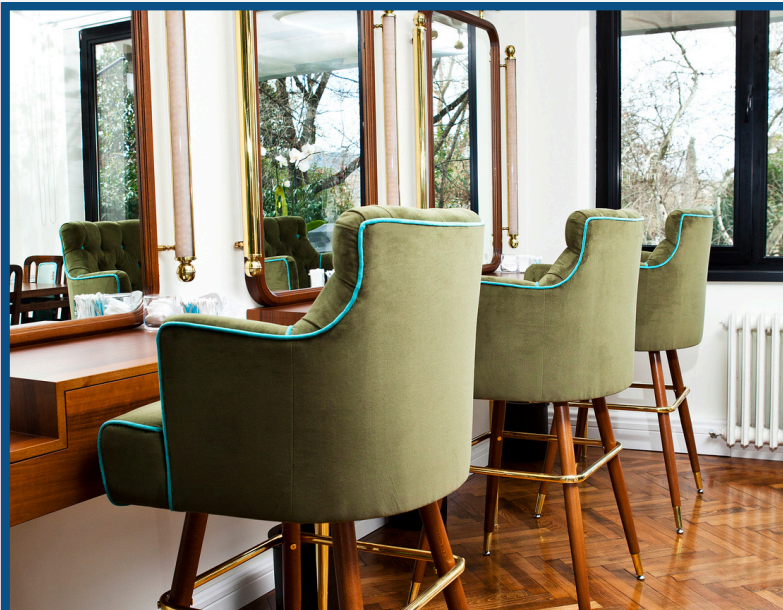


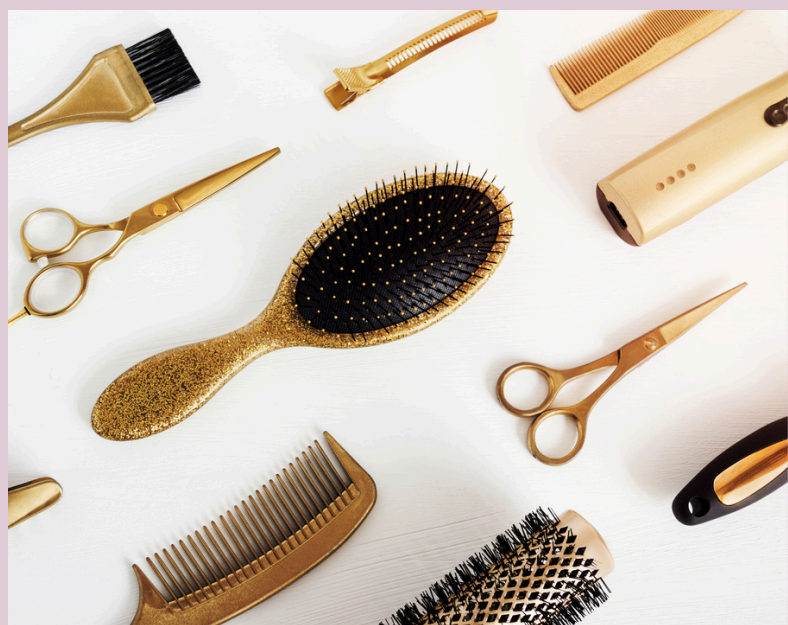


Brand Guidelines

A step-by-step guide
to brand usage at
House of Hairitage



Created
March 2024



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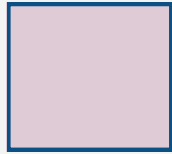


Language and Tone



Brand Overview Board

Colours



Font Variations:

Headers: Old Standard
Bold at least 16pt

**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
1 2 3 4 5 6 7 8 9 0
! / - ; ? () . \$ % &**

Body:
Helvetica Now at least 12 pt

**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
1 2 3 4 5 6 7 8 9 0
! / - ; ? () . \$ % &**

Inspiration:



Introduction

Let's get started...



The best brands stick in our minds because their presence is defined by repeating the same logo, fonts, colours, shapes, and images. Your brand is used on websites, posters, literature, social media, emails, and more!

Your brand is who you are. It's the set of ideas, emotions, and associations that come to mind whenever someone thinks of Hair Of Hairitage. This document has been created to provide guidance and maintain constancy.

However, a brand is more than that; your brand is echoed in all your activities – from talking to suppliers, potential clients and existing clients to anyone on behalf of Orchard Spa Retreat.

The following brand guidelines are designed to help you make sure that everything you do fits the Orchard Spa Retreat brand. They have been created not to be too restrictive but to set parameters for brand consistency. This document includes easy-to-follow guidance on font, font size, photography, colours, logo use, elements and tone. A visually exciting, eye-catching, easy-to-follow and use brand has been developed by combining all these elements.

Mission Vision and Values

Your **mission statement** is what your company is doing right now.

The values statement reflects the organisation's core principles and ethics.

A vision statement is what you hope to achieve in the future – where you are in this moment versus where you're going.

Mission:

Our mission at House of Hairitage is to be the go to destination on the High Street known for precision haircuts, innovative styling, and exceptional hair care services. Located in an environment that is inclusive, welcoming, and deeply connected to our community.

We strive to honour our family's legacy of skill, while continuously evolving and embracing new techniques to offer cutting-edge hair care. Our commitment to sustainability and environmental responsibility guides everything we do, from the products we choose to the partnerships we form.

With every service, we aim to empower our clients, making them feel confident, stylish, and truly at home in their look.





Our Vision

Cutting Edge Style, Rooted in Heritage.

At House of Hairitage, our vision is to be the ultimate destination where precision meets passion in every cut and style.

We are dedicated to crafting looks that not only enhance your natural beauty but also celebrate your unique heritage.

Founded by sister team, Sommer & Skylar who are masters of their craft, our salon is rooted in a deep understanding of hair and style, blending tradition with innovation.

We aim to create an environment where every client feels valued, confident, and connected to their own sense of identity through the art of hair.



We believe in ...

- H* 1. Craftsmanship & Expertise
We take pride in our precision and dedication to the art of hairstyling. Our team's expertise across all areas of hair care, from cutting to extensions and colour, ensures every client receives a tailored experience of the highest quality.
- H* 2. Heritage & Tradition
As the third generation of salon owners, we are deeply rooted in the rich history of our family's craft. We honour that heritage while blending it with modern techniques to create styles that are timeless yet on-trend.
- H* 3. Sustainability & Responsibility
Our strong environmental ethics guide every aspect of our business. From eco-friendly products to responsible waste management, we are dedicated to reducing our footprint and preserving the planet for future generations.
- H* 4. Community & Inclusivity
Our Glasgow roots are at the heart of our salon. We are passionate about giving back to our community and creating a space where everyone feels welcome and celebrated, regardless of background or style.
- H* 5. Innovation & Growth
We constantly push the boundaries of what's possible in hair design. Through ongoing education and staying ahead of trends, we bring fresh ideas and cutting-edge techniques to our clients.
- H* 6. Comfort & Approachability
We believe that a great salon experience is about more than just style—it's about feeling comfortable and relaxed. Our urban yet welcoming atmosphere ensures that every visit feels like a personal escape, where you can be yourself.

Design Elements

A Quick Overview



Boxes & House Box

To be used to create a point of difference or to highlight important text.



Hair shaft & Hair 'h'

To be used to create a point of difference or to highlight important text or point.

Key line

The Key Line as featured below, should be used in Industrial Green and can be used under main headers to separate a sub heading or separate information.

Logo

To always appear whole.
No colour change.
Where possible white background and top right hand corner.



Tone of voice

Cheerful, strong, well-educated and descriptive. Not over complicated, although correct terminology should be used.

Add quotes where possible to increase the feeling of knowledge, communicate success, and give a personal feel.

Colour pallete



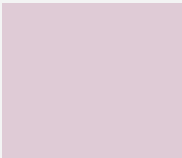

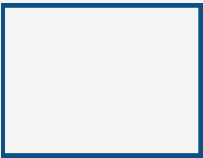
Primary

Colours are crucial for any brand and create a strong association.

The chosen colours are the perfect palette for the Orchard Spa Retreat audience to convey the business's luxurious, calm, and natural nature.

The colours should only be used as they are in block colours and can be used in photos to highlight text.

The following table names the chosen colours and provides the primary usage.

Colour					
Reference (HEX)	#0B5084	#5E939E	#DFCBD6	#90ACC4	#F3F4F4
(RGB)	11,80,132	94,147,158	223,203,214	144,172,196	243,244,244
(CMYK)	92,39,0,48	41,7,0,38	(0,9,4,13)	27,12,0,23	0,0,0,4
Name of colour	Farrow Blue	Industrial Green	Softy Pink	Just Blue Hue	Slightly White
Main use	<ul style="list-style-type: none">• Headers• Main salon colour• House Box• Icons	<ul style="list-style-type: none">• Services• Key lines	<ul style="list-style-type: none">• Team	<ul style="list-style-type: none">• Text• Icons• Community	<ul style="list-style-type: none">• Text• Page back

Colour Usage



Images placed within the correct colour box to highlight the salon area, using font type and size to follow the logo.

A key line border and drop shadow can also be added to echo the lines in the logo.



Where necessary, or to create a point of difference, text can be placed within on brand coloured boxes.

Text should be aligned to the middle corner of the page.



Mixed with photographic images to build a story.



Shapes & graphics

The House Box has been incorporated in the logo to strengthen and echo the business's homely, heritage rooted brand image.



The House Box will become easily identifiable across the website, social media and all communications.

The Softy Pink 'h' with Farrow Blue House Box should be the dominant brand colours.

As this document illustrates, the page positioning should be horizontal.



The hair shaft 'h' in the logo can be used in communication sparingly but should not be overused.

Icons & Lines

Icons can be used within the House Box to highlight facts and text and make copy easier to read and skim through.



A Picture Tells
Tells a Thousand words



House of Hairitage Photography



All 'people' focussed' images should be taken in accordance with the photography policy, with full consent gained for usage. If needs be, they should protect the anonymity of those working or having treatments at House of Hairitage.

All photos should be in colour, clear and of good quality.

Images should be natural, positive, vibrant, well-lit and beautifully considered.

Where possible photos should be encased with a key line border so the images looks finished and well presented and echo the logo.

Where needed, full-colour text boxes can be used over photography.

Total photo pages should be incorporated in literature to add a feel of 'luxury' to print.

Print should be matt print and of good quality stock.

Fonts

Old Standard has been chosen for the main focus in the logo and headings. This font is associated with high quality brands.

Helvetica Now is the chosen font as it is easy to read and compliments the logo font, headers and text. It is a clean and modern sans-serif font with a simple geometric design. It is commonly used in many graphic design tools.

It is rounded in creation and appears friendly, warm and easy to read. It works well in text, subheadings and headings, bold, italics and fine.

Headings

**Should be Old Standard (Bold) and at least 16 point and, where possible, Farrow Blue to work with the colour palette.
With an Upper Case for Each Main Word.**

Subheadings

Should be in Old Standard, at least 14 point and where possible and if appropriate, in Farrow Blue to highlight.
With an Upper Case for Each Main Word.

Main text

Should be in at least 12 point Helvetica Now and in black.

Text Layout

The text should be aligned to the left.

To make documents easier to read or to add a point of difference two columns of text can be used.

Logo, Tagline and Quotes



The logo features the iconic House of Hairitage box and 'h' in between the name with tagline words underneath.

It should remain whole at all times and, where possible, on a Slightly White background.

Cutting Edge Style, Rooted in Heritage

Tagline

The tagline of Cutting Edge Style, Rooted in Heritage should be woven through copy when appropriate and always used in the same order to tell a story.

Quotes

Positive quotes add weight to any communication and should be added in italics and where possible include a name.



“
had the most fantastic cut at House of Hairitage! The salon is absolutely beautiful, and the staff were incredible, giving me such a warm, friendly welcome from the moment I walked in. I absolutely love my hair and enjoyed every moment I spent there. The atmosphere is calm yet lively, and everyone knows exactly what they're doing. They couldn't do enough for me. I've been to lots of salons, but I've never been treated as well as I was here. I'm now a forever customer!
Eleanor”

Contact details

Please think of future contacts.

The more followers House of Hairitage have on social media and database, the better! The recent outage on social media illustrates we can't rely on it. Data is king!

If possible, all House of Hairitagecontact details should be included in communications written in full, with live links and QR codes, direct to the information source if appropriate.

This will give people the best chance of communicating with you and finding the necessary information.

Farrow Blue icons should be placed within the House Box.

Contact House of Hairitage



Tel



Email



Website



Facebook