



COLURE®
TRUE COLOR CARE

C O R P O R A T E S T Y L E G U I D E

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T H E C O L U R E M I S S I O N

To offer hair color professionals everywhere, the highest performance, pure and natural, luxury color care and styling products employing the most current proven technological advances. We will passionately strive to create an environment of professional inspiration, motivation and education to enhance the quality of life and business for hair colorists around the world.

COLURE True Color Care uses only client and salon professional safe, pure, natural, non-allergenic and environmentally safe ingredients in any of our products. We never test on animals or use any animal-derived ingredients in our products. All our packaging is 100% recyclable.

COLURE . . . CARES FOR THE COLOR AND THE COLORIST!

V A L U E S T A T E M E N T

- We value our employees and support a collaborative culture
- There are no bad ideas
- There is no blame
- We value participation from everyone
- We support each other in stretching outside our comfort zones with new and fresh ideas
- We give recognition to each other for ideas and work that is well done

PROPER SPELLING & TEXT USAGE

In text form, Colure must be typed with a capital "C" followed by lower case "olure." COLURE can also be used in all upper case in instances of advertising, but when the company name is stated within everyday language, it should be written only with a capital "C" followed by lower case "olure." The name Colure should not be italicized when typed.

When referring to Colure, do not attach any words to the name, such as corporation, technologies, etc. Colure should appear either by itself when referring to the company or followed by "True Color Care."

This promotes a consistent and unified presence for our company. The only exception to this rule is when using the name in legal contracts or security filings, then you should refer to the company as Colure Hair Care, Inc.

SPELLING AND TEXT USAGE EXAMPLES

Correct Usage

Colure

Colure

COLURE

Incorrect Usage

Colure True Color Care

COLURE

Colure Technologies

Colure, Inc.

COLURE HEADLINES & USPS

The following headlines and Unique Selling Points may be used as descriptive text in promotional materials. Some of these phrases should only be applied to specific products. Those with product limitations are specified. Please do not use the phrase to describe a product that is not specified unless the phrase is marked for general use.

GENERAL USE:

High Performance Luxury Color Care

Organic Ingredients

Non-toxic chemistry

Molecular Nano Technology

CONDITIONERS ONLY:

Zero Color Fade Formula™

(this phrase must include the Trademark symbol)

LOGO USAGE

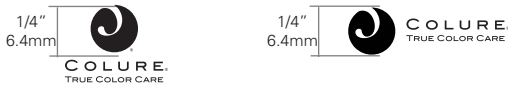
The Colure logo is an important and invaluable asset for creating corporate identity. The Colure logo and logotype have carefully defined spacing and size requirements and should not be modified.

It should never appear in conjunction with any other symbols, icons, text or be combined within another shape. The logo should not be screened back or used in any color other than what is specified. To ensure consistency in our brand deployment, Marketing Communications must review and approve any item or document that utilizes the Colure logo.

Any case for deviation must be presented to the Marketing Communications department for authorization.

MINIMUM SIZE OF LOGO REPRODUCTION

The icon of the logo should never be smaller than 1/4" or 6.4mm.



CLEAR SPACE REQUIREMENTS

The minimum clearance between the logo and other elements should be equal to the height of the logo symbol.

LOGOTYPE

The spelling out of "Colure True Color Care" that accompanies the icon should never be in editable type. A *logotype* is a typographical image that is part of the logo and must be used with the icon when the company name is included in the image.

REGISTERED TRADEMARK SYMBOL

The ®, or Registered Trademark Symbol, must always appear on the lower right of the logo icon as well as the lower right of the word COLURE. It is included in all files provided and must not be cut off or obscured in any way.



LOGO USAGE (CONTINUED)

LOGO FORMAT

The icon of the logo in relationship to the logotype (text part of the logo) should always be consistent. The formats depicted below are acceptable. Any variation that is not shown below is NOT acceptable.



COMMON ERRORS



"True Color Care" tagline is missing.



Relative size between icon and logotype are not correct.



Relative size between icon and logotype are not correct.

LOGO USAGE (CONTINUED)

LOGO COLORS

The logo can appear in several different colors. It must NOT appear in any colors other than what is depicted here.



COLURE[®]
TRUE COLOR CARE

100% Black
on white or
light contrasting
background



COLURE[®]
TRUE COLOR CARE

Gradient Silver icon
Black logotype
on white or
light contrasting
background



COLURE[®]
TRUE COLOR CARE

100% PMS 877
Silver
icon and logotype
on light contrasting
background



Gradient Silver icon
100% White logotype
On black or dark
contrasting
background



100% White logo
On black or dark
contrasting
background



100% PMS 877
Silver
icon and logotype
on dark contrasting
background



The colors of the logo should never
be altered in any way

OTHER GRAPHICS



USDA CERTIFIED ORGANIC LOGO

The USDA Certified Organic logo (depicted above) appears on various types of promotional materials and packaging. It is not a required element for all of Colure's materials. If there is any doubt about the appropriateness of its usage on any materials, please contact Colure to advise you and approve usage. In the instances where this logo appears, it should always be secondary to Colure's company logo in size and placement.

The logo should always appear as depicted above; the colors should be printed in either 4 color process or adding PMS 877 silver in the place of the gray areas. If it is to be printed in silver, the proper file must be used. Please contact Colure for this file.

If the logo is resting on a colored background, it must contrast with the background so that the outer edges of the circle are easily distinguishable (see the 2nd instance above, with black background). The logo should always retain the shape of a circle and never be depicted inside of another shape with the sole purpose of separating it from the background.

COMMON ERRORS:



Gray background is too close in value/tone to the color of the logo; not enough contrast.



A white square around the logo separates it from the background but loses the definition of its circular shape.



The colors of the logo should never be altered in any way.

OTHER GRAPHICS & COPY

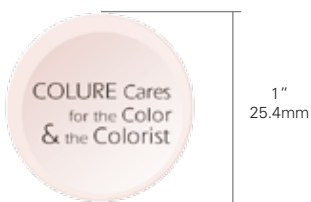


“Colure Cares for the Color & the Colorist”

This phrase is used on promotions that are directed to stylists and businesses using Colure products. It should NOT be used on any marketing/promotional materials that are intended for the end-user.

The phrase can be presented in the appropriate typeface (see Corporate Typefaces on page xx) or the graphic depicted above can be used. If this graphic is used, it must not be altered in any way and must be placed on a white or contrasting background.

The minimum size requirement for the graphic is 1". It should never appear smaller than this.



Correct:
Minimum size: 1"



Incorrect:
Size is less than 1";
too small.

C O R P O R A T E T Y P E F A C E S

Standardizing on a single set of typefaces creates a consistent and cohesive brand for Colure. The corporate typeface for titles and headlines is ITC ERAS Light. If this typeface is not available on your system, you may substitute TREBUCHET.

The corporate font for subheads is ITC BLAIR Medium.

The font for body or paragraph copy is UNIVERSE LIGHT. If this font is not available on your system, you may substitute ARIAL LIGHT.

SAMPLE TEXT

Titles and Headlines

ITC Eras Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

SUBHEADS: ITC BLAIR MEDIUM

ABCDEFGHIJKLMNPOQRSTUVWXYZ
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Body/Paragraph text
UNIVERSE LIGHT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

COLOR PALETTE

Colure's corporate colors are PMS 877, Black and White. These color should be used for the logo, any type and accent colors. We have some standard background images that may be used behind the above elements. The files are available upon request. Process colors may be used when printing in process color (CMYK). The process and Web color equivalents of Colure's colors are as follows:

100% PMS 877 Silver

(The only exception to using PMS 877 at 100% is when using the gradient logo described on p. 6.)

C: 00 R: 167
M: 00 G: 169
Y: 00 B: 172
K: 40

100% Black

C: 00 R: 35
M: 00 G: 31
Y: 00 B: 32
K: 100

100% White

C: 00 R: 255
M: 00 G: 255
Y: 00 B: 255
K: 00

S U P P O R T I N G G R A P H I C S

Colure will provide image files that can be used to assemble promotional items. The image files used for promotional items must **ONLY** be files provided by Colure.

All promotional materials created by those other than Colure's in-house art department are subject to approval by Colure.

Due to the nature of Colure's seasonal campaigns, any image files provided are intended for immediate use. If you have files that were used to create a promotional piece in the past, please consult with Colure before re-using to ascertain that the images are still in use in Colure's current campaign.

All images used for printed materials **MUST** be of proper resolution and quality for print specifications. Please direct any questions about this to Colure.

LEGAL NOTICES

Colure Hair Care LLC trademarks, service marks and trade name are valuable assets. Because Colure Hair Care LLC intends to protect these assets and strengthen corporate and brand identities, Colure Hair Care LLC requires that use of its trademarks reflect a positive image and do not confuse or deceive consumers. Only Colure Hair Care LLC and its authorized resellers and licensees can use the Colure True Color Care logo in advertising, promotional and sales materials. Colure Hair Care LLC authorized resellers can use the Colure True Color Care logo only as specified in their reseller agreement and must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with Colure Hair Care LLC.

The guidelines contained in this brochure are for Colure Hair Care LLC licensees, authorized resellers, customers and other third parties wishing to use Colure Hair Care LLC trademarks, service marks or images in promotional, advertising, instructional or reference materials, Web sites, labels or packaging. If your license provides special trademark usage guidelines in your license agreement, please follow those guidelines. If your license agreement does not provide usage guidelines, then follow the guidelines contained in this brochure. If you have any questions regarding Colure Hair Care LLC corporate style guidelines, please contact Colure Hair Care LLC's Corporate Communications department or send an email to info@colurehaircare.com.



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