

CREATINE⁺

PERMANENT CURLS AND STRAIGHTENING SERVICES

DESIGN GUIDELINES

GENERAL INFORMATION

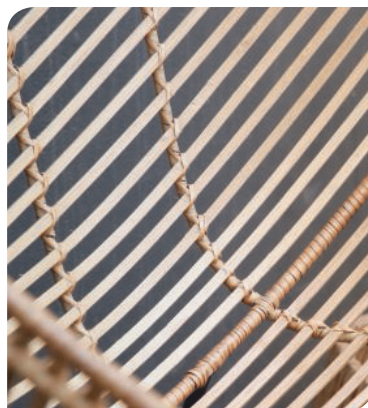
On the following pages you'll find design guidelines for all CREATIVE+ Permanent Curls and Straightening Services material. These guidelines are mandatory for each layout in order to ensure creative consistency across all media and all instances related to CREATIVE+ Permanent Curls and Straightening Services.

Additionally, please use the provided toolbox layouts as references for your design, in order to keep the defined look and feel of the initiative.

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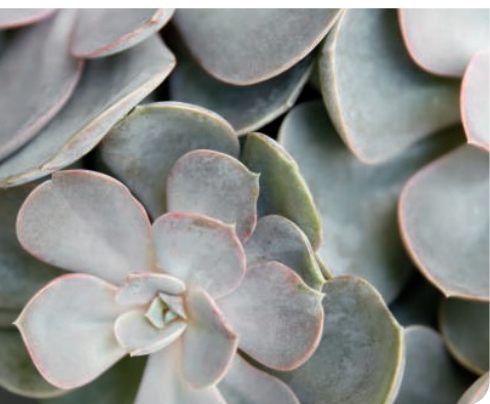




THE STORY

Wella Professionals developed the new CREATINE⁺ texture line to work hand in hand with WELLAPLEX – for a new generation of texture services.

Our professional team needed to overcome the challenge of perms seeming old-fashioned – to make them attractive again for both hairdressers and a younger target group. So we created a new and appealing brand world for an appealing, up-to-date permanent service that delivers beautiful curls, waves or straightened hair.



VISUAL WORLD

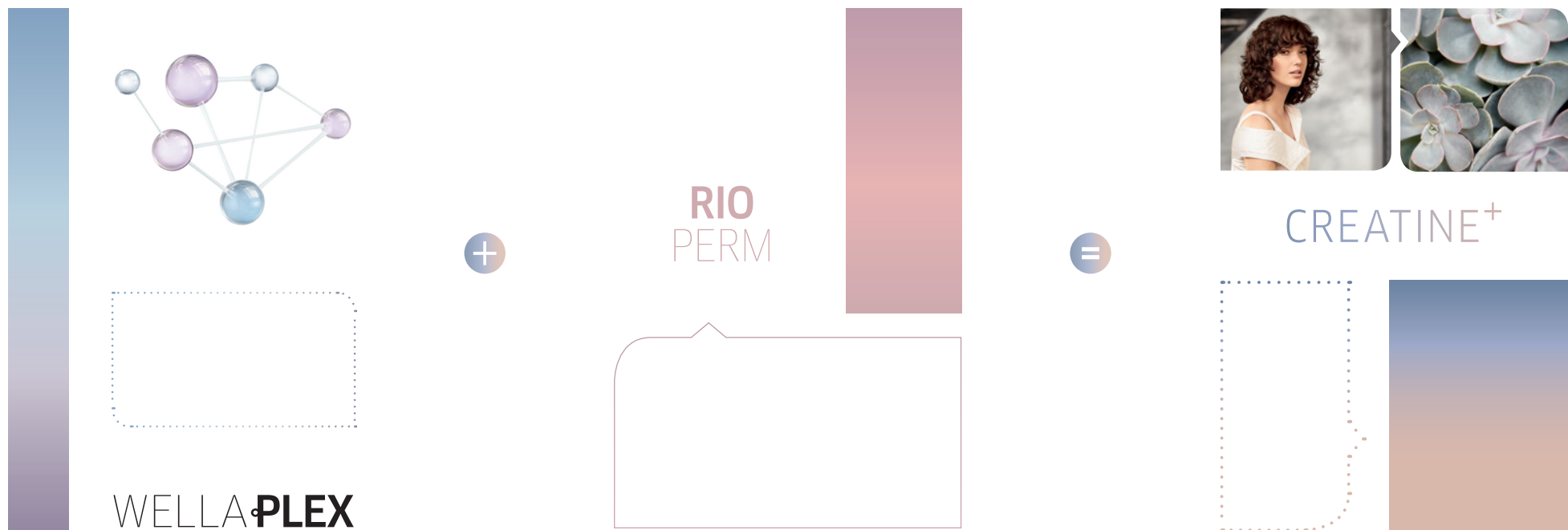
The new CREATINE⁺ initiative focuses on the new texturizing products, their new package design, and WELLAPLEX as an ideal complement for creating beautiful, healthy-looking hair. The overall look and feel represents a harmonious combination of WELLAPLEX assets and the already established design elements of RIO PERM – creating a unique new world of texturizing services.

Two beauty visuals representing a straightening service and a curl service create a premium look and feel that focuses on new technologies in an emotional and desirable way.

We've also introduced a helpful new color-coding for our new packaging, offering easier navigation and understanding.



WELLAPLEX AND RIO PERM ASSETS CREATE CREATIVE⁺



VISUAL ASSETS



CREATINE⁺ TEXTURIZING SERVICES



HAIR TYPE / CREATINE ⁺ Straight variant (without heat)	THICK / COARSE HAIR	NORMAL HAIR	FINE HAIR
(H) FOR HIGHLIGHTED AND VERY SENSITIZED HAIR	15 min	10 min	5 min
(C) FOR COLORED OR SENSITIZED HAIR	15 min	10 min	5 min
(N) FOR NORMAL TO RESISTANT HAIR	25 min	20 min	15 min



BLEND OF PREVIOUS INITIATIVES

- It's essential that the initiative has a warm and emotional look and feel – referencing science, but never overly technical
- Dotted outlines refer to the science aspect of WELLAPLEX
- Speech bubbles and arrows linking copy and images are taken from RIO PERM, and are used to create an emotional link

GRADIENTS/COLOR CODING

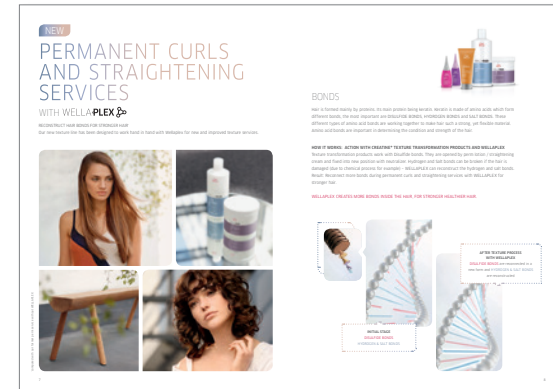
- Balance of science and emotion:
 - blue refers to WELLAPLEX
 - beige adds warmth
- This gradient comes to life in typography and design elements in order to highlight important information
- The new package design's color-coding helps to easily navigate through the new product portfolio

LINK TO HAIR TYPE

- Behind-the-scenes images also strengthen the two services visually
- The leaves of a plant represent curly hair
- Geometric lines represent the straightening service

LOOK AND FEEL

THE TOOLBOX OVERVIEW





TYPOGRAPHY

In all our material, we only work with Clan Narrow in thin and book – and in rare cases with Clan Narrow Medium. Headlines and sublines are always written in caps.

Clan Narrow thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Clan Narrow book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Clan Narrow medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

HEADLINE

CHARACTER

Clan Narrow thin/book | all caps | flush left/centered

Color: CREATIVE⁺ gradient/white

DESCRIPTION

Headlines are always written in all caps and can be in different fonts (thin and book) in order to highlight information.

The size of the headline depends on the layout format and copy volume, and needs to be adjusted for each material. The following data should be used as a guideline to determine your appropriate point-size:

TECHNICAL FOLDER (210 x 297 mm):

45pt (leading 45pt) | tracking: 50

SALON POSTER (A2 – PORTRAIT FORMAT):

107pt (leading 107pt) | tracking: 50

WOBBLER (120 x 123 mm):

23pt (leading 23pt) | tracking: 50

PLEASE NOTE: Headlines are often accompanied by a “disruptor” visual element that includes copy. When using the word “NEW” for this disruptor copy, always use a similar font size to what was used for the subhead copy. Also use Clan Narrow book in all caps, and in white, for the font, and use the CREATIVE⁺ gradient for the box the disruptor copy is placed in. The space between the disruptor copy and the headline should be the same height as the disruptor copy.



Technical folder



Salon Poster



Wobbler



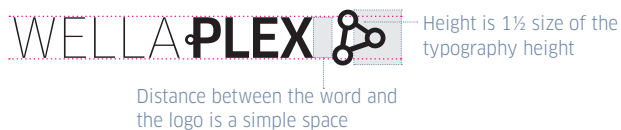
Technical folder



Salon Poster



Wobbler



SUBHEAD

CHARACTER

Clan Narrow thin | all caps | fush left/centered

Color: grey (80% black)/white

DESCRIPTION

Subheads are always written in all caps, and are used to best structure information. The size of the subhead depends on the layout format and copy volume, and needs to be adjusted for each material. The following data should be used as a guideline to determine the appropriate size:

TECHNICAL FOLDER (210 x 297 mm):

20pt (leading 20pt) | tracking: -10

SALON POSTER (A2 – PORTRAIT FORMAT):

49pt (leading 55pt) | tracking: -10

WOBBLER (120 x 123 mm):

7pt (leading 9pt) | tracking: -10

PLEASE NOTE: Always use the WELLAPLEX logo when using WELLAPLEX for subheads, and use a similar font size in relation to the logo. Use Clan Narrow thin in all caps for the copy.

BODY COPY

CHARACTER

Clan Narrow book | sentence case | flush left/centered/

flush right | tracking: 10

Color: grey (80% black)

Highlighted parts: Clan Narrow book or medium | all caps

Color: grey (80% black) or Wella Red (c0/m100/y65/k15)

DESCRIPTION

Overall, please use Clan Narrow book for body copy, and always ensure an optimized legibility by using an appropriate point-size on calm, light backgrounds. The point-size of the body copy depends on the layout format and text volume, and needs to be adjusted for each material.

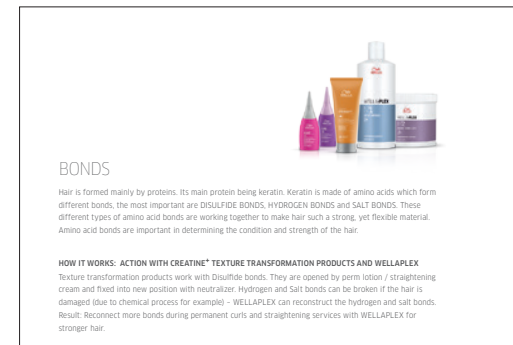
The following data should be used as a guideline to determine your appropriate point-size:

TECHNICAL FOLDER (210 x 297 mm):

9pt (leading 15pt) | tracking: 10

WOBBLER (120 x 123 mm):

7pt (leading 9pt) | tracking: 20



Technical folder

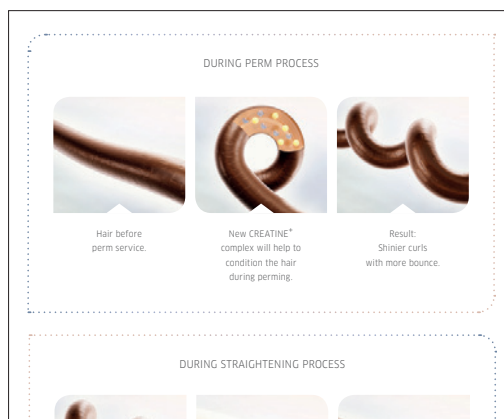


Wobblers

1



Technical folder



Technical folder

2



Wobblers Straightening



Wobblers Curls

SPECIAL FEATURES

1. INFO BOX

In order to best highlight and structure information, please use Clan Narrow book with all sentence cases in grey (80% black), and place copy inside a white box with a dotted outline in the CREATIVE+ color gradient. Please use the data from the technical folder (210 x 297 mm) as a reference to determine the appropriate size for different layout formats.

The dotted box can include an arrow pointing to the image the text is referring to, or else the image can be displayed inside the dotted box, and itself contain a white arrow that correlates to the text.

2. RANGE GRADIENT

Because there are two product ranges (Curls/Waves and Straightening), when using the CREATIVE+ gradient for the headline, the colors must correspond to the colors of the products they're referring to: Waves and Straightening is warmer, while Curls is cooler.



LAYERING OF IMAGES

The images need to follow the shape language defined in the Wella Visual ID. (For formats similar to the technical folder (210 x 297 mm), please use a radius of 5 mm). Three layers allow images with a light look and feel, and which match the color-coding of the CREATINE⁺ initiative. The lowest one has an image with a transparency of 20%. The second layer is the CREATINE⁺ gradient with 30% transparency and “screen effect”. The third and upper layer is white, and has a screen effect and transparency of 30%.

In order to increase legibility, the opacity of the layers can be adjusted individually, regardless of whether or not there is text placed above it.

Please ensure a consistent use of these types of images, as the beauty appearance of the brand is the focus.



COLORS

In order to maintain a premium look and feel, the layouts need to be light and airy. Our primary colors are the CREATINE⁺ gradient and dark grey. These predefined colors should always be used when materials are being produced for the initiative.

Please ensure a consistent use of colors in order to best accentuate the layouts.

BASE COLORS:



WHITE
used for headlines,
sublines, copy in
boxes and tables

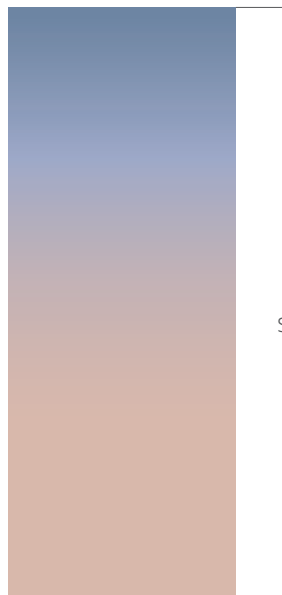


GREY
(c0/m0/y0/k80)
used for body copy



WELLA RED
(c0/m100/y65/k15)
used for highlighted
copy

CREATINE⁺ GRADIENT:



c60/m40/y20/k5

used for headlines,
sublines, boxes, tables

c10/m25/y25/k5

SECONDARY COLORS:



CURLS
(c60/m90/y5/k10)
used only to highlight
curls range



WAVE
(c17/m85/y20/k2)
used only to highlight
wave range



STRAIGHT
(c0/m50/y90/k0)
used only to highlight
straightening range

OVERVIEW

Subhead

Headline

Body copy – highlighted

Body copy

Info box – outline 1,5pt

Gap – 3mm

Rounded corners – 5mm

INTRODUCING

NEW CREATIVE⁺

OUR NEW AND IMPROVED PRODUCTS FOR PERMANENT CURLS AND STRAIGHTENING SERVICES

- NEW COMBINATION OF HIGH-CONDITIONING AGENTS
- NEW REDBERRY ROSE PERFUME – Milder odor for more pleasant client experience
- NEW PACKAGING AND SIMPLIFIED NAVIGATION
- NEW PERMANENT CURLS AND STRAIGHTENING SERVICES WITH WELLAPLEX
- NEW "READY TO USE" NEUTRALIZER FOR CURLS AND WAVES

NEW PACKAGING WITH EASY NAVIGATION

CHOOSE YOUR VARIANT DEPENDING ON CURL TYPE AND CLIENT'S HAIR TYPE.

CREATIVE⁺ lines have variants for normal to resistant hair and for colored or sensitized hair. Straight range now also has products for highlighted or very sensitized hair.



CREATIVE⁺ CURL – FOR BOUNCY CURLS
Two variations: (75ml / 250ml)
CURL (N) – For normal to resistant hair
CURL (C) – For colored or sensitized hair



CREATIVE⁺ WAVE – FOR NATURAL WAVES
Two variations: (75ml / 250ml)
WAVE (N) – For normal to resistant hair
WAVE (C) – For colored or sensitized hair

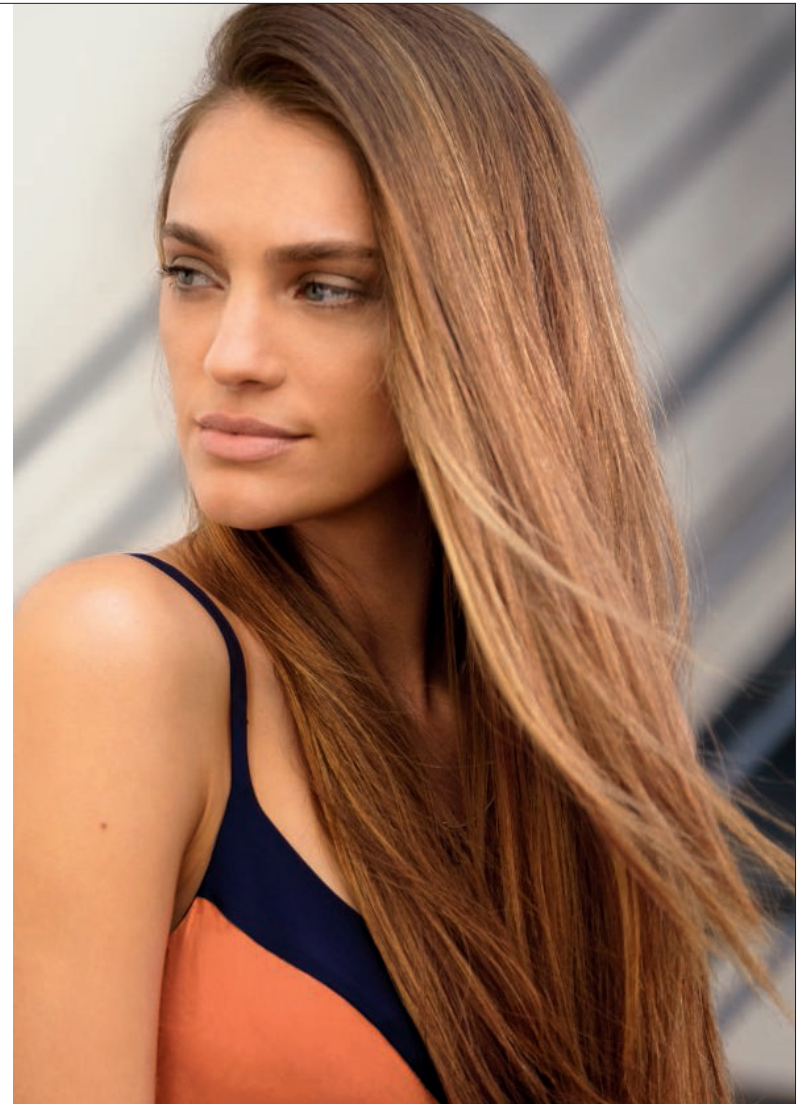
CREATIVE⁺ NEUTRALIZER
ONE NEUTRALIZER FOR BOTH CURLS AND WAVES
Ready to use – no need to mix with water (1000ml / 100ml)



CREATIVE⁺ STRAIGHT – FOR PERMANENT STRAIGHTENING
Three variations: (200ml)
STRAIGHT (N) – For normal to resistant hair
STRAIGHT (C) – For colored or sensitized hair
STRAIGHT (H) – For highlighted or very sensitized hair

STRAIGHT NEUTRALIZER
(1000ml)

3



Technical folder



VISUALS

The CREATIVE⁺ visuals show two different women with different hair types, who represent the possibilities that can be achieved with the services offered: Straightening and Curls/Waves.

In addition to our two beauty visuals, we provide behind-the-scenes images (mood, location, and product shots) to create the world of the models.

PLEASE NOTE: The maximum size of the key visuals is DIN A0 (BTS and SBS is A4). Please adhere to the format of the retouched images in order to achieve a high-quality print result. Never flip the beauty images.

PACKSHOT COMPOSITION

In order to deliver an ideal and highly realistic composition of our pack shots, we create general Photoshop files in which we've adjusted all shadow/light reflections, etc. If one or more pack shots needs to be changed, removed or added, please use the additionally delivered pack shots, and create a new composition.



CONTACT

CREATINE+ TEXTURIZING SERVICES | DESIGN GUIDELINE 2017

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