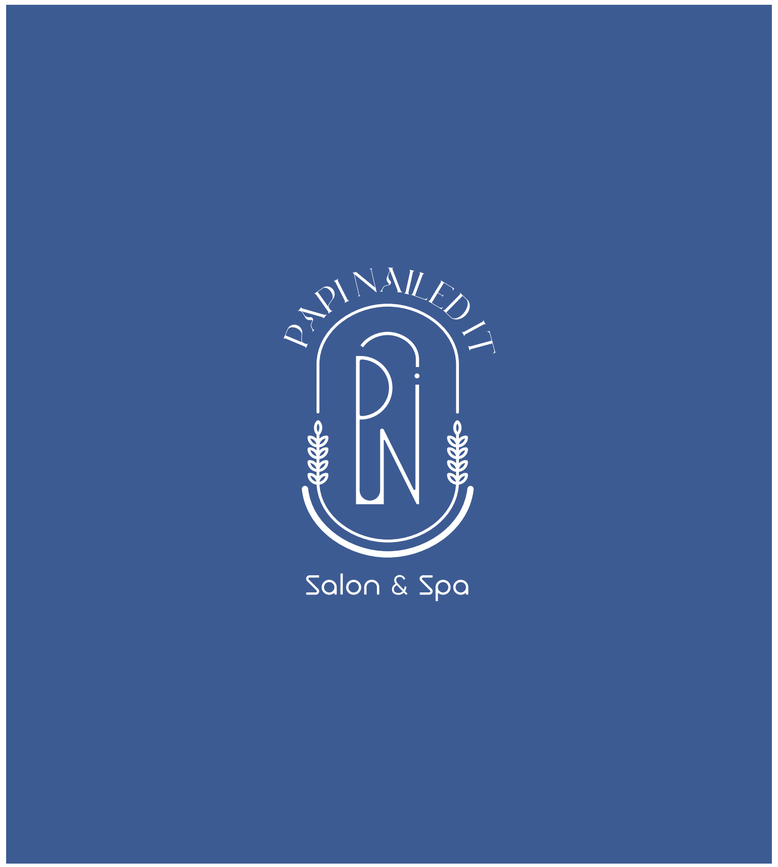
Brand Guideline

Vol.1



Brand Logo







Papi Nailed It

PNI Salon & Spa is a premium beauty and wellness brand, dedicated to providing high-end salon and spa services.

Our brand reflects elegance, sophistication, and a sense of relaxation.

The primary logo features a sophisticated, minimalist monogram "PNI" within an outlined oval shape, accompanied by elegant typography.



Clear Space & Sizing:
Maintain a clear space around the logo equal to the height of the letter "P" to ensure visibility.

Always use the logo on a contrasting background for maximum visibility.

Minimum size: 50px height for digital use, 1.5 inches for print.

Brand Color Palette


#1D3557
DEEP NAVY BLUE
#3E5C94
MUTED STEEL BLUE
#F4A261
WARM SUNSET ORANGE
#E76F51
BOLD CORAL RED
#F4F4F6
SOFT OFF-WHITE
#121A26
DEEP CHARCOAL BLUE

Brand Color Personality

PNI, is brand inspired by the depths of the ocean and the beauty of human nature, embraces a colour palette that reflects its unique brand personality.

Together, these colors create a harmonious palette that conveys Papi Nailed it

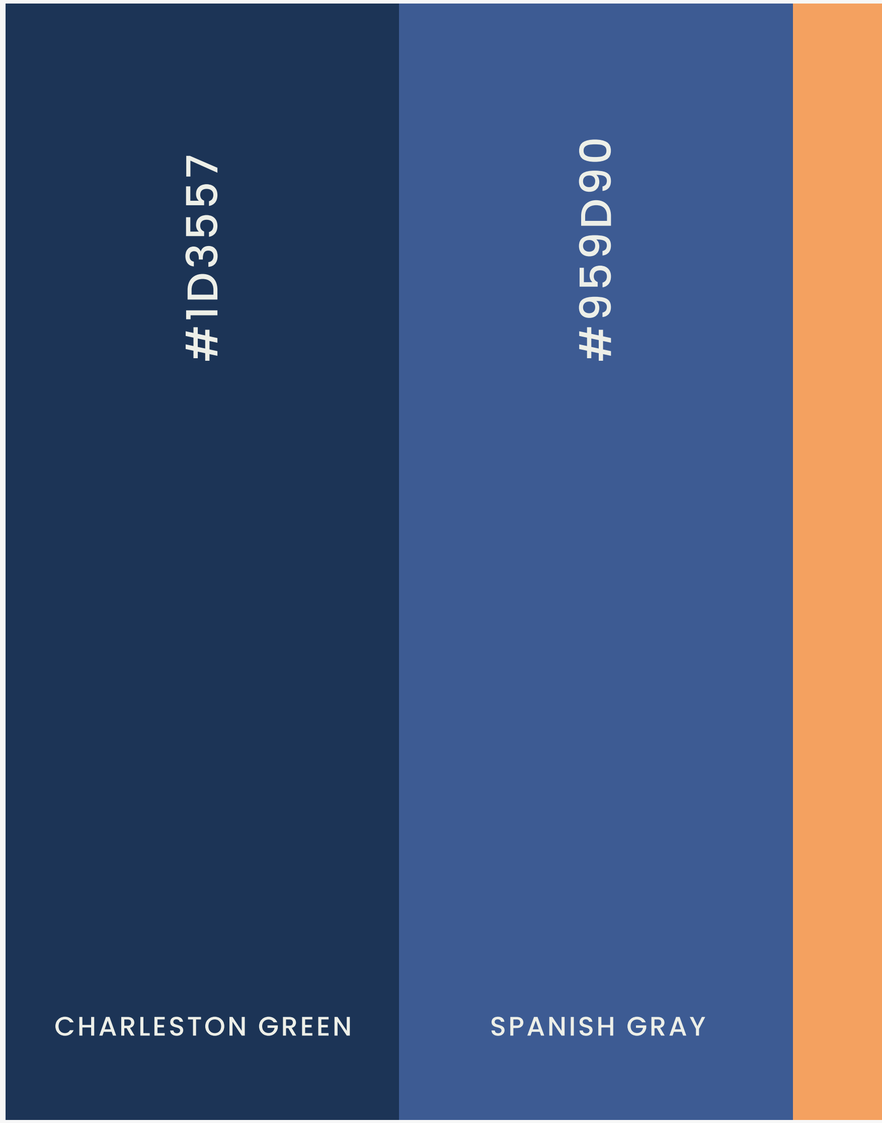
Whether exploring the depths of the ocean or embracing the tranquility of nature, PNI invites you to experience a world where sophistication meets the beauty and nature.

ELEGANCE

RELIABILITY

CLEANE

CONNECTED



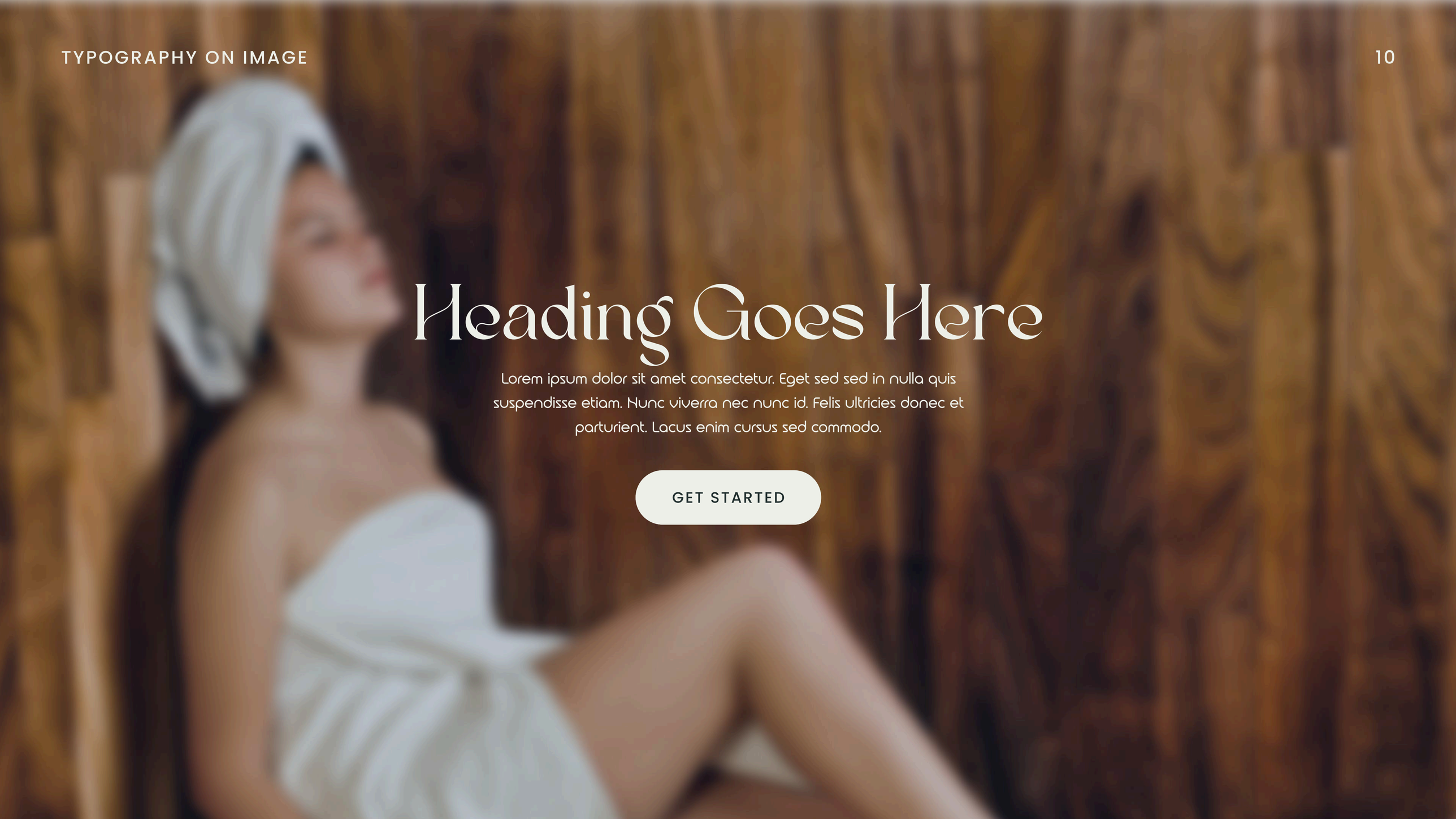
Typography

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Scoth Brace

Aa

Oklean Regular



Heading Goes Here

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GET STARTED



Imagery


PAPI NAILED IT
Salon & Spa
THE PNI
All you need
in a bottle
PAPI NAILED IT
Salon & Spa


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Salon & Spa


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Salon & Spa
UPGRADE
YOUR LOOK
Nails • Hair • Spa • Beauty Treatments
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PAPI NAILED IT
Salon & Spa


PAPI NAILED IT
Salon & Spa

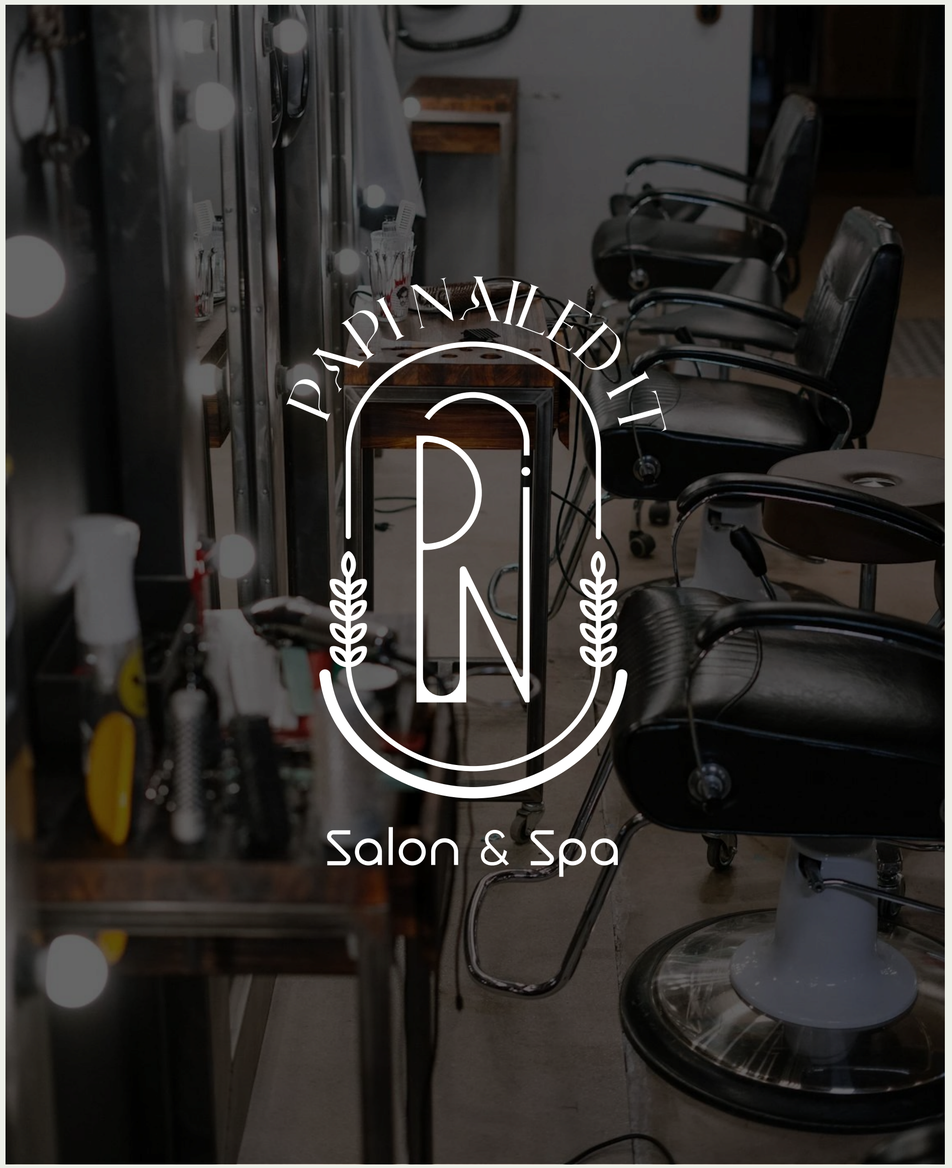

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