



# THE ULTIMATE GUIDE TO

*creating a*

*beautiful*

*salon brand*



How to create a stunning visual brand for your beauty business

**LOGOS, COLOURS, GRAPHICS, SOCIAL MEDIA AND MORE**

# WHAT DO I KNOW ABOUT BRANDING??

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**Hi salon owners and beautiful people!**

I'm Stephanie, the author of this book and founder of Sunnystorm Marketing. I've been working in the field of online marketing for my whole professional life and have helped small businesses to gain thousands of loyal fans, grow an online following, and make money online through social media, branding, websites, design, email, SEO and more.

My hope for this book is that it will help you to **take the salon brand you already have** (or are ready to launch) and turn it into something **even more powerful through smart visual branding** (more about what that is to come!). The fun part about this book is that it's not only interactive (I want you to apply the things you learn right

away!) but I also wrote it while I was creating a visual brand design for my own business, Sunnystorm Marketing! So I'll be giving examples from my own life as well as some of the **top beauty brands in the world**.

Enjoy the book and your fresh new beauty brand!

***Stephanie Mitchell***

*Founder, Sunnystorm Marketing*



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*Chapter 1*

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# AN INTRODUCTION TO VISUAL BRANDING





# ***Why your business seriously needs a visual brand***

As you've probably noticed, **the business world is becoming more competitive than ever**. No matter which industry you're in, competition is fierce and you really need to stand out in order to find clients and make money. **Nowhere is this more true than in the beauty industry.**

For salons and beauty brands, making a visual impact is essential to **expressing** who your brand is, **attracting** the right clients, and **differentiating** from your competition.

In this social media and "scroll happy" world, people have less time to understand who you are. Instead, they need to "get it" in just a glance who you are, **what you stand for and what your values are.**

**Visuals are everything**, and in this book we'll teach you how to make your own salon brand beautiful and expressive.

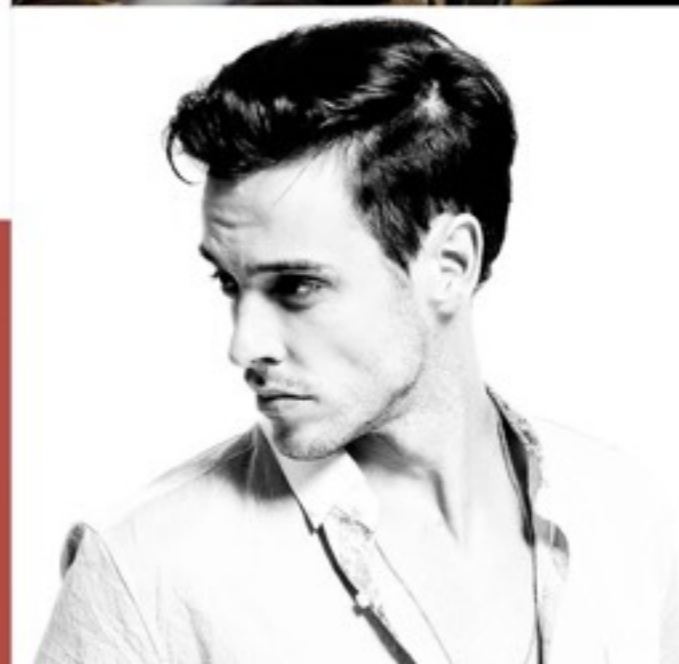
Before we get started, let's take a look at 5 beauty brands and how they have created their own "visual brands".



# AMERICAN CREW

## CLASSIC ELEGANCE

Masculine  
Old school  
Black and white  
1950s vintage  
Elvis  
Muscle cars







# NATURAL CHIC

Green and white  
Plants and greenery  
Vacation  
Minimalistic  
In harmony with nature

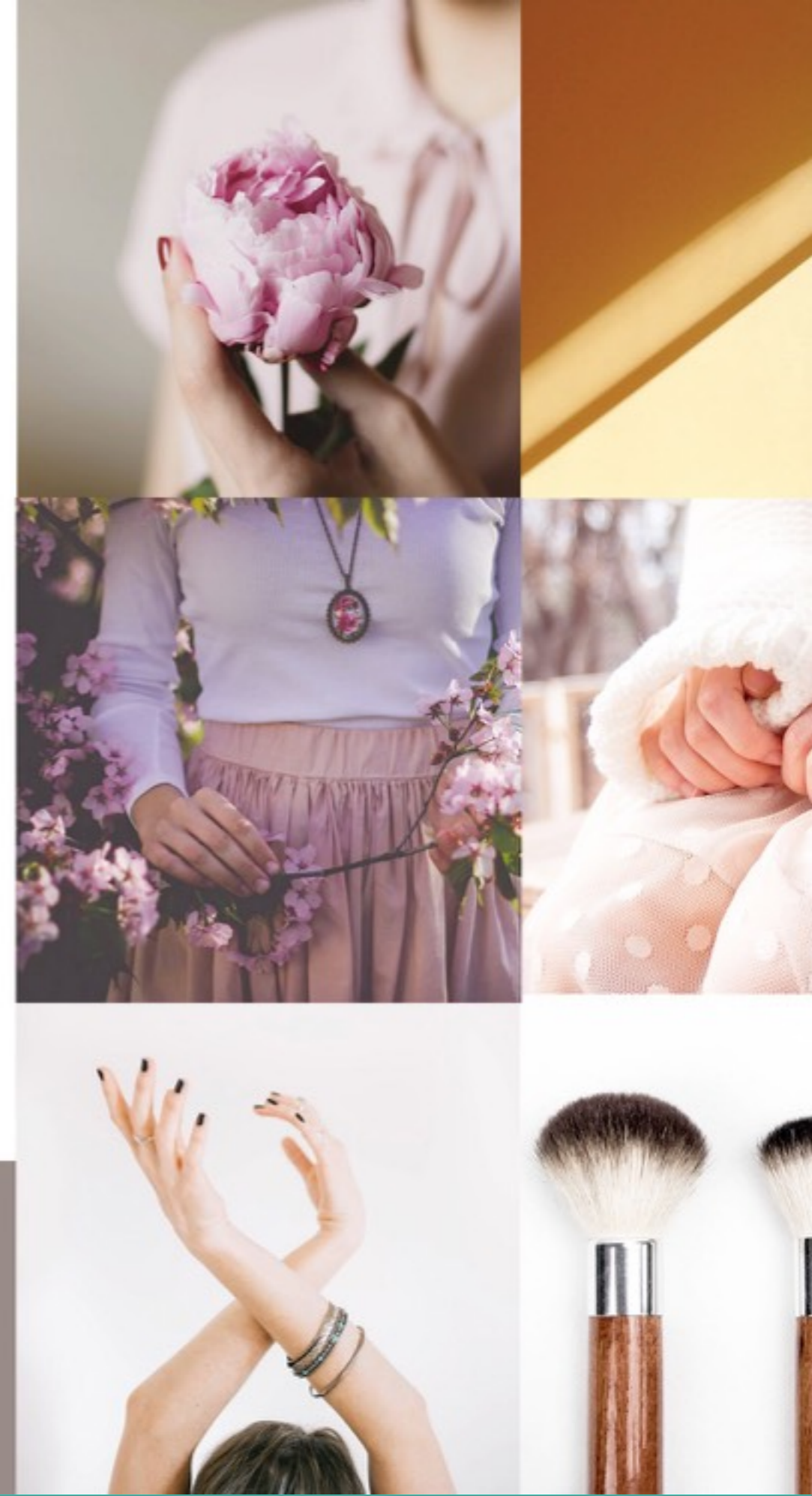




# Living proof.®

## Light and natural

light  
natural  
neutral  
pink lavender taupe  
cool colours  
peace  
earthy



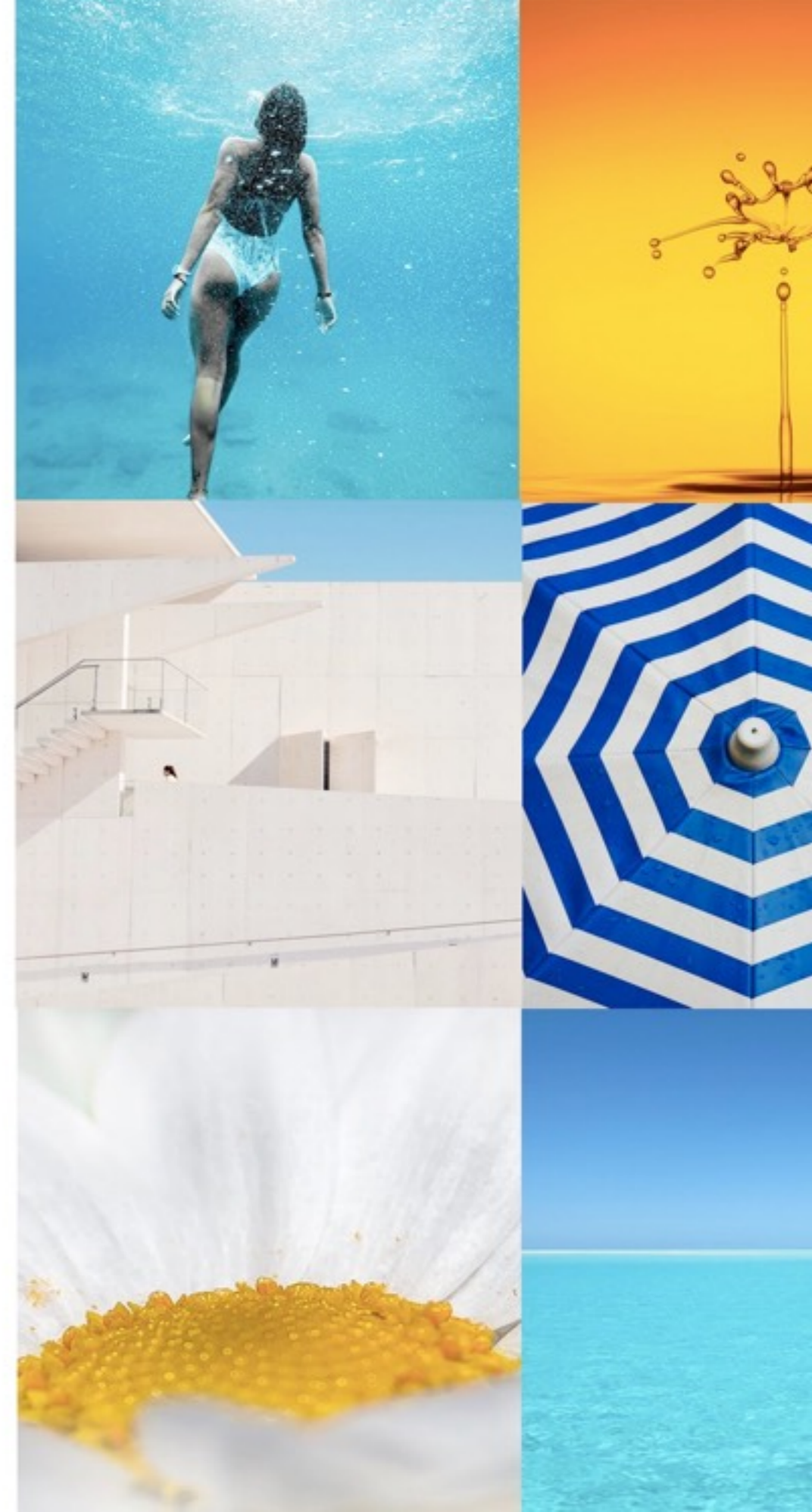


MOROCCANOIL

MOROCCANOIL®

# COOL LUXURY

BLUE  
AQUAMARINE  
CLEAN  
BEACH  
OCEAN AND WAVES  
ACCENTS OF GOLD





PULPRIOT

PULPRIOT

# GRUNGY RAINBOW

grunge  
colour  
graffiti  
rainbow  
hardcore  
artistic tatoos  
industrial greys



# What is part of a visual brand?

As you saw with American Crew, Moroccan Oil and the other beauty brands, their visual branding is not just about their logos or even their colours. It's a mood and feeling that's expressed graphically through:



**Name and logo**



**Colours**



**Fonts**



**What type of images you use**



**What style of writing you use**

# ***Why is a visual brand so important?***

There's a reason why we've dedicated a whole book to brand design and why there are hundreds of websites and industries about it: Visual branding makes a big impact on your business, financially as well as professionally.

## **It helps your target customer identify with your salon and communicates your values**

If you look at Moroccan Oil for example, the images, colours and mood they have chosen oozes luxury, and this is the client they are targeting.

## **It makes you stand out in a social visual world**

When people take less and less time and make snap decisions based on an Instagram pic or a quick Google search, having a brand that is instantly recognizable is essential.

## **It differentiates you from the competition**

When competition is fiercer than ever, one of the best ways to differentiate yourself online is to have an extremely strong brand that your clients and followers connect with.



# IF YOU REMEMBER JUST ONE THING....

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*Having a strong visual brand helps your target customer identify with your salon, communicates your values, makes you stand out in a social world, and differentiates you from the competition*

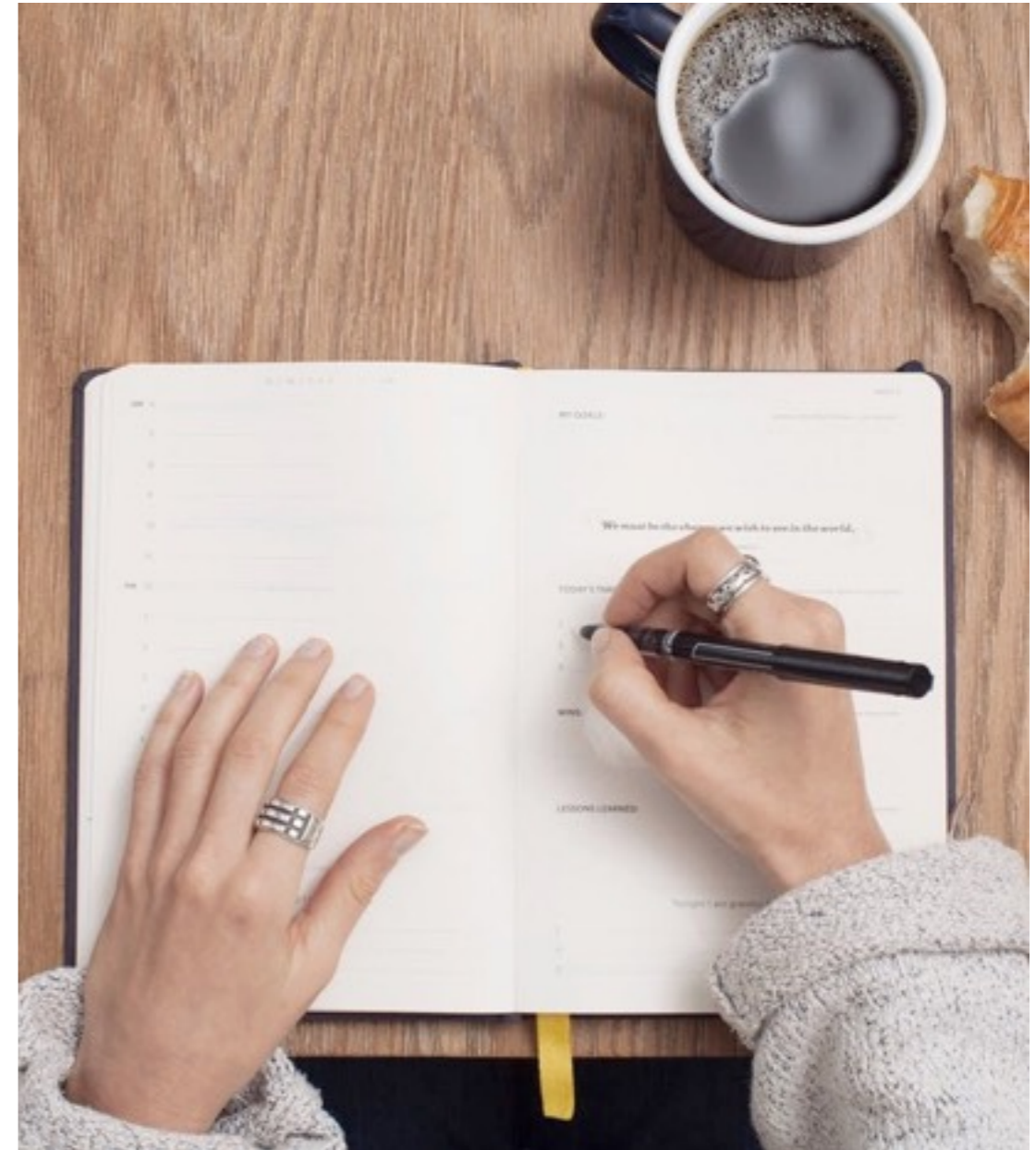
*Chapter 2*

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# DEFINING “WHO” YOUR BRAND IS



What is a bunch of colours and fonts thrown together if they don't mean anything? **Your visual brand needs to be significant**, to both your business and to your audience. That's why, before we actually put together a brand we need to answer some important questions to understand **“WHO” your business is**. We need to give your salon a personality. Go through the following questions and jot down your answers somewhere. **The answers will guide you through the rest of this eBook.**





## *Define who your audience is*

Who are your perfect clients? **Who do you currently serve and who would you like to serve?**

For example, for the Sunnystorm Brand, targeting a certain type of salon owner, the target I have for the brand is:

Women, aged 25-50, entrepreneurs, fun and positive attitude, interests in hair, beauty and business, and concerns about how to grow their business, and make more money.





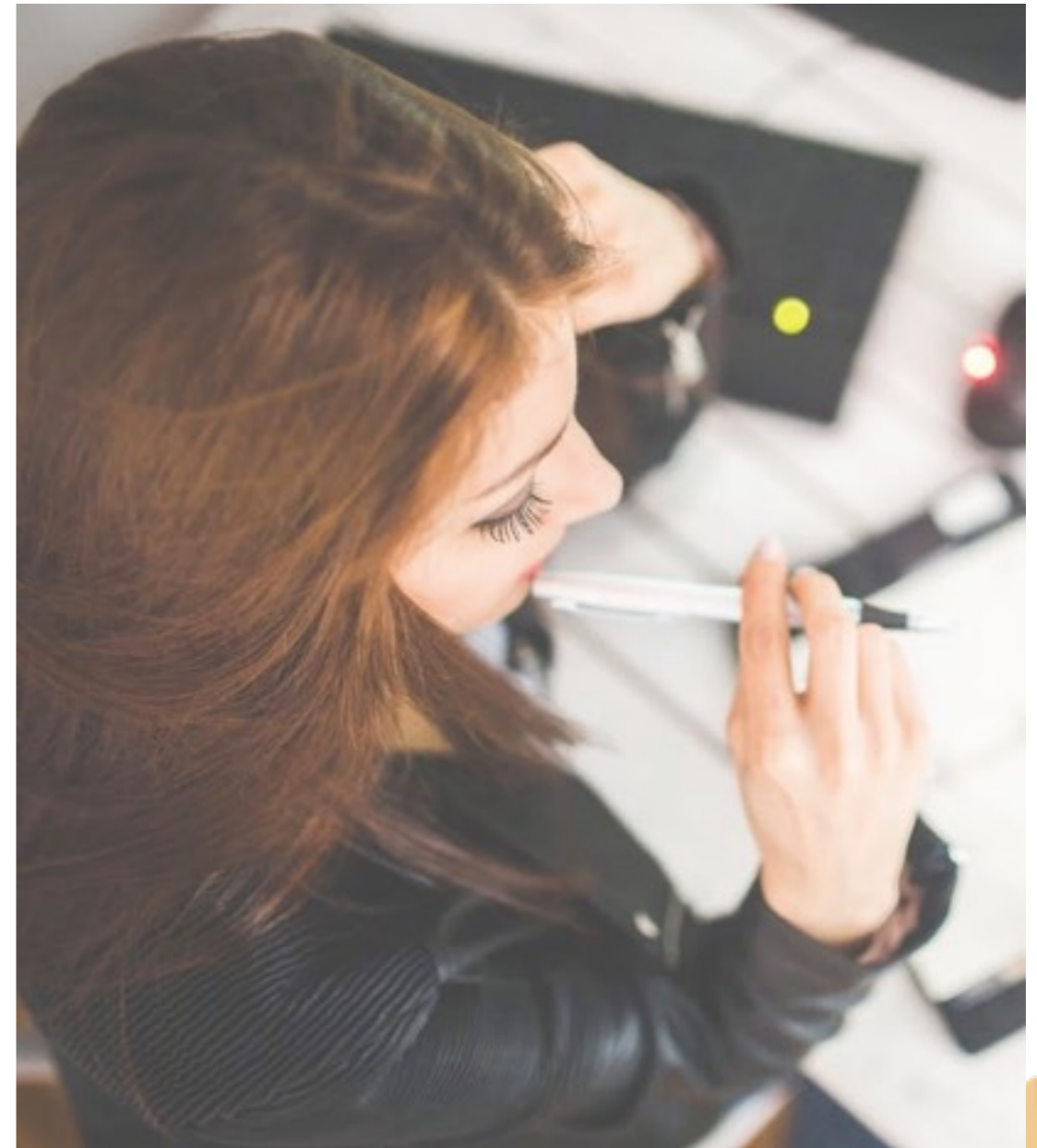
## Define the “why” behind your brand

Understanding your own motivations and goals for your business gives meaning to everything you do, and is important for developing a brand that expressed this visually.

- Why do you provide the services and products you do?
- **How do you want to improve your clients’ lives?**
- Why is what you’re doing important?
- What does your team stand for?

For Sunnystorm Marketing, my most important values that I want to reflect in my business are to be constantly learning, to help other people to be successful , to enjoy working online (freedom,

creativity of expression) and to stand for honesty, and being yourself.

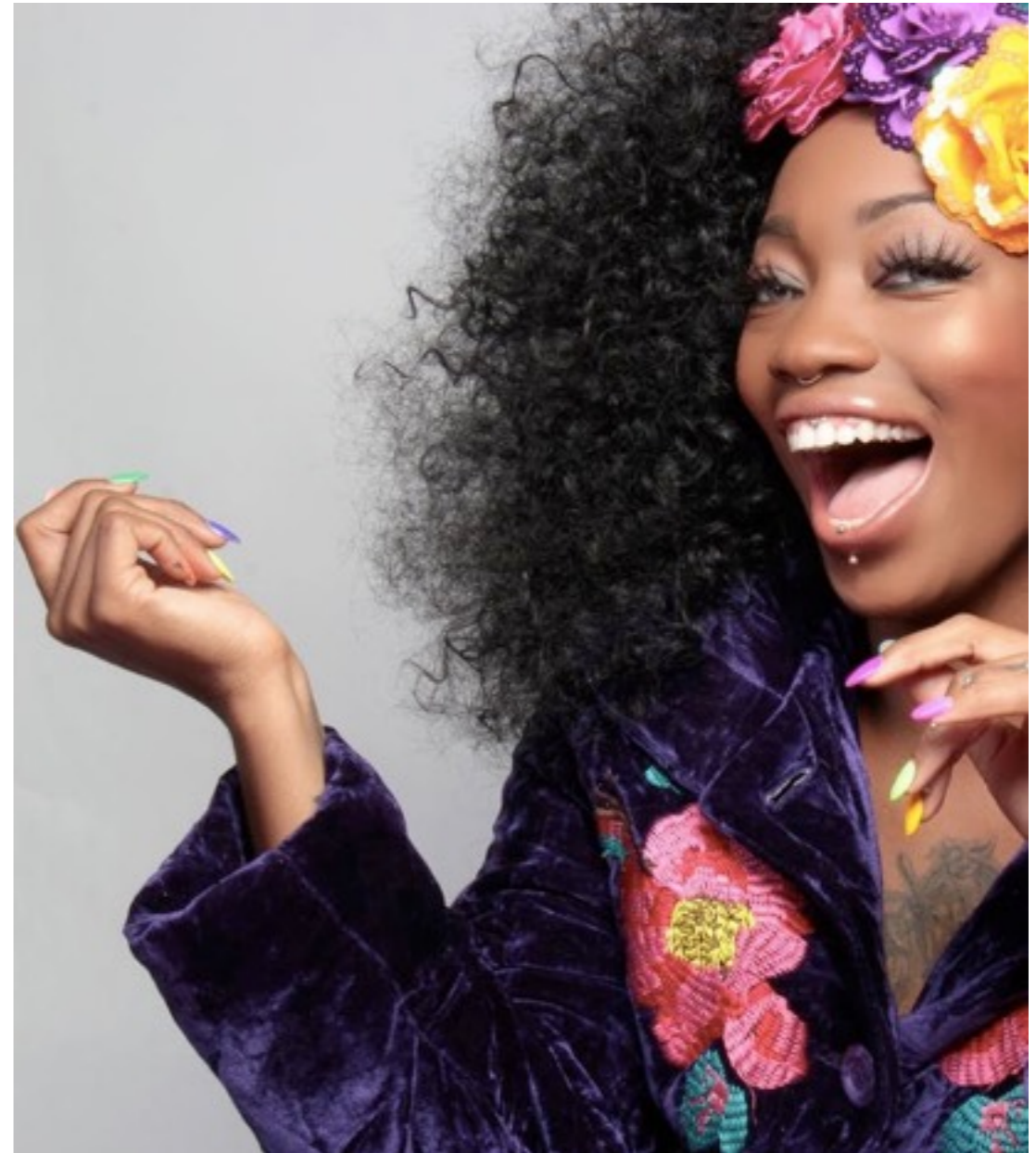


## Identify your brand personality

If your business were a person, **how would it dress, talk, and interact with people?**

I imagine Sunnystorm as being a bit edgy, indie and self-made. She would be a natural beauty and a bit hipster. She's not overly girly and not afraid to make mistakes.

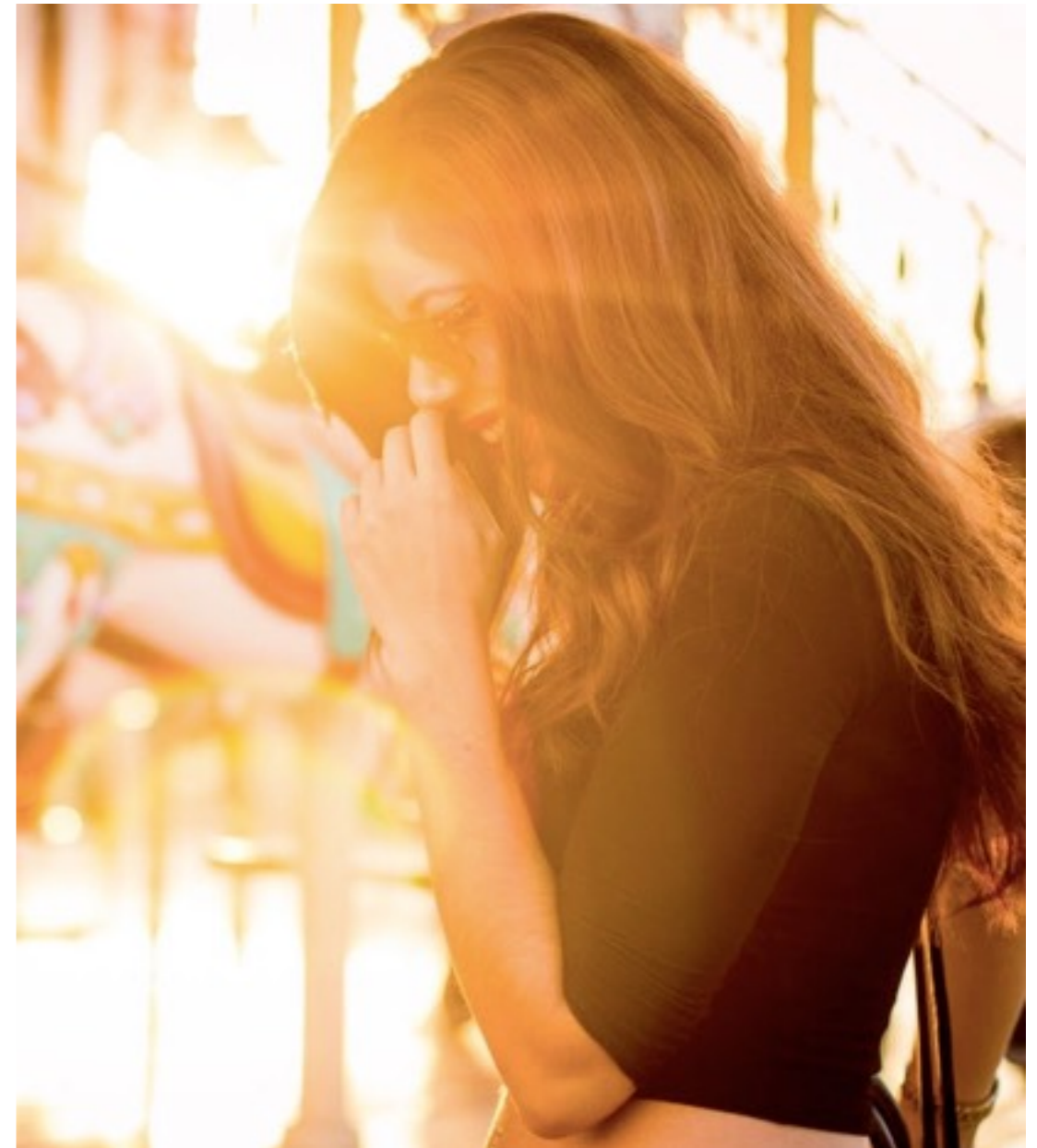
While you're doing this exercise, **let go and have fun** - it's extremely freeing once you start thinking in this way!





## *Identity your emotional appeal*

**What are the emotions you want your clients to feel when they walk into your salon? How do you want them to feel when interacting with staff or even if they're trying to resolve a problem?**



## *How is your salon perceived against competitors?*

Another way to think about this is your salon's "positioning statement". **How are you uniquely different from other salons in your niche or city?** Do you have a certain attitude, staff, know-how or style that they don't?





# IF YOU REMEMBER JUST ONE THING....

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*Your visual brand needs to be significant, to both your business and to your audience. That's why you need to understand who your business is and give it a personality.*

*Chapter 3*

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# TURNING EMOTIONS INTO IMAGES



Now we get to the fun and nitty-gritty part of making a visual brand for you salon. **You know your brand personality, your competitive advantages, your ideal target audience.** Knowing these things will help you to jump on to the next step: turning emotions into images.

## ***Get creative with word association***

The tricky part now is finding out how to **take all the research you've done and put it into a "visual language" for your brand.** Let's start by taking the key words and emotions and translate those into some physical objects or visual ideas. For example, if your emotion is "light" the word association would not be

**LIGHT > BRIGHT > WEIGHTLESS**

but

**LIGHT > SUN > FEATHER > LIGHTBULB > WIND**

or for example:

**STORM > CLOUDS > DARK > EXPLOSIONS > ERUPTIONS**

Do this with as many words as possible and you'll start to have a good ideas of some images that will help you develop a visual brand going forward.



## 6 design principles to keep in mind

Keep these 6 design principles in mind to make sure your salon's visual brand is stunning and professional. Remember that whatever you choose should be:

**Distinct:** It should stand out among your competitors and **easily catch your audience's eye.**

**Memorable:** Be easily recognizable and iconic. **Don't go for the most obvious designs,** as they're often easily forgettable.

**Scalable and flexible:** As your business changes, you should be able to **adapt your designs** to the changes.

**Cohesive:** Each piece (colours, images, logos etc) should **complement** the others.

**Easy to apply:** It's a design that's **simple** enough that you can apply it to social media templates, posters, emails and more.

**Weird works:** **Taking risks** in your designs makes an impression that lasts. Don't just go the safe route!

## ***Start a mood board on Pinterest, right now!***

This is one of the best ways I could find to find ideas, inspiration and also to use as a reference when collecting images colours and more. Just take a look at the mood board that I created for Sunnystorm Marketing for this exercise:



If you don't have a Pinterest account yet, sign up now because it will help tremendously. Create a private board just for you and let's jump in!

# IF YOU REMEMBER JUST ONE THING....

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“

*Weird works! Taking risks in your designs makes an impression on your audience that lasts. Don't just play it safe!*



*Chapter 4*

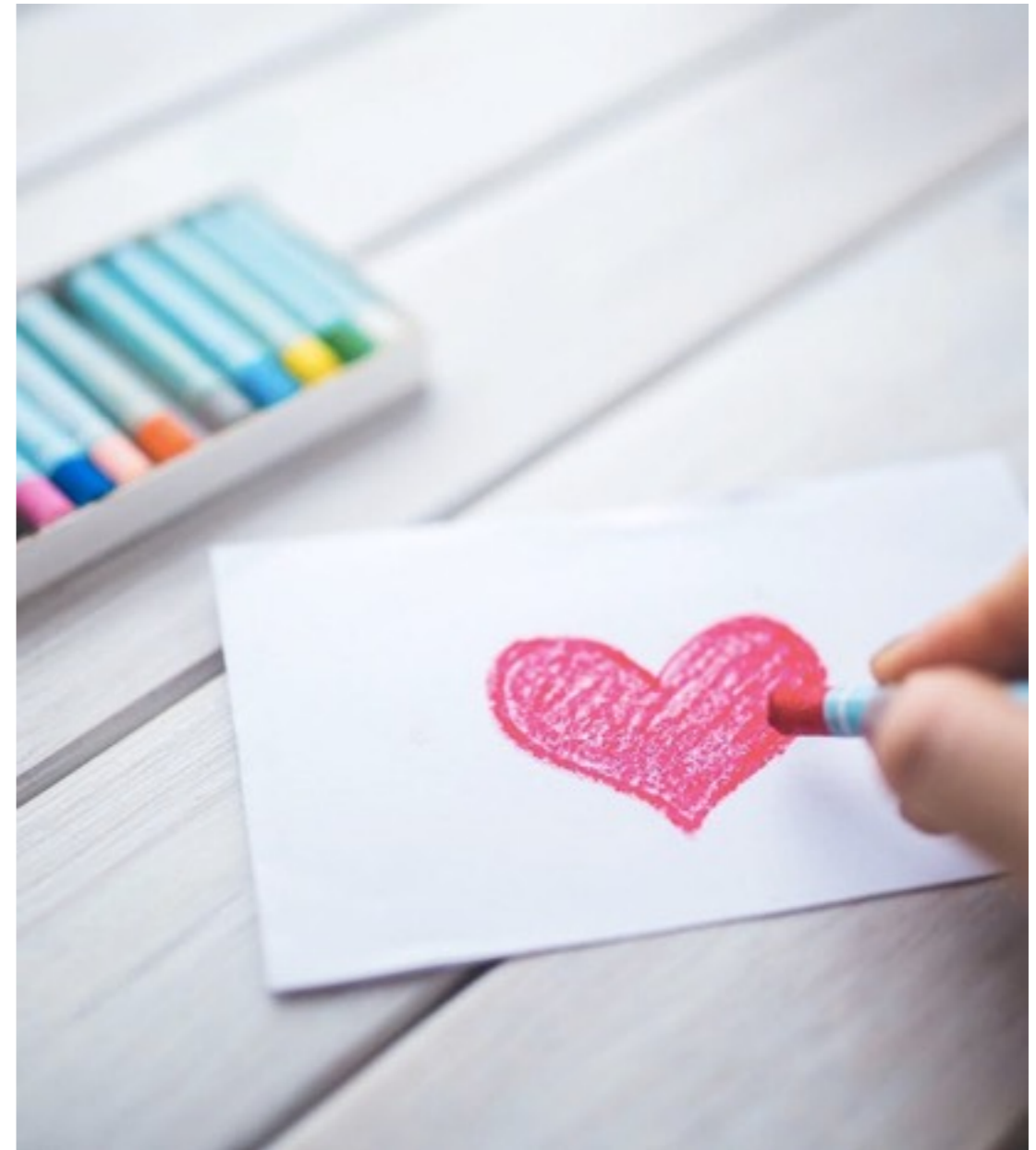
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# CREATING AN ICONIC LOGO

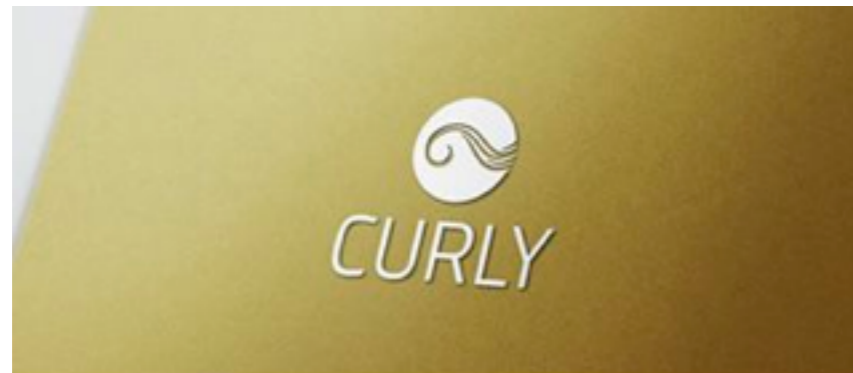


A logo almost always is the first thing that comes to mind when clients think of your brand. **Make sure it counts.**

Many of you starting this guide probably already have a logo. It's often the first thing that you get when starting a business. Whether you want to adjust your logo or are starting a new one, or are just curious about what makes for a good logo, this section is for you. Otherwise **if you're completely happy with your logo, skip ahead to the next section.**

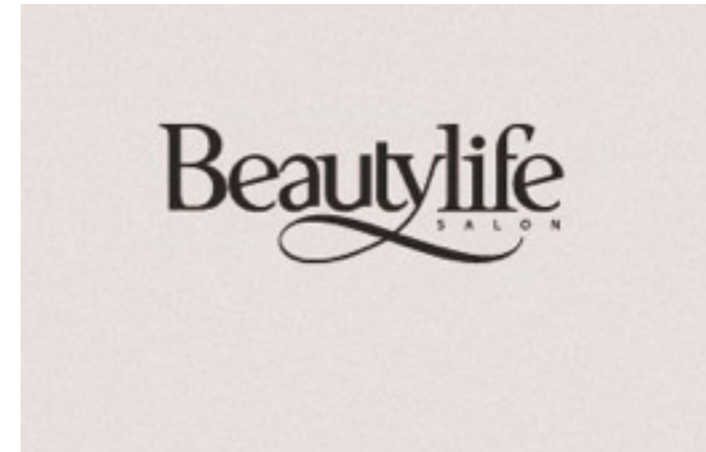


## A good logo is simple



Don't forget that your logo is not some complex image that's only there to remind everyone just how artistic and creative you are. **It's a way for people to easily associate your design with who you are as a beauty business.** Why is this "Curly Salon" logo great? Because it's simple, speaks to the name of the salon, and will be easily applied to graphics. Sometimes when you have a good idea, it's best not to overthink it!

## It's classic (and classy)



This Beautylife salon logo is not going to go away anytime soon. Notice the the interesting choice of font that is **timeless and doesn't play into any design "trends"**. The swooping Y is fanciful and contrasts nicely with the sophisticated font.



## It's clever (but not too clever)



**Finding a funny, profound, or intelligent string in your brand name** and making that part of your design mark is a great way to get people to recognize and appreciate your logo. This “Jet Set Salon” logo is absolutely adorable and is creative because it takes the word “Jet” and applies it to a vintage hairstyle that looks slightly like a jet. Love it!

## It makes sense



This is where your ideal clientele or “target audience” comes in. Look at which brands they identify with and how their logos are. Also **look at your own brand personality and make sure its reflected in your logo**. Take a look at this “Retro Politan” hair salon logo, for example. Based on the design of this logo, you can tell that their whole salon design is vintage and retro.

## *It's memorable*



Sometimes having a strong **powerful symbol that no one has seen before, even if a bit strange**, can be the best way for clients to recognize you. Take the “Volume Salon” logo. It speaks to both music (looks like a saxophone and changing volume of music) and voluminous hair with lots of movement.

Also, it's got a hidden face in there which adds visual interest.

## *It uses few colours*



One thing you may have noticed about the logos in this list is that they only use **one or two colours – no more than three**. You want your logo to be versatile and work in pretty much any context – whether that's printed on a tshirt or on a black and white document. This Great Lengths logo is a great example of a two-tone logo that will look good anywhere.

## 3 tools to make a beautiful salon logo

Whether you are starting from scratch or taking the logo you have and improving it, there are lots of “Do It Yourself” tools you can use for free. Also don’t forget that there are **design professionals** who can help you develop a stunning logo for a fair price, too.

**Canva - [www.canva.com](http://www.canva.com)**

Canva starts with some great logo templates (beautiful ones for every style and type of business) and helps you to customize them to fit your needs. It’s also high quality and completely free! Just check out this darling logo we made for our pretend beauty salon, Salon Joy:





## Squarespace - [logo.squarespace.com](https://logo.squarespace.com)

A very professional site that also helps you to build a beautiful website. It gives you some great suggestions for styles that go well together. To download the free version of your logo it will have the watermark included, pictured below.



SQUARESPACE.COM/LOGO – ICONS BY THE NOUN PROJECT

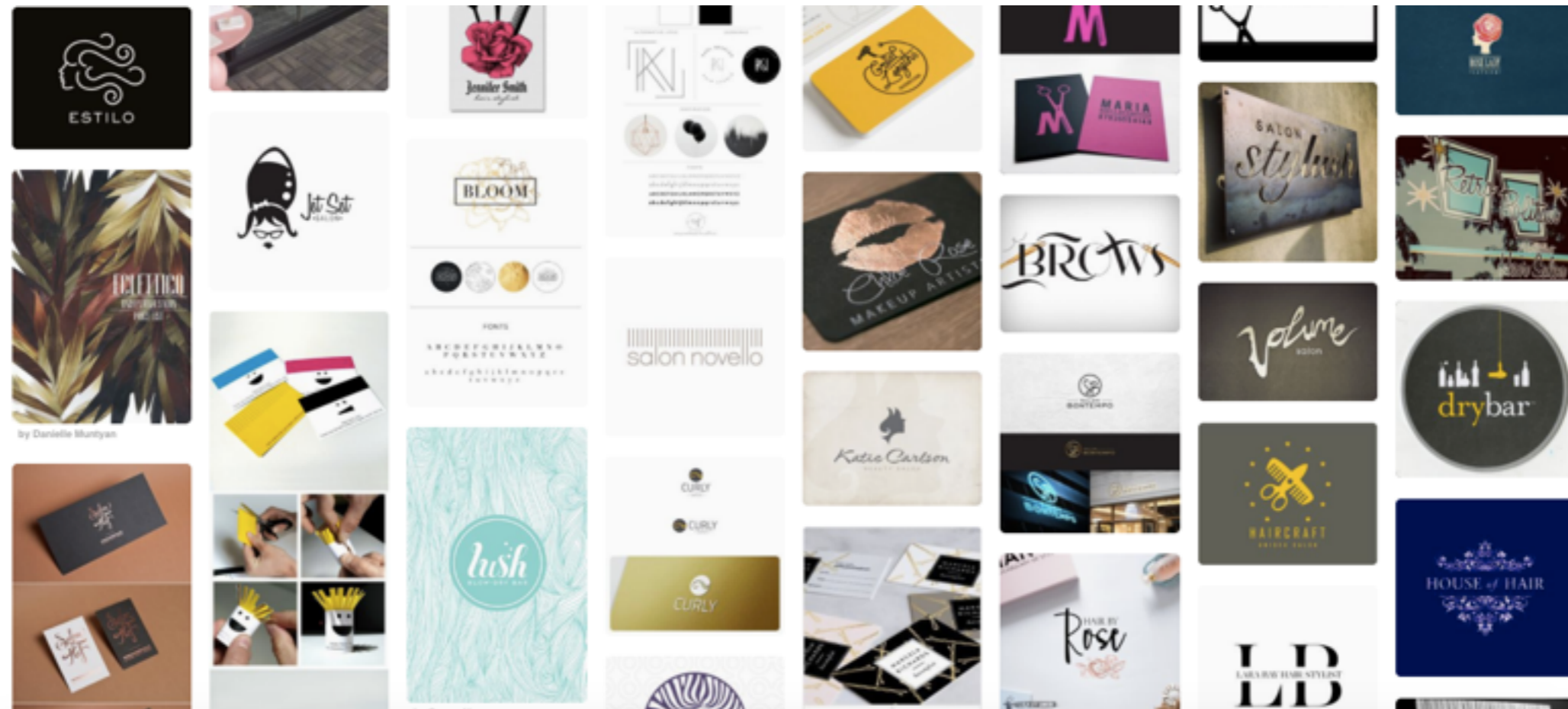
## LogoMakr - [www.logomakr.com](https://www.logomakr.com)

An easy to use interface with lots of cute, flat style icons available to you. Free to download a good quality logo, however you may need to provide some attribution.



# Get even more salon logo inspiration

If you want some more inspiration for beautiful salon logos, we've got a whole board of them here on our [Pinterest logo board](#):



# IF YOU REMEMBER JUST ONE THING....

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*Finding a funny, profound, or intelligent string in your brand name and making that part of your design mark is a great way to get people to recognize and appreciate your logo.*



*Chapter 5*

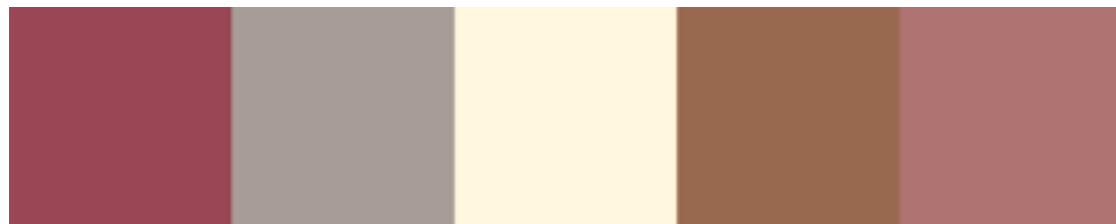
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# CHOOSING YOUR COLOUR PALETTE



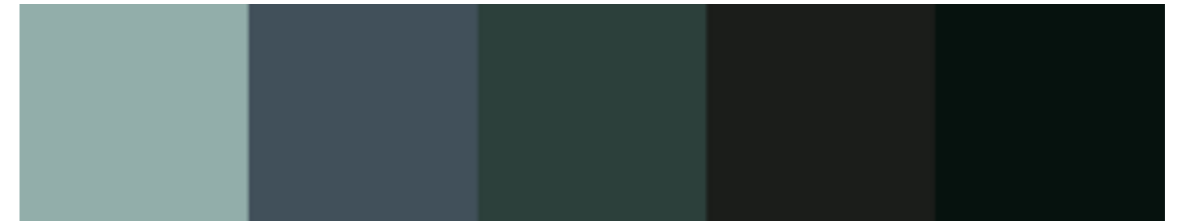
## What does colour say about these brands?

A colour is not just a hue or a tone. It has meaning behind it. Serious meaning. For example, **what would you say about a colour palette like this?**



I would say this palette is feminine but not girly. It looks like a makeup palette almost, so it would suite a beauty or cosmetics brand. It looks elegant with the cream and burgundy colours, but also earthy and natural with the browns.

And how about a colour palette like this?



This colour palette is quite a bit more masculine. It's bold with two dark colours, but also woodsy with the forest green. All of these colours are cool (blue not red tones), so tend to be calming.

And how about this one?



The three bright colours (blue, pink and yellow) speak to a bright, fun, and young brand. The white and dark grey add a practical element and tone down the other two colours. This might be perfect for a family-friendly brand or for young people.

## ***The importance of choosing the right brand colours***

Choosing the right colour can make a huge difference to your business. In fact, **85% of people say that colour is the primary factor in their purchasing decisions (source)**.

A lot of research has gone into colour psychology, which is the meaning and emotions behind different colours. But the truth is that **you shouldn't try to fit a colour into your palette just**

**because you have a spa and someone says that yellow is calming.**

Instead of this, here are some colour considerations to think about:

**Choose colours that reflect your name or slogan.**

For example, an organic beauty brand having green and brown makes sense.

**Choose colours that stand out from competitors.**

For example, if all of your competitors are going for white, light pink and beige, why not choose a bright bold colour?

**Choose colours that complement your existing colour.** If you've already got a logo and a business, chances are you've already got a primary colour.



You can create a colour palette that complements this..

**Choose colours that your clients or target audience identify with.** As you saw in the previous colour palettes, different colours do help different people identify with you.

## **3 tools to create gorgeous palettes**

There are some great sites that can help you choose beautiful colour palettes easily.

One thing to be aware of with all of these tools is something called a Hex Code. A Hex Code is a 6 digit code that uniquely identifies a colour among the millions of others (take a look at some famous brands and their hex codes [here](#)). You use this code

to reuse colours once you find the ones you like. A colour palette with hex codes means you'll be able to reuse it in several different formats no matter where you are or which software you're using.



## Design seeds (link)

The Design Seeds blog posts images every day (from beach scenes to lilacs to flamingos) and gives you the accompanying colours. Go through the blog and see if there are any colour palettes or images you particularly like. Save these on your Pinterest mood board.

*Try these ideas:*

Search by an important keyword for your brand like “ocean” or “sun”.

Search by a color that you like to find complementing palettes [here](#).



## Adobe Color (link)

Browse through thousands of popular colour palettes and save your favourite ones to your Pinterest mood board.





## Coolors ([link](#))

This is one of my favourite ways to choose a colour palette. Here are three cool ways:

- 1) Press the space bar until you get a cool colour combination and save it to your Pinterest board
- 2) Press space bar until you find a colour you like, lock it by clicking the lock and then continue to press the space bar until you get a nice palette.
- 3) If you already have one or two brand colours, place them in with their hex codes, then press the space bar until you find the right palette.



# IF YOU REMEMBER JUST ONE THING....

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*Yes, there is psychology that goes into colour, but the truth is that you shouldn't try to fit a colour into your palette just because you have a spa and someone says that yellow is calming.*

*Chapter 6*

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# **FINDING FONTS THAT COMPLEMENT YOUR BEAUTY BRAND**





Using the primary research you did earlier, as well as developing a logo and choosing colours you should start to have a pretty strong “brand personality” in place. A feeling that you want your clients to feel when they look at anything you do. **Included in this brand personality is what kind of writing or font you have.**



## **How fonts express emotions**

What will your font choices say about your business? Let's look at how different fonts can depict different ideas and attitudes:

*Feminine and elegant*

Classic and luxurious

**MODERN AND UNDERSTATED**

**FUN AND CASUAL**

## Mixing different styles of fonts

A big part of making your brand distinct and beautiful is to pair fonts together. One of the best ways to do this is to **choose fonts that are opposite to pair them**. Play around with different fonts (you can also use the logo makers in the previous logo section, particularly **Canva**) and find one that defines your salon's unique personality.

This could mean mixing:

Modern **with traditional**

THIN **with thick**

*Fanciful* with practical



# IF YOU REMEMBER JUST ONE THING....

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*A big part of making your brand distinct and beautiful is to pair fonts together. One of the best ways to do this is to choose fonts that are opposite.*

*Chapter 7*

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# CHOOSING THE RIGHT IMAGES



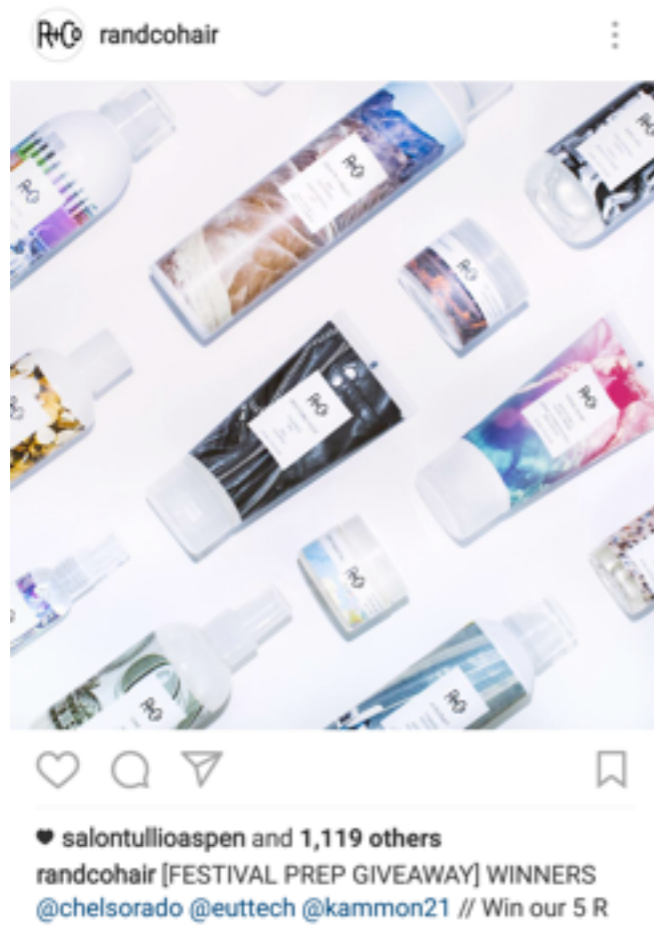
## *How three beauty brands use consistent images on Instagram*

Which pictures you use in your marketing is also an important part of branding. **It's about the colours, the type of photography, the subject matter and the overall mood.** Images are just as important as colour palettes and font. Just take a look at how Moroccan Oil, R+Co, and American Crew choose completely different images in their Instagram feeds to complement their brand style and make their brand more recognizable.



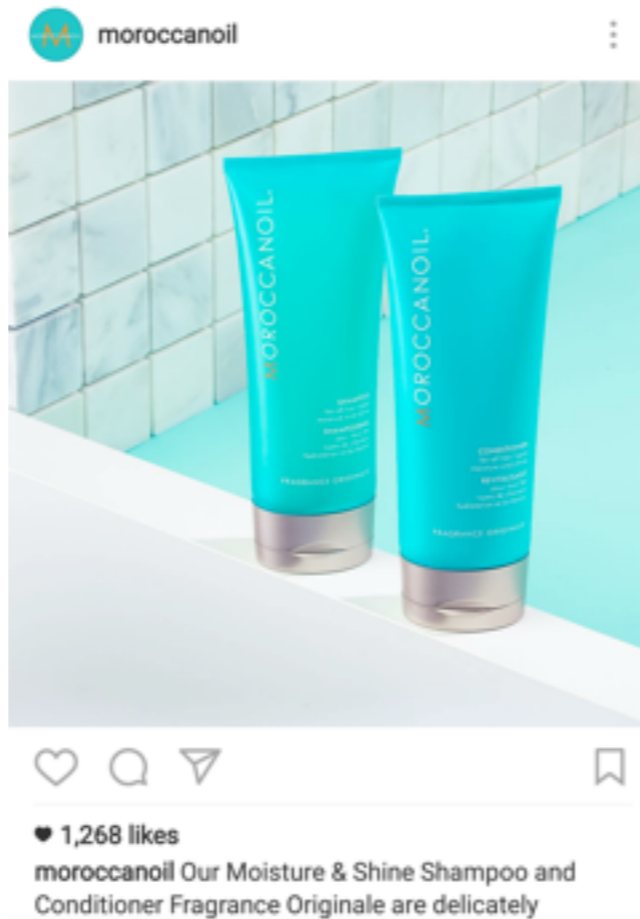
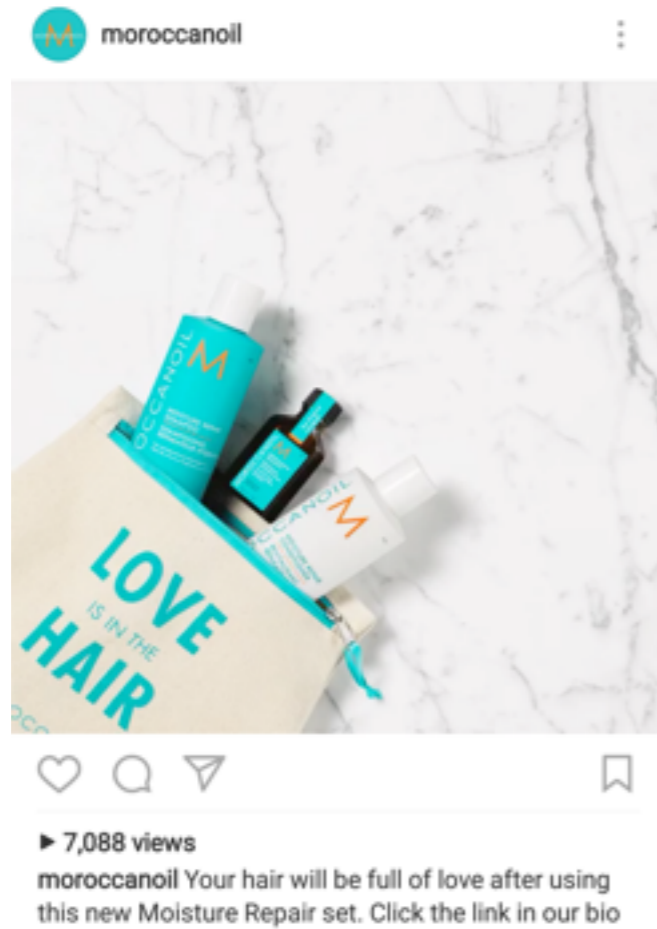


## R+Co (Instagram)



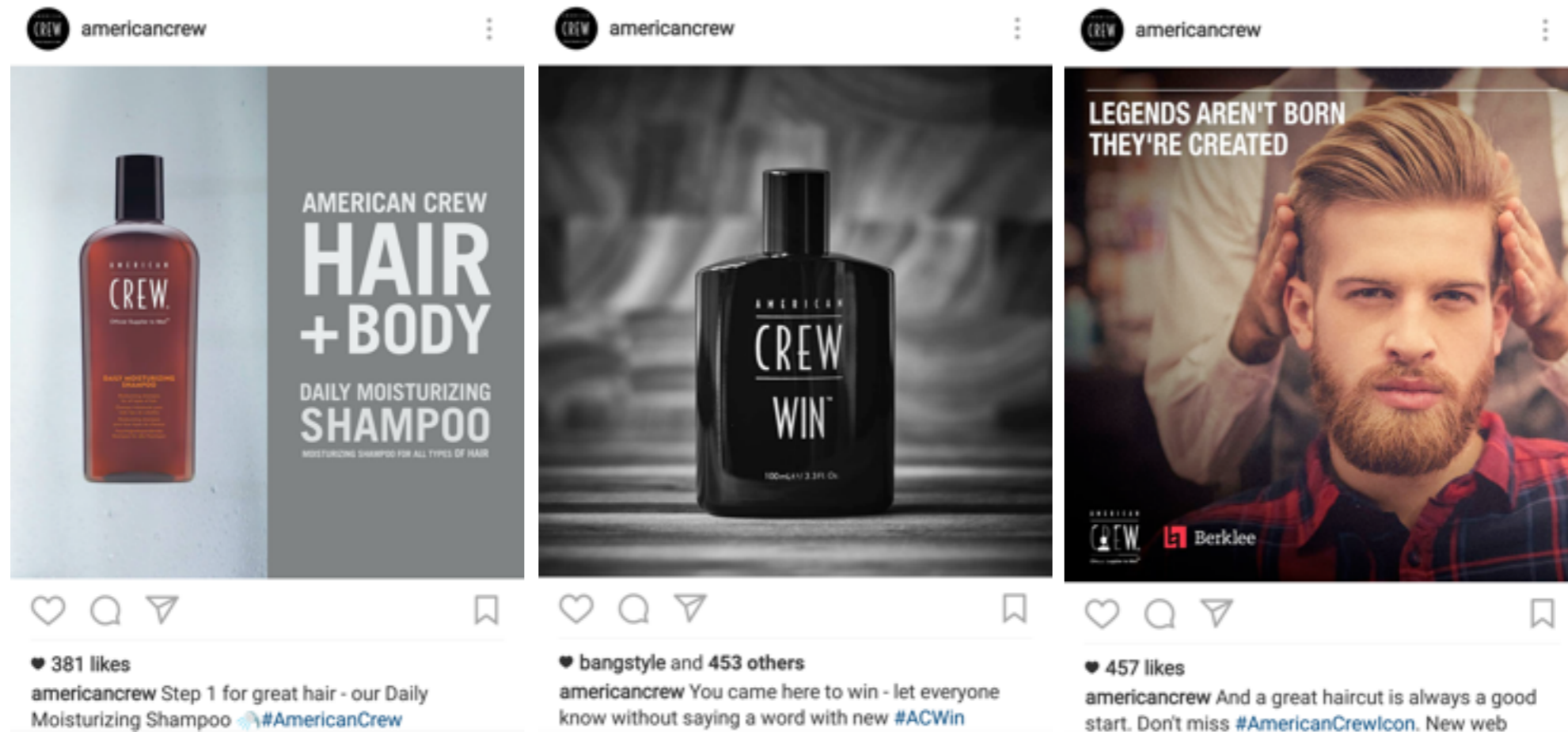
**Trends:** White background, strong shadows, 90s grunge or hipster style, nostalgia, “Polaroid-looking” photos

## Moroccan Oil (Instagram)



**Trends:** Turquoise, water, strong colours on white, women on the beach, modern and clean.

## American Crew (Instagram)



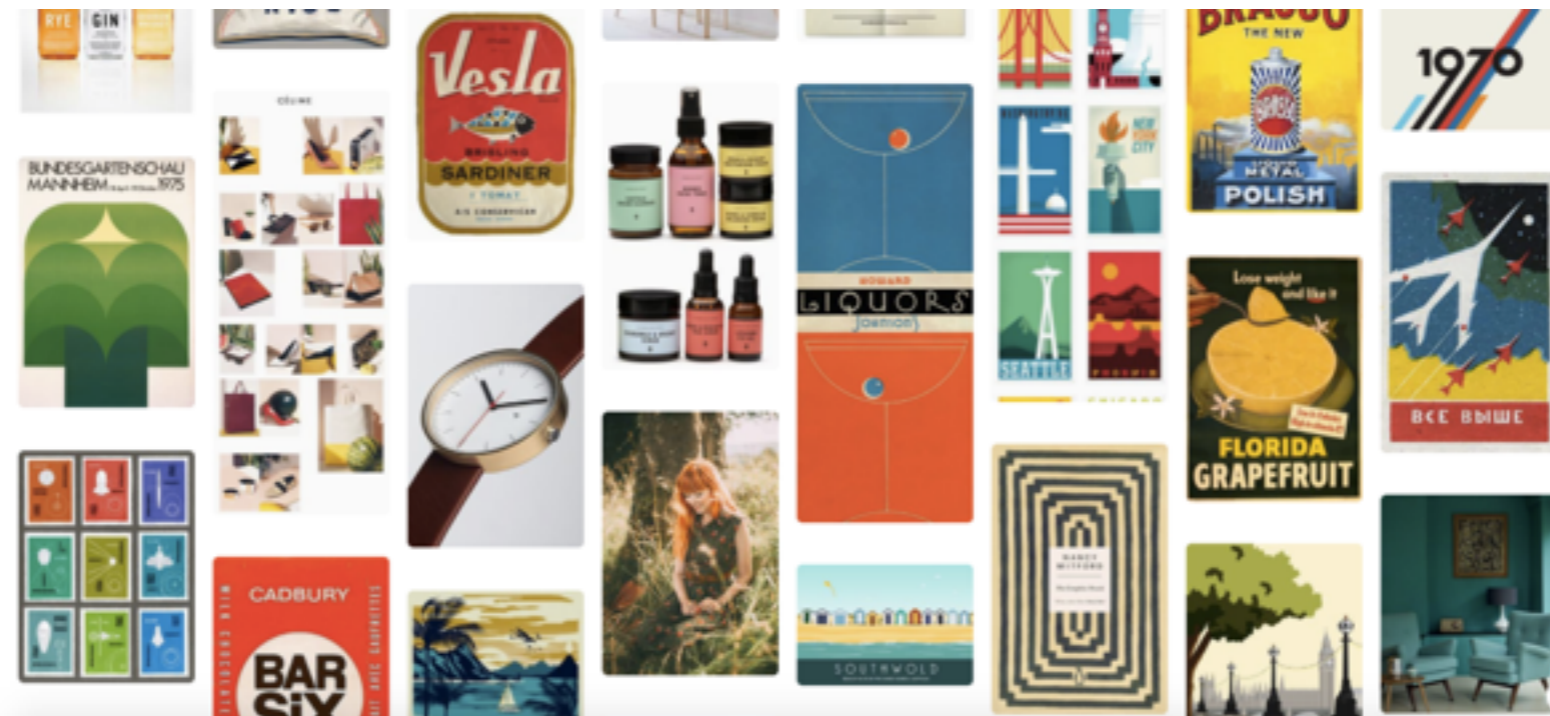
**Trends:** Black and white photography, product shots with black and red, bold white or black writing on top of images, vintage music, cars and photography.



## Using a mood board to find your style of images

Create a mood board on Pinterest and use the Pinterest search feature to get image inspiration for your new visual brand. Since you've already defined your salon's personality, you know what kind of emotions you want to express, which values you want to portray, what you define as "beautiful".

Go through Pinterest and search for **keywords that are part of your brand definition** and **images that stand out to you**. Take a look at what I did for Sunnystorm for example:

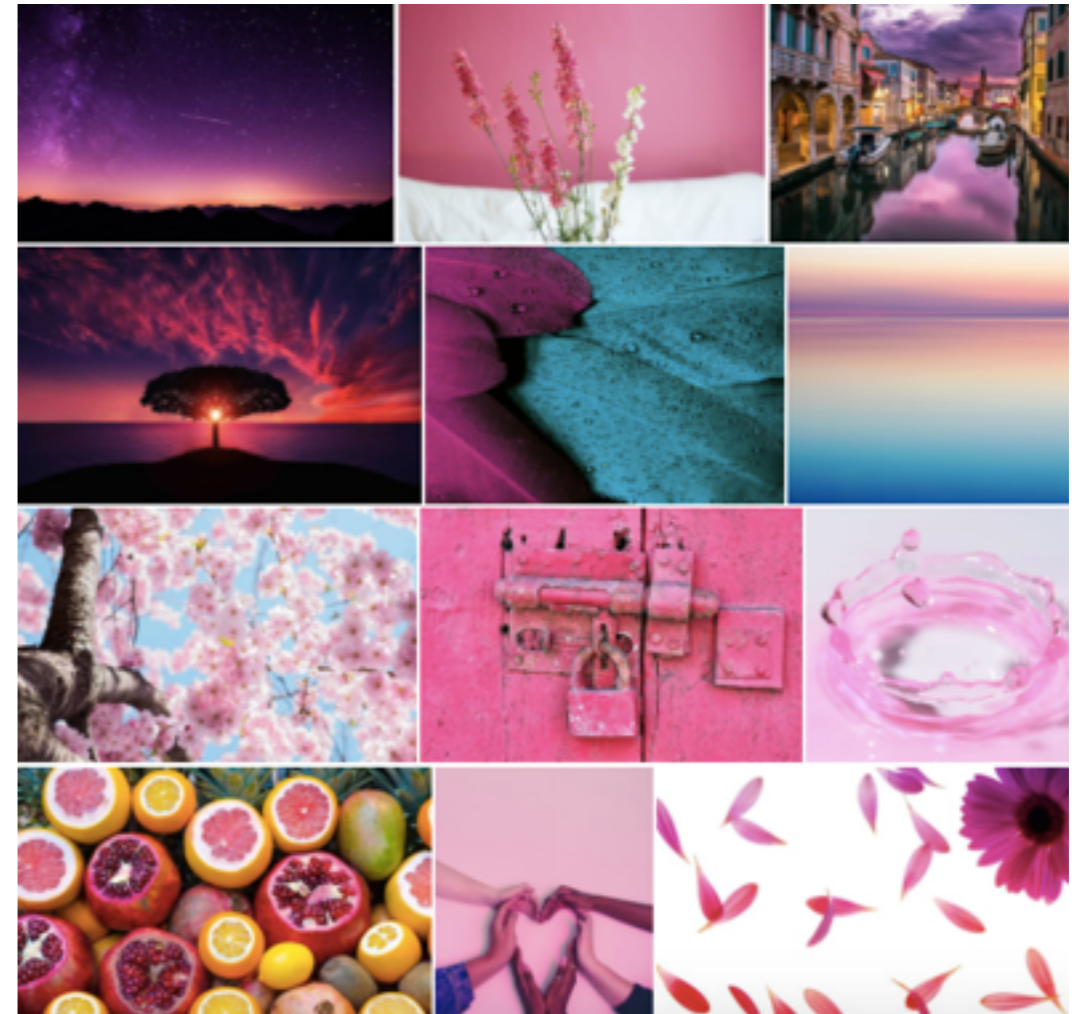






## How to find free stock images

One of the best websites that I've found for free stock photos is **Pexels**. The photos are completely free to use, even for commercial (business) use. **Search for images that reflect your brand** (for example I searched for tropical flowers) or **use their function to find images by colour [here](#)**.



# IF YOU REMEMBER JUST ONE THING....

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*An important consideration for finding images for your brand is to get them to match your colour palette. A cool tool to do this is the Tinycolor Multicolr tool which allows you to select up to five colours and find images on Flickr that match them.*



*Chapter 8*

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# USING YOUR NEW VISUAL BRAND FOR YOUR SALON





I have some wonderful news for you: **if you've been following along with this guide, you have successfully creating a gorgeous-looking visual brand for your salon!** These are the exact steps I used to create a visual brand for Sunnystorm which I used even in this eBook. It's quite a bit of work but so worth it to create a valuable and memorable brand. Now it's time to apply what we've created!

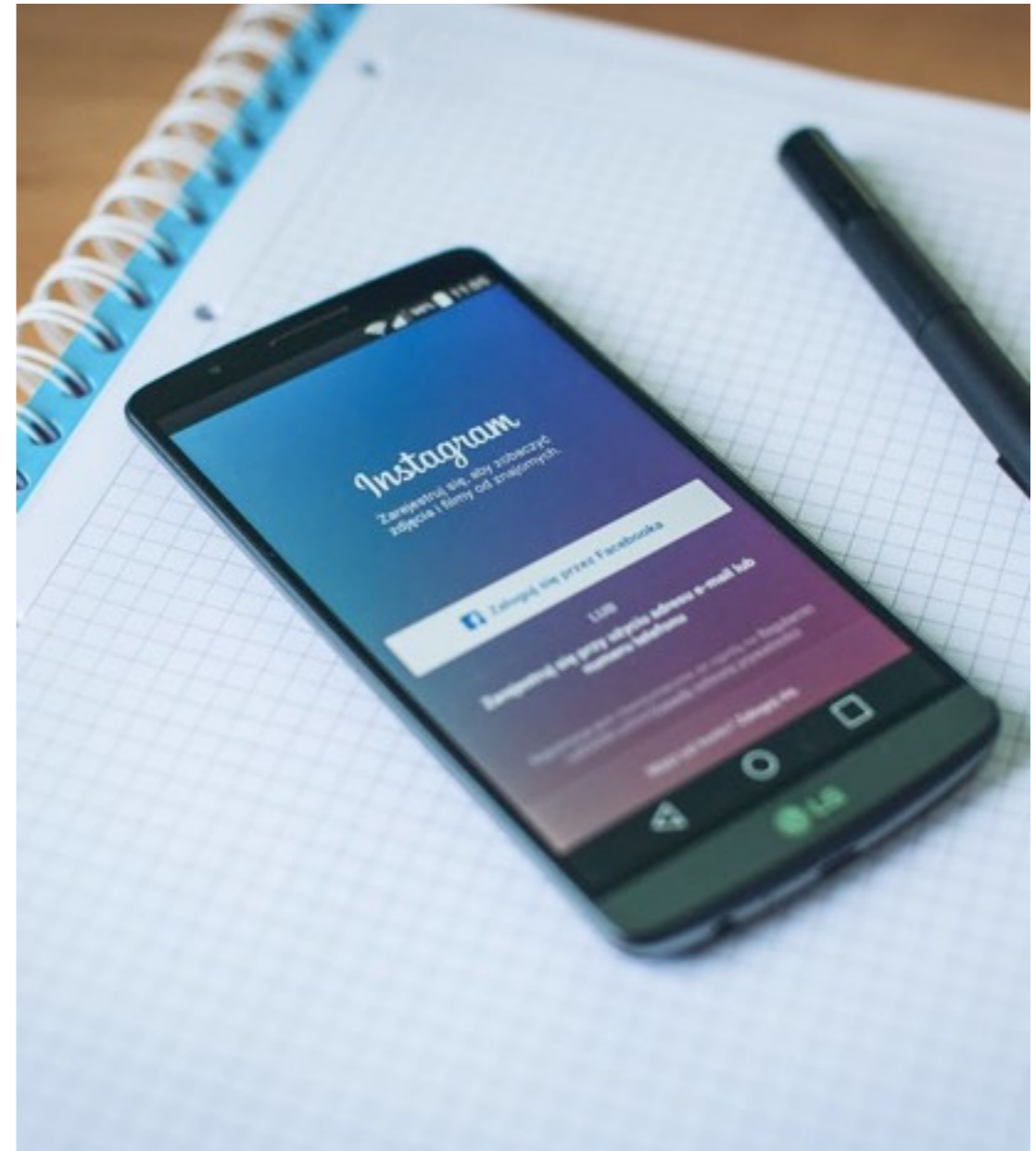


# Make a list of content priorities

For Sunnystorm, I made a priority of places that I needed to create content for and started applying my new visual brand.

For your salon's online marketing needs, your list could look something like this:

- Facebook cover image
- Email template (for example customizing a Mailchimp email template to send out monthly promos to your clients)
- Instagram post templates (Canva is great for this)
- Pricing menu of services to print out or put on your website
- Design for your website pages or a landing page



# How to create templates and graphics quickly (for free!)

**Canva** is a super easy and powerful tool and is probably the best system that you can use for images, graphics, logos and more.

Use Canva along with your Pinterest mood board (you did create one already, right?) to **create an identity system and templates for your brand.**

What's an identity system? It consists of graphics so that you have something to look at for whatever you create - whether it's a Facebook cover photo, an Instagram picture, a poster, etc.

Here are some examples of visual identity systems that different brands have created:





Here are some more ideas of the most important places you'll want to use these new graphics:

- Your website
- Your landing pages
- Instagram images
- Facebook images
- eBooks (like this one)
- Email templates
- On posters in your salon
- Business cards





## *Show me your new brand!*

I put heart and soul into writing this eBook for one reason: to help you express your unique salon brand in a beautiful way. And if you've been following along, I hope it's helped you a ton! I'd love to see what you've done with it. **Send me an email at [stephanie@sunnystorm.marketing](mailto:stephanie@sunnystorm.marketing) with the subject line "My salon brand"** with some links to your Facebook, Pinterest mood board, pictures or whatever else you're proud of.

I can't even express how happy it will make me!

**Thank you so much for reading!**

Stephanie

*Chapter 9*

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# TOOLS AND RESOURCES



## Logos

Canva logo maker: [www.canva.com](http://www.canva.com)

Logomakr: [www.logomakr.com](http://www.logomakr.com)

Squarespace logo maker: [logo.squarespace.com](http://logo.squarespace.com)

Salon logo inspiration board: [uk.pinterest.com/sunnystormsalon/creative-salon-logos-we/](http://uk.pinterest.com/sunnystormsalon/creative-salon-logos-we/)

## Fonts

Ideas for font pairings:

[designschool.canva.com/blog/the-ultimate-guide-to-font-pairing/](http://designschool.canva.com/blog/the-ultimate-guide-to-font-pairing/)

How to download fonts that you like to your computer:

[www.fontsquirrel.com](http://www.fontsquirrel.com)

## Images

Finding images that match your brand colours:

[labs.tineye.com/multicolr](http://labs.tineye.com/multicolr)

Best free stock photo site: [www.pexels.com/](http://www.pexels.com/)

## Colours

Design Seeds colour palettes: [www.designseeds.com/blog/](http://www.designseeds.com/blog/)

**Adobe Color palette inspiration:**

**[color.adobe.com/explore/most-popular/?time=all](https://color.adobe.com/explore/most-popular/?time=all)**

**Coolers colour palette maker: [www.coolors.co/](http://www.coolors.co/)**

**app**



# THE END?

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*I hope that you were able to use this eBook to create a beautiful brand for your salon business. If you're ready to take it one step further, our team of design professionals has experience creating logos, graphics, websites and more for some of the top salons around the world.*

**LET US CREATE A WORLD CLASS  
VISUAL BRAND FOR YOUR SALON**

**GET IN TOUCH!**