

# Corporate Identity Package

LE BARB  
MAGNIFIQUE

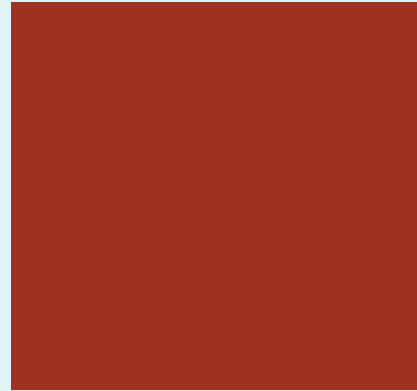
# Colour Palette



C=91 M=55 Y=11 K=1

R=0 G=108 B=166

Dark Blue



C=0 M=84 Y=84 K=40

R=159 G=50 B=32

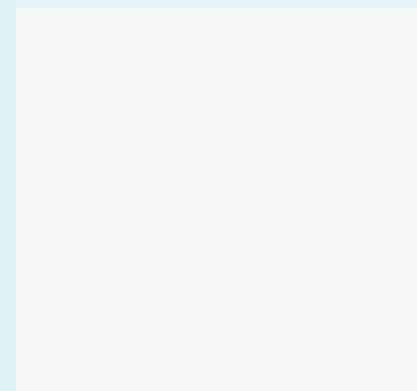
Dark Red



C=0 M=60 Y=80 K=60

R=124 G=63 B=24

Brown



C=0 M=0 Y=0 K=4

R=243 G=244 B=244

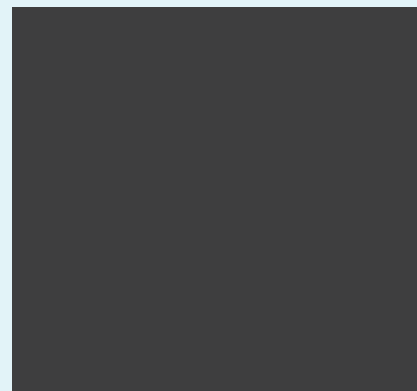
Dirty White



C=0 M=0 Y=0 K=48

R=151 G=153 B=156

Light Grey



C=0 M=0 Y=0 K=90

R=65 G=64 B=66

Dark Grey

# Business Card

FRONT



Moustahce can be used as a comb!

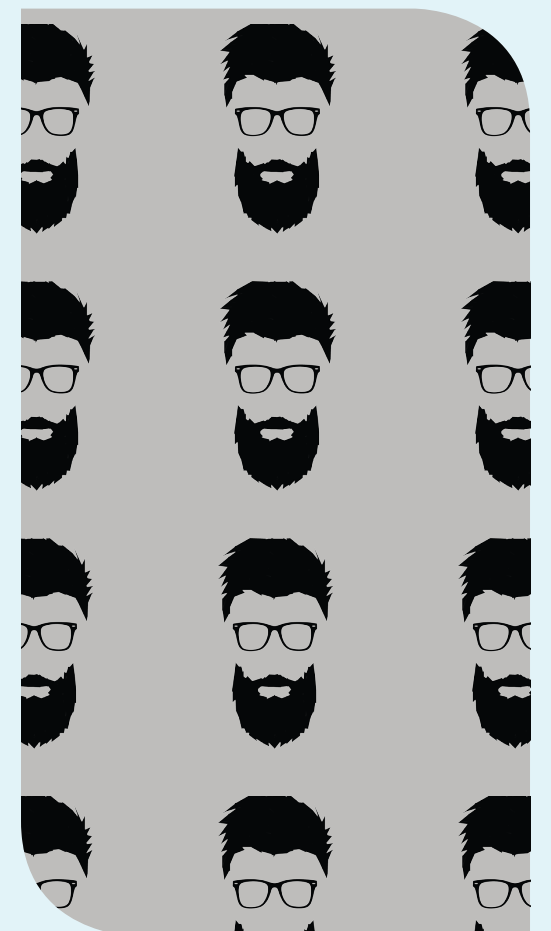
FRONT



BACK



BACK





# Logos



The first logo is the main logo but not to be smaller than w: 97.5mm x h: 80.13mm

The logos on the right and left hand side is a logo revision which is to be used on the brochure and stickers.

Not to be made smaller than w: 18mm x h: 39 mm

Different colours to be white or black.



# Brochure



Le Barb Soap  
£10



Le Barb Beard Oil  
£20

### GROOMING ADVICE

**Your Beard To Your Face Shape**  
Like any wild animal, a beard should be in-tune with its surrounding environment. Consult the handy chart available at the bottom after the first month of growth

**Know How (and When) To Trim**  
Pruning is essential to a well-groomed beard even if you plan on growing it out. Invest in a quality trimmer, and find the right technique to suit your master plan.



### THE RIGHT PRODUCTS



Mustache Wax  
£10



Beard Brush  
£10



**Love Thy Beard Oil**  
We've said it before, and we'll say it again: Nothing tames a beard like regular use of beard oil. There are many varieties to choose from, in a range of manly scents, but all of them will condition hairs to make them softer and shinier.

**Don't Forget The Mustache**  
Unless you've chosen a chinstrap and we really hope you didn't growing an epic beard also means growing a mustache. To keep it looking neat, trim the area around your nose with a pair of grooming scissors, and keep it naturally sculpted with a medium-hold wax, like Le Barb Magnifique Mustache Wax.

Feel free to check out our online shop for the rest of our epic beard and mustache products.

[www.LeBarbMagnifique.com](http://www.LeBarbMagnifique.com)

 Le Barb Magnifique
  @LeBarbMagnifique
 





**LE BARB  
MAGNIFIQUE**

### ABOUT US !!


Greetings, fellow beard friends!

Welcome home. We built this place for you, to bring you everything you ever dreamed you could find in your friendly neighborhood barbershop, and a stupid amount more. Because whatever we do, we go way the hell overboard in the best way possible.

We are based in France and want to bring something different to you to help maintain your amazing a beautiful beards!

### OUR SERVICES & PRICE

Regular Cut	_____	£16
Line Up	_____	£10
Straight Razor Shave	_____	£15
Old Timers Cut	_____	£12
Beard Trim	_____	£10
Wash & Trim	_____	£18
Full Beard Reshaping	_____	£15
Le Barb Full Service	_____	£40
<small>(Shampoo and haircut, traditional wet shave)</small>		



**LE BARB MAGNIFIQUE**

9 Windmill Street  
London  
W1T 2JF  
01234 567 890

[Download Brochure](#)






### Opening & Closing Times

Sunday & Monday \_\_\_\_\_ Closed

Tuesday & Wednesday \_\_\_\_\_ 10am to 6pm

Thursday \_\_\_\_\_ 9am to 5pm

Friday & Saturday \_\_\_\_\_ 9am to 8pm





# Product Design

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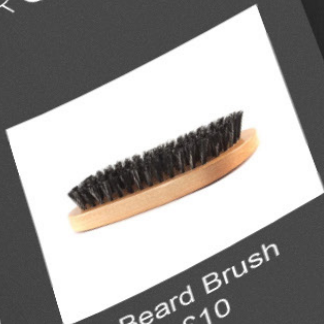


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Le Barb Magnifique



@LeBarbMagnifique

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<http://shanicec13465485.blogs.lincoln.ac.uk>

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Shanice Curtis Design