
Brand Guidelines – Edition 01

SALLY'S
Nail
BAR

“Where Nails Become Art”

Where nails become art.

Born from a simple belief: nail care should be a ritual, not a routine, Sally's Nail Bar was born. Our thoughtful balance of craft and calm, editorial aesthetic with rich emerald greens, warm neutrals and hand-finished detail creates a studio that makes every visit feel considered, unhurried and quietly luxurious.

“Where Nails Become Art”

Craft

Every set is hand-shaped and finished with precision and no shortcuts, no rush.

Calm

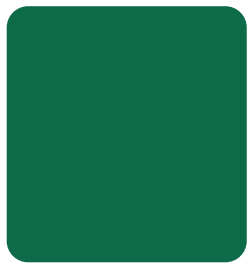
A quiet, editorial studio atmosphere designed to feel like a pause in the day.

Care

Clean tools, gentle technique and products chosen for long-term nail health.

Sage & Emerald

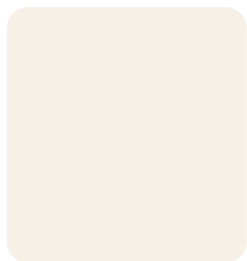
Emerald is our primary brand color — confident, natural, editorial. Sage softens it, cream and white give it room to breathe.



Primary Emerald

Primary — logo, headers, key UI

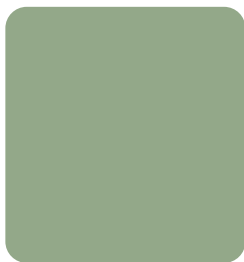
HEX #0E6B49 · RGB 14, 107, 73



Cream

Neutral — backgrounds

HEX #F7F1E6 · RGB 247, 241, 230



Secondary Sage

Secondary — accents, dividers

HEX #93A98A · RGB 147, 169, 138

DISPLAY — Playfair Display Bold

Aa

Used for logotype, page headlines and section titles.

ACCENT SCRIPT — Alex Brush

Nail Bar

Reserved for the wordmark accent and rare editorial flourishes — never for body copy.

BODY & UI — Jost

Sally's Nail Bar

H1 / SemiBold / 32

Sally's Nail Bar

H2 / Medium / 22

Sally's Nail Bar

Body / Regular / 15

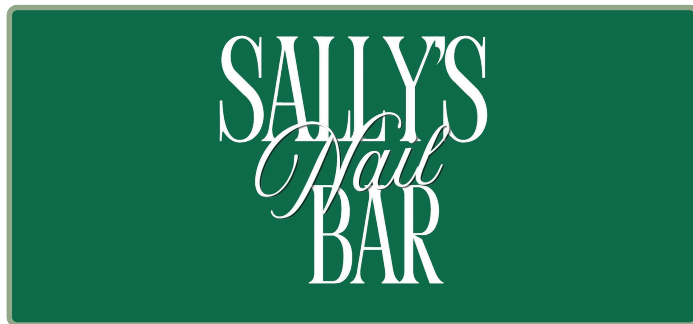
Sally's Nail Bar

Caption / Medium / 11

LOGO SUITE



Primary mark - Full color on Sage Green



Word Mark - on Emerald Green



Monogram badge - on Cream



Alternative

CLEAR SPACE & MINIMUM SIZE

Maintain clear space around the logo equal to the height of the "S" in SALLY'S on all sides. Do not scale the primary mark below 120px wide or the monogram below 32px wide, fine linework and script details lose legibility below this size.

DON'T

- ✗ Stretch, skew or rotate any version of the logo.
- ✗ Recolor it outside the approved palette
- ✗ Place it on busy photography without a solid backing shape
- ✗ Mix elements from different logo variants into a new lockup