Using the Shaveslow logo

The logo is a wordmark, always written in lower case. In running text the name is always written **Shaveslow**: capital S, the second s in lower case, never “ShaveSlow” or “Shave Slow”.

Clear space and minimum size

shaveslow

Keep free space around the logo equal to at least half its height. Minimum width: 30 mm in print, 120 px on screen.

Backgrounds

shaveslow

Blue on white

shaveslow

Blue on Avorio Ritual

shaveslow

Ivory on Blu Quiete or dark photos

Black and white versions are included for single-colour printing.

Please don't

shaveslow

Stretch or distort it

shaveslow

Change its colours

shaveslow

Rotate it

shaveslow

Use it on low-contrast backgrounds

Also avoid shadows, outlines, effects, and redrawing or retyping the logo.

Colours and type

Blu Quiete
HEX #102C3B
RGB 16 44 59
Pantone 539 C
(indicative, not certified)

Avorio Ritual
HEX #F5F1E8
RGB 245 241 232

Salvia Calma
HEX #9CAB9E
RGB 156 171 158

Pietra Chiara
HEX #D8D1C5
RGB 216 209 197

Bianco Puro
HEX #FFFFFF
RGB 255 255 255

Typefaces

Outfit

Logo, titles, menus and buttons. Titles in Bold (700) or SemiBold (600).

Source Sans 3

Body text and long reading. Regular (400), line height about 1.7 on screen.

Both typefaces are free to download from Google Fonts.

Visual style

Warm minimalism, editorial and photographic: generous white space, text mostly aligned left, blocks of Blu Quiete, Avorio and white, carefully controlled product images, no heavy shadows, no barbershop clichés.