



*Hair Riah*

**BRAND KIT & STYLE GUIDE**



# About



## *Hair Riah*

*“The Art of Hair”*



### **The Hair Riah Brand Stands for Excellence**

Recognizing a gap in the Virgin Remy human hair extensions market, founder and CEO Tashauna Rae-Brown took it upon herself to fill the need for top quality, unprocessed hair at affordable prices.

### **Hair Riah Hair is Natural, Rare**

Hair Riah branding reflects the exquisite and untarnished nature of their product. The use of deep earth tones denotes the organic and unprocessed, while tones of gold represent precious metals.



### **Hair Riah Is Diverse**

Hair Riah branding is diverse, as is the market their products serve.

## Original Logo

Shadow indicates white space



## Logo Colours



C 2    R 204  
M 39    G 138  
Y 100    B 0  
K 10

#CC8A00



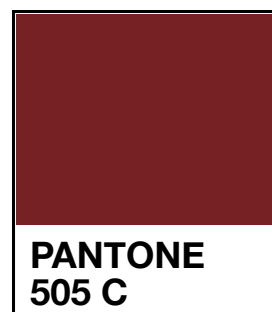
C 12    R 115  
M 80    G 56  
Y 100    B 29  
K 60

#73381D



C 19    R 120  
M 90    G 47  
Y 50    B 64  
K 55

#782F40



C 19    R 111  
M 82    G 44  
Y 44    B 63  
K 65

#6F2C3F



# Logos

## Original Logo

Shadow indicates white space



## Horizontal - Full Logo



## Horizontal - Name Only



## VARIATIONS

### Pink and Grey - Full Logo



### Pink - Name Only



### Black and Grey - Full Logo



### Black - Name Only



# Colours

## Logo Colours



C 2    R 204  
M 39   G 138  
Y 100   B 0  
K 10

#CC8A00



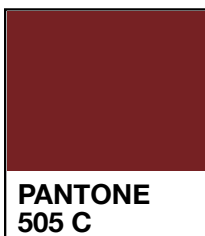
C 12    R 115  
M 80   G 56  
Y 100   B 29  
K 60

#73381D



C 19    R 120  
M 90   G 47  
Y 50   B 64  
K 55

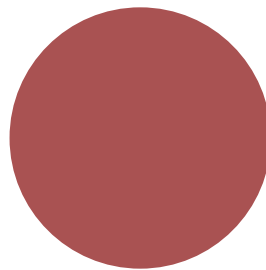
#782F40



C 19    R 111  
M 82   G 44  
Y 44   B 63  
K 65

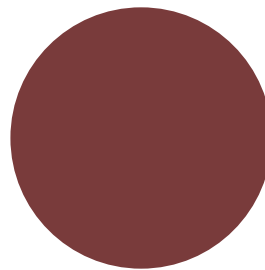
#6F2C3F

## Corresponding Colours



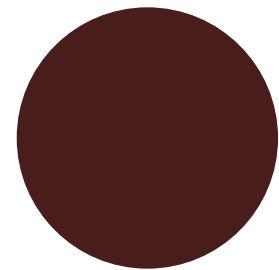
C 27    R 169  
M 77   G 82  
Y 63   B 82  
K 12

#A85251



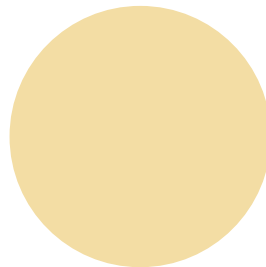
C 37    R 121  
M 79   G 59  
Y 67   B 59  
K 35

#793B3C



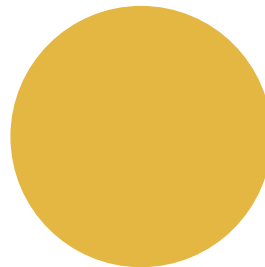
C 44    R 74  
M 82   G 29  
Y 72   B 29  
K 65

#491D1C



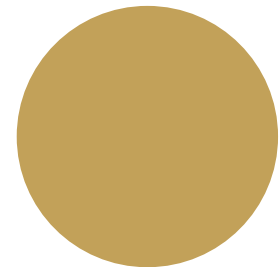
C 5    R 243  
M 10   G 221  
Y 40   B 164  
K 0

#F3DDA4



C 11    R 228  
M 27   G 183  
Y 86   B 68  
K 0

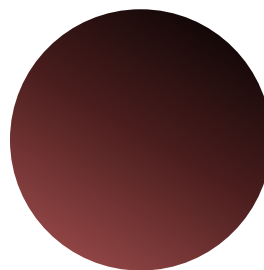
#E4B742



C 25    R 194  
M 34   G 161  
Y 77   B 89  
K 2

#C2A259

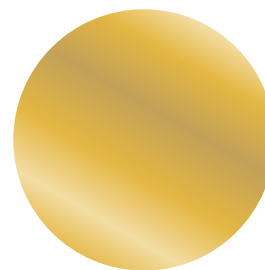
## Gradients



#A85251

#793B3C

#491D1C



#F3DDA4

#E4B742

#C2A259

Logo  
Custom Font

*Hair Right*

Copy  
Can be used in ALL CAPS

Caviar Dreams Regular  
**Caviar Dreams Bold**  
***Caviar Dreams Bold Italic***  
*Caviar Dreams Italic*

Headlines  
Lower, sentence, or Title Case Only

*Blackword*

Alternate

Didot Regular  
**Didot Bold**  
*Didot Italic*

# Brand Shapes

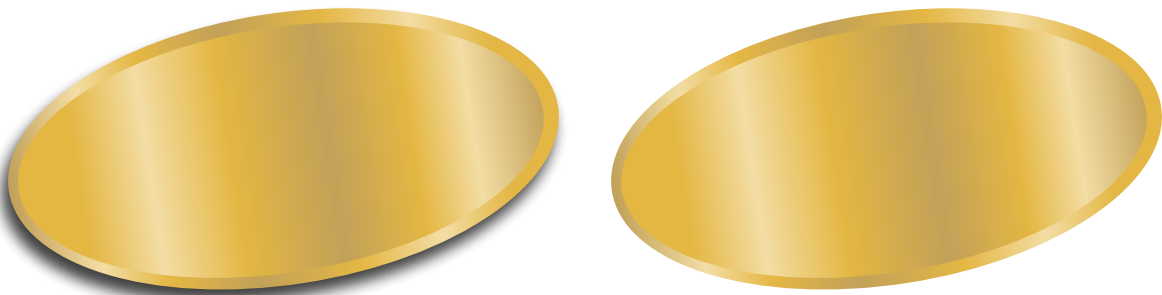
## Hairline Curve

Can be used at various angles, with or without shadow

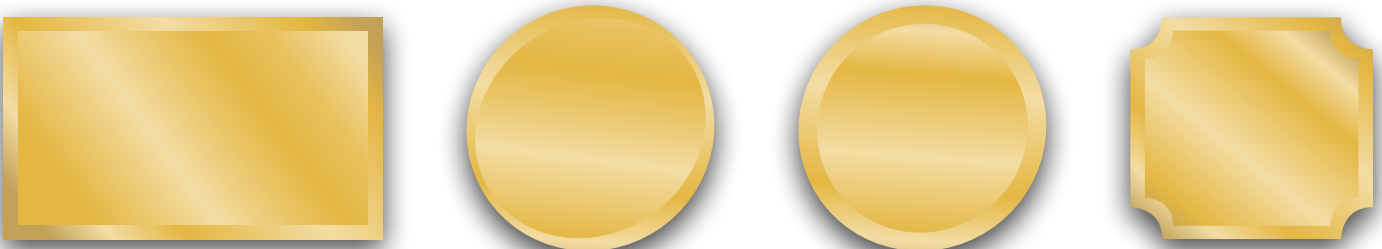


## Raised Oval

Can be used at various angles, with or without shadow



Most shapes are permissible, with the reverse gradient border or side



# Social Media

## Icons



\_\_\_\_\_ @HairRiah \_\_\_\_\_

@HairRiahTV

## Instagram

Most content falls under one of the following categories:

1. **Amateur:** Self-shot photos and informal posts of clients, events, products, etc.
2. **Event Promo:** Pro photos with information about Hair Riah & partners' events
3. **Glam:** Pro photos from photoshoots featuring luxurious hair
4. **Holiday or Special Event:** Greetings for holidays and special events (Christmas, IWD, etc.)
5. **Inspo:** Inspirational posts, generally hair- or beauty-related
6. **Product:** Pro photos of Hair Riah products
7. **Recap:** Generally self-shot photos from Hair Riah and partners' events



# Social Media

## Instagram Templates

### Glam / Product 1

For professional photos where no product name is required



### Glam / Product 2

For professional photos where product name is required



### Glam / Product 2

With various backgrounds, logo moveable and placed in optimal position



### Product 1

With white or solid background, logo appearing centered



# Social Media

## Instagram Templates

### Promo 1

Used for event or product promotions, where text is required, with horizontal image



### Promo 2

Used for event or product promotions, where text is required, with vertical image



### Holiday - Custom

Custom shapes for special events, with gold gradient border and white overlay



### Holiday / Special Event / Inspo 1

For inspirational quotes, special events, and statutory holiday greetings





# Social Media

## Instagram Templates

### Holiday / Special Event / Inspo 2

For inspirational quotes, special events, and statutory holiday greetings



### Holiday / Special Event / Inspo 3

For inspirational quotes, special events, and statutory holiday greetings



### Holiday / Special Event / Inspo 4

For inspirational quotes, special events, and statutory holiday greetings



### Amateur / Recap / Flashback

For all amateur images, including: recaps, flashbacks, happy clients, selfies, events



## VIP Membership Program

### Instagram Templates

VIP elements are still in the creation stage.

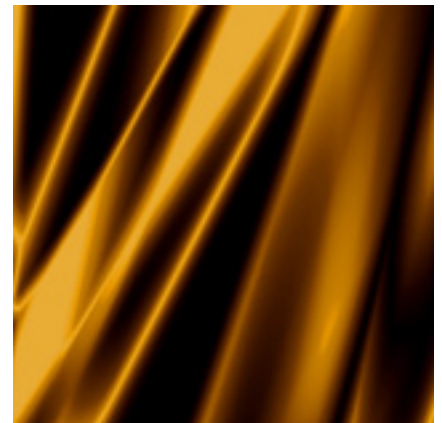
Usage of the gold gradient, with flashy elements is permissible.



### Alternative Patterns

Should be used in combination with the gold gradient as accents only.

Download here: [bit.ly/2H4YI4q](https://bit.ly/2H4YI4q)





# Additional Information

## Contact

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jessgilliscreative@gmail.com  
647-345-7104

**Social Media**  
Instagram / Facebook / Twitter:  
@hairriah  
YouTube: @hairriahTV

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## Description

*“Online Supplier of Unprocessed Virgin Remy Hair Extensions at Affordable Prices”*

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## Photographer Credit

- **Ishmil Waterman** (Photoshoot 2010, 2012, 2017)
- **Glensius** (Photoshoot 2013)
- **Simone Lyn** (Eyelash, hair, product, and packaging shots)
- **Tashauna Rae-Brown** (All non-professional pictures)

## Products

Eyelashes	Hair
Alluring	Indonesian Wavy
Natural Beauty	Indonesian Straight
Party Girl	Indonesian Curly



*Hair RiAh*