

terisa brenna

brand strategy SALON DAVINCI

sub-brand: Salon DaVANci

date: may.16.2024

version: 1.0

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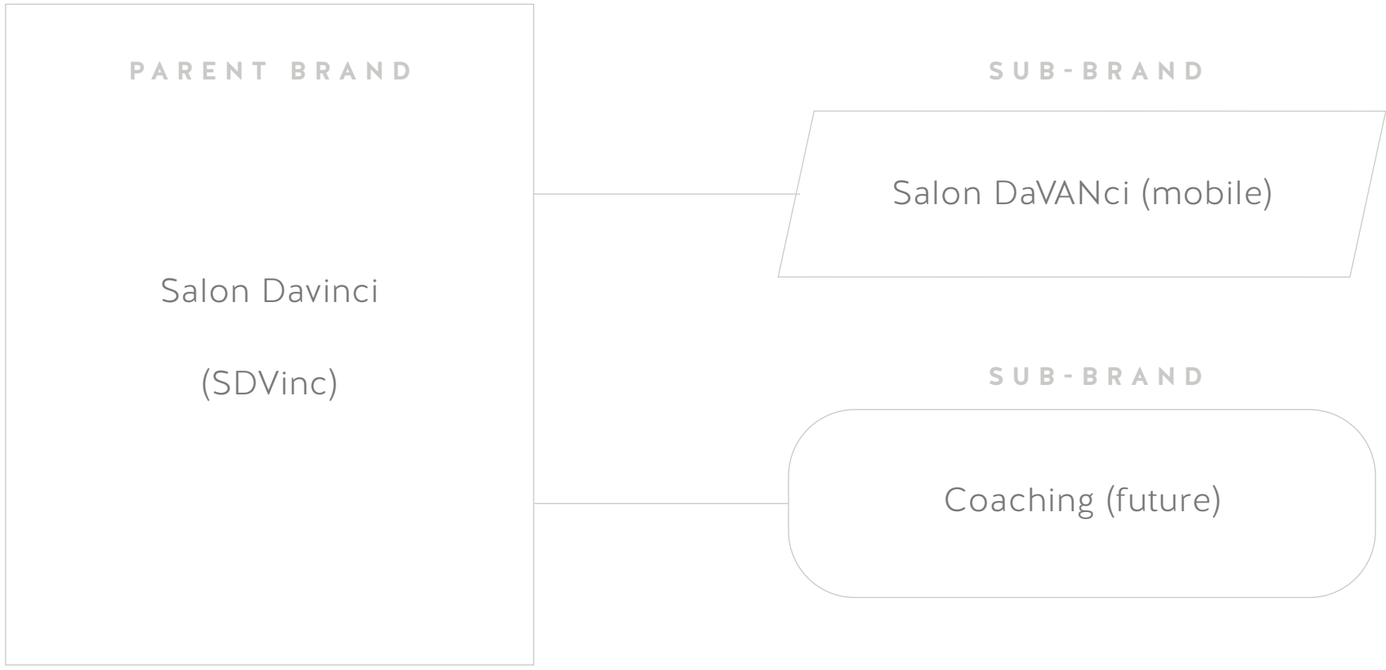
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brand strategy

brand architecture

BRANDED HOUSE



Salon Davinci is the established parent brand from which all sub-brands originate. This structure implies that while the parent brand and sub-brands stand on their own, they maintain connection points to the parent brand, illustrating their relationship under a unified umbrella. Think of the parent brand as the house and the sub-brands as the rooms within that house, all under the same roof.

strategy:

In a house of brands setup, all brands share the core identity attributes but have unique differentiators that signal their individual positions in the market, avoiding confusion. Although all three brands serve the same core demographic, distinct segments may develop over time. For example, the van may target businesses or brides-to-be, while coaching services might cater to students or other salons. Maintaining a connection to the parent brand establishes a credible, strong relationship they can all benefit from.

examples: Apple, Google, and FedEx

the magician



A magician can be described as a visionary, catalyst, innovator, charismatic leader, mediator, or shaman.

goal & objective: To bring about a transformation, to make dreams come true.

The call of the magician is driven by a deep need to realize a vision, initiate change, transform, or bring about healing. Magicians lead people on journeys of change through magical moments. Similar to an alchemist or shaman, Salon DaVinci listens to the problem (vision), seeks a remedy through ritual, and facilitates transformation through mastery of wisdom, creativity, and technique–often resulting in a 'surprise and delight' effect for the audience.

gift: Manifestation of miracles

examples: Disney, Apple, Mary Kay

source: ebaqdesign

brand positioning

For Alaska's women looking for natural salon services, Salon DaVinci is the exclusive organic training salon providing holistic transformations that are safe for people and the environment.

audience + need: Alaskan women looking for natural salon services

offering + category: Salon Davinci is the exclusive organic training salon in Alaska

benefit: providing holistic transformations that are safe for people and the earth

usp: organic salon

Salon Davinci's unique selling point or market differentiation is the fact it's the only organic and sustainable salon in the state since 2007.

category: health & wellness **secondary:** training salon

brand personality

Conscious

~~Woke~~

Knowledgeable

~~Know-it-All~~

Personable

~~Intrusive~~

brand voice

VOICE what is the style of communication?

Passionate

Informative

Affable

~~Maniacal~~

~~Preachy~~

~~Facetious~~

TONE how does it sound when communicated?

Caring

Authoritative

Cheeky

brand values

Nature we respect and utilize the tools nature offers for transformation, from the sources of our products to the sustainability of Earth's precious ecosystem—because *we* are nature ourselves.

Holistic Wellness we care about the mind-body-soul connection and take a holistic approach to helping our clients heal and restore natural balance and beauty.

Education we are extremely knowledgeable about our products and practices. We share our expertise with our clients as well as aspiring young salon students and professionals.

Connection connections to our clients, our community, nature, and the planet at large are at the heart of what we do.

Balance we have great reverence for the natural balance that sustains all life. We aim to restore our clients' balance to help them feel and look their best, naturally.

recommendations

01: Amplify Your Knowledge

Reflect on the TED Talk exercise and the key points that the brand emphasized. Turn up the megaphone on the topics you're passionate about, and you will naturally attract like-minded locals. Your existing followers will gain a deeper appreciation of your value and expertise.

02: Sensationalize Your Offerings

Sell the sizzle, not the steak, as the saying goes. Emphasize the botanicals, crystals, healing properties, and benefits in your copy. Identify the problem, then present the solution. Highlight how the salon provides an experiential transformation that engages all the senses—touch, smell, and sight. Create a visceral, emotional experience that restores natural beauty from within, shining outward.

03: Push Sustainability

Highlight your sustainability practices. Don't assume your audience fully understands the extent of your efforts. Inform them about your recycling initiatives, your chemical-free approach, and the reasons behind it. Present the problem using a stat-driven style, then explain how you provide the solution. Emphasize how you are passionate about holding a torch for revolutionizing and redefining the beauty salon model. This is your strongest market distinction, so don't be shy about keeping this message loud and on repeat.

brand identity

Reimagine the Salon Davinci brand not as a beauty salon but as a *wellness experience*.



goal:

Establish clear brand hierarchy and direction. Develop a strong parent brand with a defined voice and personaltiy.

Design a new visual identity that reflects the redefined target audience and re-positioning goals while still remaining in connection with the roots of the old identity.

Use new, pre-exisitng assets to incorporate in the new brand look.

other things to be mindful of:

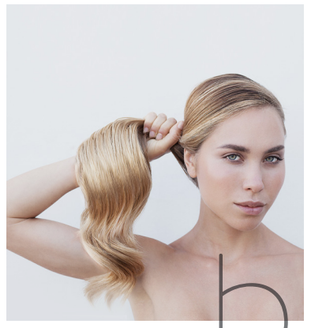
The solution should gel well with vendor marketing product and photo assets.

Brand typography and styling should be easy for a non-designer to implement without breaking brand integrity.

theme trifecta



art



beauty

nature



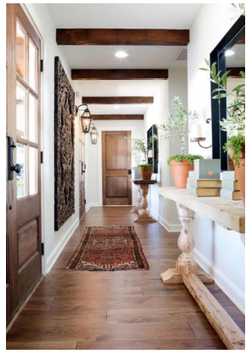
MASTER MOODBOARD

chic • modern • italian • botanical












natural • grounded • rustic • botanical • italian

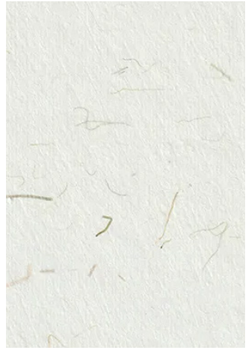
TEXTURES & PATTERNS

chic • modern • italian • botanical











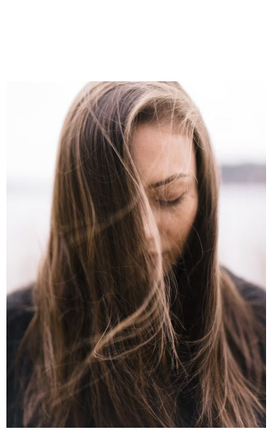
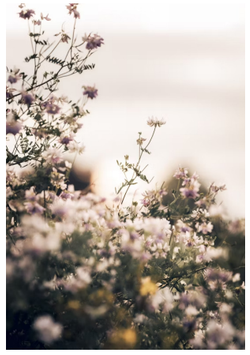

natural • grounded • rustic • botanical • italian

BRAND PHOTOGRAPHY

natural • moody • whispy • movement











terisa brenna

brand identity SALON DAVINCI

concept one: casual chic

date: may.16.2024

version: 1.0

option A



salon
DAVINCI
ORGANIC BEAUTY

notes: Chic sophistication with a relaxed vibe.

Where chic meets a feminine, casual feel, this mark visually communicates the essence of an organic salon. Extra consideration taken to the “a” to give it a custom feature that is elevated and not replicable with the font, as well as the leaf step accent in the C. Shown with an added tagline that is optional to have, modify, or add to other logo concepts it helps bring the forefront the salon’s unique positioning. This mark most closely aligns to the inspiration provided yet has it’s own features of stylistic differentiation.

Shown first as black to show it functions well as one-color for black-and-white applications. Color can be explore in the subsequent round for the chosen concept.

font: Fahkwang + Soft Whisperings **source:** Creative Market

option A



notes: Chic sophistication with nuanced differentiation.

The sub-brand distinctions are highlighted by several visual factors. First, the botanical accent in the ‘C’ is stylized with round leaves on the cutting. Second, the word ‘mobile’ is added to emphasize the primary difference in services. Finally, the identification of the salon is shaped into a crescent to achieve balance in the overall mark.

Shown first as black to show it functions well as one-color for black-and-white applications. Color can be explore in the subsequent round for the chosen concept.

font: Fahkwang + Soft Whisperings **source:** Creative Market

option A





notes: branded house

Shown together, the logo family represents the branded house strategy with clear through lines drawn between the two logos, yet each one having its own point of distinction to communicate they're part of a system together.

Fahkwang + Soft Whisperings Script

AaBbCcDdEeFf
Cimusandi nis eos et aute dit
verempediate eatquam faccus.

wellness organic

notes: Chic with a feminine touch.

The typography system consists of three separate fonts: a display script for 1-3 word accents (not recommended for full sentences), a headline font (Fahkwang), and a clean, thin-weighted sans serif font (Karla). These fonts work together to ensure readability and convey a modern chicness with an organic feel. This font pairing has a feminine flair, resonating with an audience of mostly women.

However, the script font can be tricky to work with due to its intricacies and poor legibility in certain applications.

LOREM IPSUM DOLOR.

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907-562-4247

ESTABLISHED 2007

salon DAVINCI

ORGANIC BEAUTY

920 W 6TH AVENUE, ANCHORAGE, ALASKA 99501

Where art meets beauty, naturally.


907-562-4247
salon
DAVANCI
MOBILE
ORGANIC BEAUTY
holistic BEAUTY inside


salon
DAVANCI


ORGANIC SALON
FOLLOW
THE VAN
WHERE ART MEETS BEAUTY, naturally



terisa brenna

brand identity SALON DAVINCI

concept two: graceful beauty

date: may.16.2024

version: 1.0

option B

SALON
DAVINCI

notes: Graceful balance of art & beauty.

Art and beauty can both be described as graceful. A dance between logic and creativity, between masculine and feminine. This logo concept draws from italian decorative tyopography with a modern twist. The accentuated V tail represents the movement and graceful curl of hair yet with control and intention. It adds a focal point and a touch of drama to make this mark memorable and unique.

Shown first as black to show it functions well as one-color for black-and-white applications. Color can be explore in the subsequent round for the chosen concept.

font: Chatoyer

source: Creative Market

option B

SALON
DAVANCI

notes: Grace and movement, amplified.

The van sub-brand gets an added boost of movement in the stylistic flair of the calligraphic curl on the N. These accents intentially amplify the essence of movement to convey the van's mobility. Further more the asymmetrical direction of the hair curls in the V and N play off of the curlinear pattern of the interior with similar lines to bring together one cohseive identity that is interconnected.

Shown first as black to show it functions well as one-color for black-and-white applications. Color can be explore in the subsequent round for the chosen concept.

font: Chatoyer

source: Creative Market

option B

SALON
DAVINCI

SALON
DAVANCI

notes: branded house

Shown together, the logo family represents the branded house strategy with clear through lines drawn between the two logos, yet each one having its own point of distinction to communicate they're part of a system together.

Nexa + Chatoyer

AaBbCcDdEeFf
Cimusandi nis eos et aute dit verempediate eatquam faccus.

WELLNESS BEAUTY

notes: Sophistication and legibility.

Elegance and sophistication are conveyed in this font pairing. The display font (Chatoyer) can be styled with or without curve accents, maintaining readability at any scale while providing stylistic options that evoke a luxurious experience enhanced by nature. The modern geometric sans serif (Nexa) has wide, open features that imply approachability and a subtle casualness, preventing it from appearing too high-end. Overall, this is an easy-to-use, legible pairing that requires minimal guidance.

LOREM IPSUM DOLOR.

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ORGANIC SALON
SALON
DAVINCI
SALONDAVINCIAK.COM
907-562-4247
920 W 6TH AVENUE,
ANCHORAGE, ALASKA
99501


907-562-4247
MENU OF SERVICES
SED DIAM NONUMMY
DOLOR SIT AMET
LOREM IPSUM
CONSECTETUER
SALON
DAVANCI
FOLLOW
THE VAN
EVENTS
RENTALS


SALON
DAVANCI


ORGANIC
BOTANICAL
WELLNESS
WALK-INS
WELCOME
SALON
DAVANCI
SCALP
TREATMENT



terisa brenna

brand identity SALON DAVINCI

concept three: modern italian

date: may.16.2024

version: 1.0

option C

SALON

DaVinci

notes: Italian sophistication that is also approachable.

Classic serif pulls in reference to Italy and its antiquated roots. Italy is not only the reference point to the artist of the namesake, but also the region the salon's products are derived from. Special care was taken to the typography in the detail of the "Vi" glyph styling. Connecting the tip of the "V" to the "i" elevates the sophistication of the font. A customization that would not be replicable if someone had the same font. This treatmeat symbolizes the curl in a lock of hair.

Shown first as black to show it functions well as one-color for black-and-white applications. Color can be explore in the subsequent round for the chosen concept.

font: Ethic Serif

source: Creative Market

option C

SALON

DaVanci

notes: Italian sophistication on moving wheels.

Same base as the parent logo, only with distinction in the word “van.” Italicized to imply movement, a van on the go, mobile services. The thinner italic weight communicates a chic elegance while visually implying a lighter, express form of the menu of services. Connecting back with the parent brand yet with enough distinction to stand on its own.

Shown first as black to show it functions well as one-color for black-and-white applications. Color can be explore in the subsequent round for the chosen concept.

font: Ethic Serif

source: Creative Market

option C

SALON
DaVinci

SALON
Da*Van*ci

notes: branded house

Shown together, the logo family represents the branded house strategy with clear through lines drawn between the two logos, yet each one having its own point of distinction to communicate they're part of a system together.

Ethic Serif + Helvetica

AaBbCcDdEeFf
Cimusandi nis eos et aute dit verempediate eatquam faccus. magnatq ui-

WELLNESS *BEAUTY*

LOREM IPSUM DOLOR.

Architatum, commodit as autatustrum rero temquatia id quam hicaborit verionse rate non es doloreh enihicium atem que niscius ea nihicipsa con cuptat haritae sus non eseque alitatiis sitionsedi quam recuptatur apitaecto blant fuga. Architatum, commodit as autatustrum rero temquatia id quam hicaborit verionse rate non es doloreh enihicium atem que.

notes: modern with a semplace to italian antiquity

The typography system is super simple and easy to implement for a non designer, yet is elegant and modern in presentation with lots of styling and accent possibilities contained in this font pairing. Perfect identity system to gel well with O Way and Arete branding offering more flexibility to post marketing promos and media from those vendors without interrupting your brand space with foreign entity. They will blend seamlessly together.


EST 2007
SALON
DaVinci
SALONDAVINCIAK.COM
907-562-4247
ORGANIC
SUSTAINABLE
BEAUTY
920 W 6TH AVE, ANCHORAGE, AK 99501


ACCESSIBLE
907-562-4247
ORGANIC
SUSTAINABLE
BEAUTY
WE RECYCLE
NO CHEMICALS
NET ZERO WASTE
BOTANICAL ESSENCES
SALON DaVanci
FOLLOW
THE VAN


SALON
DaVanci


ORGANIC MOBILE BEAUTY



THANKS FOR VIEWING

appendix

other explorations















recommendations for the van

01: Van Branding

During the first year soft launch of the van, leverage its existing exterior and interior white colors, symbolizing purity and renewal. Branding it as a pure essence renewal experience will resonate with the hospice care clients and your core audience. Maintaining a light, minimal, and clean aesthetic communicates your brand values and positioning, making it a solid foundation to build upon should the sub-brand need further differentiation down the road.

In line with this strategy, create an atmosphere akin to a botanical oasis on wheels, utilizing the magician's ability to transform an ordinary van into something unexpected and beautiful, evoking a renewed sense of vitality. This not only achieves brand objectives but also fosters an environment of relaxation, rejuvenation, renewal, purification, and calm.

02: Van Styling & Vibe

Style the interior with minimal yet intentional botanical and mineral essences, referencing the provided style board for examples. Incorporate elements such as plant cuttings, flower stems (living, dried, or synthetic), rocks, wood, and glass vessels.

Set up a dedicated branded backdrop for capturing stunning before/afters effortlessly, eliminating the need for extensive editing. Investing in a backdrop streamlines the process, allowing for quick capturing, posting, and sharing. The added benefit of a freestanding backdrop offers flexibility to change it seasonally, for branded events, or to align with different options within the brand palette.

03: Building Brand Awareness

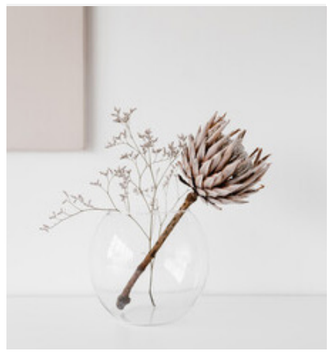
If you're targeting the general public in the future, enhance brand awareness through additional signage and displays. Utilize sidewalk sandwich boards to attract foot traffic and consider a salon chair set-up outside the van offering complimentary services such as scalp treatments or express menu options like add-ons, bang trims, or brow tints. This not only expands your salon space but also enhances interactive visibility of the unique mobile beauty experience, potentially attracting interest for wedding or corporate event rentals.

Capture an abundance of videos and photos during the soft launch to share on social media during the off season, showcasing the transformative experience. Consider appointing someone to regularly capture content, including before/after photos, to illustrate the impact of your services and the transformation process. You can not only use these for social, but for marketing during the off-season as well.

van styling suggestions

















plant clippings / moss / dried flowers & greens • art prints • clear glass vessels • black metal finishings

freestanding backdrop

