

BRANDING STYLE GUIDE

Aria

SALON STUDIOS

INTRODUCTION



Aria Salon Studios has created a unique visual identity that represents what the company and concept are all about.

Our identity is not just a logo. There are a number of elements that come together to create the Aria Salon Studios brand.

With numerous individually run studios under one roof, it is important to keep the Aria brand consistent in communication and message.

The guide was established to allow you a degree of creativity and flexibility, while staying on point with the intended Aria identity.

Please note these are only “guidelines” and situations may occur where further guidance is required.

Thank you.

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BRAND MESSAGE



What is the Aria Salon Studios brand and what does it stand for?

MISSION

Aria Salon Studios is dedicated to creating and fostering a distinct, modern environment in which beauty and health professionals will have the ultimate freedom to express themselves in a private, unique and comfortable environment while providing their clients with a memorable salon experience.

VISION

Aria Salon Studios welcomes and encourages everyone – beauty professionals, clients, vendors, the community, etc. – to **REimagine their salon experience**. We want the entire industry to do, think and expect something more.

BRAND PERSONALITY

A brand personality is made up of characteristics that describe a brand. Below are some adjectives we think best describe Aria's personality:

Relaxing	Clean
Calming	Honest
Innovative	Fresh
Creative	Unique
Professional	Personal
Expressive	Passionate
Glamorous	Custom

VISUAL ELEMENTS



LOGO

The Aria logo consists of two elements:

1 Script

2 Type



TAGLINE

The Aria tagline consists of three elements:

1 RE

2 imagine

3 your salon experience

LOGO VARIATIONS



PMS 158 Orange

C=0	R=245
M=61	G=128
Y=97	B=37
K=0	

PMS 7532 Bronze

C=0	R=119
M=17	G=100
Y=50	B=65
K=65	

PMS Black

C=0	R=35
M=0	G=31
Y=0	B=32
K=100	

PMS White

C=0	R=255
M=0	G=255
Y=0	B=255
K=0	

TAGLINE VARIATIONS

REImagine
YOUR SALON EXPERIENCE

REImagine
YOUR SALON EXPERIENCE

REImagine
YOUR SALON EXPERIENCE

REImagine
YOUR SALON EXPERIENCE

REImagine
YOUR SALON EXPERIENCE

REImagine
YOUR SALON EXPERIENCE

PMS 158 Orange

C=0 R=245
M=61 G=128
Y=97 B=37
K=0

PMS 7532 Bronze

C=0 R=119
M=17 G=100
Y=50 B=65
K=65

PMS Black

C=0 R=35
M=0 G=31
Y=0 B=32
K=100

PMS White

C=0 R=255
M=0 G=255
Y=0 B=255
K=0

DO NOT ...

The logo for Aria Salon Studios is shown tilted at an angle. The word "Aria" is in a large, orange, cursive script, and "SALON STUDIOS" is in a smaller, orange, sans-serif font below it.

Tilt or Rotate

The logo for Aria Salon Studios is shown in a purple color. The word "Aria" is in a large, purple, cursive script, and "SALON STUDIOS" is in a smaller, purple, sans-serif font below it.

Add a Color

The logo for Aria Salon Studios is shown stretched horizontally. The word "Aria" is in a large, orange, cursive script, and "SALON STUDIOS" is in a smaller, orange, sans-serif font below it.

Stretch or Squeeze

The logo for Aria Salon Studios is shown with a drop shadow. The word "Aria" is in a large, orange, cursive script, and "SALON STUDIOS" is in a smaller, orange, sans-serif font below it.

Add a Drop Shadow

The logo for Aria Salon Studios is shown on a solid red background. The word "Aria" is in a large, orange, cursive script, and "SALON STUDIOS" is in a smaller, orange, sans-serif font below it.

Use on a Vibrating Background Color

The logo for Aria Salon Studios is shown cropped to the word "Aria". The word "Aria" is in a large, orange, cursive script.

Crop

The logo for Aria Salon Studios is shown with an orange outline. The word "Aria" is in a large, orange, cursive script, and "SALON STUDIOS" is in a smaller, orange, sans-serif font below it.

Outline

The logo for Aria Salon Studios is shown on a blue and black striped background. The word "Aria" is in a large, orange, cursive script, and "SALON STUDIOS" is in a smaller, orange, sans-serif font below it.

Use on a Textured Background

SIZE & SPACE



CLEAR LOGO SPACE

The Aria logo should always be surrounded by an adequate amount of clear space in order to set it off from other elements. The gray area indicates the minimum amount of clear space that must surround the logo on all materials. Minimum clear space is specified in units of “r” which equals the height of the “r” in Aria.



MINIMUM SIZE

In order for the Aria logo to be read clearly and identified quickly, **it must never be smaller than .75 inches tall by 1.5 inches wide.**

CO-BRANDING

When placing the Aria Salon Studios logo in the same vicinity as another logo there are a few things to remember.

SPACE

The first is to leave the proper amount of clear logo space around the Aria logo (review page 8).

SEPARATION

To benefit both brands it is also important to try and keep the logos separated on marketing materials, maintaining two unique brands.

EXAMPLES:

- Opposite corners of an ad;
- Opposite sides of a photo;
- Opposite sides of a headline;
- Opposite sides of a business card.

COLORS

The last thing to remember is if the colors of the logo do not blend, use the black or white version of the Aria logo. It is more important to present the brands cohesively than in total opposition.

SAMPLE BUSINESS CARD

As part of Aria's mission of supporting your business and success, provided is a sample business card for optional use. Your studio will have its own name, its own number and possibly its own website, but the Aria logo and address should appear on your business cards and other marketing materials per the standards presented in this guide.

This sample business card is not required for use. It was designed as a temporary card that allows for customization on the reverse side for your specific studio. Please download art files for this template from www.AriaSalonStudios.com/businesscard.



TYPOGRAPHY

An important part of the Aria Salon Studios identity is its typography. The “Aria” in the logo is a custom font that is not recommended to be duplicated. The “Salon Studios” font is **Gotham** and should be used for all tagline, headline and body copy when it comes to an Aria-specific marketing piece.

With professionals operating as individual studio owners, the Aria type selections are only requested when the material is coming from Aria or being used for Aria purposes only.

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THANK YOU.

Aria

SALON STUDIOS