



ALTERNA®

MY HAIR MY  
CANVAS

# brand style guide

*brand launch: spring 2020*

*version 2.0*

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# logos & other assets

*Our logo is an essential part of the My Hair. My Canvas. brand equity and one of our brand's distinguishing features. Please refer to the following pages for more information.*

## alterna + my hair. my canvas. logo lockup

Primary logo lockup on white.  
Alterna & My Hair. My Canvas.  
must appear together as shown.

[CLICK HERE FOR LOGOS ON  
DROPBOX IN A VARIETY OF FILE  
FORMATS & COLORS.](#)

**MY HAIR. MY CANVAS. should not  
appear without ALTERNA.**

**DO NOT adjust the spacing  
between the two logo elements.  
This logo lock up is necessary from  
a Trademark and Legal point of view,  
to avoid challenges in the EU region.  
It is very important to respect it.  
Please reach out to Global Brand  
if any questions.**



**MY HAIR MY  
CANVAS**

**NOTE:** this lockup, with extra space  
between Alterna and My Hair. My Canvas.  
is for use on packaging only

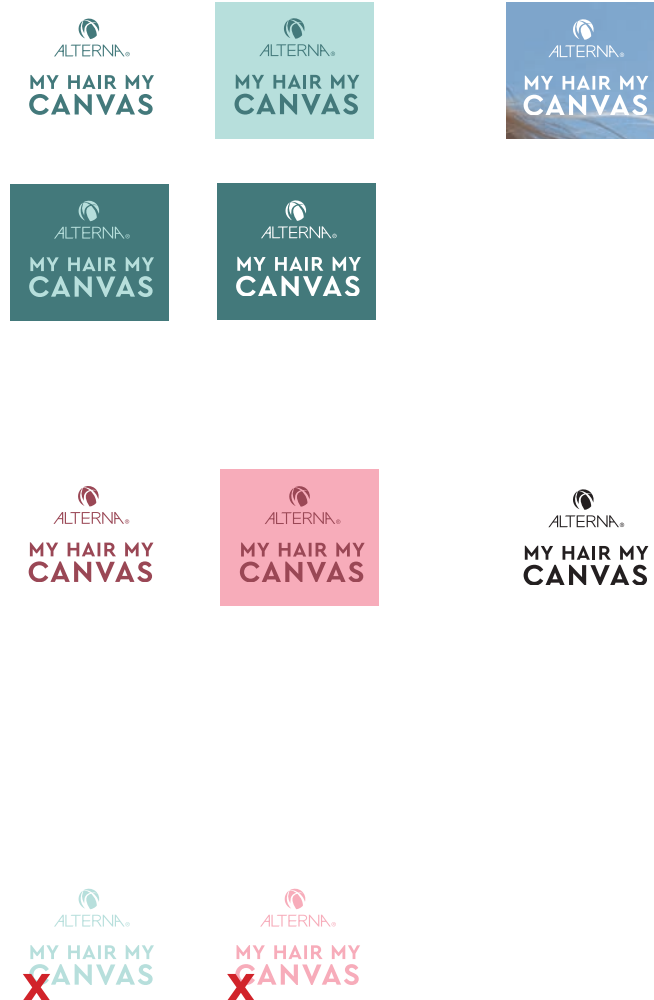
## clear space

Clear space is the area surrounding the logo that must be kept free of other copy or graphic elements. The minimum required clear space for the brand's logos and lockups is defined by the measurement of our orb symbol, as shown.



## color usage

Our logo lockup can be used in our brand colors, black and white on several backgrounds as shown.



### primary color usages:

use PMS 7475 over white or PMS 9501 backgrounds

use PMS 9501 or white over PMS 7475 backgrounds.

white is preferred over images, if possible

### secondary color usages:

or use PMS 696 over white or PMS Red 0031 backgrounds for another splash of our brand colorways

black may be used if necessary

**please avoid** using PMS 9501 or PMS Red 0331 over white, as the color may not be as impactful

**my life. my style.  
my hair. my canvas.  
tagline lockup**

Our brand tagline has been created in vector formats for easy use.

CLICK HERE FOR TAGLINE LOCKUP ON DROPBOX IN A VARIETY OF FILE FORMATS.

*my life. my style.*  
**my hair. my canvas.**

horizontal lockup

*my life.*  
*my style.*  
**my hair.**  
**my canvas.**

vertical lockup

**NOTE:** this lockup is available for download in 1 color (PMS 7475) but may be used in our approved brand colors

# color

*Color is an essential part of the My Hair. My Canvas. brand equity and one of our brand's distinguishing features. This section identifies our brand colors and provides specifications for matching our colors across a variety of communications.*



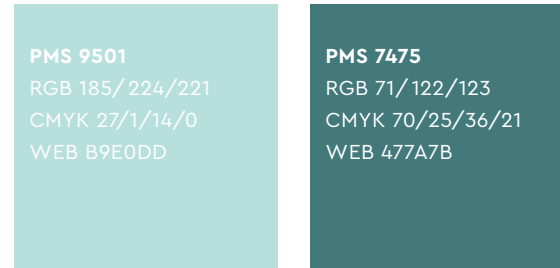
## brand palette

Our primary brand colors are defined as the Neo Mint palette. These should appear most often across brand collateral.

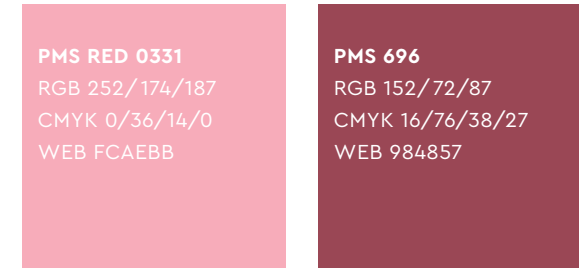
Secondary colors include those found in the Coral palette.

Tints of PMS 9501 (50%), PMS Red 0331 (50%) and a Light Grey (5% black) may be used as overall washes of color when necessary to let other visuals stand out.

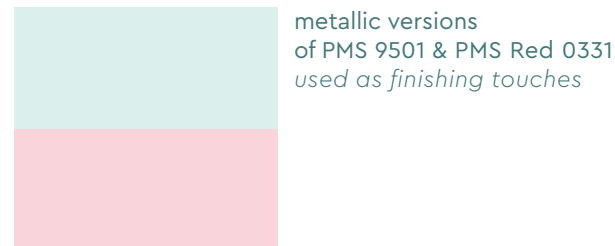
### primary palette: **neo mint**



### secondary palette: **coral & more!**



### accent palette: **metallics**



# typography

*Consistent use of our typographic system helps establish and instantly recognizable appearance across all communication vehicles. Appropriate usage helps ensure that our content is organized and easy to read.*

## brand font

Fonts are an important part of our brand language.

**CERA PRO** is our brand font. It offers a wide variety of styles for various uses across packaging, print and digital formats. Displayed on this page are the most common styles we use for reference.

**NOTE:** While this font is included with open art for print purposes, agencies should retain their own licenses or contact the Creative Department for usage.

FONTS AVAILABLE UPON REQUEST.

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

cera pro bold

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

cera pro medium

**Aa**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)

cera pro regular

*Aa*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890(,.;?!\$&\*)*

cera pro light italic

## font usage & styling

These guidelines for font usage and styling provide a starting reference point. Copy should be adjusted per piece and format.

**NOTE:** Where possible, we stylize headlines in lowercase.

### headlines

cera pro bold  
48pt

### sub copy

cera pro regular italic  
11pt / 17pt

### body copy

cera pro regular  
9pt / 13pt

# our products.

*Transformative, versatile, indulgently playful hair care to empower self-care and self-expression.*

We believe that hair care is self-care. My Hair. My Canvas. is the newest expression of Alterna Haircare's transformational experience. Our high-performing, versatile products turn the everyday act of washing your hair into moments of self-kindness.

# packaging

*The following pages contains a brief overview of our packaging design.*

## packaging

ARTWORK AVAILABLE ON  
DROPBOX UPON REQUEST.

satin, tone on tone  
metalization

frosted, semi-transparent  
packaging

**coral packaging color**  
components: PMS Red 0331  
artwork: PMS 696



ALTERNA®

MY HAIR MY  
CANVAS

EASY DOES IT  
AIR-DRY BALM  
with botanical caviar

Easy Does It Baume  
de Séchage à l'air Libre  
Easy Does It Bálsamo  
de Secado al Aire

101 ml e / 3.4 fl. oz.

note: special packaging  
logo lockup

cera pro font used on pack

**neo-mint packaging color**  
components: PMS 9501  
artwork: PMS 7475



# imagery

*Imagery used in our communications sets the tone for our brand. Whether photography, video or illustration, our imagery should feel fresh and energetic. First and foremost, beauty images must always show healthy hair.*

*Only the images provided or approved by the Global team should be used for external brand communications. **It is important to follow proper usage for all imagery provided, since select usage rights have been negotiated and acquired for every image we use in publication or digital media.***

## beauty photography

Brand beauty images are provided on this and the following page. They capture authentic and candid social moments, with a "professional selfie" feel. Above all, they showcase healthy hair. Please use in full color.

See later in document for cropping guidelines.

**USAGE RIGHTS:** 3 year unlimited  
(April 2020-April 2023)

[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX IN A VARIETY OF FILE FORMATS.](#)

**NOTE:** Not all images are available at launch as noted. Please reach out to Global Brand or Global Creative for more information.



bella a



bella b (not available at launch)



hailey a



hailey b (not available at launch)



athena a



athena b (not available at launch)



## beauty photography

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**NOTE:** Not all images are available for launch, please reach out to Global Brand or Global Creative for more information



bella + hailey



bella + athena



hailey + athena



hailey c



group shot

## beauty cropping guidelines

The framing of beauty should include the entire face and crop to show some of the shoulder.

This provides an intimate and engaging relationship with the model. The close-up cropping also reinforces our reputation for healthy hair.

Models are centered in the frame where possible. Cropping should be consistent across all three models in relative size and position of the head.



beauty cropping  
guidelines:  
do not's



**X**  
**DO NOT:** crop off the top of the head



**X**  
**DO NOT:** zoom out



**X**  
**DO NOT:** crop off center



## beauty cropping guidelines

In all formats, the model should be positioned at the top of the frame.

VERTICAL formats should extend from the head down. In extreme ratios, add a block of color to the bottom to prevent the image from being too cropped. This block can be used for copy.

**NOTE:** examples are for cropping reference only and not for final copy or design.



1:1 ratio



1:1.5 ratio



1:3 ratio

## brand sensorial (hero packshot) photography

These images provided on this and the following page are for primary brand communication. Please use in full color.

**NOTE:** crops shown here are for reference of image only, please adjust per final usage keeping the products centered wherever possible.

**USAGE RIGHTS:** Unlimited in perpetuity

[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX IN A VARIETY OF FILE FORMATS.](#)



me time everyday shampoo  
+ conditioner



more to love bodifying shampoo  
+ conditioner



new beginnings exfoliating cleanser



easy does it air-dry balm



soaring high volumizing blowout mist



shine on defining foam

## brand sensorial (hero packshot) photography

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[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX IN A VARIETY OF FILE FORMATS.](#)



any way texture spray + another day dry shampoo

## ingredient photography

These images provided on this page may be used. Please use in full color, and crop as needed.

**USAGE RIGHTS:** Unlimited in perpetuity

[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX IN A VARIETY OF FILE FORMATS.](#)



botanical caviar cluster a



botanical caviar cluster b



botanical caviar strand



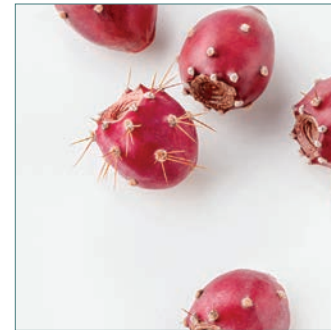
white charcoal



lemon peel + perlite



coconut sugar



prickly pear



bamboo



water lily & botanical caviar strand



fragrance story



## digital lifestyle photography

Lifestyle self-care imagery for primarily digital use. Please use in full color.

**USAGE RIGHTS:** 2 year digital use (social, brand websites – NO digital advertising). Internal communications & presentations only.  
**(April 2020-April 2022)**

[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX.](#)



24654



24761



24871



24987



25006



25120



## digital lifestyle photography

Lifestyle self-care imagery for primarily digital use. Please use in full color.

**USAGE RIGHTS:** 2 year digital use (social, brand websites – NO digital advertising). Internal communications & presentations only.  
**(April 2020-April 2022)**

[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX.](#)



25190



25305



25313



25373



25416



25443

## digital lifestyle photography

Lifestyle self-care imagery for primarily digital use. Please use in full color.

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**(April 2020-April 2022)**

[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX.](#)



25582



25689

## digital product photography

Most images are available in 2 formats: pre-cropped to a square ratio and uncropped. Please use the pre-cropped square images wherever possible, only using the uncropped if absolutely necessary.

**USAGE RIGHTS:** Primarily digital use (social, brand websites, digital advertising). Internal communications & presentations only.

Please reach out to Global Creative for more information.

[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX.](#)



glow for it universal gloss



any way texture spray & another day dry shampoo



shine on defining foam & glow for it universal gloss



easy does it air-dry balm



another day dry shampoo



new beginnings exfoliating cleanser



## digital product photography

Most images are available in 2 formats: pre-cropped to a square ratio and uncropped. Please use the pre-cropped square images wherever possible, only using the uncropped if absolutely necessary.

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[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX.](#)



me time everyday shampoo & conditioner



me time everyday shampoo in hand



new beginnings exfoliating cleanser in hand



group shots



anyway texture spray closeup



new beginnings exfoliating cleanser closeup

## digital product animations

Available in MP4 and gif formats.

**USAGE RIGHTS:** Primarily digital use (social, brand websites, digital advertising). Internal communications & presentations only.

Please reach out to Global Creative for more information.

[CLICK HERE FOR FILES AVAILABLE ON DROPBOX.](#)



me time everyday shampoo & conditioner



new beginnings exfoliating cleanser in hand



easy does it air-dry balm in hand



shine on defining foam in hand

## formula goop photography

These images are primarily used for ecommerce product reference, but may be used as assets.

**USAGE RIGHTS:** Primarily digital use (social, brand websites, digital advertising). Internal communications & presentations only.

Please reach out to Global Creative for more information.

[CLICK HERE FOR IMAGES AVAILABLE ON DROPBOX.](#)



me time everyday  
 shampoo



me time everyday  
 conditioner



more to love bodifying  
 shampoo



more to love bodifying  
 conditioner



new beginnings exfoliating  
 cleanser



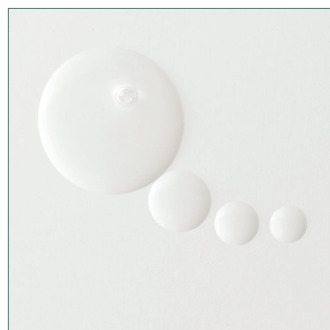
easy does it air-dry balm a



easy does it air-dry balm b



any way texture spray /  
 soaring high volumizing  
 blowout mist



glow for it universal gloss

## 3D product renderings

A full set of all products, including backbar and sample sizes have been created as photo-realistic 3D renderings for print and digital uses.

Layered files on transparent backgrounds are also available to easily remove reflections, as desired.

**USAGE RIGHTS:** unlimited

[CLICK HERE FOR RENDERS AVAILABLE ON DROPBOX IN A VARIETY OF FILE FORMATS.](#)



# collateral

*The following pages contain launch collateral examples.  
Files available on dropbox upon request.*



## collateral design

Examples of branded collateral design are provided here for reference.

Working files available upon request.



brand advertising: single page



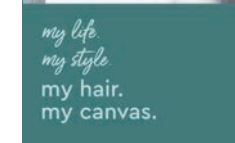
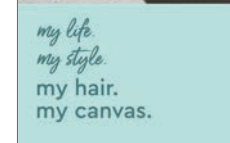
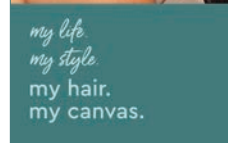
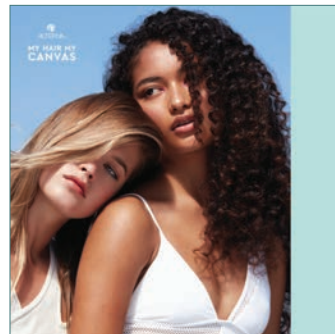
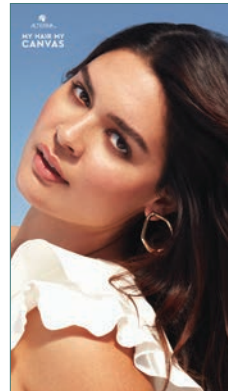
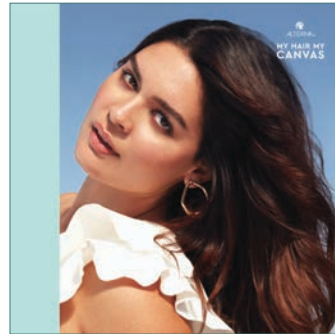
brand brochure: sample spreads

## collateral design: branded banners

Examples of large branded banner designs are provided here for reference.

Working files available upon request.

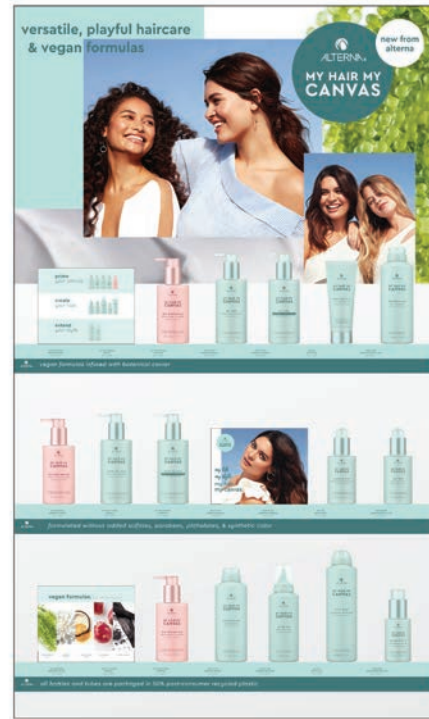
**NOTE:** Banners not shown in proportion.



## merchandising design: overview

Examples of branded merchandising design are provided here for reference.

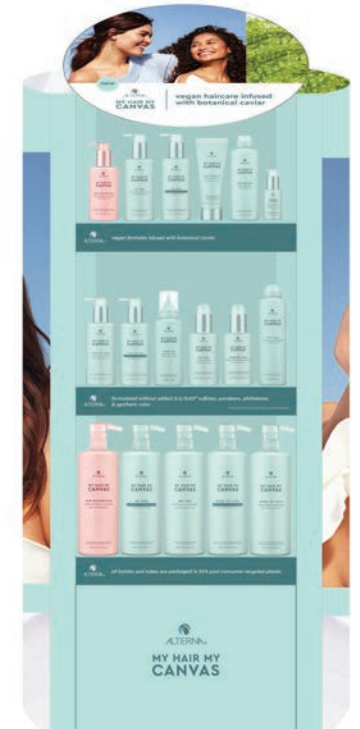
Working files available upon request.



endcap design



planogram design

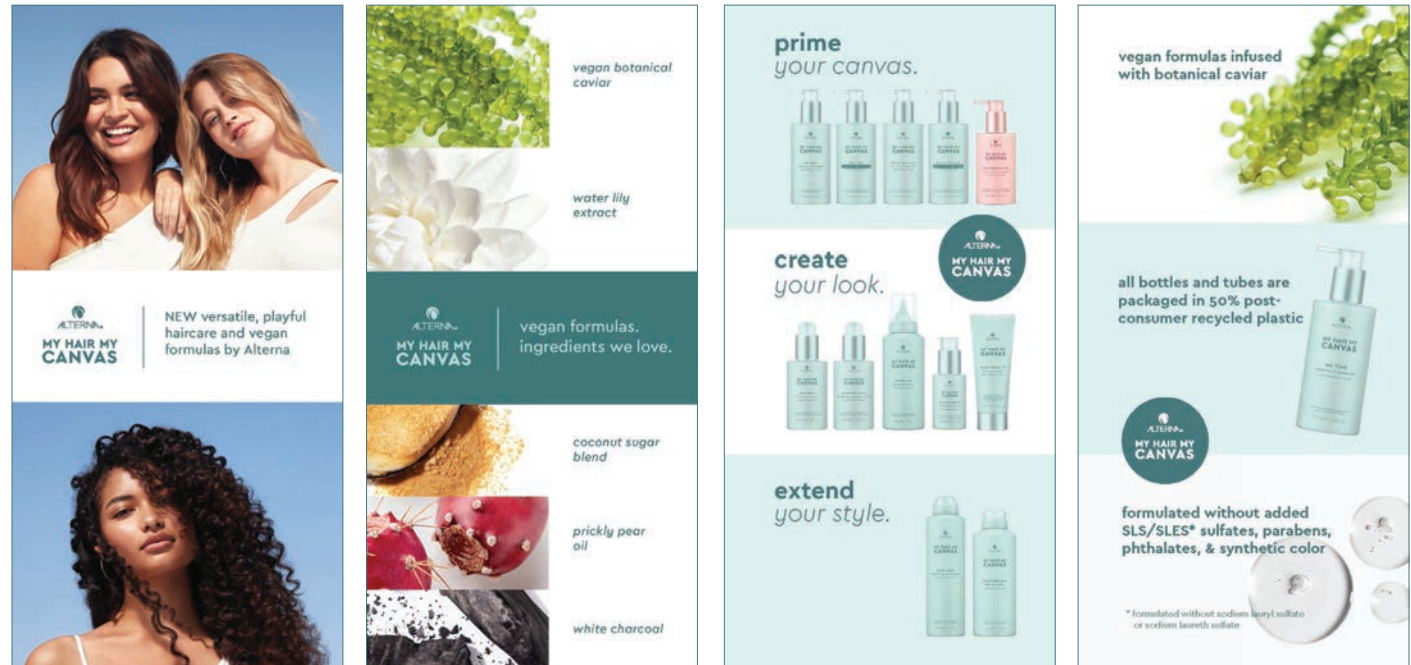


free-standing display design

## merchandising design: details

Examples of branded merchandising graphic card designs are provided here for reference.

Working files available upon request.



# thank you

*These guidelines are intended for use by Alterna brand teams and agencies in support of the Alterna My Hair. My Canvas. brand. Please don't hesitate to contact the Global Creative or Brand teams for guidelines specific to the work you are producing, be it an event, retail signage or online graphics.*