



BRAND GUIDELINES

COOKED BY
@MONGOOSH DESIGN

BLUME
X MONGOOSH

Primary Typeface

Our main font is Instrument Serif (Designed by Mihai Dolganiuc, Pangram Pangram).

We use it wherever possible. Instrument Serif is a contemporary serif typeface with a strong yet elegant character, designed for readability and impact. It balances modern sharpness with classical proportions, making it versatile for both digital and print applications.

If the situation does not allow us to use the Instrument Serif font, you can use any system serif fonts. **We recommend Times New Roman or Georgia.**

Instrument Serif

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%@!?*

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&#\$€%@!?**

Typeface

Our main font is Jura (Designed by Daniel Johnson, Cyreal). We use it wherever possible. Jura is a family of sans–serif fonts in the Eurostile vein that is modern with a technological context. It creates an unmistakable expression and works functionally as typography on digital platforms and in print materials.

If the situation does not allow us to use the Jura font, you can use any system sans–serif fonts. We recommend Arial or Helvetica.

Headlines

HEADLINE 1
INSTRUMENT SANS
SIZE: 56PT / 64PT. TRACKING: –1%

HEADLINE 2
INSTRUMENT SANS
SIZE: 40PT / 48PT. TRACKING: –1%

HEADLINE 3
DM SANS MEDIUM
SIZE: 36PT / 42PT. TRACKING: –4%

HEADLINE 4
DM SANS BOLD
SIZE: 28PT / 36PT. TRACKING: –2%

SUBHEADLINE
DM SANS REGULAR
SIZE: 24PT / 32PT. TRACKING: –4%

We don't just supply products,
but the total solution

Building a data centre is acomplex process
that requires knowledge in various areas

Need help choosing?
Contact us.

What knowledge and skills you
should have:

We stand behind our products, so we have decided to offer our
customers more and have extended the warranty to 15 years on
selected products.

03

TYPO— GRAPHY

01 Typeface

02 Type Hierarchy

Primary variants

We recommend using the logo on a dark or light background. In the case of a photograph, it is essential to keep the logo sufficiently legible in relation to the background image.

The smallest size allowed for printing and online use is based on the height of the logo.



Smallest logo size 128px/35px | *Blumè*

Alternate variants

Alternate logo is just a synthetic client need, it is not suggested to use this logo over any use-case below 500 px scaling.

The logo is client need, not practically useable on low scaled placeholders.



Smallest logo size 500px/500px

Colour Palette

Only the colours listed in the CONTEG Brand Guidelines may be used in the visual style. Others that are not listed are prohibited.

The basic colours Tangerine and Viridian are intended for use in logo and all visual communication materials. They also serve to highlight parts of the communication and improve readability and playfulness.

Depending on the type of material, you can opt for a light or dark mod. For the dark mod, Night Forrest is used in the background and for the light mod is Platinum.

Tangerine

HEX: C08552

Viridian

HEX: 5E3023

Night Forest

HEX: 210D06

Tangerine

HEX: DAB49D

Viridian

HEX: 895737

Platinum

HEX: F3E9DC

White

HEX: FFFFFFFF

Shades Palette

The colour shades help with design variety and can be used freely for sub-elements in communication.



Logo Use case & Stationary

Going forward we will see logo use cases & stationary items for the brand

it is suggested to use them as they are since they are carefully built using the guidelines.

Business Card



Merch



HANDBAG DESIGN





PAPER BAG DESIGN



Merch

STICKER



Storefront

Blumè
SALON & SPA
BY LALAJI



Haircuts & Styling

CUT / STYLE	\$50
SHORT LENGTH & BLOWDRY	\$40
SPECIAL OCCASION	\$65+
SMOOTHING TREATMENTS & HAIR LAMINATION	\$70+
BRAIDING	\$40+

Color Services

FULL COLOR	\$150
PARTIAL FOILS	\$140+
HALF HEAD FOILS	\$150
FULL HEAD FOILS	\$180+
BALAYAGE / OMBRE TECHNIQUES	\$200+
COLOR DEPOSIT MASKS – PRICE VARIES	
SPECIALTY COLORING (CONSULTATION REQUIRED)	
CURL REDUCTION SERVICE	\$140+
PERM SERVICE	\$120+
EXTENSIONS – PRICES VARY	
HAIR TREATMENTS	\$35+
SCALP TREATMENTS	\$70+

Lashes & Brows

LASH TINT	\$35
BROW TINT	\$20
LASH & BROW TINT COMBO	\$55
BROW LAMINATION	\$85
EYELASH EXTENSIONS	\$150
EYELASH FILL	\$85+
LASH LIFT & TINT	\$85

Upper Body

HALF ARM (UPPER OR LOWER)	\$30
FULL ARM	\$40
UNDERARMS	\$22

Manicures

MANICURE	\$40
SPA MANICURE	\$50
POLISH CHANGE	\$20
FRENCH POLISH APPLICATION ..	\$15
GEL LACQUER APPLICATION	\$15
GEL LACQUER SOAK-OFF	\$10
GEL FILL	\$15
GEL FULL SET	\$80

Facials

STANDARD FACIAL	\$100
BACK FACIAL	\$120
FACIAL + SPECIALTY MASK	\$120

Face

ROWS – \$25	\$25
LIP – \$10	\$10
CHIN – \$16	\$16
LIP & CHIN – \$25	\$25
SIDES OF FACE – \$20	\$20
FULL FACE – \$30	\$30
NOSTRIL – \$16	\$16

Lower Body

HALF LEG	\$70
SWIM BIKINI	\$40
FRENCH BIKINI	\$50
BRAZILIAN	\$60
HALF LEG & SWIM BIKINI	\$75
HALF LEG & FRENCH BIKINI	\$85
FULL LEG & BRAZILIAN	\$140

Pedicures

PEDICURE	\$70
SPA PEDICURE	\$80
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Rate Sheet v3

Blumè

BY LALAJI

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SPA PEDICURE

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\$20

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\$15

\$10





Cut

Hair Cut	\$60
Shampoo & Hair Cut	\$35
Supercut	\$35
Wash & Blow Dry	\$50



Color

Regrowth Application	\$60
Tint Between Foils From	\$35
Regrowth & Ends Refresh	\$35
Colour Correction	\$50



Foiling

Quarter Head	\$60
Half Head	\$35
Full Head	\$35



Treatments

Express Treatment	\$60
PH Bondor	\$35
Kerastase Treatment	\$35
Bioactive Hair Treatment	\$50

BLUME X MONGOOSH

BRAND BOOKLET



THATS A WRAP

COOKED BY
@MONGOOSH DESIGN

BLUME
X MONGOOSH