

# BRAND TONER

HALEY DAVIS BRANDING AND DESIGN



BRAND FACIAL  
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BRAND AWARENESS

# INTRO- DUCTION

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I am so excited that you are ready to take your beauty business to the next level. Creating a brand presence for yourself and your business will give you the confidence you need to stand out from your industry peers, all while giving you a professional look and this e-book will exactly do that. This e-book is the exact framework I use with my branding clients and I can't wait for you to experience this change you are about to make for your business just like my previous client have.

In this e-book, we will walk through the three main categories of branding: analysis, recognition, and awareness. There will be plenty of exercises that will involve brainstorming, research, and creativity. So go ahead and grab yourself a notebook and let's get started. This is about to be iconic.

# BRANDING ANALYSIS

Niche

Target Market

Values

Vision and Goals

Story

Mission

Competition

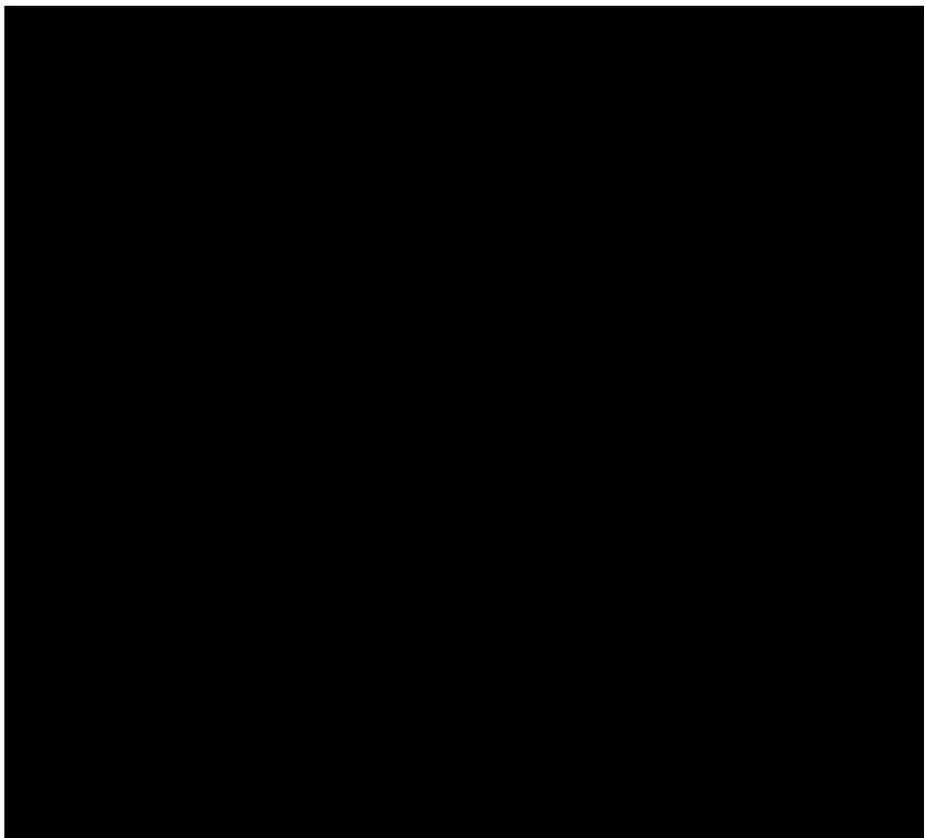




Being in such a saturated industry such as beauty, it's hard to stand out. Think about it the next time you are out and about. How many lash bars do you see? How many hair salons do you pass? How many nail salons do you run into? Let's not even mention how many stylists and artists are inside each of every one of those establishments performing the same exact services. (Your head is nodding and saying "preach it, sister.") How does a client pick from one or the other? The answer to this question is literally at your fingertips. You pull yourself out of this aimless and dumbfounded hole by creating your own niche. You create a niche for yourself, your business, and your brand. You create the opportunity yourself. You set yourself so apart from the competition that you set yourself up for success.



# 01. NICHE



- Determine A Need
- Determine A Passion
- Bring In Strong Suits
- Be the “Go-To”
- Be Uncomfortable
- Be A Part of That World



## **DETERMINE A NEED**

Think about your favorite clients that you work with. They are your ride-or-die clients. Everytime you see them walk through the door, you know it's going to be a good appointment. What about that client makes you excited? Is it her occupation, style, lifestyle? Is it the experience you both feel? Figure out exactly what is it about this client. Literally walk through the appointment in your head and jot down notes to nail down what it is. Once you figure this out, keep this in the back of your mind.

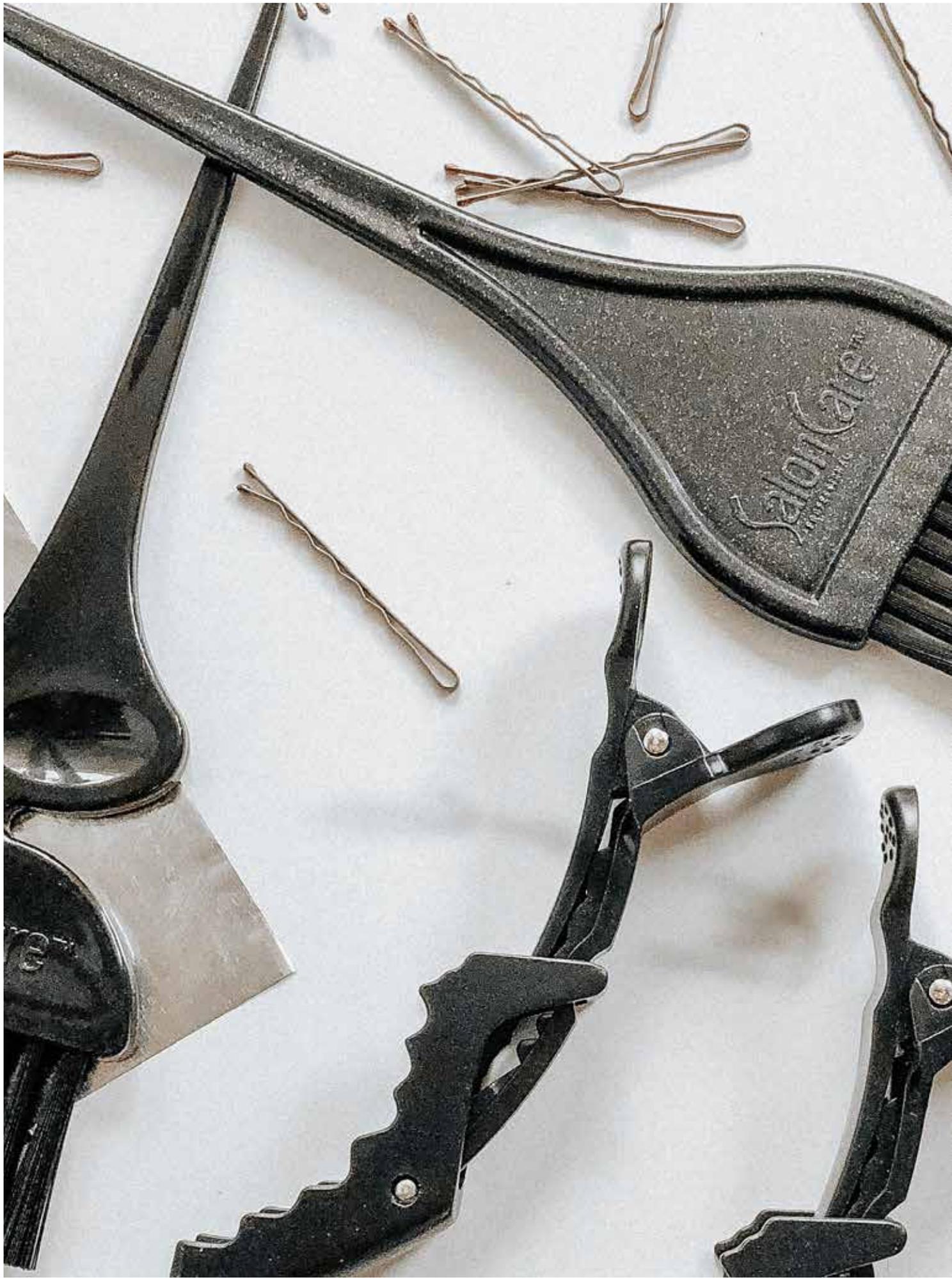
Let's say that your favorite hair client is a fashion and lifestyle blogger. You love what she does, what she stands for, you're in awe of her lifestyle, she maybe even inspires you in certain aspects of your life. You get excited every time she's in your chair because you are able to bring her an ounce of confidence in her latest projects and then every time she leaves, you get excited for the next time she comes back.

You have figured out that your most desired client is the fashion & lifestyle blogger and you REALLY want to take on more of that type of client.

Disclaimer: you can even take this a step further and go outside of the box and think of a clientele that you don't already serve, but want to!

Now, what I want you to do is do a little research. See if there a need in this field of your industry. Are there already specified hair stylists for the fashion and lifestyle blogging world? If so, see what what the competition is like. Normally when getting this specific within your industry, there's not going to be an oversaturation of competition. If there's not already any hair stylists for the fashion and lifestyle blogging world, my advice would be...GO FOR IT.

**NICHE**





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Is there a certain project that you desire most, get more inspiration from, or just that makes your heart shine more than any other? Think about your services and figure out if there's exactly one (or two) service that you would just die to do only for every single day. When looking at your appointment calendar, when you see a certain service, you are literally filled with so much joy and excitement. That's the one service I am talking about. Once you have this one (or two) service in mind, save it for later.

Let's say that you are a hairstylist. You offer almost every service a hairstylist could offer - from men's haircuts to women's extensions. That's a very broad spectrum of services. Sure, you can make money from taking on your men hair clients and you have the capability, but that's not really what your heart and skills are. The services you REALLY love are within your women clients wanting balayage or high-end extensions.

Now, I am a total advocate for using your passion for a guide to your niche, but you also need to make sure that you have the skillset to perform your most loved service(s), which leads me into the next step.

# DETERMINE A PASSION

# BRING YOUR STRONG SUITS

Remember: when picking out your passion for your most loved service, that this is one of your utmost strengths in your field.

Sure, you may love the thought of your high-end extension clients, but if you don't have the skillset or the certifications to perform this service, I would suggest one of two things:

1: find a passionate service of yours that you love just as much that you are **VERY STRONG** and **CONFIDENT** in or...

2: Continue your education and get certified in this particular service, so you **CAN** offer this passionate service with such joy, confidence, and strength.





# BE THE “GO-TO” FOR A ONE-OF-A-KIND



So, you have found a need within a clientele you are already serving or are wanting to serve AND you have found that one (or two) passionate service that you are strong and confident in (or will be). What do you do next?

You can do one of three things:

1: decide that you want to serve the fashion and lifestyle blogging industry, no matter what service they bring in.

2: decide that you want to serve the balayage and high-end extensions, no matter what clientele they are.

OR

3: decide that you want to COMBINE and serve the fashion and lifestyle blogging industry with the services of only balayage and high-end extensions.

Imagine the ring to that tone. "The go-to balayage and high-end extensions specialist for fashion & lifestyle bloggers."

Sounds pretty bougie, right?!

# BE UNCOMFORTABLE

In order to be the “go-to” for a one-of-a-kind, you need to get use to the thought of uncomfortability to gain exposure and visibility.

One good thing about setting yourself apart from the others in your industry, is that you aren't having to necessarily compare your business and offerings. Success from other industry peers doesn't mean it will be successful to you. So, use your new niche to your advantage and set high, original goals for yourself that will serve your brand, yet serve your niche at the same time.

Yes, I said HIGH goals because the more risky and uncomfortable they are, the better. Think outside of the hair industry box and start thinking inside the fashion and lifestyle blogging box, then unite them together.

Let's say the goals you set for yourself as a balayage and high-end extensions specialist for fashion and lifestyle bloggers are:

You want to network with these bloggers at specific events put on by the big blogging ambassador brands

You want to be featured as a guest on the website or vlogs of your favorite bloggers to talk about the importance of having a go-to hair BFF or talk about the latest and greatest high-end extensions that these bloggers NEED.

You see where I'm going here.  
Dream big, my girl.

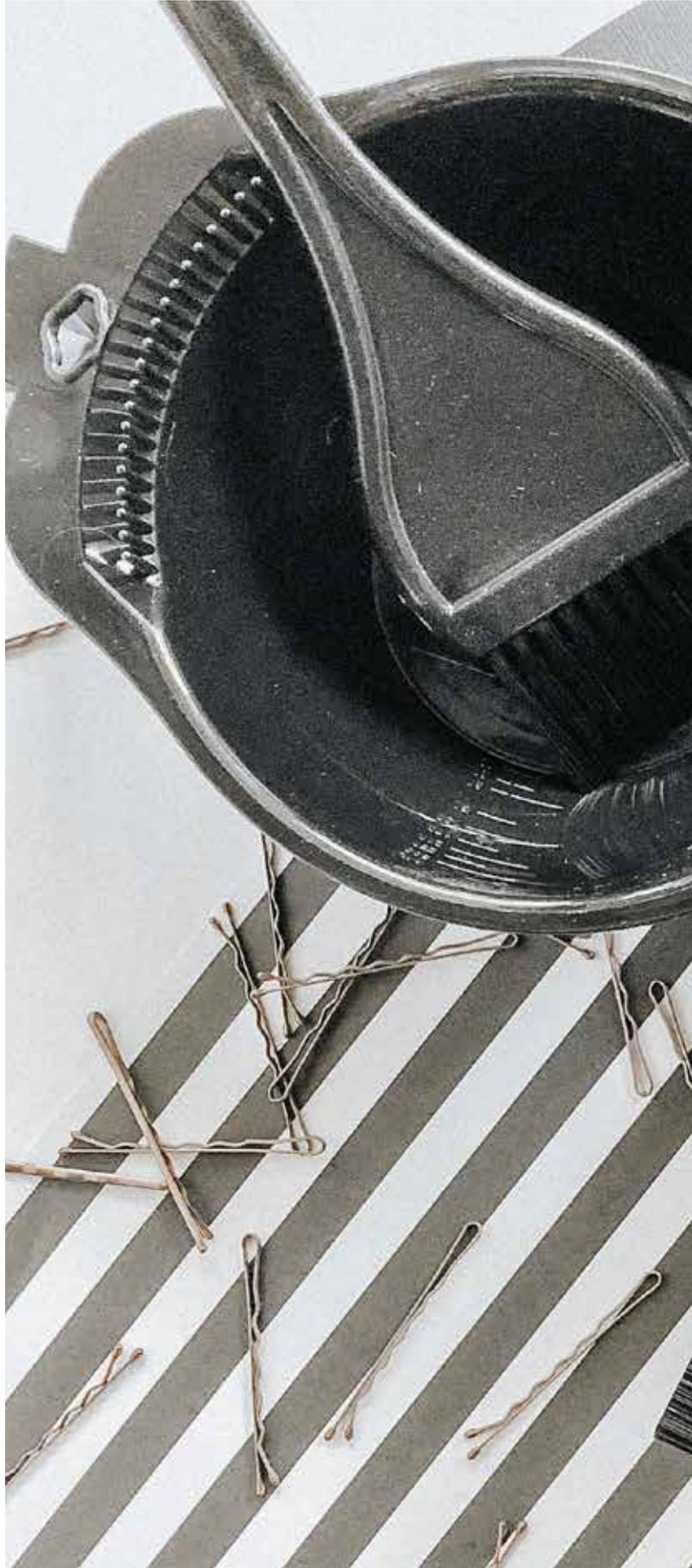


# BE A PART OF THAT WORLD

Also - in order to be the “go-to” for a one-of-a-kind, you have to be a part of their world. Stay in “the know”. Be up to date. This will show that you are invested in their industry, you are credible, and trusted.

Be willing to move with the industry. Be willing to adjust with the industry. Be willing to change, if and when needed.

Make sure to follow their industry’s top leaders.





# 02. TARGET MARKET

Most Valuable Client

Reaching Out Far Enough

Client Profile

Dream Client





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# MOST VALUABLE CLIENT

For the first step of defining your ideal client or target market, let's do some research on the clients you already have. Let's take a second and think about your most valuable client(s). This client is the type of client that values your work, respects your pricing, and really vibes with the way you do your job. Okay, you have that client in mind? Time to get down to work.



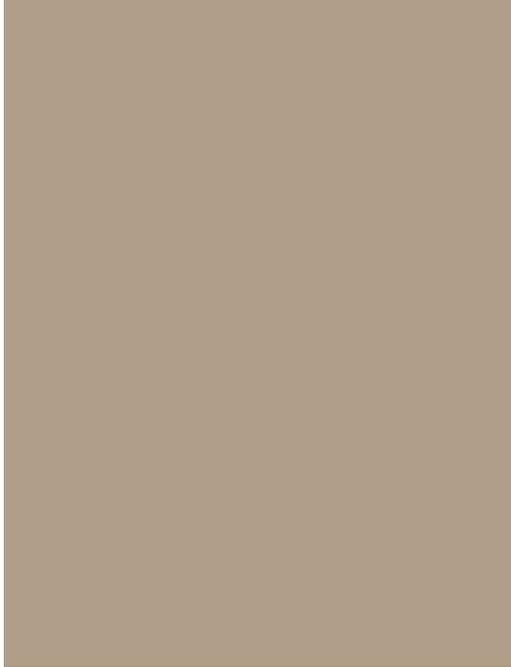
## NEXT

What excites you to have them as a client? Think about your entire service process - from the second she walks in the door to the second she leaves. Is it because she gives you her ideas of what she wants, but then gives you free reign because she knows you're solid? Get nitty and gritty with this. No detail about is too small.

What is their desire to be your client? Is it what you stand for, is it your story, is it your client experience? What do they get MOST out of their time with you in your beauty business. If you aren't exactly sure, ASK THEM! See what they value. Now days, you can use Instagram Polls, end-of-appointment surveys, etc.

Not only will these small characteristics be your guide for identifying your ideal client or target market, but they will also guide you in your client experience, which we will get into later.





# ARE YOU REACHING OUT FAR ENOUGH?

Let's think back to our niche for this and consider going even further out of the box.

So, our example niche is the fashion and lifestyle blogging industry, but is there another group along these same lines that could use the value you bring to the table?

So, in today's world, vlogging is also a big deal. Reach out to those gals. Reach out to the fashion and lifestyle social media influencers. If you are in a big city, reach out to fashion and lifestyle magazine journalist/writers. Reach out to models of the fashion and lifestyle industry. No matter what, you would still be in the same industry.

You catch my drift? Kind of like little sub-niches.

# CLIENT PROFILE





So, what we are doing next is to keep step one and two in mind, while also adding more nitty-gritty details.

For the information below, you have access to these answers all at your fingertips. Either from your website analytics, instagram analytics, or studying your existing clients.

Remember when you are filling these questions, you are answering for your IDEAL client - a client you want to work with THE most. Not necessarily clients you are already working with, unless you are lucky enough to already have a few perfect clients.

What is their age? This could be a range, if you would like.

What is their season of life? Are they married or single?  
Are they moms?

Where do they live? Are they big city bosses or small town gals? If they don't live in your geographical area, are they bougie and bad enough to travel to you?

What is their status level? Are they just starting out on their blogging journey or are they already being sponsored by big wig brands? Obviously make this question suit your niche, but you can see what I mean.

What is their biggest hesitation from buying your products or services?

What are they passionate about?

What do they do for fun? Travel, being a foodie, etc. This question will help you tailor some social content to catch their eye.

How do they achieve motivation and energy?

What does a day in their life look like?

Where do they like to shop? This question will help you get a sense of their style and the design aspects they like, guiding you for your own branding.

What does their outfit of the day look like?

What do they like to spend their money on?

Where would you run into them in public?

Who do they engage with on social media?

What are their goals and aspirations?

Use adjectives to describe your ideal client. Get creative and detailed. These adjectives will also guide you in your own branding.



# DREAM CLIENTS

From the last three steps, you should have an idea of who your audience should be or you may have an actual person in mind. Honestly, having a legit human figure to serve as your ideal client will help even further.

After having this ideal client or human representative in mind, what I want you to do next is make a list of 100 people that fit within your ideal client profile. Take out a notebook and write down these 100 people, along with all the ways you can connect with them - their social profiles, newsletters, facebook, etc. For the next year, I want you to **CONSISTENTLY** and **GENUINELY** connect with these 100 people and make it a goal to have them as a client. Comment on their content, like their posts, DM them about stories that catch your interest.

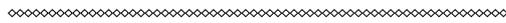
Then, think about the content you need to be posting in order to awe them, in order to catch their eye, in order to urge them to work with you.

Remember to literally treat these people like they are your best friend. Actually, treat them better than you would treat your best friend. These 100 people should be a ideal client building guide and will put your rear-end to werk, honey.





# 03. WHAT'S YOUR STORY



The story of how you made it to where you are? Of your success and failures, trials and tribulations? Of why you want to grow further? Why you have these visions and goals?

My ONLY rule when you are writing your story is going to be a tad bit shocking, but you HAVE to keep this in mind when writing your story. You ready?

**YOUR CLIENT DOESN'T NECESSARILY CARE ABOUT YOUR STORY, THEY ONLY CARE ABOUT THEIR OWN!**

Your guideline for writing your story is: how is it going to serve your audience and clients. How that's going to fix their problem. How you can help them be the hero and how you can help them be their guide. How you can give them a solution or treatment that calls them to action.

Ironically, your story is about your audience and client, not about you.

So when writing your story, you HAVE to be able to relate your story to fit your CLIENTS' story. How you made it to where you are today? When answering that question, you BETTER be able to answer how that is going to serve your client. Of your success and failures, trials and tribulations? Answer that in terms of how that is going to serve your client. Why you have specific visions and goals? Answer that in terms of how that is going to serve your client.



## 04. VALUES

The beauty behind being in the beauty industry and pretty much being your own boss, you ARE your brand. So when talking about what you value, talk about what you actually value. These don't have to be super corporate or super elaborate, just lay out what you value. Do you value continued education? Self care? Personal development?



You want these values align to you so your clients can feel the authenticity in your brand and even client experience. These values are what you stand for. These values set you aside from your industry peers. These values could even define a moment if a client chooses you or not. These values could define who your loyal tribe and audience is even outside of the salon.

What do you value in how you want your clients and audience to feel?

What values are you wanting your clients and audience to feel? Confidence? Empowerment? Friendship? Luxury status? Generosity? As if they have meaning inside of your business?

Think of your service process and how you want them to feel in every step, then find the value of most importance TO THE CLIENT. A value that they are missing. A value that your client can't feel from a competitor.

What do you value in running your beauty business?

Reputation?

Passion?

Professionalism?

Client experience?

Trust?

Education?

Transparency?

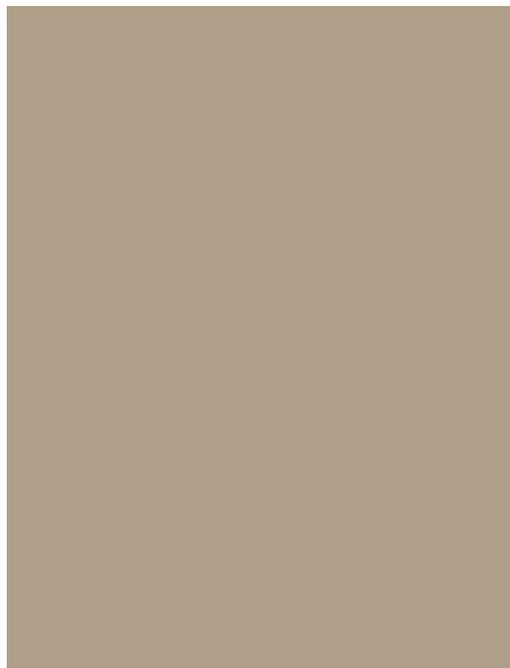
Communication?

Quality?

When your client enters your salon space, they should have 100% positivity that you will deliver on these values - that they can count on you for these.



# 05. VISION AND GOALS



# WHERE ARE YOU NOW? WHERE DO YOU WANT TO BE?

What stage are you in now in your business? What celebrations are current? What struggles are current? What ideas are you currently dreaming and brainstorming right now? What are your days looking like now? Give yourself a little background so you can guide yourself of where you want to be.

Now that you know where you are now, let's dig a little deeper. Next, you want to define where you want to go. Sit down and figure out what you want from your beauty business. What celebrations do you want to go after? What ideas and dreams do you want to bring to life? What accomplishments do you want to achieve? What do you want your perfect work day to look like? How is your time being spent and who is it being spent with? What do you want to be known for? When a client goes to refer you, what would you want them to say about you? What legacy do you want to leave behind?

What does your beauty business look like in the future as in terms of influence, meaning, and capacity.

This vision statement is going to keep you going when times get hard, when you get unmotivated, when you get uninspired. When you forget all that you are working for, your vision statement is going to serve as that shove that you need. It's to remind you what you want in life. It's your light at the end of the tunnel. So when you are constructing your vision statement, be **POWERFUL**, be **CREATIVE**, be **INSPIRING**. Use big words. Use magic. You don't know this yet, but someday you will be leaning on this vision statement to get you through.

# VISUALIZE FOR YOUR BRAND.

Doing this next step is similar to the previous step, but more set for the future.

Where do you want to see your brand and business in five years? What does the perfect work day look like? Who are you working with? How is your time being spent in your beauty business? How have you grown outside of your comfort zone? What accomplishments and accolades do you have or are working towards? Be super creative with this and maybe brainstorm with a role model.

My one rule for this exercise is to DREAM BIG.

Once you have done your 5 year visualization, we are ready for the next step.

Now, do the same thing for a 10 year visualization.

# VISUALIZE FOR BRAND AND BUSINESS GROWTH

For this question, my favorite way to visualize for my brand is to sit down, turn on some meditation music (you could even find a guided meditation if needed), grab a pen and a notebook, and literally just dream of all the ways my business could go. No matter how audacious and obnoxious the dream sounds, I go with it. I visualize the whole concept of whatever dream or dreams come to mind. I write down exactly what I see in that moment, what I feel in that moment, my environment in that moment, the ideas that come to mind in that moment. Some may be big and some may be small, but I am encouraging you to write them all down. Literally even if it feels out of your realm, you never know what could happen. I like to do this anytime I feel like I need motivation or just a sense of surprise. This tactic has honestly come up with the many ideas I have in my business today. These dreams can be set for the present or even for the future.

Once you have these dreams on paper, we are ready for the next steps.

# GOALS FOR BRAND AND BUSINESS

The first thing you want to do is break down your goals for 3, 6, and 12 month increments.

The next thing you want do is to set up your goals to follow the S.M.A.R.T. strategy. Specific, measurable, actionable, relatable, and time-bound. Following this strategy will hold you more accountable to reaching your goals and will break them up into tiny goals that are much more attainable.

What we want to do is think about things we want to track. Do you want to track clients, social media followers, newsletter sign-ups, education events, networking events, speaking events, passion projects. Be super specific of what you want to track. Even the smallest item matters in your overall beauty business.

Then you want to define of how long of a timeline you want for each one of these items.

Once you set your goal and have a timeline, you then want to break down your goal until there's mini-action steps you can pursue daily or weekly to help you achieve the big goal overall.

Also, make sure these goals are relatable to your brand, your business growth, audience, and clientele.



## 06. MISSION STATEMENT

No matter what question you are answering in this exercise, be creative, bring personality. This is the first voice they hear from your brand and you literally want to blow them away, which is opening my next point - keep your brand's tone of voice when writing this.

What is it that you do? When thinking about this question, state what you do and then think on a deeper and emotional level that your actual service offering? Instead of just saying you are a balayage and high end extensions specialist, explain why. Why do you do this? What is your drive behind your service offering. Defining why you do what you do will allow your ideal client to connect with you, your story, and your brand. Also, you want to touch a tad on your brand message; the message that you are trying to send out for your ideal client.

Who is it that you do it for? For this question, refer back to the niche you created for your beauty business. If you didn't create a niche, then refer back to your ideal client profile and hit the high and intriguing characteristics of their profile. Make sure when hitting this point, that you are making it SUPER relatable for the ideal client reading this manifesto. Keep it real for them.

What are they actually receiving? To answer this question, you first want to define what issue your ideal client is having that makes them need to come to you. Tell them exactly what they want and exactly how you can get them there. Once you have defined their issue, you then next want to give your solution. Along with your solution, you want to explain the benefits or outcome they receive from you and your service. Back to our balayage and high end extensions specialist, not only is she performing those two services, but her clients' outcomes and benefits are confidence, empowerment, and so on. So touch on what they are intangibly receiving that they could only receive from your service, as well. Bring in creativity, magic, and speciality.

What makes you different and what magic do you bring to the table? The main question you want to answer here is: why can you, only YOU, perform this service, why are you the one that your ideal client should come to. Is it the value behind your skill set, is it the value inside of your client experience, what are you bringing to the table that someone else in your industry is not. This is a perfect little place to brag about yourself. But humbly, girlfriend. Lastly, highlight some of your brand values that you think make you and your brand stand out the most, the ones that bring the magic.



## 07. COMPETITION

Is there anyone doing anything similar to your beauty business (or niche, if you picked one)?

It doesn't matter if they are local or not.

What are they doing well? What's making them successful? Why do you think that? Are these things that you could adopt in your own beauty business in your own, unique way?

What are they not doing well that? Do they have clients that are not having their pain points solved? What are they missing? Why do you think that?

What are they not doing at all?

What is their differentiation?

Do you see any whitespace, or a gap, in your competition between their business and clients that you could take advantage of?

What are the current trends circulating that you could alter to make it work better for you and make you different?

What is your competitive advantage?

What is your USP (unique selling point)?

Establish your credibility here. Do you have any awards you've received? Have you taken any classes or courses that specialize you in one area? Do you have any publicity in your industry - such as being on podcasts or featured in magazines?

What are your special skill sets and expertise?

What are you doing extremely well?

What do you excel at in your business?

What are you best at?

What are your strengths?  
What business related tasks are you dominating?

What services and products are working best in your business right now?

# BRANDING RECOGNITION

Moodboard

Colors and Fonts

Logo Design

Tone

Communication Goals

Words to Use





There's a preconceived notion that a moodboard is just a collage of prettiness, but that couldn't be further than the truth.

Your moodboard is the first step of your brand coming to life.

As far as a moodboard representing your brand goes, your desired color palette, image style, design style, and feeling and emotion should all be on this one board.

A moodboard will stand as a styling guide for everyday and future projects, such as: social media posting (post only pictures that is cohesive with the colors, style, and vibe of the moodboard), designing and decorating a salon space, educational content you are giving out, etc.

It serves as the aesthetic and emotional master plan behind your brand. Any time you are wanting to create something new or plan something new, you turn to your moodboard.



01.

# MOODBOARD

Emtional Vibe

Design Aspects

Inspiration

Create

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## What Aesthetic & Emotional Vibe Do You Want To Represent Your Brand?

You first want to think of the vibe you want your beauty brand to represent. Do you want super feminine? Do you want bougie? Do you want edgy? Do you want super classy? Are you wanting more earthy vibes? Once you have this idea in mind, these are the types of images you want to be looking for. You want the collection of these images to be felt by your audience and clientele the second they land their pretty, lashed-out eyes on your moodboard that aligns with the feeling of the vibe you are going for. If you are going for a more high-end, edgy vibe for your brand then you might want to stay away from frilly and girly photos and colors, you know?

# What Design Aspects Do You Want To Represent Your Brand?

You may already have some design aspects in mind. You may love shiplap texturing. You may like bold shapes.

Before you stick with your pre-pinning ideas, my suggestion is to keep an open mind. Pin all the things you want to represent your brand.

Once you are done pinning and you are looking at your board as a whole, I suggest seeing if there are any repetitive patterns or textures.

You will probably notice from pinning a few items, that you might be drawn to certain design aspects that you weren't necessarily aware of.

Let's say you are going for a more bougie, high-end vibe for your brand and you notice that you are pinning a lot of items with dainty black and white stripes. That is a key indicator that the dainty stripes may should be a design aspect you want to use in your brand.

The same thing goes for color and typography. Before 100% deciding your color palette and fonts, try to discover what colors come out in your inspiration searching.

**MOOD**





So I may just be a pinterest nerd, but I would say the best place to find said inspiration is Pinterest. It's free and it has absolutely everything.

Other places you could look is stock photography websites, Instagram, or even magazines and fabric textiles, if you are doing a physical moodboard.

# HOW TO FIND INSPIRATION

# HOW TO CREATE A MOODBOARD

So, there are different items you want to be looking for when creating a moodboard.

General images related to your vibe.

Color images

Texture images

Patterned images

Font / typography images related to the type of fonts you want for your brand.

When designing a moodboard for clients, I like them to pin a wide range of general images to create more dimension in the board and more design for the brand. I tell them to pin a lot of the fashion that resonates with their ideal client and the vibe they are going for. A LOT of branding ideas, designs, and details can come from repeatedly pinning fashion posts. I tell them to pin salon inspiration ideas to add a touch of interiors. I tell them to pin textures that resembles the vibe they are going for, such as: concrete, geometric, textile prints, etc. I tell them to pin photos that pertain to their field in the beauty industry that still resonate with the desired vibe of their brand. I tell them to pin font inspiration in the direction of what type of font they want. Lastly, I tell them to pin any last minute inspiration that really ignites a fire in their soul.

I have literally experienced picking out a whole moodboard just from one image I saw on Pinterest, so don't be stingy when pinning.

Once you are complete in the brainstorming phase of your inspiration, let's start pulling out some commonalities.

First off, does the overall board look cohesive? Are there any images that stand out way too much? If so, I suggest to remove those, as they may serve as a distraction and may not be on brand 100%. After deciding if the look is cohesive, you need to decide whether or not it gives off the aesthetics and vibe you are trying to achieve for your brand. If you feel as if it's on vibe, let's dig a little deeper.

Do you see a theme of repeated colors? If so, that's a key indicator of which direction you need to go in. If there aren't any repeated colors, is there an image that is SPOT ON with your brand style and aesthetics? If so, we are going to use this image as a source of your branding colors. We are going to dig a little deeper into color in the next exercise.

To start narrowing down images for a final moodboard, let's start by picking 4-6 general images. Remember you want these images to really show what you do in your beauty business and still give off your desired brand vibe.

Next, you want to pick 4 primary brand colors that is cohesive with the board and brand vibe.

Next, you want to pick 2 typography images angled towards the desired font vibe you want for your brand.

Lastly, you want to pick 1 texture image and 1 design aspects image (patterns).

This stage may take a little trial and error to see exactly what you like. My advice is just to play around until you get a cohesive board that aligns with your brand vibe that you are in absolute LOVE with! Trust me, when you find the board that is perfect for the aesthetic and mood you are going for, you will feel it in your heart.

This moodboard will also serve as the direction you need to go into for your visual branding, which bring us to the next step.

# COLORS AND FONTS



# COLORS

Once you have those repeated colors or you have your one influential image picked out from your moodboard, we are now going to pick 5-8 color schemes that are going to be your branded colors, but we are going to do it intentionally and in a way that's going to attract your ideal client.

We first need to determine which route you are going to want to go with your colors: monochromatic, analogous (three colors next to each other on the color wheel), or complementary colors (on opposites of the color wheel).

Monochromatic is going to be consist of one color at different shades and tints. Analogous is going to be a styling of 3 colors that are going to be warm or cool. Complementary is going to be a mix of warm and cool toned shades of colors.

Do a little brainstorming to see what scheme your board already has. If a theme isn't necessarily prevalent, do a little research of the colors that are repeating and see which scheme you want to work with.

Once you have your 5-8 colors picked out, then what you want to do is take each shade and include different tones of each shade. I always like to at least have one shade above and then three shades below, so you have enough dimension for each color.

Lastly, you want to pick 3 colors that are going to serve as your brand's primary colors.

# FONTS

There are three types of fonts you want to keep in mind when choosing for your brand. You will need a logo font, a secondary font, and a text / copy font.

When looking at your font options, you have:

/ Sans-serif

A simple and exclusive font that's perfect for a modern brand.

/ Serif

A serious and high-end font that's perfect for a classic and traditional brand.

/ Script

Traditional calligraphy, cursive font that's perfect for an elegant and feminine brand.

/ Display

An eye-catching font that has a rather ornamental introduction that's perfect for a bold and embellishing brand.

/ Handwriting

A casual and relaxed font that's perfect for a light-hearted and easy going brand.

My best advice when picking a font is to stick to the vibe you want your brand to give off and to pick a font that has a feeling of the way you want your audience and clientele to feel when they first come across your brand.

If you want your brand to be edgy and modern, you want to go the route of a sans-serif font for your logo font.

When picking a secondary font, you want to pair a font that is opposite of what you picked for your logo font.

So if you picked a sans-serif font for your logo font, you will want to level it out with picking a serif font.

When picking a text font, you want to go with something that is easily readable on your website and collateral. I would suggest a serif font and a different weight of your other two fonts to create contrast and hierarchy.



# LOGO DESIGN

When brainstorming design concepts for a logo, there are a few things you want to keep in mind.

To begin with, this logo is pretty much the first encounterment your clientele and audience has with your brand. One thing you don't want to do is changing it out like changing your hair color with the different seasons in the year. When going through the design process, you want to LOVE this logo and you want your clientele and audience to LOVE this logo, but at the same time you want it to be timeless. As much fun as it is to follow the trends in society, you want your logo to stand the width of time. Another thing is that you don't want to replicate from someone else's logo. There's one thing to get inspiration from other designs, but it's another to steal work from someone's creativity. Gather inspiration, but put your own brands personality in play.







# PULL INSPIRATION FROM MOODBOARD

For me, the first step of creating a logo is the most fun for me because my creative juices get to flowin’.

When first considering the direction you are wanting to go in, think of adjectives that describe the vibe of your moodboard. Let’s say your moodboard adjectives are bougie, edgy, moody, high-end, luxury, and classy. You want to keep these adjectives in mind so you know where to start.

Also, the tiny little details inside of your moodboard are creative ideas to run with. In the earlier exercise of establishing branded textures and patterns, I mentioned the example of the repetition of black and white stripes could be a key indicator to incorporate in your branding.

Your logo is a great place to add those tiny little details.

So start looking closely and see what creative elements could help you bring inspiration for your logo design.

# CONCEPT BRAINSTORM

The next think you want to do is get out a piece of paper and a pen and get to sketching out the ideas brought forth from your mood-board and creativeness.

Literally sketch out any idea. Sketch them all, even if there is only ONE MINOR detail that is different. Sketch, sketch, sketch until you can't sketch anymore.

DISCLAIMER: you do NOT have to be an artist for this step. I am the absolute worst artist I have ever seen in my entire life, but when I am sketching out my ideas, I am not

looking for perfection, I am rather looking for something that will ignite a spark, light a fire in my soul and say "that's the one."

Once you have narrowed down your concept brainstorming and have some that you would absolutely die for, the next step may possibly help you narrow down even further.





# ALIGN WITH A FONT STYLE

From the previous exercise, you should have been able to narrow down some font options for the vibe that aligns with your brand. What you want to do now is take those font options and play around with the concept brainstorm you just did. Combine different fonts and see what you like and what you don't like. What's cohesive and what's not cohesive. What's on brand and what's not on brand. What's going to attract your clientele and audience and what's not. Keep playing around until you come up with a combination that finalizes a logo concept that is perfect for you, your brand, and your audience and clientele.

One thing to keep in mind when playing with and choosing a final font trio, that you aren't going overboard with the amount of distinction.

You want to stand out with creativity not craziness!

# BRING IN DISTINCTIVE ELEMENTS



To get a little more creative with your brand, you can bring in a distinctive element within or out of the text.

For an example, a previous client of mine wanted to incorporate diamonds into her nail systems branding.

The name of her business is Luminary Nail Systems. To bring in more creativity and distinction within her logo, she decided to use an upside down diamond to take the place of the “A” in Luminary.

Not only does her logo incorporate her branding even further, but oh my gosh does that logo stand out.

DISCLAIMER: if you are a plain jane kinda gal, feel free to skip this step. Not every logo needs more elements in order to stand out. This is just something to think about when creating.



# PLAY WITH YOUR BRAND COLORS

You are literally so close into walking away with a finalized logo concept.

To add a little more brand awareness and pizzazz to your logo, you can play with a combination of your brand colors. Of course, you don't want to go overboard and literally use every single color in your branding palette. Use a color or two to act as an accent to your logo.



# LOGO TYPES



**Main logo:** this is your go-to gal for your logo. Your ride or die type of logo. This is the one you would put on the storefront of your salon. This is one you love so much you want to stick it on every type of collateral and apparel.

**Secondary logo:** this is going to be a variation of your main logo with a little less detail, but altered to be positioned differently. So if you went with a rectangular shape for your main logo, you want your secondary logo to be square or even circular or of an oval shape. When altering this logo, though, don't stray too far away from your main logo.

**Submark:** Think of a submark as an abbreviated version of your logo. Kinda like a stamp. This is going to be a much smaller version of your logo. When brainstorming a concept for your submark, you want attract the eye and emphasize logo elements with your business name as an accent. To give you an example, I am going to use Luminary Nail Systems. For her submark, the diamond was used front and center with her business name circling around the diamond.

**Symbol / Icon:** Your icons are even more of a less-detailed version of your submark. Primarily, you want your icon to be a branding or logo elements. For Luminary Nail Systems, the diamond serves as the icon.

# TONE

Branding goes far beyond the visuals, so it's about time we dig deeper and talk about the verbal aspect to branding.

Your tone of voice is highlighting even more of brand's personality and expression. It's the attitude your brand carries when conversing with your target market. When your target market is reading a social media post or reading a blog post, they can literally hear the way you are meaning what you are writing - all due to your brand's tone of voice.

When thinking of your brand's tone of voice, you want it to be pretty natural for yourself since you are your brand, but you still want it to appeal to your audience and clientele.

Is your audience sassy and bubbly? Are they formal and straight to the point? Are they trendy and sarcastic? Are they down to earth and humble? Are they "punny" and fun?

Really honing in on how your target market communicates will allow you to create a really engaging relationship with them that makes them want to know more about you and your services even more.

If you aren't exactly sure what tone of voice you should use for your brand, start researching your niche or target market. See how they are carrying a conversation, writing their instagram caption, and even talking on Instagram stories. Research enough until you are sure of the route you need to take.

No matter which route you take, one thing you don't want to do is change up like changing your hair color with the changing seasons (again lol).



# WORDS TO USE

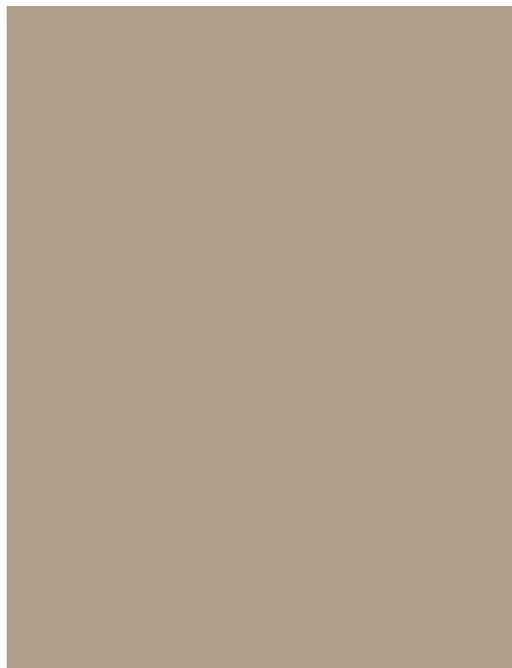
Since we have your mission statement complete and you have a full profile of your ideal client, we want to brainstorm keywords that really characterize your brand. I mention the mission statement and ideal client profile exercises because your keywords need to align back to those two. Your keywords need to correspond with what you are trying to get across in your mission statement, but at the same time attract your ideal client readers. My one suggestion for this is to be in the shoes of your ideal client. You know your beauty business terminology, but your ideal client does not. You need to research



and see how they are explaining your products, services, etc and take this into consideration when picking your keywords. Remember the purpose of your keywords is to stand out to your readers, so using their terminology, to a certain extent, is going to help you reach them even further. You also want to utilize keywords that describe your brand vibe, aesthetic, and the personality of your ideal client. So an example would be: “bougie, edgy, high-end, luxury, simple, clean, dainty, moody, sassy.” Your exercise is to make a list of 10-15 keywords and keep these in a safe place to return to. You will then use these keywords across your social media platforms, marketing collateral, and brand presence.



# COMMUNICATION GOALS



Since being in the beauty industry, most of you gals (and guys) are service providers that have a local clientele and a non-local audience. Being that your non-local audience pretty much only engages with you through words on social media and blogs, you need to be really intentional with using your brand's tone of voice. The number one thing I want you to keep in mind is that no matter what platform you are on (because most of you are on multiple), you want your brand's tone of voice to be cohesive and consistent on all of them. You don't want your audience to read and feel one way on one platform and then read and feel the complete opposite way on another platform. This stands for Instagram stories, Facebook lives, and Youtube videos. Your actual verbals need to align with the tone you use throughout your online content and education. One way to do this is to set yourself and your brand with communication goals. There are certain aspects of the clients experience that you want to keep in mind when you are forming your communication goals. I already mentioned two of these above, which was feeling and education. The last two are action and recognition. Let's dig a little deeper.

#### Feeling

What are the desired feelings you want your brand to exude to your audience and clientele? This should be the forefront thought when typing out any content and education. You want your words, whether written or verbal, to align with the way you want them to feel. Remember, these feelings need to be present on any communication platform you use. You also want these desired feelings to somewhat align with your brand's values.

#### Education

One of the biggest ways to utilize your communication goals in order to create a profitable brand is through establishing yourself as an industry expert that will transform an ideal client into a brand evangelist. When sharing education on your platforms, you want to keep your audience and clientele in mind. What do THEY want to be learning? What do THEY want to further invest their time or money in? Not necessarily what YOU want to be educating about. You want to share the education that is going to bring them closer to you and your brand. When sharing this information, you also want to be gaining their trust. Basically, you want to be sharing information that you are 100% accurate and confident in sharing so you

can be viewed as an industry expert. So when coming up with content and education to communicate, keep this thought in mind.

### Action

To be completely honest, your audience and clientele have no absolute idea what you want them to do next. They need action given by you. So you need to ask yourself, what DO you want your audience and clientele to do next? Book an appointment? Download your “5 Things To Add To Your Skincare Routine for More Youthful Skin” freebie? Schedule a consultation to look into your services? Also, It doesn't even need to be a tangible item. It could be intangible like envisioning themselves as being a part of your movement. Once you have in mind what you want them to do, next is thinking about the way you want to get that across. You have to do this because without you, the face of the brand, your audience and clientele have no sense of direction. When thinking about how to get your point across, keep in mind your brand's tone of voice. Would your audience rather you be straight to the point or would they rather have you guide them through a trendy and sarcastic story? I do want to add a disclaimer, though. Yes, you are trying to take the next move but please don't make

this sleazy and salesy. Be as genuine and authentic with your direction as you would be in a regular schmegular (Cardi B reference) Instagram post, but with more intention.

### Recognition

In order to build a brand, you've gotta get recognized and one way to do that is with your communication goals. What do you want your audience and clientele to recognize that you are communicating? Do you want them to be knowledgeable about your balayage process? Do you want them to be knowledgeable about what all it takes to maintain extensions? Do you want them to be knowledgeable about the movement you are creating? To be knowledgeable about the hair retreat you are hosting? To be knowledgeable about your hair education program that then they could transfer those skills into their own business? Like I have said many times before, the way you go about them should also align with your brand values.



# BRANDING EXPERIENCE

Inside the Salon

Outside the Salon

Marketing Your Brand





KRISTIN ESS  
STYLE REVIVING  
DRY SHAMPOO  
for all hair types  
oil absorbing  
odor eliminating  
blow dry extending  
vitamin enriched  
(200 mL) NET WT. 4 OZ / 113 g

MEMORY  
BRUME  
MEMORIELLE  
NET WT. / NET POIDS  
4.4 oz / 126g

You have come so far, girlfriend, and I couldn't be more proud. With your branding being this phenomenal, I know you will go far. But in order to go far, we know have create a branded experience.

When thinking of bringing your branding alive with it's experience, you want to keep three areas in mind: inside the salon, outside the salon, and marketing. When bringing out ideas from all three categories, you brand is destined to hit everyone in your market.





01.

# INSIDE THE SALON

Onboarding/Offboarding

Client Gifts

Welcome Packet

Something Special

Payment

Create A Program

Collateral

81/102



Inside the salon, you want to create a streamlined, branded client experience that is intentional so each and every clients feels the exact way your brand is intending them to feel.

My suggestion for this is to consider your services and then think about the process for each of those services. Even down to the smallest details because those matter, too. Where in your process could the experience for the client be better, more dramatic, more intentional. Here are a few ideas:

# 01. Onboarding/Offboarding

Do you do something special for when a first time client books you? Some things to consider are a welcome package with goodies and salon/stylist information. Do you do something special and personalized for your recurring clients everytime they come back for an appointment? The same thing goes for offboarding. Do you do something special to their experience that has them already so excited to return back? This could be setting up a branded photography station to take photos of their new fabulous hair on their way out. Or it could be a \$5 gift card to Starbucks so they can be super basic with new hair and a super fabulous coffee. These two steps are one of the first processes a client sees when it comes to your experience. Be wise, be intentional, and make sure the feeling of the experience your client feels is on brand.





Days after their appointment, you can mail them a sweet gift, showing your appreciation for them being a client. It doesn't even have to be anything dramatic. Something as small as a handwritten thank you note. Whatever your gift is, make sure it's on brand. If your brand is sassy and bubbly, send her some champagne. See where I am going here.

## 02. CLIENT GIFTS

## 03. WELCOME PACKET

I mentioned this in the onboarding and offboarding example, but really - a welcome packet for first time clients are SO extraordinary. Things you could include are: business cards, a loyalty or referral card, an “about the stylist” card, a client history form, a tips and tricks sheet pertaining to the service you are providing, and free samples. Obviously tailor your welcome packet to your business and brand, but I feel as if this step is a necessity for beauty brands.

## 04. SOMETHING SPECIAL

Add something to your experience that is unique to you and your brand. For example, when visiting Dry Bar, clients get to watch movies as they are getting their hair done. Think of something fun and surprising to your process that will make the experience more enjoyable, especially at a time when a client’s hair is processing.

# 05. MAKE PAYMENTS EASIER

Is there any way in your process to make your payment easier? Honestly, you just performed a service that makes your clients feel more beautiful. The last thing they want to do is deal with a 10 minute payment process. They want to go out into the world and show off your work. If you think there is no way to make payments easier, do a tad bit more research and see what you can do. If there's nothing you can do to make it easier, find a way to put in your process at a more convenient time.

# 06. CREATE A PROGRAM

Either it be a referral program, an affiliate program, or a VIP program. Create a program that makes them feel more of a part of your business and brand. I mean, I know you get excited when you redeem or use your points at Sephora at Ulta. It's literally so exciting. So create that same experience and feeling inside of your brand. With this, you will have less of a client and more of a brand evangelist.

# 07. COLLATERAL

Brand the collateral that is used in your salon. Pricing guides, smocks, retail bags, etc. Dry Bar also excels in this area, as well - even down to drink coasters! Literally so intentional. Go through your process and your salon and see what items you use that could be branded for a more cohesive experience.

# OUTSIDE THE SALON

Outside of the salon is when social media comes in. Now, I know we have talked about social media a tad, but here, we are going to talk about bringing a branded experience to social media.

First off, you need to figure out what platforms to be on to reach out to your ideal client.

So, there are literally so many social media platforms out there that we feel like we need to be on and a lot of us think we need to be on ALL of them. That couldn't be farther from the truth. You need to strategically think about where you need to put in the most time to get the best return on the time investment. To determine which platforms you need to be on, you need to pull out your ideal client profile.

*Your social media platforms:*

Where are they spending their time? Where are they putting most of their content? Where do they engage the most? This doesn't only have to be one platform, but it also doesn't need to be seven, either. Take some people from your dream clients list and research to see where they hang out the most when it comes to social media. I suggest picking no more than 2 social media platforms. I can hear you now. "Wow, Haley. Two doesn't seem like a lot." The main purpose you are only picking two is because you are going to execute them perfectly and when you have too many platforms to strategize at one time, it's not going to be perfect. Here are some platforms to consider: Instagram, Facebook, Pinterest, Twitter, Youtube, IGTV, Facebook Live.

Let's go back to our example niche, the fashion and lifestyle blogger industry. After studying that industry, it is very visible that specific industry is on Instagram and Pinterest. So those would be the two platforms to choose.

For some of you, that may look like twitter and snapchat. Or facebook and youtube. It all depends on where your IDEAL CLIENT is hanging out, not necessarily where YOU want to hang out. Remember, you are trying to reach clients and a loyal audience. You aren't trying to reach yourself. (Lol strange sentence, but you know what I mean.)



*Your internal business platforms:*

Next, you are going to pick your internal business platform(s).

What I mean by these are a: blog, email newsletter, private facebook group, podcast.

My suggestion here is to pick two as well so you can absolutely work it with a dedicated, killer strategy.

When deciding which internal platform is best for your beauty business, poll your existing audience (if they are already your ideal client) or reach out to those that are your ideal client. See which internal platform they would favor, where they would show up the most, where they would learn the most, where they would be willing to get VERY connected with you and your beauty brand.

At the end of your brainstorming, I would suggest to not go over 4 platforms in total (social and internal).

When you have your four total platforms, you will need to come up with a strategy that best suits your beauty business and serves your audience at the same time.

Just remember, these platforms need to be on brand at all times, visually and verbally. This is where you will be engaging with your audience, so you want to put all of this branding to good use, right?!

Next, you want to figure out which topics are going to resonate with your brand and ideal client.

What are some topic/ideas you can use to inspire/educate or show BTS and how can you relate it back to your business?





So, a huge trend I see in the beauty industry when it comes to social media is that a lot of the times, the feed is only consisted of the latest work/service that was performed. That's super great because you want people to see your skillset and how fabulous you are, BUT on the other hand, you need to connect to your audience further. Trust me, your audience is wanting to connect with you more, as well. Not only will you connect with your audience on a personal level, but after branding yourself, you will really bring that branding into play onto your platforms that you chose - visually and verbally.

Let's have more of a strategy when it comes to the platforms instead of just all work photos showing off your bougie, fabulous skills.

#### *Your Topics:*

Something I have set in place for myself is to have five different designated topics for posting when it comes to Instagram (This strategy could be used for any platform though).

My five topics spread out my skills, serve my audience, build a personal relationship, and uplifts. All at the same time, I relate all of my topics back to my business - no matter what.

My topics are: design work, business tips, blog post, a story/update about myself so my audience can get to know me, and a sassy motivational quote.

So, I want you to think about the topics you want to post about, but also relating it back to your beauty business. When thinking of these topics though, you want it to be topics that your audience WANTS to see. Think about what do they want to see from you? What do they want to hear from you? Don't overthink it, though.

Let's pull out our balayage and high-end extensions specialist for the fashion and lifestyle blogging niche example. Her topics could be: latest work/masterpiece, hair tips that serve her audience OUTSIDE of the salon, hair product reviews, a quote to create engagement, behind-the-scenes photo or video, and a post highlighting her latest blog post.

If you aren't sure about what your topics should be, ASK YOUR AUDIENCE. Most social platforms have a "poll" feature and girl, take advantage of that!

Once you have your topics created, then there's half of your strategy. You'll never wonder what you are going to post next because you have these topics set aside to guide you every week.

*Bring out your branding:*

Super swag. You have your topics and you are ready to roll. But are you? Just because you have your topics doesn't mean you can just post anything. You didn't just go through this whole book for no reason.

Now that you have your topics, you need to remember to be on brand - visually and verbally - when posting. So as far as appearance of your images go, this is where you want to pull out your moodboard. ANY, and I mean any, image that you post, you want it to MATCH and be COHESIVE with that board. You want the image to have the same color scheme and vibe so you can really build a branded feed.

A suggestion that I have if you aren't that great with images or just wish you were better is to find mobile photo presets that match the imagery and vibe of your moodboard so no matter what image you have, it will be cohesive once you put the preset on top. Did that make sense?!

Another way to make sure you are branded with posts such as quotes, FAQ, or any post that has text is by designing them with intention. Design these (or hire a designer) with your branded color palette and fonts.

Making sure each post is visually on brand will not only make you more professional, but will show people you care enough to still provide them with a branded experience outside of your salon.

Next, all you want to do is make sure is your verbally on brand, which brings me to the next exercise.

*Your social voice:*

For this exercise, I want you to pull out your keywords, the desired feelings you established for your audience and ideal client when interacting with your brand, and the overall tone of your brand. You want to pull out two from each category.

For example, we are going to say our balayage and high-end extensions specialist for the fashion and lifestyle blogging industry pulled out her two keywords of bougie and sassy. Her established feelings are confident and empowering. Her overall tone of voice for her brand is trendy and sarcastic.

Now, what I want you to do next is pull out these two characteristics and write a DREAM caption that is going to serve as a guide for all other captions in the future. Your caption is going to catch the essence of the characteristics brainstormed above. You want to write your dream caption in relation to your beauty business and I want you to write it out as if you are having a BFF conversation with one of your DREAM clients. That's a lot of pressure, so remember to be naturally you. With this exercise, you also maybe want to put in some emojis that are in relation to the feeling of your brand and audience + ideal client. I mean, it's social media. You have to have emojis, right?! Once you have this DREAM caption, you want to save this just as you are saving everything else. If you have a team or a social media assistant, you will want them to have this so there aren't any inconsistencies when they are communicating on the platforms.

I know platforms limit the amount of text you can put in captions and what not, so just keep in mind all of the communication goals and everything else you set above. You don't want to lose your strategy in all of this. Just maybe going about it in a more abbreviated way on social.

*The aesthetic:*

As far as visually branding your social media accounts, take advantage of the features the platforms you choose have to offer. No matter what platforms you are on, though, you all want them to be cohesive, so use the same profile photo and other corresponding features. For example, here's all of the features you could take advantage of branding on Instagram:

- / posts in your feed
- / highlight icons
- / story templates

For your internal platforms, have those aesthetics branded as well. If you have a blog, have branded blog post title templates. If you have an email newsletter, brand your newsletter with your fonts and color.

Basically, be consistent with your aesthetics so when one sees any kind of post, they know exactly who it's coming from.



# MARKETING YOUR BRAND

Another way to bring in an branded experience is by your marketing efforts for your brand. I'm talking outside the scope of social media. I'm talking about REALLY marketing your brand. We want you to become a sensation and that's gonna take uncomfortability and thinking outside the box, so here's some ideas:



# WEBSITE



Websites are very underrated when it comes to the beauty industry. Websites are seen as these over professional projects to deal with, but it's honestly ANOTHER place for your audience and ideal client to hang out with you even more. If a website is done right, it does the working for you. It takes over at night while you are sleeping or while out at happy hour with your gals. Not having a website won't necessarily break you, but if you did have one, it will create even more of an experience when a client isn't in the salon, but still wants to follow you.



# NETWORKING

GET YOUR NAME OUT THERE BY GETTING OUT THERE!

Find an event for beauty industry leaders and influencers or find an event that is tailored to your niche, if you picked one. This is a huge way to further expand your brand outside of the salon and even outside of your social media. Making connections in your profession will honestly take you a lot further than you think.

If you are a hair stylist, there's a gal named Elizabeth Faye that host a HUGE hair networking event every year and even smaller ones throughout the year. GET INVOLVED with these events. You never know, you may learn something, teach something, or meet someone that could change the trajectory of your career path. Be on brand at these events and have branded collateral with you and I promise, you will blow everyone away.



# EVENTS

Host your own events. It can be for other industry peers, it could be for your audience or niche, or it could be for students who are wanting to learn from you. This is a great way to put your brand out there and establish yourself as an industry expert.



# COLLABORATIONS

Reach out to brands. Reach out to other industry leaders. Reach out to the cosmetology schools. Reach out to be a guest blogger. Whatever you do, reach out to those who inspire you the most and see how you can collaborate together to create a great experience or create great content. The power of a working together as a team of collaboration will take you a lot farther than coming from a mindset of competition. I promise you.

# CONGRATULATIONS

GIRL, YOU JUST FREAKING DID IT!

You literally just established YOUR OWN BRAND and I couldn't be more proud of you! I hope, from this point on, that you put all of this work to use so you can be more confident in your beauty business, stand out in your crowd, and look like the most professional beauty babe out there.

What you have done thus far, many don't have the courage to do yet and with that, I applaud you. You are already so far beyond the competition and you don't even know it yet. Just wait. The greatest things are destined for you, your brand, and your beauty business.

*wanting more from haley davis branding and design?*

// schedule a free consultation call on the contact page of my website

// book a custom branding design package to put all of your design ideas to work

// book a custom web design package to take your brand even further.

I can't thank you enough for letting Haley Davis Branding and Design to be a part of this new journey for your new beauty business. I am absolutely honored to have been chosen by you and promise me that we will stay in touch!

GO GET THEM, GIRL.

