

PUR HAIR®
WE GIVE QUALITY A FEELING

EASTER 2025

CAMPAIGN ASSETS

// KEY VISUALS



OSTERN25 _ KEYVISUAL _ CUTOUT



OSTERN25 _ KEYVISUAL _ SHELF

// TYPO & COLOURS

HEADLINE

CARENA

AA BB CC DD EE FF GG HH II JJ KK
LL MM NN OO PP QQ RR SS TT UU
VV WW XX YY ZZ 0123456789 .,:!?“()
[]{}---_/*@#\$\$%^&+=<>|

SUBLINE

BEBAS NEUE

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO
PP QQ RR SS TT UU VV WW XX YY ZZ 0123456789
.,:!?“()[]{}---_ /*@#\$\$%^&+=<>|

COLOURS



MILLER PINK
#FF97B1



BRIGHT PINK
#FC6A8E



ATOMIC TANGERINE
#F7934D

// WEBSITE BANNER

DESKTOP



OSTERN2025 _ SHOPBANNER _ DESKTOP _ 3000X1200PX

MOBILE



OSTERN2025 _ SHOPBANNER _ MOBILE _ 1800X1225PX

// SOCIAL MEDIA

FEED - 4:5



OSTERN2025 _ FEEDPOST _ 1080X1350PX



STORY - 9:16



OSTERN2025 _ STORY _ 1080X1920PX



