

FrameMind

GlowOS

SALONS & SPAS

Brand Identity Kit

Salons & spas · Logo · Icon · Variations · Guidelines

Powered by FrameMind AI Studio · v1.0 · November 2026

Logo variations

FrameMind GlowOS

SALONS & SPAS

Primary lockup — with descriptor. Use on hero areas, covers, signage.

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Primary reversed — on Primary navy only.

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Horizontal (no descriptor)

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SALONS & SPAS

Stacked



Icon only



Monogram (G tile)

Icons & app icons



Navy — default store icon



Accent rose



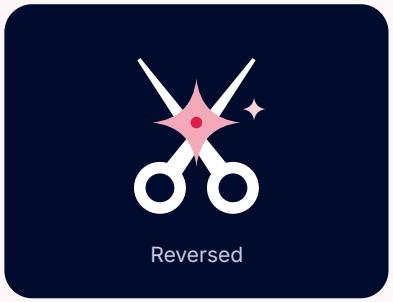
Surface tint



Colour



One-colour navy



Reversed



Outline (emboss / line art)



Favicon · 16–64 px

Open scissors whose crossing blades become the rays of a sparkle at the pivot: the cut, and the glow after it. Keep the sparkle centred on the pivot and the finger rings at the bottom.

03 · USAGE

Clear space & minimum size



Clear space = x, one quarter of the icon's height, on every side. Nothing — text, edges, other logos — enters this zone.



120 px / 30 mm horizontal

80 px / 20 mm stacked

16 px icon / favicon

Below these sizes switch to the icon only. Descriptor lockups need at least 200 px / 50 mm width.

Don’t



Stretch or squash



Recolour outside the palette



Rotate



Place on low-contrast colour

Colour & typography

Primary
#000B2D
RGB 0 11 45
Headlines, wordmark, dark surfaces
vs white 19.3:1 · vs navy 1.0:1

Accent
#E11D48
RGB 225 29 72
“OS”, icon, buttons, highlights
vs white 4.7:1 · vs navy 4.1:1

Secondary
#F299AD
RGB 242 153 173
Illustration, charts, patterns
vs white 2.1:1 · vs navy 9.2:1

Surface
#FBE2E7
RGB 251 226 231
Cards, chips, app-icon tile
vs white 1.2:1 · vs navy 15.8:1

Background
#FEF7F9
RGB 254 247 249
Page background
vs white 1.1:1 · vs navy 18.3:1

Contrast ratios are calculated (WCAG 2.1). Body text: Primary on Background/Surface/white. Accent (4.7:1 on white) passes AA for text, so it can carry links and labels; use white text on Accent buttons. Secondary and Surface are decorative only — never for text. Primary navy is shared by every FrameMind OS app. Print values (CMYK / Pantone) to be matched and proofed with your printer.

Aa

Inter (alternate: Manrope)

Extra Bold 800 — Headlines
Bold 700 — Subheadings
Medium 500 — Body & labels
Regular 400 — Paragraphs

Inter is free (SIL OFL) and also available in Adobe Fonts. Headlines: tracking −2%. Descriptor caps: tracking +40%. “OS” is always set in Accent (white on dark).

Taglines, patterns & usage

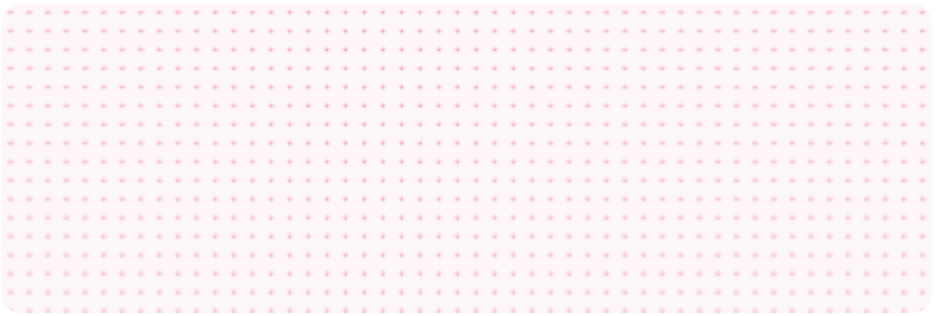
Every chair booked, every client remembered.

The **salon & spa** operating system for bookings, stylists & memberships.

Book.
Style.
Pay.
Return.



Wave gradient — hero and cover backgrounds



Dot grid — section and slide backgrounds

GlowOS Home Bookings Clients Stylists

FrameMind GlowOS

GlowOS