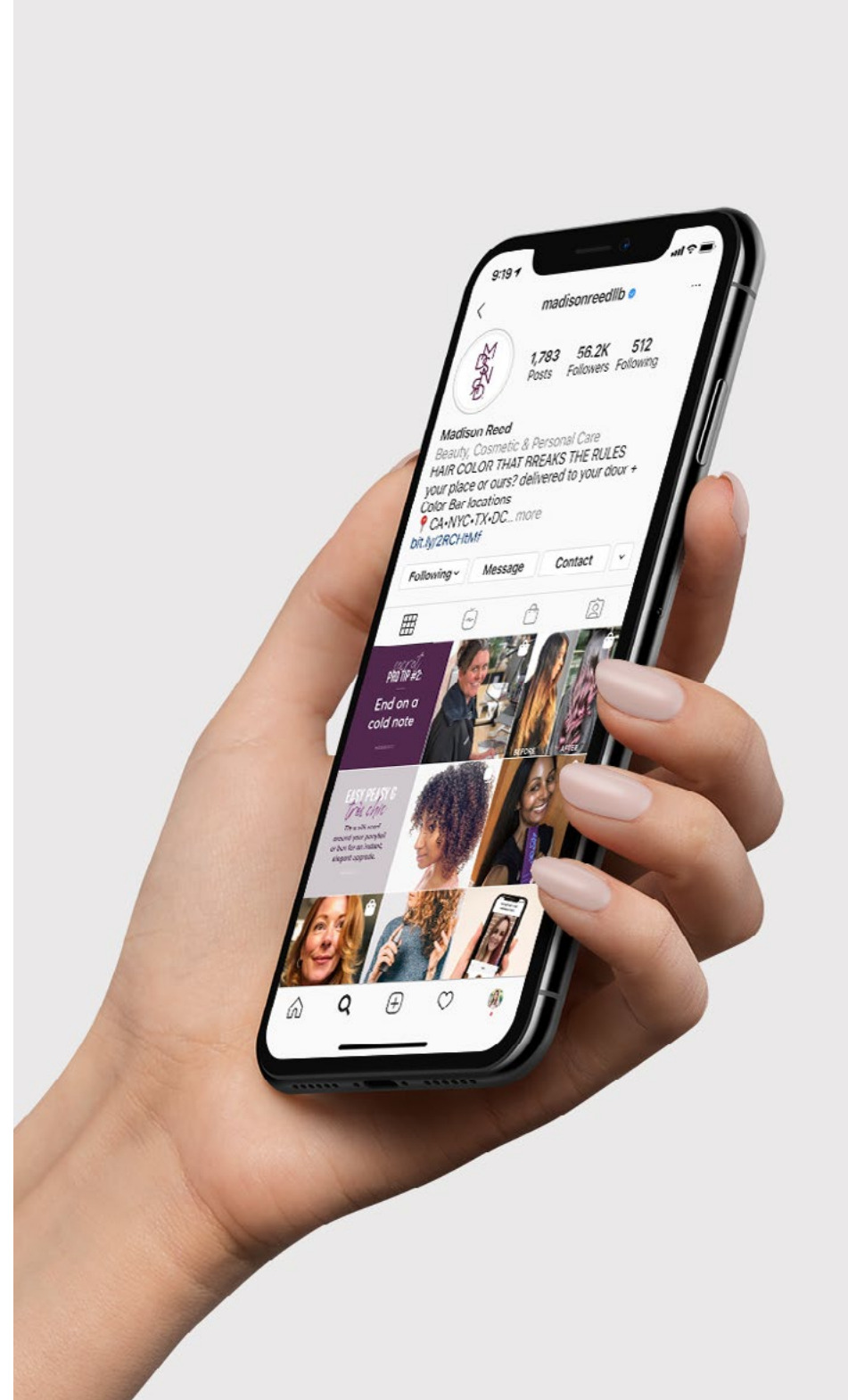
We know what you're going through—the outgrown roots, the shameless shower cap selfies, the exuberant freshly colored gotta-show-off-my-hair feeling, and we show it all on our feed.

INCLUSIVE

Long, fiery red locks and flawless balayage might perform better than most, but we make every effort to show all hair colors, types, lengths, textures, and skin colors on our feed to embody our wonderfully diverse audience.

ON BRAND

While these assets might be more playful, they still need to be on brand. That means the colors, fonts, and treatments need to instantly say Madison Reed, just like all the other channels of our brand.



COLOR + FONT

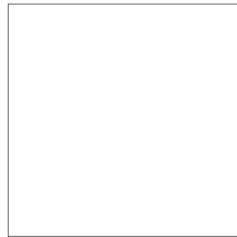
Use this abbreviated palette of colors and fonts specifically for our women's social media pages. Primary colors include Luxe and White, with the addition of three secondary colors to be used in moderation. Overall, our women's social media presence should read overwhelmingly purple and White, with hints of Light Gray and Smoke, and Dark Gray being used only for text. Using these colors intentionally will ensure brand recognition across our social channels by presenting a unified and cohesive look.

To ensure legibility, only Dark Gray and Luxe should be used for text on light backgrounds (White or Light Gray), and White for text on dark backgrounds (Luxe, or Smoke).

PRIMARY COLORS:



LUXE



WHITE

SECONDARY COLORS:



LIGHT GRAY



SMOKE



DARK GRAY

Refer to brand color page (pg. 32) for color codes.

PRIMARY FONT

KAPRA MEDIUM

We use Kapra Medium in all caps for all headlines on social media. This is the face of the brand as far as text, and the others are only included for use in body copy, or limited use in special cases.

SECONDARY FONT

Averta

Averta is only used for secondary text, descriptions, or paragraph copy. On social media, we only use Averta Regular, sentence case.

TERTIARY FONT

betterworks

Only to be set in lowercase, alongside Kapra. Betterworks should be used as an accent, where the frequency is about every 2/10 posts. It can be used when we need to call special attention to something, or to liven up an otherwise especially simple design.

EXECUTION: HAIR



EVERYDAY GORGEOUS RESULTS

This is our bread and butter—confident, happy clients with beautiful, achievable results. We typically source these photos from colorists, user submitted photos, or influencers. Making sure these are on brand is important: no filters, all authentic, real + relatable.

BEFORE + AFTERS

Side-by-side images separated by a thin white line, with all caps, white Averta Bold "Before" and "After" at the bottom of the image. These are some of our best performing posts, and they show our benefit statement most, especially when covering grays, or showing dramatic transformations.

EXECUTION: HAIR COLOR BAR



NEW STORE OPENINGS

For new store openings, we post exterior photos of the store, and sometimes swipeable posts with shots of the interior as well. Storefront images perform best, as people in the area may recognize the exterior which drums up excitement.

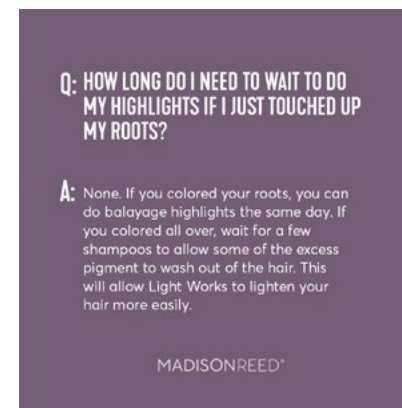
IN STORE PHOTOGRAPHY

These should be sprinkled into the feed, either to feature Hair Color Bar, or to promote something specific. i.e. membership, promotions, etc. We can post photos as general store interior, or as detailed as the writing on walls, mirrors, blow dry section, etc.

HAIR COLOR BAR TOURS

When we have the opportunity to, we can feature video clips of interiors. This would be fun for new store openings. We can also utilize video content from influencers.

EXECUTION: HOUSE PARTY



"INVITE" INITIAL POST

This post announces the upcoming party, and provides information in the caption. It always uses the same template with a branded model image.

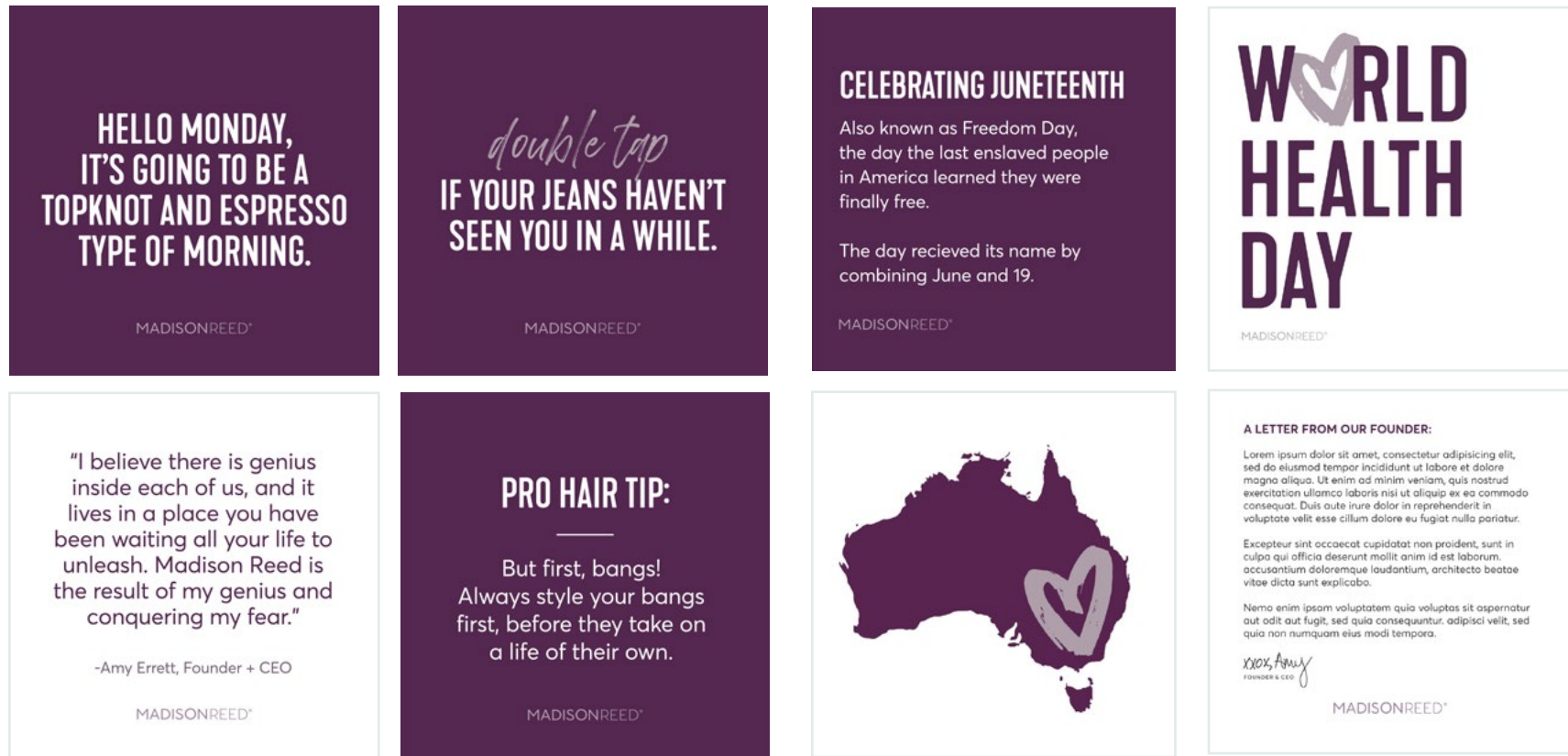
REMINDER POSTS & TIPS

For reminder posts prior to the party, we post these fun, quick, witty one-liners, and/or a post with tips for coloring along.

TOP QUESTIONS

We post these after the party with the top 3-5 questions that were asked. It is a multi-image post, with a cover photo first, and Q&A slides second.

EXECUTION: POSTS WITH TEXT



WITTY SAYINGS, TIPS, QUOTES

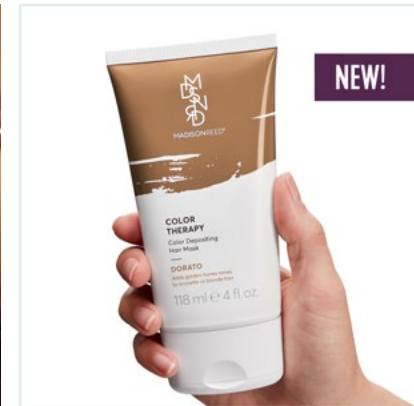
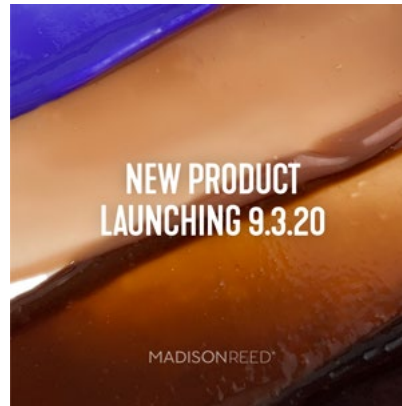
These posts use specific templates, that utilize our core fonts and colors as shown. Posts with text should utilize mostly Kapra Medium, and Averta Regular, with an occasional accent of Betterworks for emphasis.

HOLIDAYS, CURRENT EVENTS, ETC

Since social media is ever-changing and reacting, sometimes one of the templates doesn't cut it and we act in the moment. Some examples would be announcements, current events, or holidays, which you can see above.

Madison Reed logo is always placed at the bottom center or left in 60% opacity White on dark backgrounds, or 60% Luxe on light backgrounds.

EXECUTION: PRODUCT



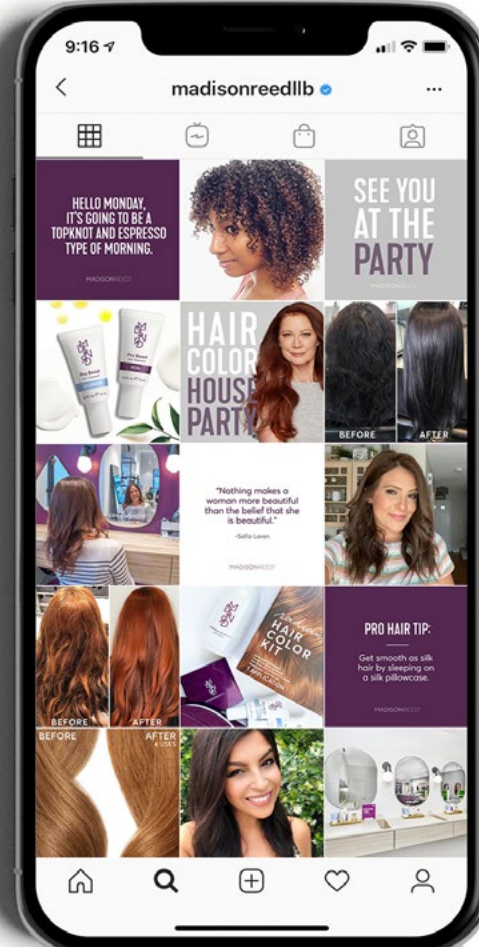
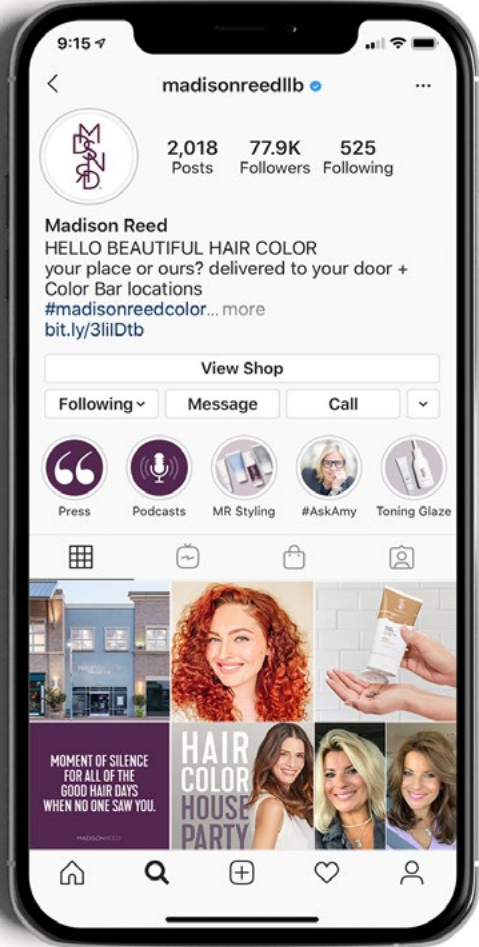
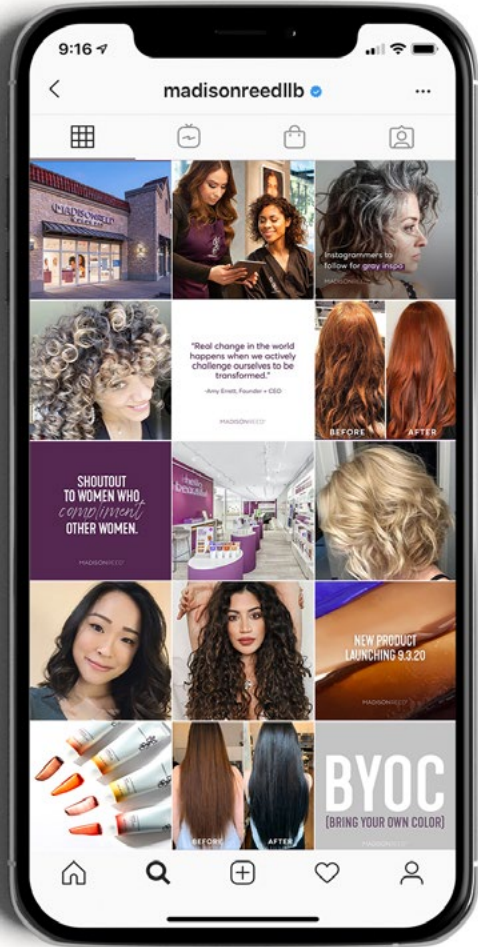
PRODUCT PHOTOGRAPHY

All product photography should be light, airy, and editorial, following our main brand guidelines on photography. When packaging is present, adjust lighting to ensure our core purple reads accurately.

NEW PRODUCT LAUNCHES

When we launch a new product, we use a series of posts, sprinkled into our feed. We can start with a coming soon, or teaser post, followed by posts that show the full product range and benefit(s). Example of launch series would include: teaser, product with "new" banner, before and afters, how to videos, smears, ingredient story and full product range photography.

CONTENT MIX



MADISONREED® MR.™

Though our men's line has its own Instagram page, it's still an extension of our main branding, just tailored to fit a different audience. While we grow our men's audience, we keep things clean & consistent to increase brand recognition and inspire brand loyalty.

RELATABLE

We get it, you love your hair, and want to protect it, but you also wish you were working with a few less grays. We'll show you those great results you're looking for, how to do it, and why you'll love it.

INCLUSIVE

No matter what you're into, we see you. You'll find yourself in our feed because we show all types of men, from cowboys to desk jockeys, influencers to followers, and every man in between.



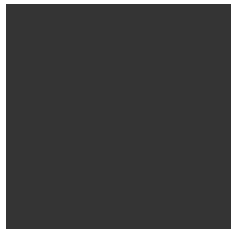
COLOR + FONT

Here's the palette of colors, fonts and patterns specifically for our men's social media pages.

The primary colors are shades of Gray, with the addition of a secondary color and pattern to be used in moderation. Overall, our social media presence should read overwhelmingly Gray, with hints of Teal and Camo, with White being used only for text. Using these colors intentionally will ensure brand recognition through presenting a unified and cohesive look.

To ensure legibility, text should only be set in Gray on light backgrounds (20% Gray), and in White on dark backgrounds (Gray, 60% Gray, Teal and Camo).

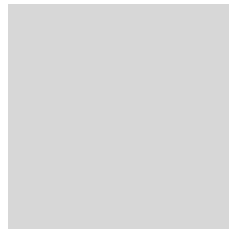
PRIMARY COLORS:



GRAY



60% GRAY



20% GRAY

SECONDARY COLORS:



TEAL



WHITE

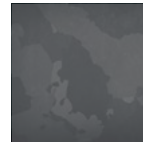
PATTERNS:



CAMO DARK



CAMO



CAMO LIGHT

Refer to [Mens Brand Book](#) for color codes.

PRIMARY FONT

KAPRA MEDIUM

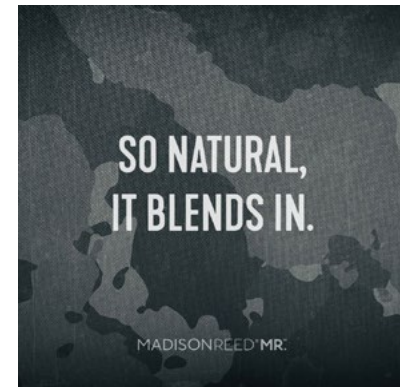
We use Kapra Medium in all caps for all headlines. This type is the face of the brand, because it is bold and exemplary of our men's brand.

SECONDARY FONT

Averta

Averta is only used for body copy when absolutely necessary. We only use Averta Regular, sentence case. Think of it like 90:10 Kapra:Averta.

EXECUTION: CONTENT MIX



GOOD-LOOKING RESULTS

This is our bread and butter—confident, happy clients with natural-looking, achievable results. We typically source these photos from users or influencers. Making sure these are on brand is important: no filters, all authentic, real + relatable.

POSTS WITH TEXT

These should use one of our branded colors, or Camo for a background, with Kapra text. Keep color ratio and legibility in mind.

LIFESTYLE AND PRODUCT

While the majority of posts are results and text posts, we sprinkle in photos of our product, and lifestyle posts that fit our brand to give the page personality.

HASHTAGS + ATTRIBUTION

HASHTAGS:

We need to ensure that we add alt text to all images, in order to increase accessibility, and make our content easily digestible for those who are visually impaired. This also makes it so that search engines can find our content, and could positively affect performance. When a post has text in the image, include all of the image text in the alt text. When a post is simply an image, the alt text should describe it visually. For example: "Woman with medium length, highlighted brown hair".

A NOTE ON ATTRIBUTION:

When posting a photo taken by a colorist, always give them credit by tagging their handle in the caption. When a colorist posts a photo of a client, we don't have to ask permission to use the photo, since we can assume the colorist has already done so. When posting a photo that is user submitted, we always tag their handle in the caption. We also make sure to ask permission before using their photo. If a photo is of the back of someone's head, or the face is unrecognizable, we do not need to ask permission, but it's always best practice to do so when it is user submitted.



10: STATIONERY

OUR LETTERHEAD

Our stationery is one of the most widespread forms of contact for business and corporate communications.

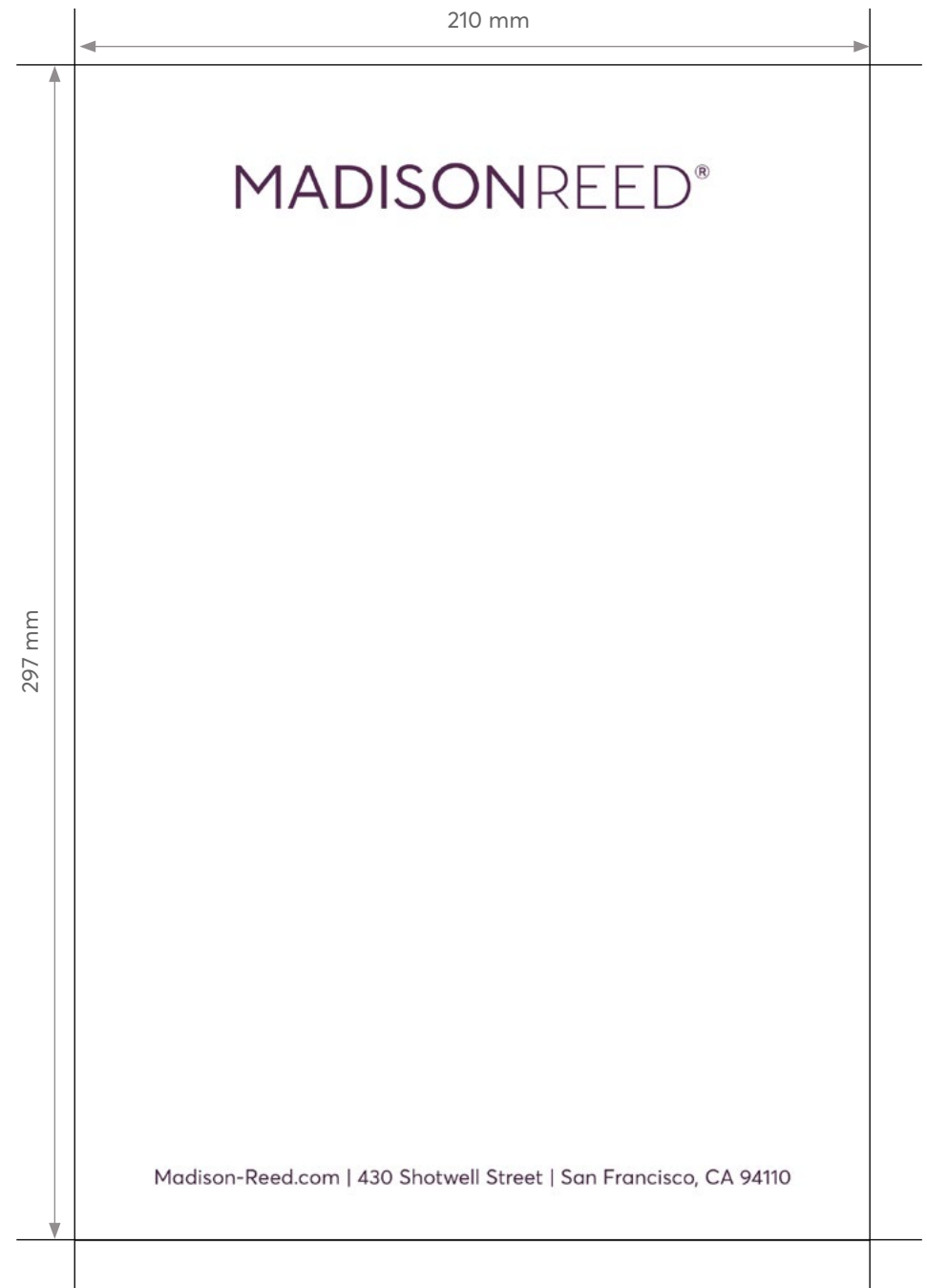
Clean and simple, we designed our stationery to align with our visual system.

DIMENSIONS:

297 x 210 mm

PAPER:

100 g/m² offset white



BUSINESS CARDS

The business card will be used for all official contact and communication of our company. These are the approved layouts.

DIMENSIONS:

85 mm x 55 mm

CARDSTOCK:

350 g/m² glossy white paper

MADISONREED®

HAIR COLOR THAT BREAKS THE RULES

Your place or ours?

Delivered to your door + Color Bar locations

MADISONREED®

AMY ERRETT

Founder & CEO

415.225.0872

Amy@Madison-Reed.com

430 Shotwell St. San Francisco, CA 94110

📍 @AmyErrett @MadisonReedLLB

OUR EMAIL SIGNATURE

Our email signature is often the first instance of our brand that the recipient experiences, so it's important that it is correct.

You can easily cut and paste our email signature format from our Madison Reed pages, by clicking [here](#).

Please don't change the case, font, color or size of any part of our signatures. Just update to your own name and other details.

In place of Averta, for email signatures only we use Helvetica.

Amy Errett
CEO & Founder

Phone: 415.225.0872
[Madison-Reed.com](https://www.Madison-Reed.com)

MADISONREED®

THE. BEST. HAIR COLOR. EVER.

Find your perfect shade at [Madison-Reed.com](https://www.Madison-Reed.com) or visit us at our Hair Color Bars nationwide.



11: PHOTOGRAPHY

PHOTOGRAPHY TYPES

Good imagery helps to reinforce our values and creativity. Any photography needs to be professional in its approach, highly polished in its execution, and engaging in its content. Bold photography is essential for our brand, because it creates emotions and has a distinct personality.

Avoid clichés and obvious poses. The uniqueness of each photo will help to reiterate the independent spirit of our brand.

We use several types of photography for various uses.

- Model shots
- Product shots
- Lifestyle shots
- User generated content
- Social media photos

Each type is described on the following pages.



MODEL PHOTOGRAPHY

CONFIDENT IS THE NEW BEAUTIFUL

And when you feel confident—you can do anything. Light up a room, command attention, flaunt your mojo, feel your best. Hair is hero. Her look should exude I'm feeling it(!!!)...and p.s. my-hair-f-ing-rocks. No "posing" models here...simply put she is a confident, empowered, unapologetic woman with a I'm-a- badass fire in her eye.

The Madison Reed photo style should feature natural lighting, beautiful yet approachable models, and should exude a palatable "good" energy. Rather than overly posed, we prefer candid moments and lifestyle-feeling shots that convey a genuine confidence, happiness and authenticity.

The models featured in our photography should be age appropriate and represent diversity. We love a real emotional connection with the camera. Her contagious feel-good feeling, the fire in her eye, and her obvious confidence embody our visual point of difference within the category. Shots should feel fresh and evoke the feelings the color conveys when possible. We're capturing a feeling as much as we're capturing gorgeous natural-looking hair color. And we like that very much.

STYLE GUIDE

- **Genre:** Editorial
- **Environment:** Studio
- **Lighting:** Artificial, high key
- **Models:** Professional lifestyle models. Mix of ages, heights, body types and ethnicities.
- **Model direction:** Confident, friendly, direct, empowered.
- **Wardrobe:** Unbranded, casual, neutral color palette.
- **Positioning & framing:** Center
- **Color palette:** Neutral to allow hair to shine
- **Treatment:** No retouching (see page 75 for more detail)

THE GRID

Our newest design layout helps us showcase diversity in a flexible waterfall style grid arrangement, where columns contain images of equal widths. The grid layout comprises dynamic images of our new models cropped boldly, with plenty of white space.

Examples shown here demonstrate appropriate white grid widths and blend of models and photo types. Ingredient images may also be included in the grid - make sure they're of matching scale, and that shadows match in direction and intensity.

Various types of model shot can be added to the grid, though a balance of type is important.

Model photo types for 2021 onwards are as follows:

1. Beauty. This is our standard, confidently posed shot
2. Motion: As above, with added movement!
3. Unrecognizable: Focusing on her hair, this type of shot can be used for OOH and other applications in perpetuity



THE GRID



YOUR BEST HAIR COLOR EVER... *you got this*

-  Hair color as easy and affordable as it is natural-looking & beautiful
-  55+ salon-gorgeous shades with 100% gray coverage, odor-free
-  Easy to find your perfect shade with online color quiz & virtual hair color try-on tool
-  Consult with a colorist 7 days a week via phone or chat, or in person at a Hair Color Bar
-  Visit a Madison Reed Hair Color Bar for a service or a free consultation
-  We want you to love your hair. If you don't—we'll refund your money, 100%

Sadie used Radiant Hair Color in Sardinia Red 6NCG

PAID PROMOTE BY

MADISONREED®



SCAN TO FIND YOUR PERFECT HAIR COLOR
ONLINE OR AT A HAIR COLOR BAR NEAR YOU



EXCLUSIVE OFFER INSIDE


.....AUTO-MIXED AACC 07099 2##
 DAVE WIETZEL
 1234 E. MAIN STREET
 DENVER CO 80206-0017

VOGUE InStyle **ELLE** **althe** **TODAY** **O** **MAGAZINE**



MADISONREED®

GOODBYE HARSH INGREDIENTS[™]
HELLO BEAUTIFUL HAIR COLOR

*Free of ammonia, PPD, resorcinol, parabens, phthalates, gluten, SLS, titanium dioxide

PRODUCT PHOTOGRAPHY

Our products are shot in a number of formats, as follows:

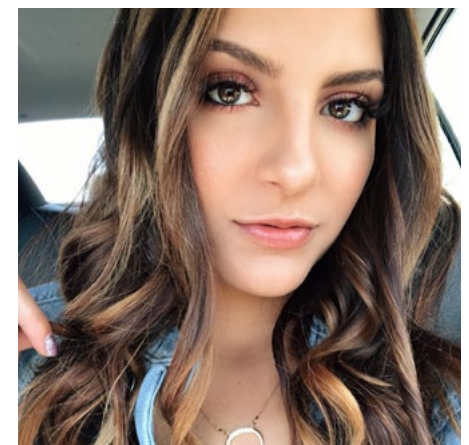
1. Straight on hero shot with left and right shadows
2. Overhead shot
3. Both 3/4 views
4. Laydowns
5. Products with hands
6. Ultra shots, with external packaging shown



USER GENERATED CONTENT

Customers respond very positively to User Generated Content (or UGC) - photos of real customers taken by themselves that we share online to show how our colors perform in real life.

Ensure any UGC that we choose to use meets our quality standards—excellent lighting, clean backgrounds, no filters, and with the customer’s hair color the star of the show.



CASTING AND INTERACTIONS

Confidence is key. Models should embody a range of ethnicities, body types, hair textures and ages. Above all they should have amazing hair.

Interactions with the camera and each other should show confidence, poise, humor and directness.

Bringing black and white photography into the mix allows us to play with artistic tension, and shots with tighter crops, and more movement in the hair bring a vitality and boldness to the visual language of these images.



EXAMPLES AND RULES

1. Models should be shown with a confident gaze and strong body language
2. All photos should be light and clean
3. Also allowed are grayscale images for print and web
4. Use CMYK (RGB for web) modus, when the background is white or the color scheme fits with the Madison Reed theme
5. Use grayscale images, when the color scheme doesn't fit with the background
6. Use grayscale images with color overlay, when text is required on top



COMPOSITION, LIGHTING, LOCATIONS

A white seamless sets the stage for hair to be the center of attention. Studio lighting should be bright and show off gorgeous skin and outstanding dimensional hair colors. Compositions should show the easy friendship of the subjects, their strengths as women, and their inner bold spirit.



RETOUCHING - DON'T DO IT

Confident is the new Beautiful

Inspired by laugh lines everywhere, we're celebrating women in all of their real, raw, unapologetically unstoppable glory with completely unretouched photography.

#NoFilter #NoRetouch #NoB.S. Just confidence.



12: BRAND ARCHITECTURE

INTERNAL, EXTERNAL

Whether our branding is designed to be seen by clients, by Color Crew, by investors or by those in our corporate headquarters, it must be seamlessly, unequivocally Madison Reed.

To reinforce our commitment to omnichannel presence, all aspects of branding use the same colors, fonts and styles as all others.

INTERNAL FACING BRANDING

MADISONREED®
COLOR CONNECT

MRU
MADISONREED®
UNIVERSITY

MADISONFEED

EXTERNAL FACING BRANDING

MADISONREED®

MADISONREED®
HAIR COLOR
BAR

MADISONREED®
MINI BAR

MADISONREED® MR.™

MADISONREED®
FRANCHISE

MADISONREED®
MEMBERSHIP PROGRAM

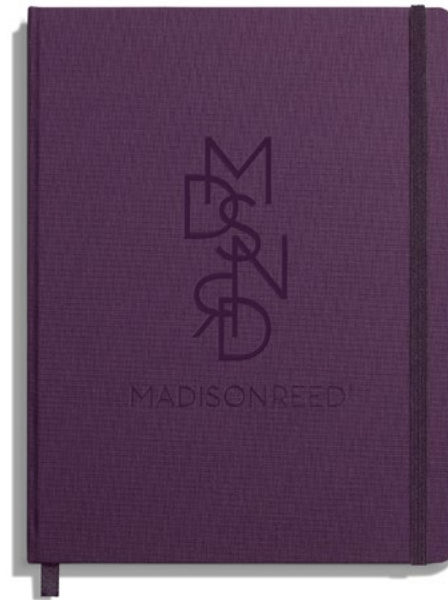


13: ADDITIONALLY

OTHER BRAND EXPRESSIONS

When used on t-shirts, mugs etc. the primary logo should always be present, but the wordmark or icon may be used additionally.

For the background, always use white, purple or dark gray.





APPROVE MY DESIGN

To get sign off before releasing your design into the wild, or seek answers to questions you may have about this brand, please initiate an approvals cycle by contacting the people to the right:

HALEE HATLESTAD

VP Creative

Email Halee@Madison-Reed.com

ANNIE SHAW

Design Director

Phone (415) 244-0515

Email AShaw@Madison-Reed.com

SUSANNAH MURDOCK

Editorial Director

Phone (415) 250-8226

Email Susannah@Madison-Reed.com

MITCHELL BAKST

Senior Project Manager

Phone (415) 238-1791

Email MitchellB@Madison-Reed.com