

**BRAND
BUILDING
S.O.S**

**ONLINE
BRANDING
FORMULA FOR
SALONS/SPAS**



Salon S.O.S.

ONLINE BRANDING & why it's important

When the entire purpose of social media is to create visually appealing content, you want to make sure your salon's page is branded in an aesthetically pleasing way! There is a hair salon or spa on every street of your city and every corner of social media so you need to create a branded online presence that sets your business apart. You want your following to recognize posts as your distinctive brand before they even see your handle. We're going to give you a formula on how to build a simple, yet impactful, cohesive business brand online AND examples to inspire you! This formula can be used to create a branding "vision board" for salons/spas businesses and independent salon professionals alike!

S.O.S BRAND BUILDER

the formula

1. Choose 2-3 fonts and **ONLY** use those fonts. We recommend a font familiar to your salon (perhaps the same font as your salon logo), one easy to read font, and one script.
2. Choose 4 brand colours. We suggest using colours that can be found in your salon and complimentary colours.
3. Choose 2-3 patterns/backgrounds that compliment your brand colours. Stick to using these specific patterns to create a consistent flow.

BASIC FONTS

Merriweather

Montserrat

Josefin Sans

Open Sans

Playfair Display

BEBAS NEUE

Abril Fatface

League Spartan

Oswald

NORWESTER

Raleway

Poppins Medium

SCRIPT FONTS

Brittany

Amsterdam One

Amsterdam Two

Amsterdam Three

Amsterdam Four

Moontime

Beauty Salon Script

Sacramento

Yellowtail

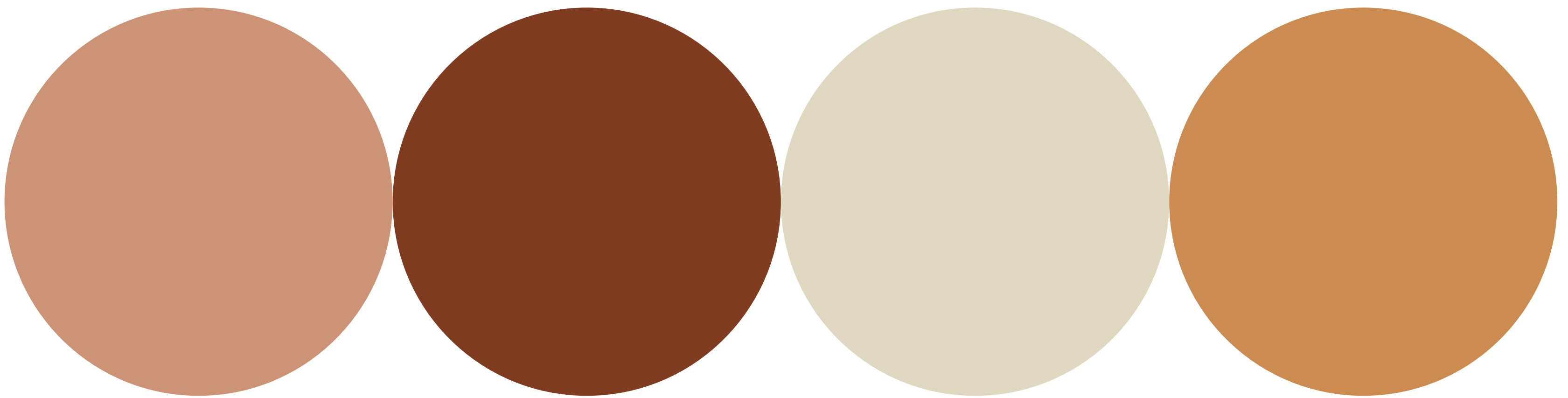
Pacifico

Euphoria Script

Playlist Script

COLOUR SCHEMES AND PATTERNS

Bohemian



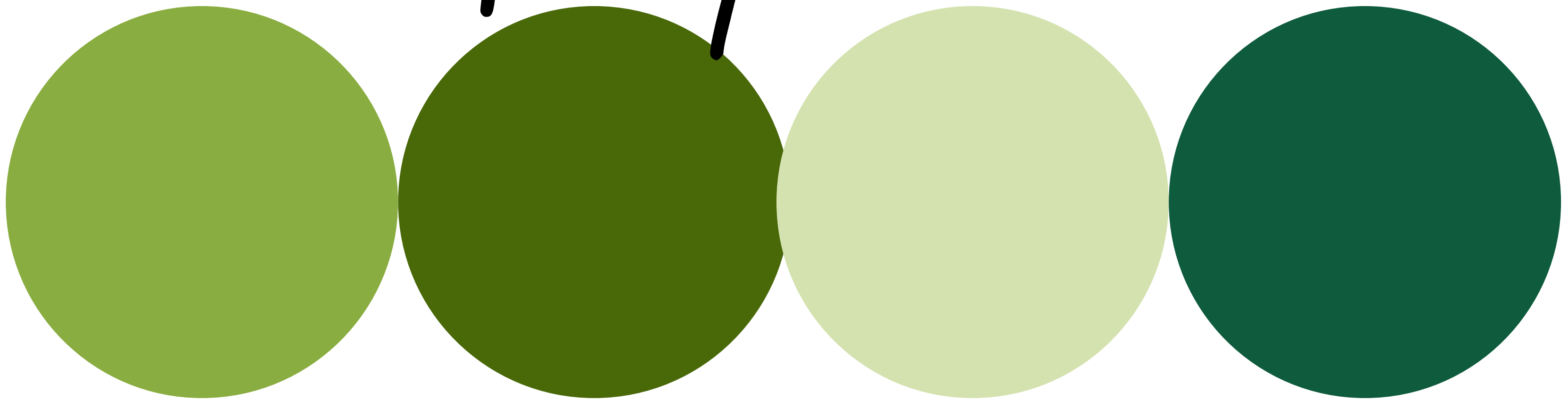
Keywords when looking for colour scheme inspiration: neutral, earth tones, warm tones, desert, eclectic, boho chic, bohemian



Keywords when looking for pattern inspiration: boho chic, desert, pampas grass, palm leaves, minimalist, macrame

COLOUR SCHEMES AND PATTERNS

Tropical



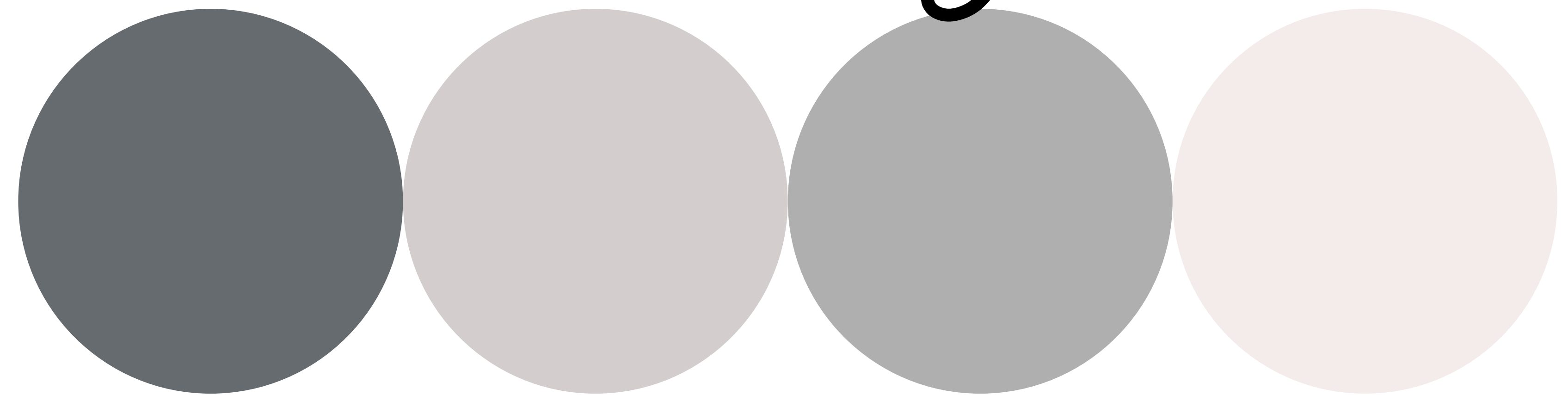
Keywords when looking for colour scheme
inspiration: palm leaves, rainforest,
greenery, plants, tropical



Keywords when looking for pattern
inspiration: boho chic, desert, pampas
grass, palm leaves, minimalist, macrame

COLOUR SCHEMES AND PATTERNS

Luxury



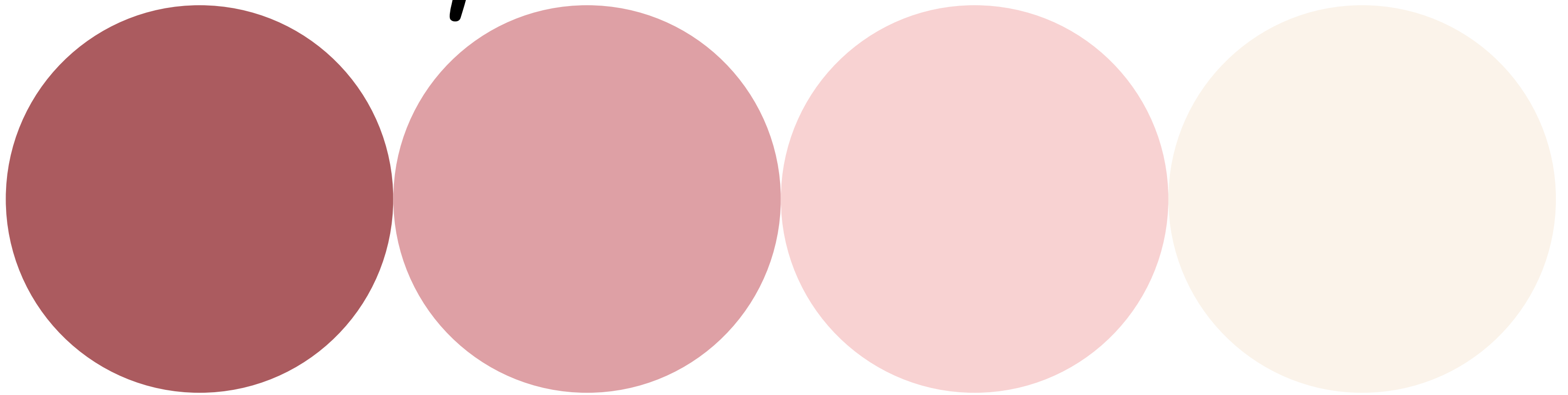
Keywords when looking for colour scheme inspiration: bright, clean, luxe, neutral, modern, luxury



Keywords when looking for pattern inspiration: diamonds, pearls, luxe, marble, chandelier, champagne, satin

COLOUR SCHEMES AND PATTERNS

Feminine



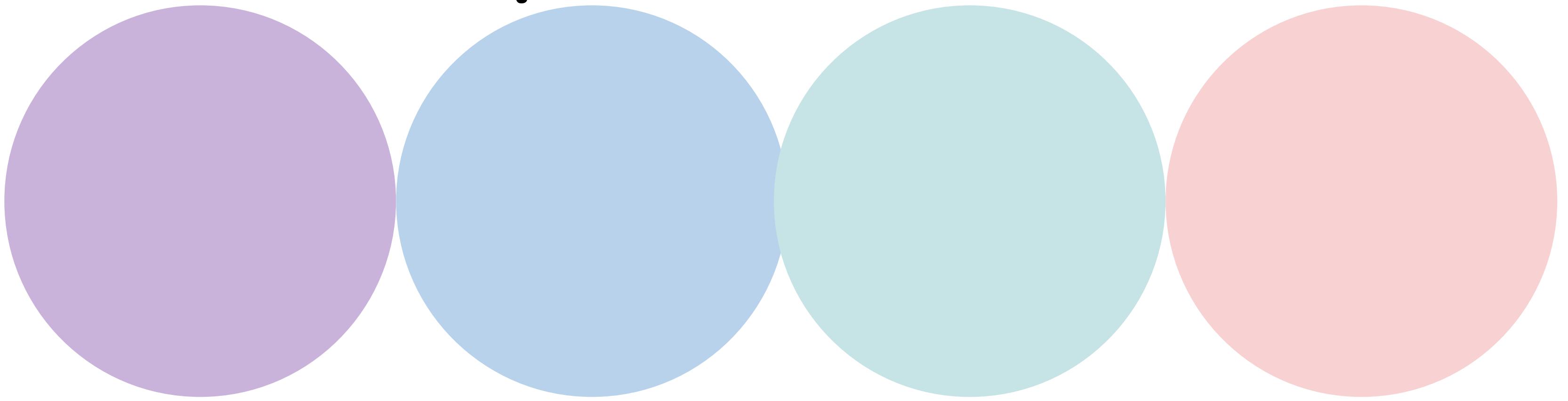
Keywords when looking for colour scheme
inspiration: soft tones, neutrals, light
pinks, feminine



Keywords when looking for pattern
inspiration: feathers, pink, glitter, marble,
floral

COLOUR SCHEMES AND PATTERNS

Pastel



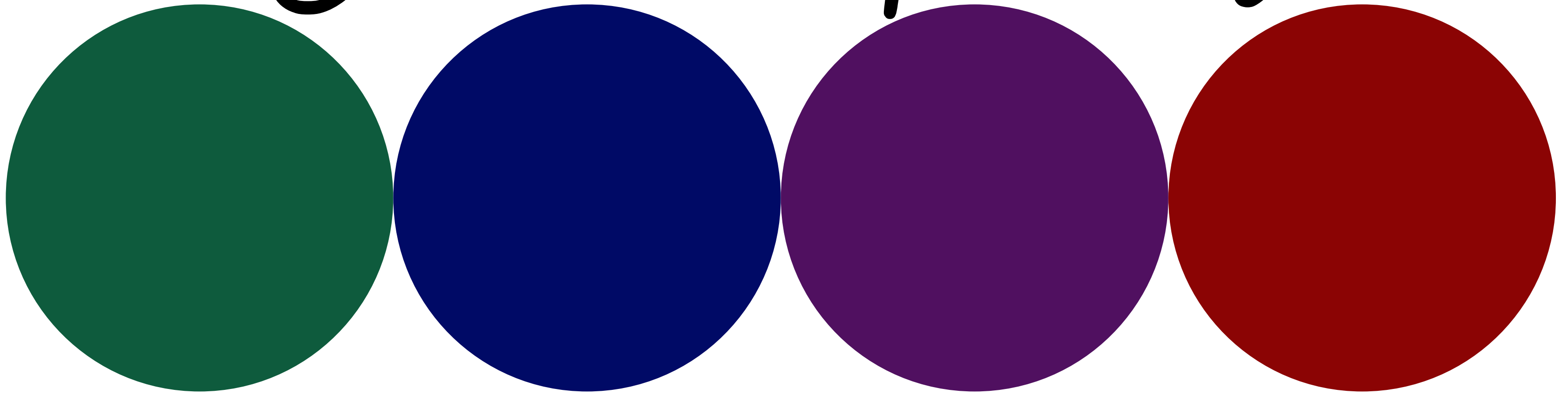
Keywords when looking for colour scheme inspiration: pastel, light tones, delicate, soft, muted



Keywords when looking for pattern inspiration: pastel clouds, feathers, dreamy, floral, pastel gradient

COLOUR SCHEMES AND PATTERNS

Jewel Tones



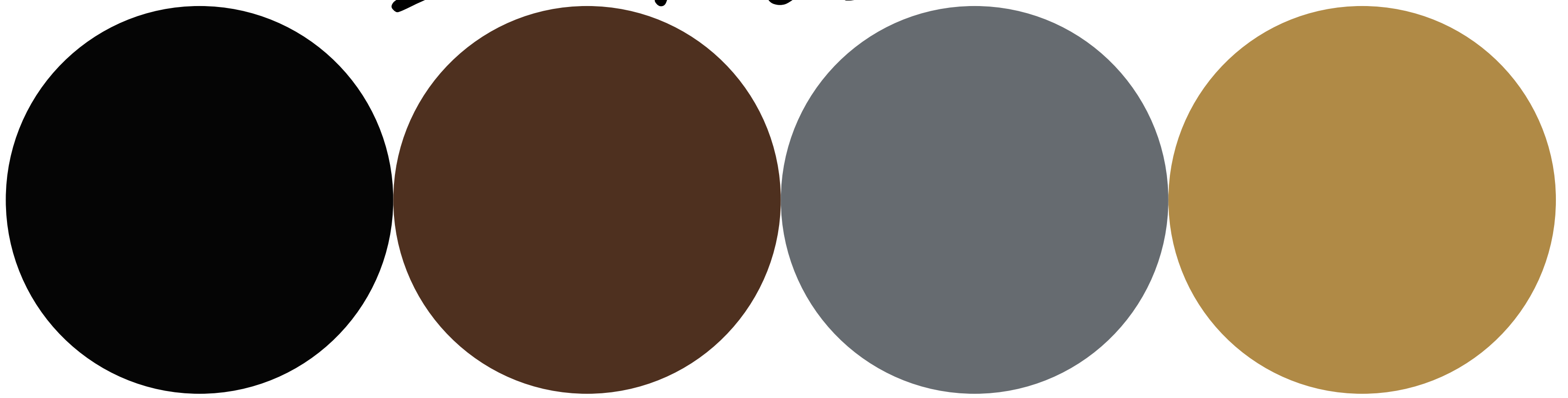
Keywords when looking for colour scheme inspiration: jewel tones, sapphire, emerald, amethyst, ruby, deep tones



Keywords when looking for pattern inspiration: jewels, ruby, sapphire, emerald, amethyst, satin, velvet

COLOUR SCHEMES AND PATTERNS

Industrial



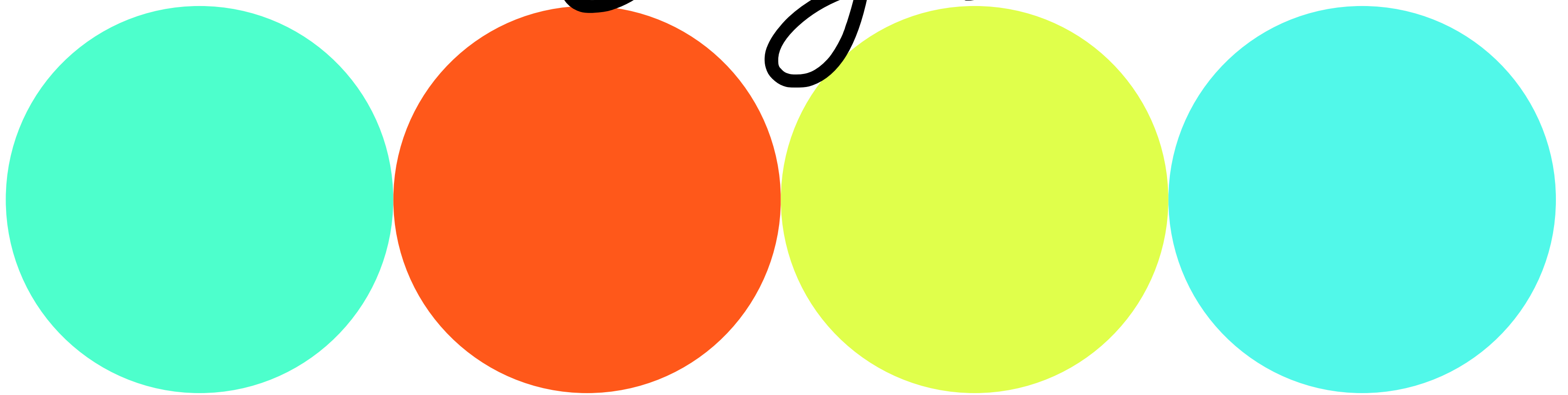
Keywords when looking for colour scheme inspiration: rustic tones, neutrals, earth tones, natural



Keywords when looking for pattern inspiration: brick, concrete, wood, brass, rustic

COLOUR SCHEMES AND PATTERNS

Bright



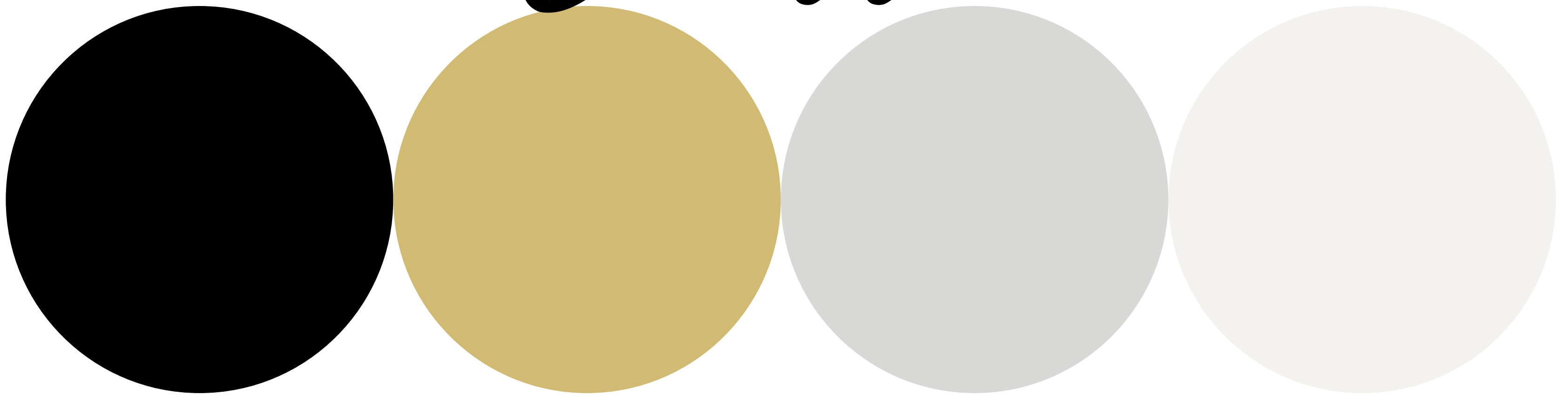
Keywords when looking for colour scheme inspiration: bright, neon, loud, vibrant, vivid, glowing



Keywords when looking for pattern inspiration: bright, neon, tropical, fun,

COLOUR SCHEMES AND PATTERNS

Classic



Keywords when looking for colour scheme inspiration: neutral, natural, muted tones, classic



Keywords when looking for pattern inspiration: wood, dark marble, gold, textures, clouds, metallic

BRANDING BUILDER S.O.S

Conclusion

When it comes to creating a branding "vision board" for your salon/spa business, consistency is key! Choosing and sticking to specific visuals will not only make your social media, website and e-commerce aesthetically pleasing but also creates a sense of balance and cohesiveness across online channels. The fonts, color schemes, and patterns in this branding package are here for you to use as inspiration for your own online branding board. It can also be used as a great tool for your team to use to create a cohesive brand for their personal business page! However it is utilized, we cannot wait to see your fresh, new online branding!