

# BRAND PRESENTATION

BUSINESS NAME:

KASIES HAIR AND BEAUTY

ATTENTION OF:

KASIE SEWELL

DATE:

08/03/2024



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# KASIES

## HAIR & BEAUTY

Kasie's Hair and Beauty is a haven for self-expression, offering quality salon services in an inclusive environment. They understand the real struggles individuals face, emphasizing communication and providing tailored services to make everyone look and feel good.

Kasie's Hair and Beauty empowers individuals to redefine beauty on their terms, celebrating self-expression while providing quality, tailored services to help you be your most authentic self.

The branding should reflect this sense of authenticity and personality, while maintaining a sleek and professional image. As Kasies is a safe haven for women the aesthetics should emphasise and captivate a female client base while still distinguishing itself from other female lead businesses in the area.

AUTHENTIC

PERSONALISED

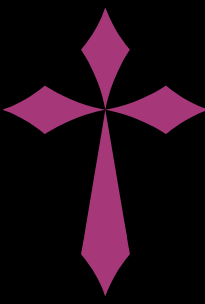
EMPOWERING

UNDERSTANDING

UNIQUE

PROFESSIONAL





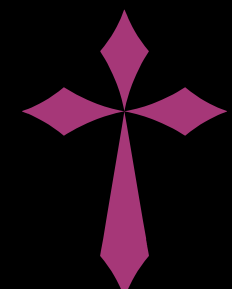
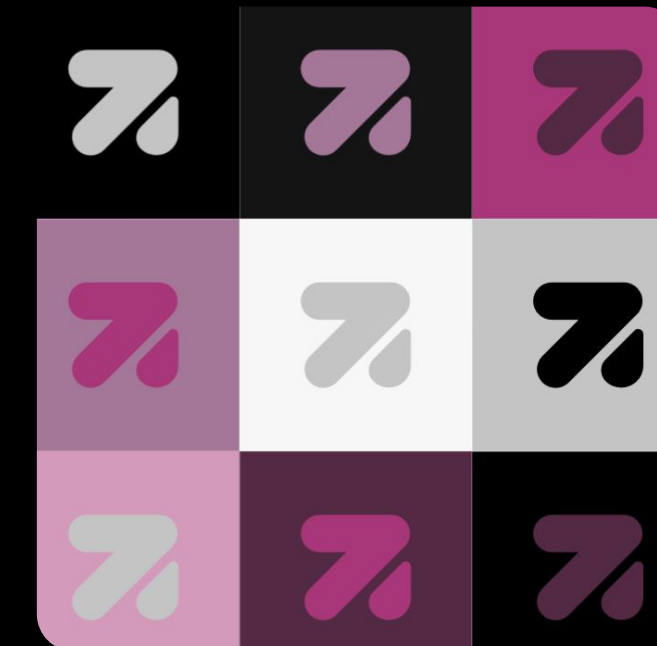
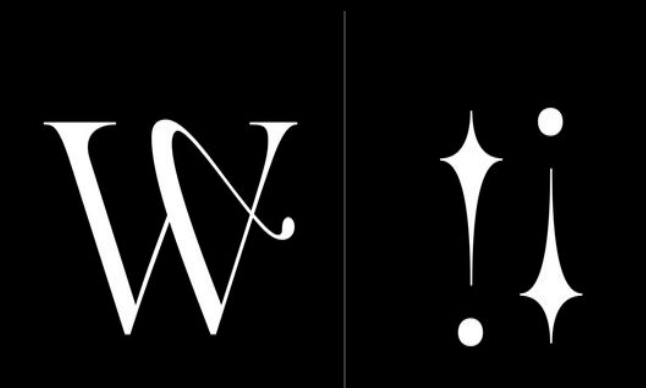
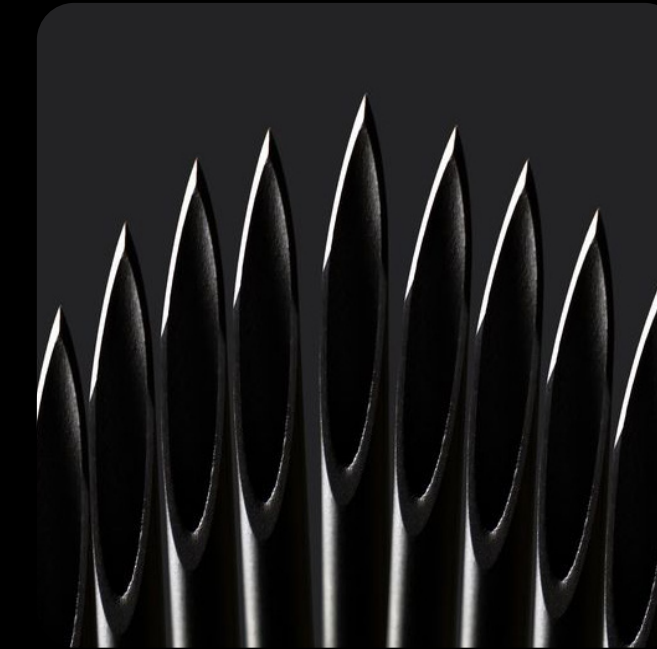
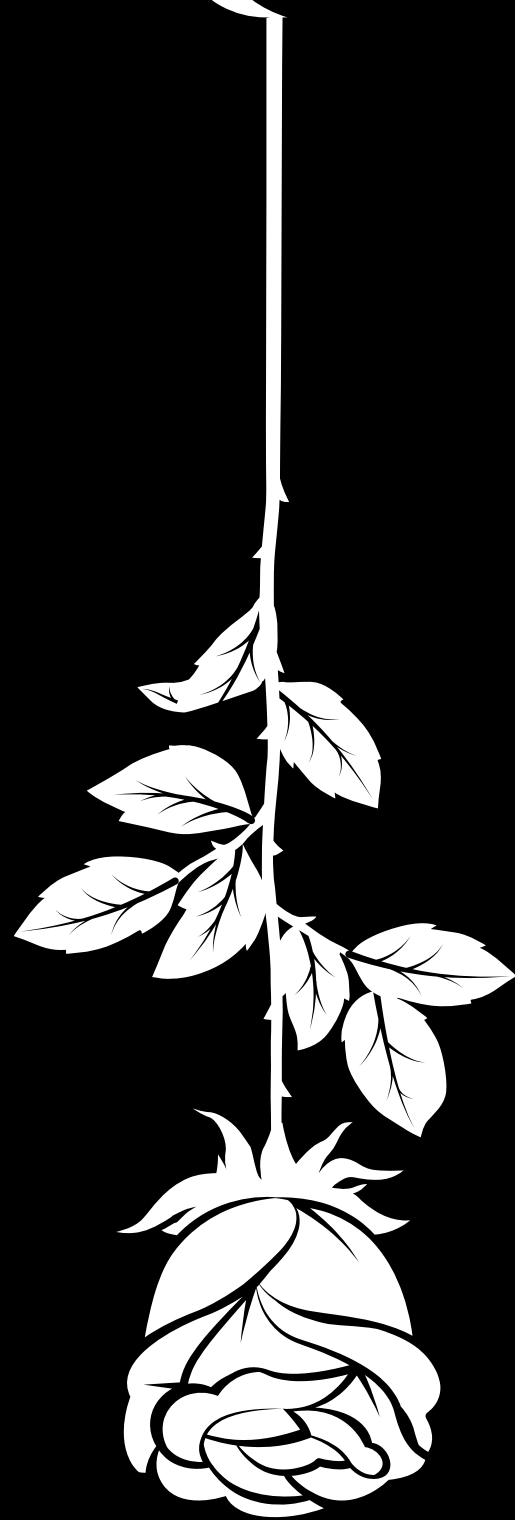
# MOODBOARD

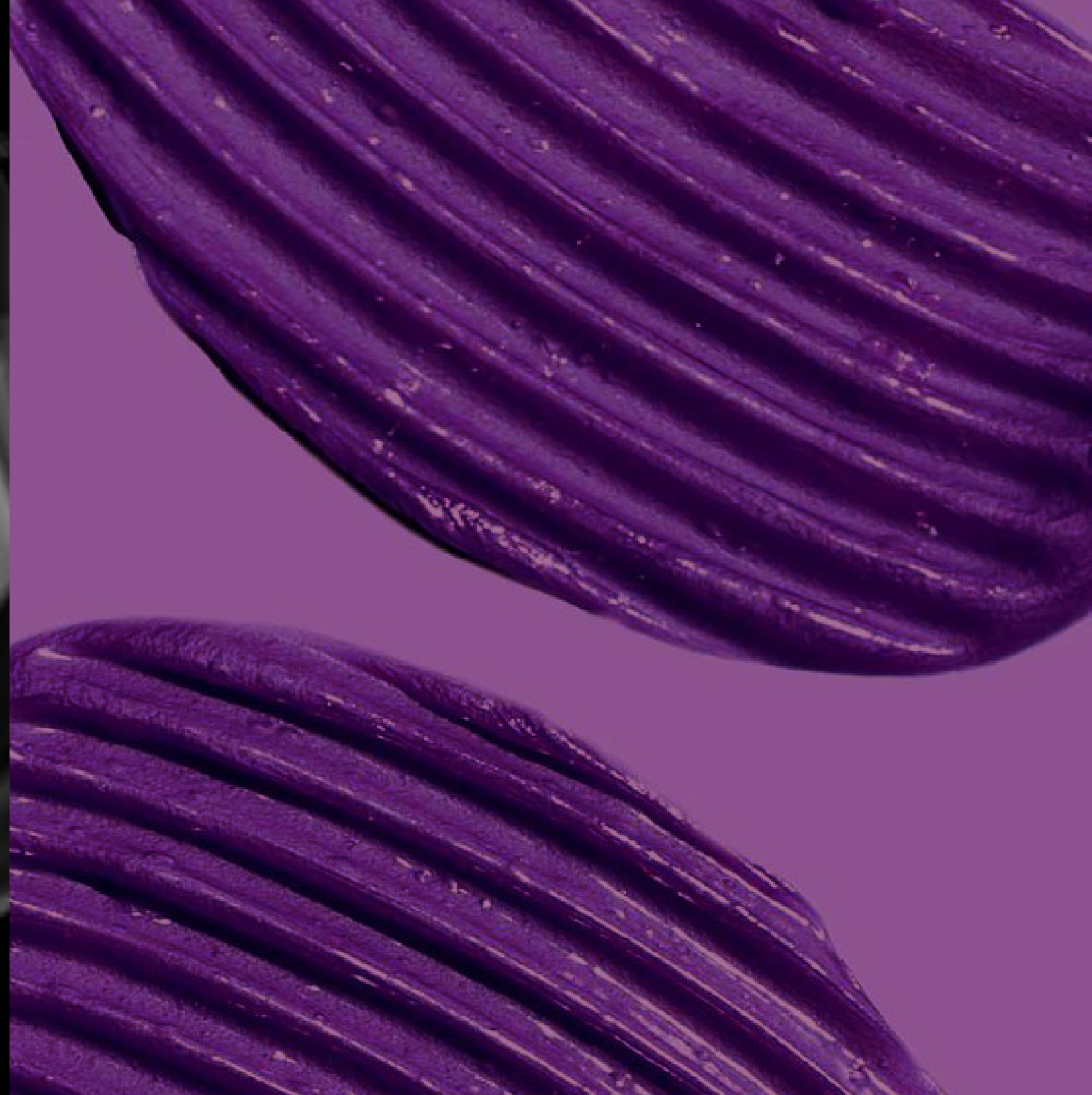
During the creative direction stage, this moodboard was chosen as the best fit for your business!

Mood boards are a group of design elements that include images, concepts, colours and styles proposed for the direction, look and feel of the visual identity. Giving you a clear understanding of the design direction that the brand identity will follow.

## DIRECTION:

This option maintains the feminine energy that the brand is known for, while taking it to a deeper, edgier more creative direction. It enhances current elements of the brand such as the feminine colour palette, while giving it a fresh new look that separates Kasie's from competitors – giving it more personality and individualism.





# LOGOS

A brand logo is a symbol, emblem, typographic, or the combination of all used by businesses to mark its brand's identity. Having a unique logo helps your customers to identify & remember your product and quality of your brand.

It's important that your logo is responsive and can be used in a variety of different spaces. That's why variations of your primary logo have been designed.



# PRIMARY LOGO

Your primary logo is the main signature of your brand. This should be used most frequently when space allows for it.

Consider your primary logo as the key, and the other logo variations as different locks. The key (core logo) unlocks the essence of your brand, while the variations represent the adaptability to fit into various visual much like different locks requiring the same key.

## NOTES:

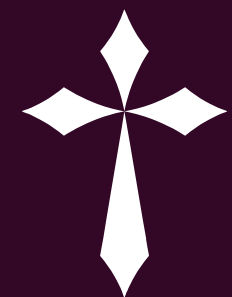
This primary logo is a conjunction of the Icon and the Wordmark. The wordmark combines modern sophistication and a sleek professional font with whimsical star additions. This wordmark uses a tailored, custom font to really allow the brand's personality to shine through. The icon has been added to the front, creating the complete look for an identifying logo packed with whimsy and personality while keeping it clean and legible.

Pictorial at forefront to captivate attention and aid in the brand story

Horizontal formatting for larger spaces such as advertising and marketing



Triangulation between the A, I and the star (&) for visual balance and follow through for the audience's eye





# SECONDARY LOGO

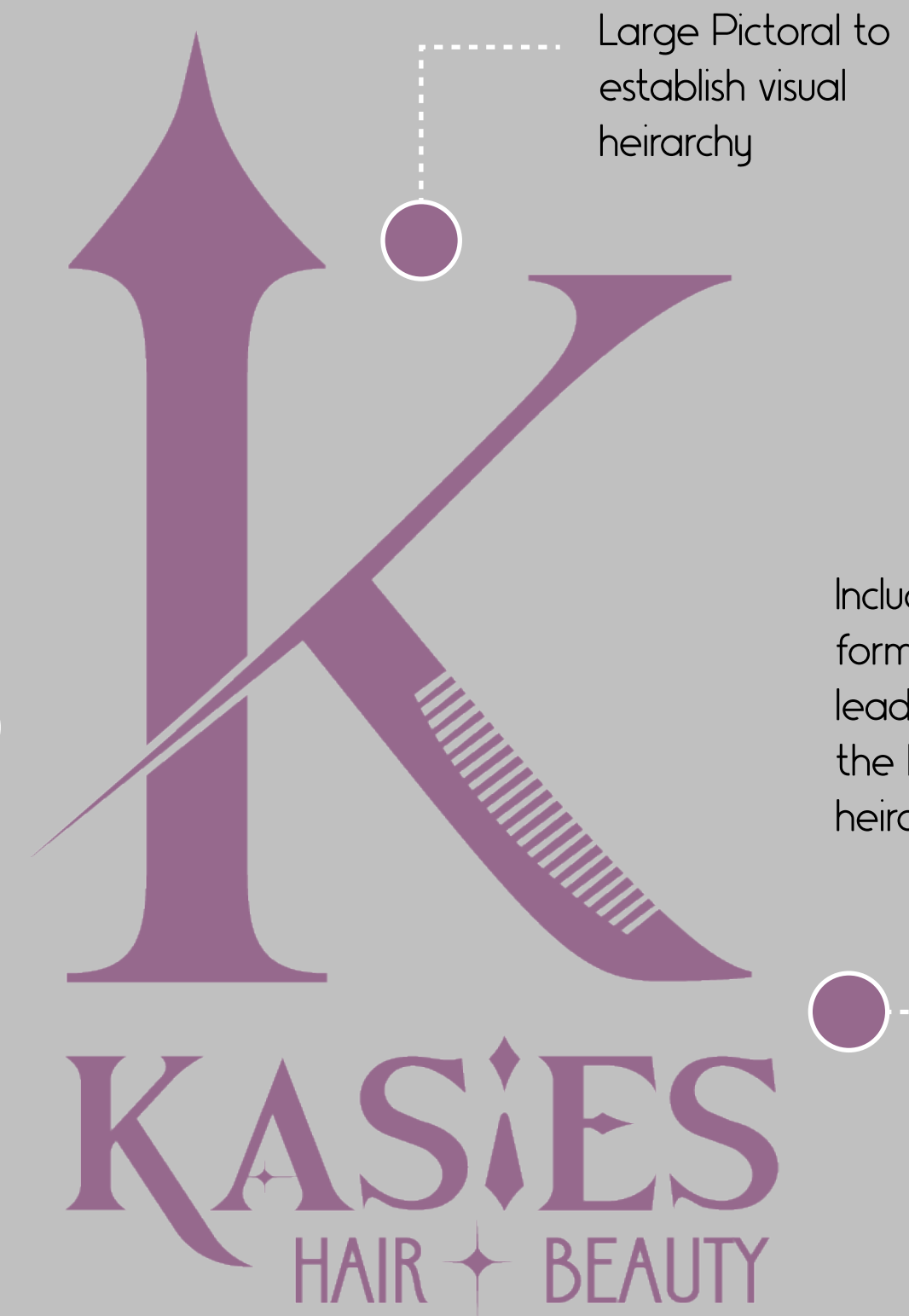
The secondary logo or known as the 'alternative logo' uses components from your main logo but in a different layout.

Having this logo allows for more flexibility for your brand. For example if your primary logo doesn't fit within a certain space your secondary logo can be used instead.

## NOTES:

This Secondary Logo uses the wordmark and icon in a vertical format to allow for compact use in marketing and advertising. This version of the logo would work well in white for the use of watermarking your photography for social media.

A version of your logo that doesn't include your full wordmark.



Large Pictoral to establish visual heirarchy

Vertical Design to fit in compact spaces

Includes full wordmark in a stacked format with the tail of the K leading into the second part of the brands name. Aiding in visual heirarchy and follow through.

# SUBMARK LOGO

The Submark Logo is another variation of your logo with a different layout giving you versatility when using your branding. This is to be used when your other variations don't fit in the required space or for a more minimalist appearance.

This could also be used for watermarking purposes or on your company letterhead.



# WORDMARK



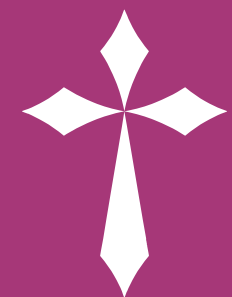
A Wordmark Logo is simply the text-based version of a logo – It's a type of logo design that includes only the company name no symbols, mascots, or badges. They are typically designed in a custom font that best represents your brands personality.

A Wordmark needs to be legible, it needs to fit your personality as a brand and work in a way that attracts your desired target audience – all through the use of custom type.

## NOTES:

This is a custom type that includes whimsical additions like stars, diamonds, gothic points and an elongated tail on the K to give movement and flow to a rather sleek, clean font.

The apostrophe has purposely been excluded from the branding as it makes the text unbalanced and distracts from the overall look.



Elongated Tail for flow, movement and visual follow through to the 2nd portion

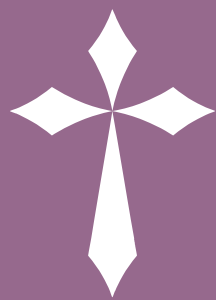


Whimsical star in the A, point and swoop details in the S, a diamond which is repeated in the arm of the E

The use of the star in place of the & symbol separates without needing the symbol but implies the same idea while continuing a sense of whimsy and personality

Implementing a similar font to the original branding to bring a sense of consistency





# PICTORAL/ ICON

Pictoral / Icon's are a simplified version of your main logo. It is a symbol of your brand, used to trigger an action, emotion or forge identity when a full logo won't fit.

In some cases, an icon becomes so iconic that it becomes the main logo representing a product or service. Consider the Pinterest "P," the Facebook "F," the Twitter bird – while these icons are not the formal logos, their icons are internationally recognized as such, and oftentimes, a full logo may not even be necessary.

## NOTES

For this Icon I wanted to captivate all three industries that Kasies embodies and works within. Hair, Piercings and newly added industry Tattooing needed to be visually represented in a way that was visually appealing, clever, professional but designed and conjoined in a way that was not tacky and over-used.

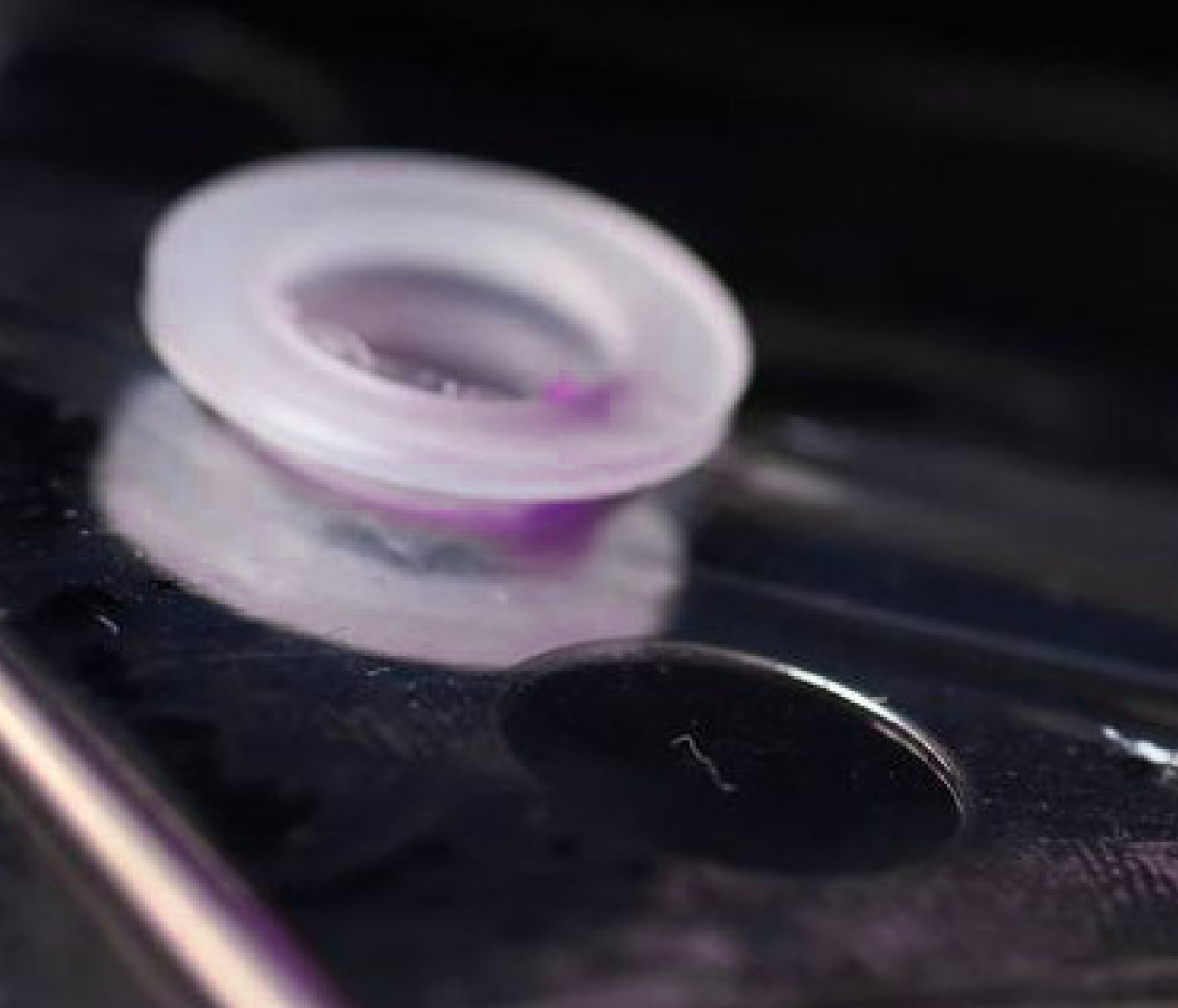
This meant not including imagery such as scissors, strands of hair or using a traditional gothic font typically seen in the tattoo industry.

Tattoo Industry is represented in the stem of the K through the pointed tip and the wider design

Piercing is illustrated by transforming the arm of the K into a Piercing Needle with added affect through the stem of the K – creating movement and force.

The tail of the K has been used to create the image of a comb – representing the hair industry



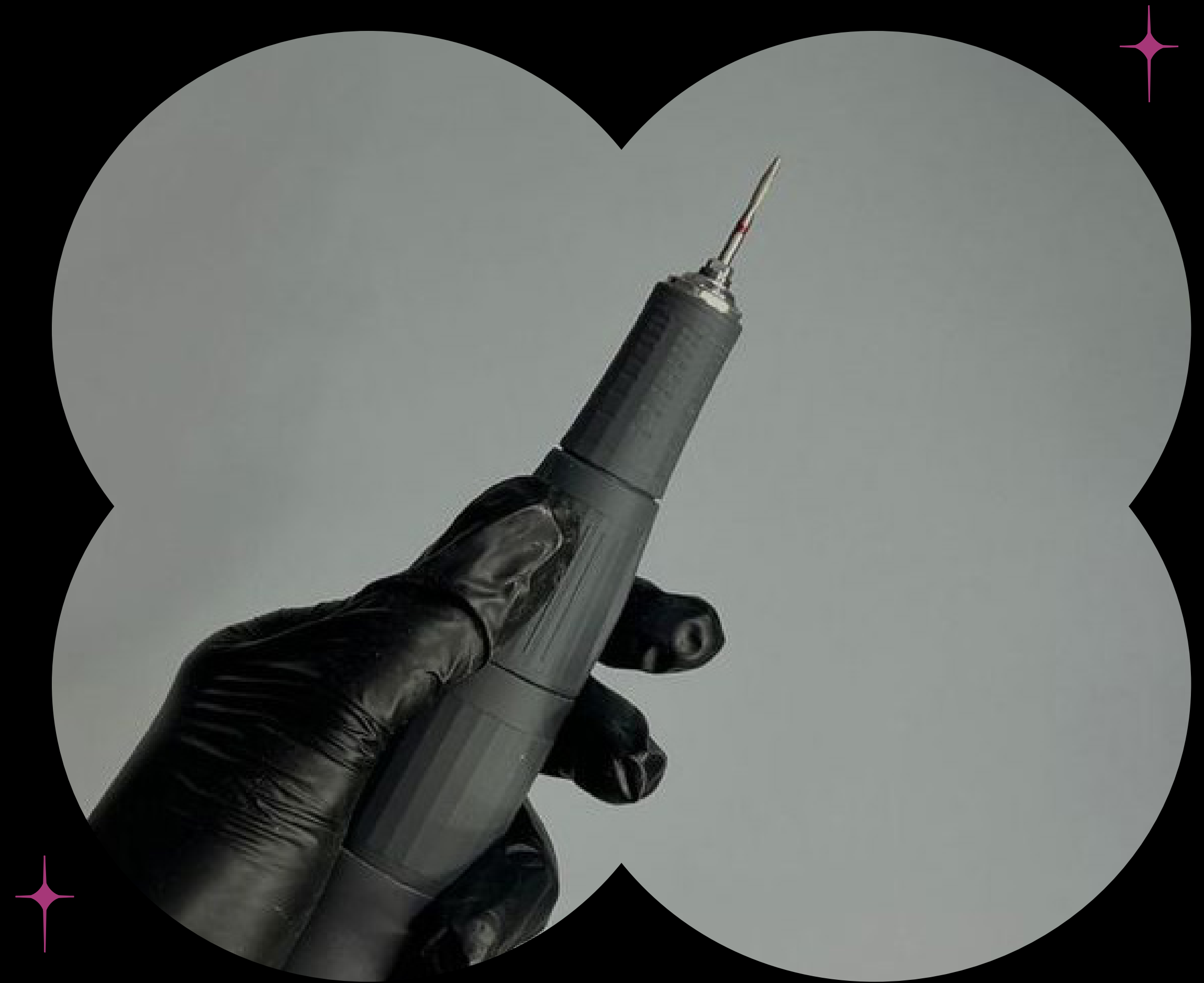


# ★ FONTS

Using a set of consistent fonts for your business is going to be crucial because it sets the tone.

Your fonts have been chosen to pair perfectly with each other as well as your brand identity. Having different sets of fonts allows for the design to not be repetitive.

By using consistent typography across your brand will make you recognisable and memorable.



# PRIMARY

## MONSTER OF FANTASY

The primary font is your default typeface & should be used within

### HEADERS & TITLES.

This font was chosen because it is a modern, new age gothic font that represents the brands personality while also seperating itself from competitors which tend to use hyper-feminine script fonts.

Using a serif font depics a sense of professionalism, the variation in weight lends itself to a modern look and the gothic design shows personality, uniqueness and subtle luxury.

A B C D E F G H I J K L M N O P Q R  
S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

# SECONDARY

## THELORIN

The secondary font compliments your primary font. This will be used on

### SUBHEADINGS.

This font was selected to continue a sense of consistency and familiarity that the former brand identity contained.

An art-deco font such as this depicts a sense of timeless luxury and intiracacy which is shown through the playful overlap in the lettering

(as seen on the contents page)

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z

1 2 3 4 5 6 7 8 9 0

# SUPPORTING

## Avocado Sans Thin

Your supporting font fits nicely with both the primary and secondary font. This should be used within

### BODY COPY.

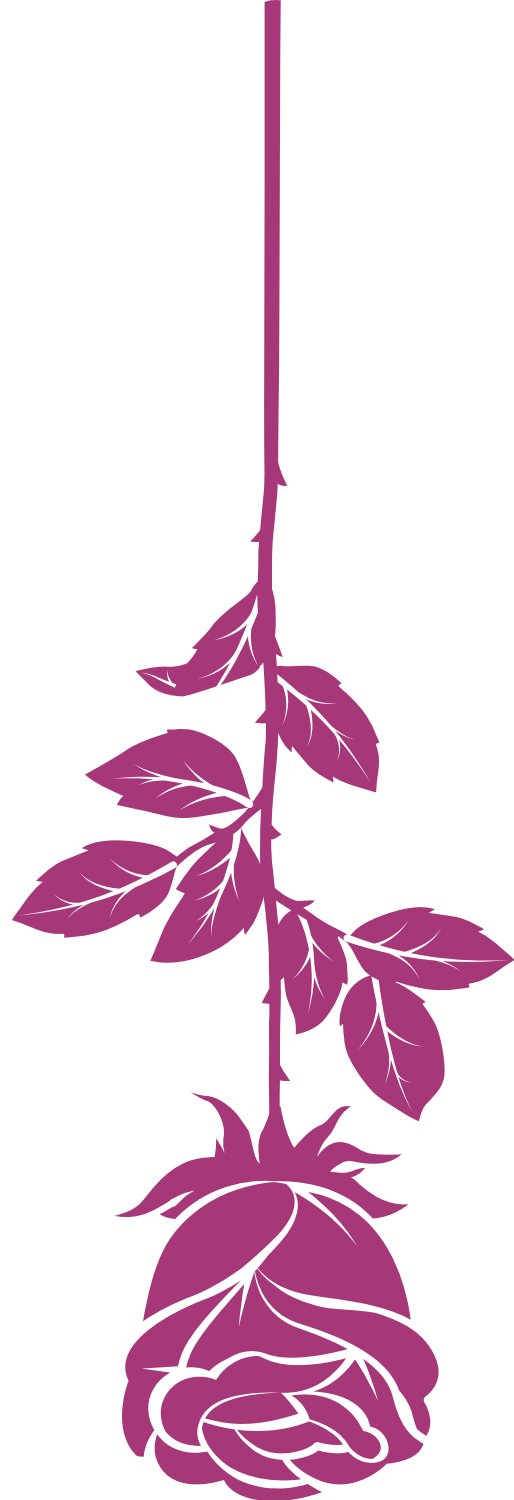
Sans-serif fonts, characterized by their clean lines and lack of decorative flourishes on the ends of letters, convey a variety of design principles and attitudes including; Modernness, Clarity, Simplicity and Global Appeal.

This font also pairs nicely with the gothic headings and art-deco subheadings - being more paired back, legible and versatile for a juxtaposition of decorative and clean.

A B C D E F G H I J K L M N O P Q R S T U  
V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0



# KASIES

HAIR ✦ BEAUTY

HEADING GOES

SUBHEADING HERE

Body copy goes here. Body copy goes here. Body copy goes here.  
Body copy goes here. Body copy goes here. Body copy goes here.

This font is intricate but is a lighter weight than the heading. While it is decorative in its own right, it doesn't force the audience's attention over the chosen heading.

Bold, varying weights that establish a gravitas that commands a space – as well as audience attention.

This font is clean, simple and legible for large blocks of text.

# COLOUR PALETTE

Creating a distinct and complimentary colour palette is going to be an important part of building brand recognition.

Your colour palette will be used across your socials, stationery, website and so much more. On the next page is the proposed colour palette and why it's been chosen for your business.







## BLOOMING ROSE

This colour was selected to carry on the pink hues that already exist within the salon, without relying on the overused pink hues that dominate the female business sector. It is bright which aids in audience captivation and it both compliments and contrasts to the other darker or dustier colours in this new palette.

## MIDNIGHT PLUM

This rich plum purple was chosen to be the cornerstone of the new colour palette. A deep, rich purple such as this lends itself well to luxurious, bold and feminine connotations without fading into the masses of pink female owned businesses.

## COSMIC STARDUST

This neutral is a great visual break for the eyes as well as a nice contrast to otherwise bold and captivating colours. A grey adds a cool (cool as in temperature) feeling to the colour palette and can be substituted for silver to add a sense of regality, prestige and luxury to the brand.

## ECLIPSE NOIR

Black is a staple in most brands as it is a solid neutral that provides contrast for other colours to stand out. In the case of Kasies Hair and Beauty it is also a representation of alternative industries, stylings and a rejection of social norms and pressures placed on women

## WISTFUL WILTROSE

This dusty mauve was selected to provide another cool-toned hue to the colour palette that re-enforces the new purple direction of the brand. It is a slightly pinker tone than the midnight plum, but it is not as pink as blooming rose – nor is it as vibrant. This lends to the new direction and allows them to coexist within the branding while maintaining a point of difference.

# DESIGN ASSETS & ILLUSTRATIONS

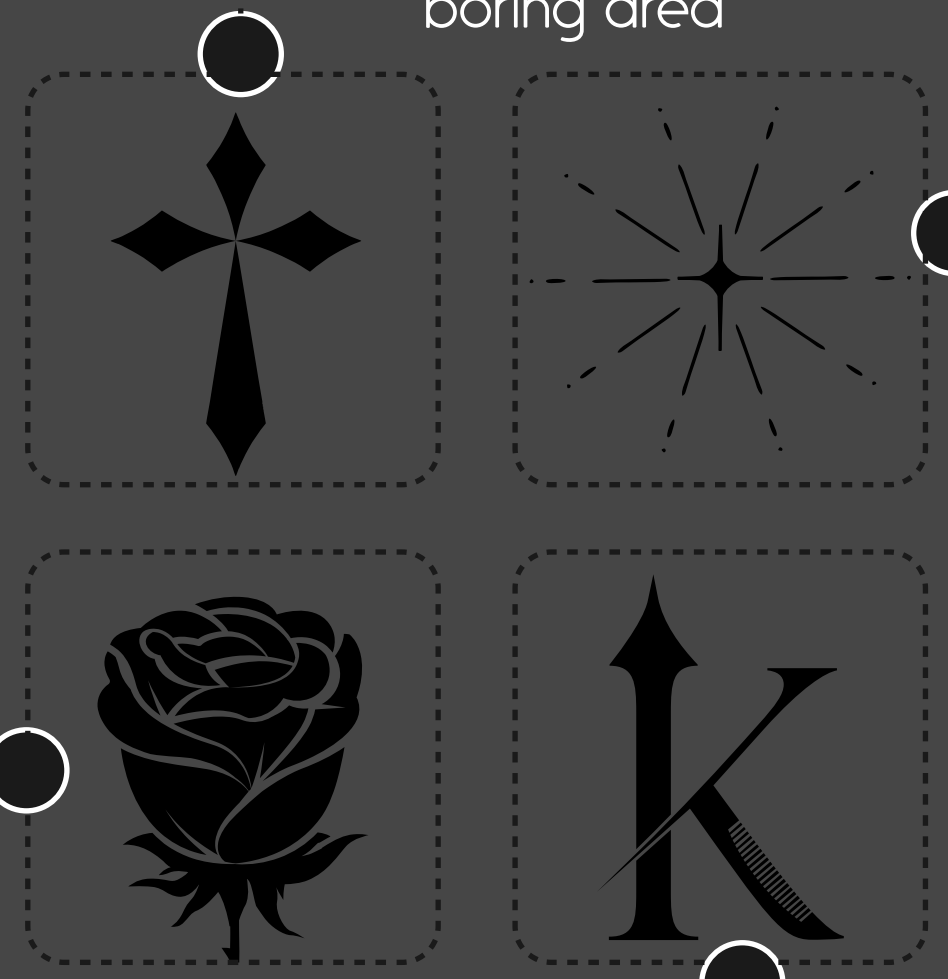
Illustrations & patterns are an exciting element to your brand. This is where you can bring in your brand personality and create a memorable brand experience.

It's also an effective way to build brand recognition that carries through your business' physical presence, at every touch point, and helps you maintain cohesive branding.





Gothic Cross and Diamond Shapes:  
A subtle detail that can bring in a bit of alternative edge to an otherwise boring area



Roses:  
Botanicals that represent femininity and alternative edge

Stars and Starbursts:  
Whimsical additions to add to the whimsical, witchy, alternative personality of the brand

The individual elements, from the 3 industries Kasies works within; that create the brands pictorial



# ✦ SOCIAL MEDIA & PHOTOGRAPHY

Seeing your Instagram feed with the proposed branding can really help visualise the possibilities of what you can do with your brand.

This also allows you to visually see how the branding elements like colour palettes, fonts, photography etc. should be used alongside one another.

Knowing what photography direction to follow helps keeps your brand consistent.



# BRAND PHOTOGRAPHY

## ABOUT:

Following a certain photography style within your brand is going to help with showcasing your brand voice, whilst staying consistent. Having a certain style within your brand can be recognisable to your audience. This direction can be used on your website, & social media.

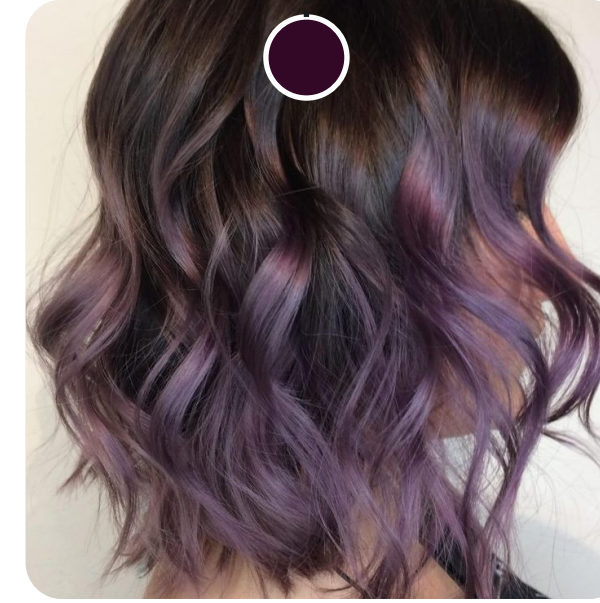
Bonus if you can stick to your brand colour palette but regardless of colour stay true to your brands personality and general vibe.

## PHOTOGRAPHY DIRECTION:

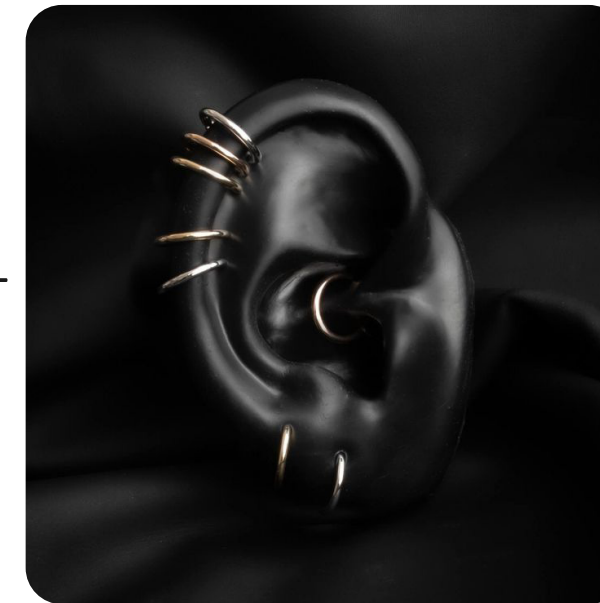
Showcasing your environment, your expertise and your expansive services will captivate, engage and encourage customers to book with you! Try to keep a clean, neutral background for your work to stand out and add bold elements as the subject to best capture a clean image.

Lean into the whimsy, witch vibes to promote your personality – perfect for social engagement!

Finished looks are great to show your work – the key to these is to have the photos taken against a neutral background so your work stands out and can be seen clearly



Aesthetic and industry related imagery



Photos like these can be great on social media as borders for text for promotions or announcements



Photos showing your process grows trust with your audience and markets an experience!



Inspirational Messages

# SOCIAL MEDIA PLATFORMS

## ABOUT:

Social media is crucial for businesses because the most influential aspect of this digital life has become social media. If you have a business and are not building your brand and marketing on social media, you are at risk of being left behind. Not only are your customers on social media, but they are also using social media to make decisions, buying online and booking digitally. Not building a consistent brand on social media will hinder your potential customers from being able to find you.

As great as social media is for getting seen by new people, it should not be overlooked how important it is to take advantage of it to stay remembered by those who already know you. Social media is a way for you to stay relevant by reminding them and the people in their circle of what you offer, how you run your business and how you are different from competitors!

## HAIR TIP

Prebook your appointments every 6 weeks so your hair always looks great



## A Day In The Life OF A SALON OWNER



## FACEBOOK

Facebook should be used too promote your business through announcements, service updates and community engagement. As Facebook is used mostly as a business directory, it should be your first point of call for keeping your customers updates and engaged.

## INSTAGRAM

Instagram should be used as a portfolio or gallery. Your main page can be utilised to showcase your work and the environment to create a curated gallery for customers to see what you offer. Reels are important for engagement, but these can be short clips eg: before and afters

## TIKTOK

TikTok is best for attracting new audiences as it is now the top social media platform – especially for younger audiences like gen z and gen alpha. TikTok is great for authenticity, transparency and behind the scenes content like showing how to run a business, decorating and organising or showcasing your favourite looks and processes

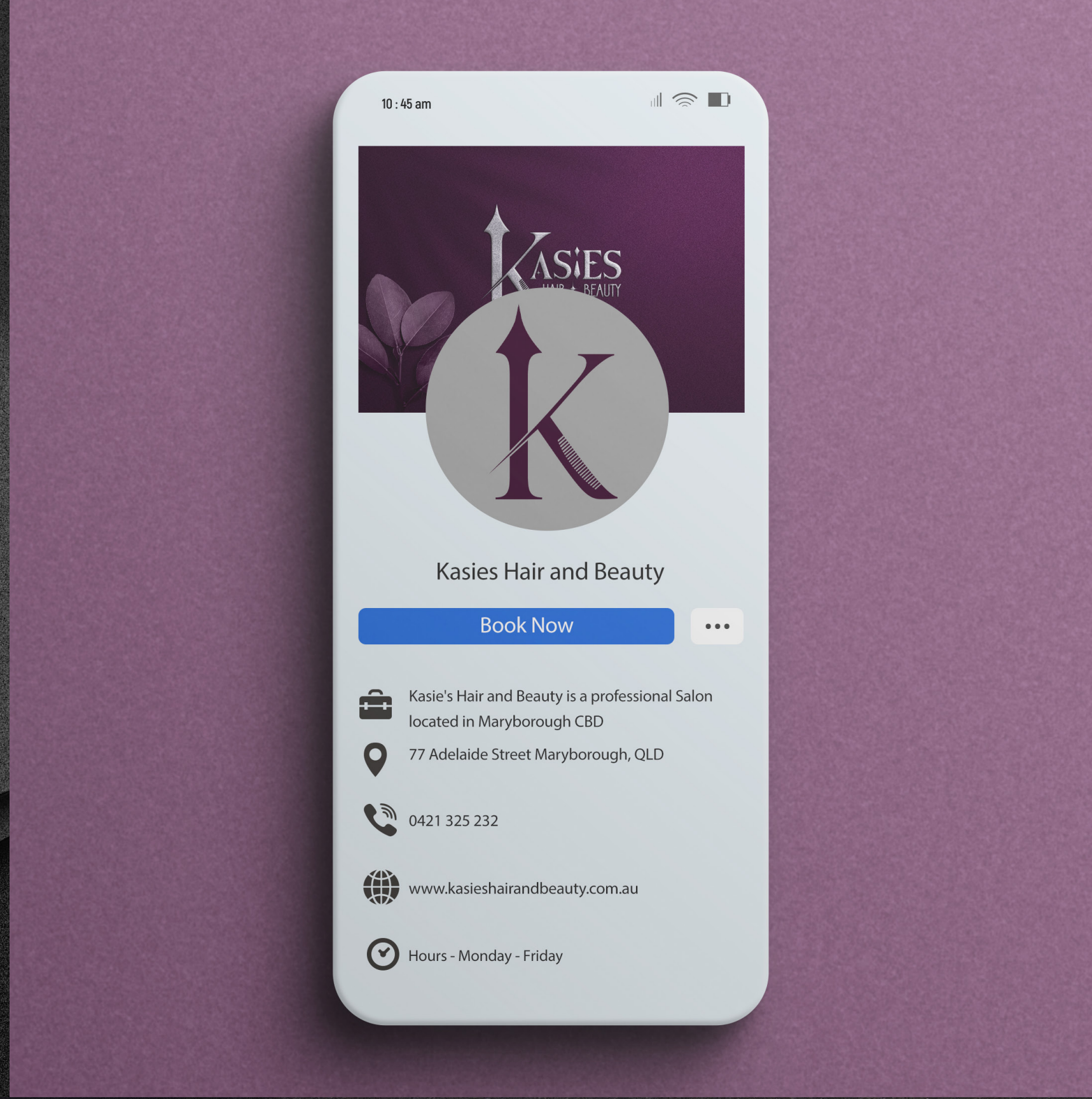
# MOCKUPS

Mockups do a great job of showing your brand in action so you can really get a feel for how your brand will look.

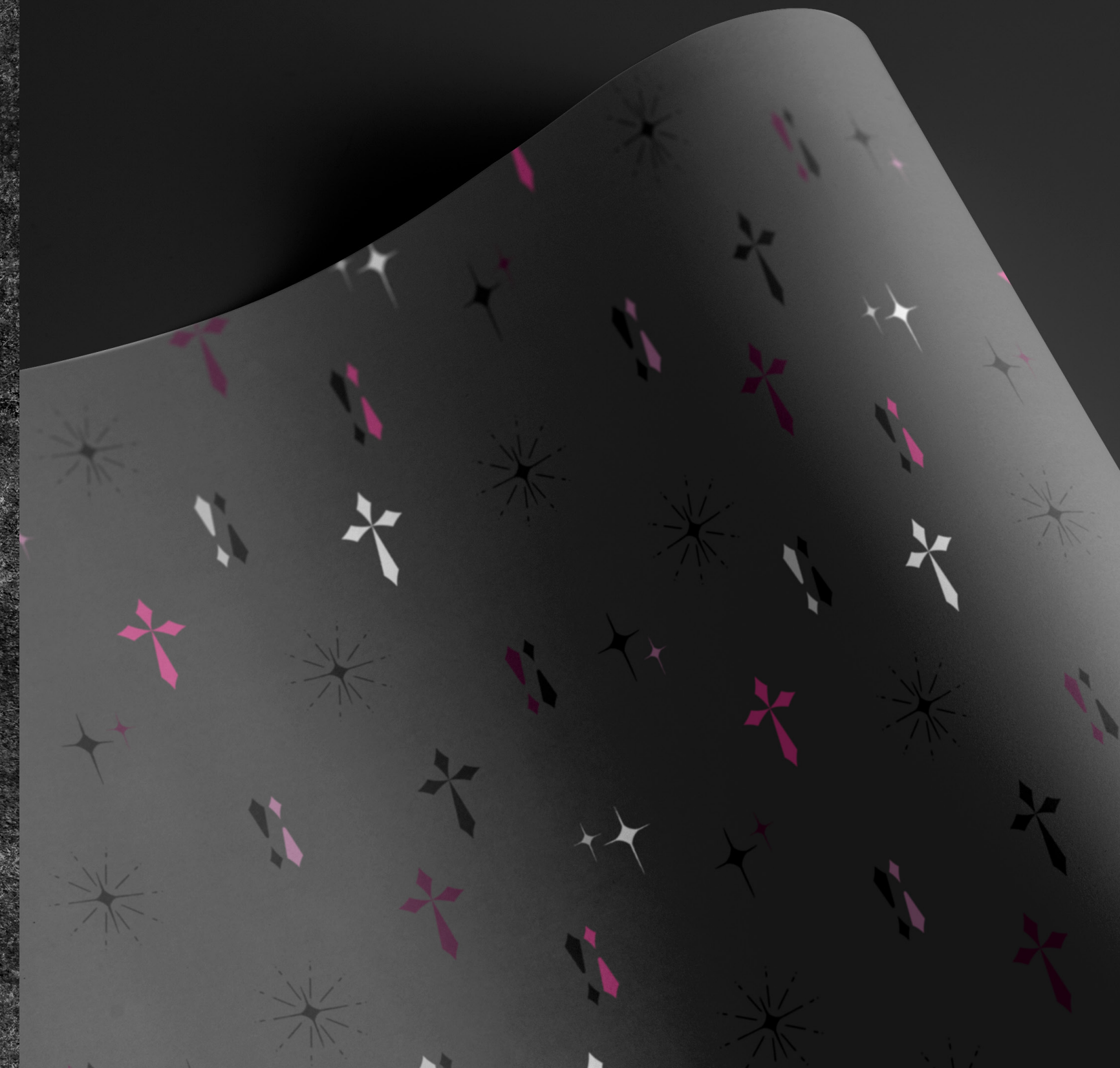
This is going to give you a really clear idea of how your branding can be used on stationery and more!

Please note: the mockups are just to show your brand in action and aren't real.









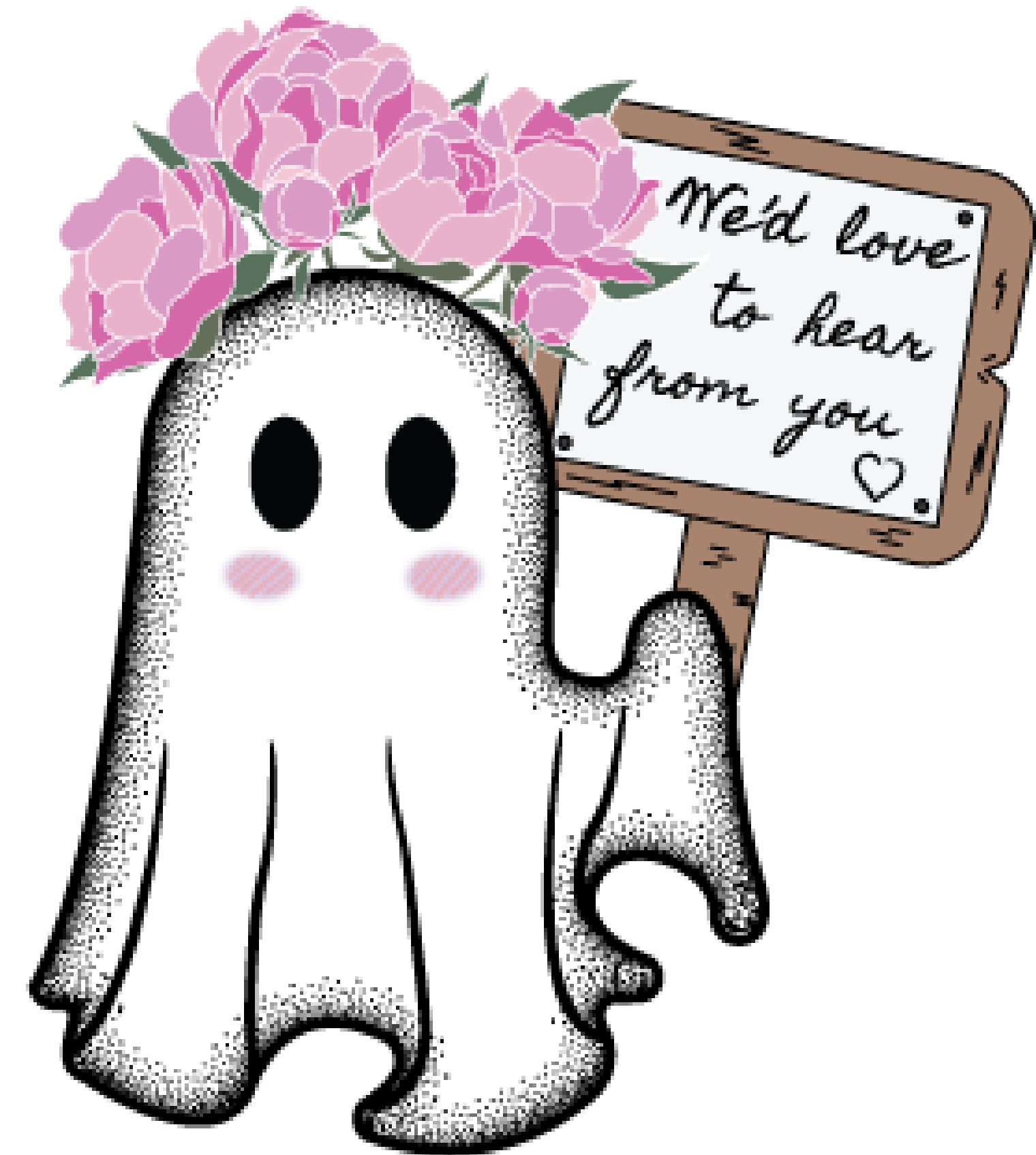
Receiving effective feedback is critical to the process.

To make sure we are keeping on track with the project timeline feedback needs to be within 3 working days of when the presentation was sent. I understand that you can't always respond within this timeframe; but understand this will impact the project timeline.

Please read through the whole presentation document (a few times) and make sure all information aligns with your business and your creative vision.

Then give feedback with any revisions in the client portal.

Super excited to hear from you and to hear what you think so far!



**Reminder:** Add feedback in the Notion Client Portal

**Email:** [Joodghost@justordinarilyodd.com](mailto:Joodghost@justordinarilyodd.com)

**Date:** 08/03/2024