

BRAND GUIDLINES

A step-by-step guide to brand usage at
THB Academy



Created May 2023
By ReThinkit Marketing



CONTENTS



BRAND BOARD OVERVIEW



COLOUR PALLETTE



INTRODUCTION



SHAPES GRAPHICS AND
FONTS



MISSION, VISION & VALUES



LANGUAGE AND TONE



DESIGN ELEMENTS



CONTACT US

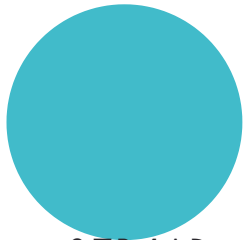


BRAND OVERVIEW

BOARD



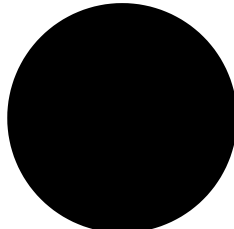
THB Academy



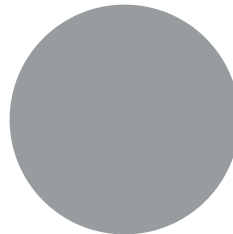
#37B4AD



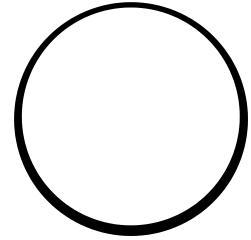
#07707D



#2A272D



#979D9E



#736357

Font Variations:

Headers: Caviar Dreams Bold

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: Caviar Dreams

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
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Mission:

THB Academy is dedicated to bridging the gap in hairdressing training to raise industry-wide standards through education and increasing confidence.

Vision:

We endeavour to be THE base for education in the salon industry, constantly striving to unlock potential to elevate and raise the tide in skills, standards and confidence so so all boats can sail and propel the industry forward.

Inspiration:



INTRODUCTION

Let's get started...

The best brands stick in our minds because their presence is defined by the repetition of the same logo, fonts, colours, and images. It's used on our website, posters, literature, social media, emails and more!

Our brand is who we are. It's the set of ideas, emotions and associations that are brought to mind whenever anyone thinks of The Hair Base Academy (THBA). 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 the industry, potential students and students and how we interact with anyone on behalf of The Hair Base Academy.

The following brand guidelines are designed to help you make sure that everything you do fits THBA brand. They have been designed not to be too restrictive but 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 VISSION AND VALUES

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

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

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



MISSION:

THB Academy is dedicated to bridging the gap in hairdressing training to raise industry-wide standards through education and increasing confidence.

VISION:

We endeavour to be THE base for education in the salon industry, constantly striving to unlock potential to elevate and raise the tide in skills, standards and confidence so so all boats can sail and propel the industry forward.

VALUES:

We believe in high-quality in-depth training and that all stylists should be able to:-

- access in-depth, suitable training
- feel confident in their skills and ready to hit the salon floor
- contribute to raising standards across the salon industry

DESIGN ELEMENTS

A quick Overview

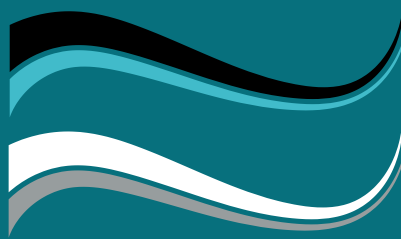
Elements

The THBA duo curve echoes the hair shaft and direction of upwards learning and evolution of skills.

Icons to highlight talking points and, for easy reference, set in circles.

Text blocks in colour to highlight important points and add interest.

Photos in circles to echo curve with full circle highlight behind.



Important information

Logo

To always appear whole
No colour change
Where possible white background and bottom left hand corner



Tone of voice

Positive, strong, well educated & dynamic. Not over complicated, although correct terminology should be used.

Talk about the solutions THBA offer rather than just the problem.

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

Photography

No people stock images to be used.
Images should be natural, positive, vibrant, well-lit images.
Where needed, text boxes can be used over photography with reduced transparency.



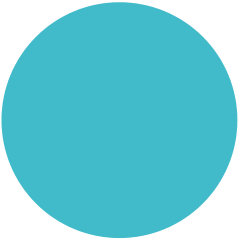

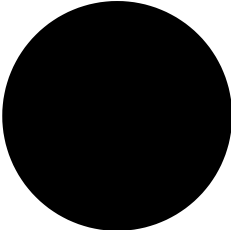
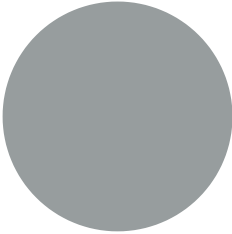
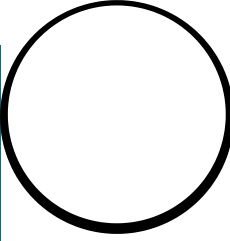
COLOUR PALLETE

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

The chosen colours are the perfect palette for the THB Academy audience and also link with sister brand, The Hair Base.

The colours can be used as they are in block colours or in more transparent variations of colours for use over photos to highlight text.

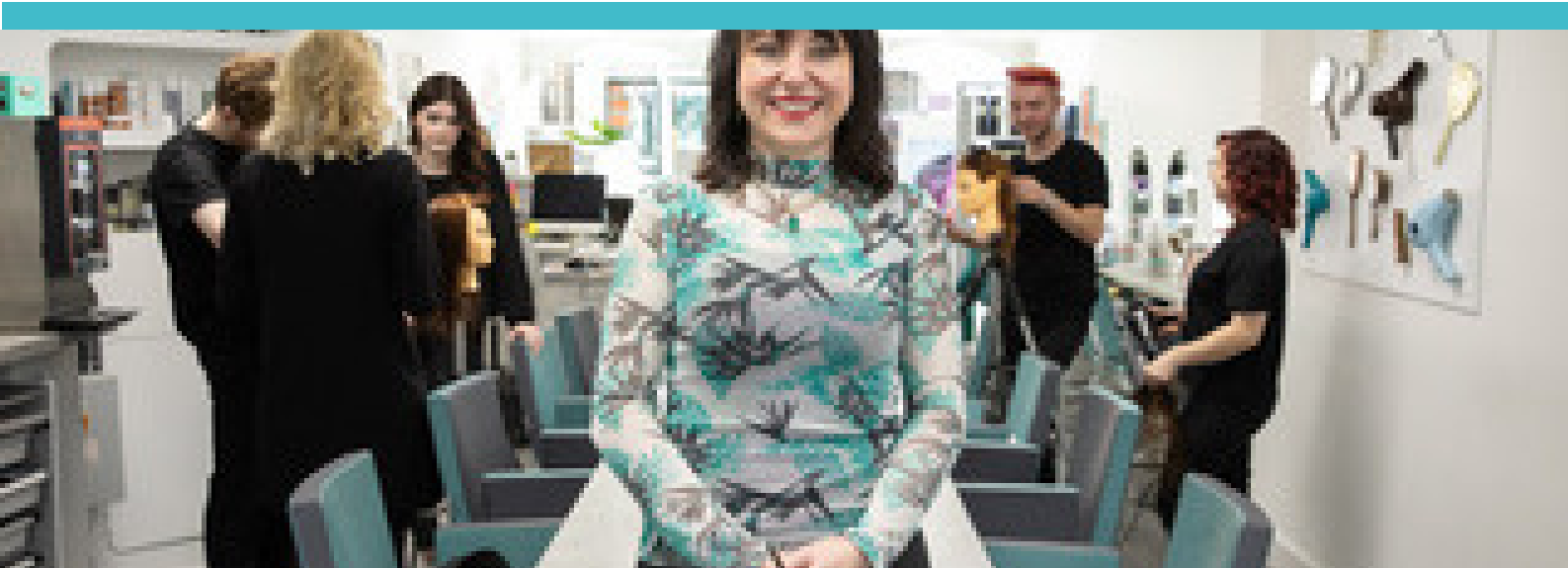
The table below names colours and provides the primary usage. Using a primary colour per area of the organisation will highlight the separate area to help create a suite of information that sits well together.

Colour					
Reference	#37B4AD	#07707D	#2A272D	#979D9E	#736357
Name of colour	THB Aqua	THB Teal	Box Black	Silver fox	Snow
Main use	<ul style="list-style-type: none">• Main primary colour.• Background• circle frame• Text boxes	<ul style="list-style-type: none">• Background• circle frame• Text boxes	<ul style="list-style-type: none">• Text• Headings	<ul style="list-style-type: none">• Text• Headings	<ul style="list-style-type: none">• Text• Headings

The blended background of THBA aqua and white works well to bring life to a text-heavy page.

A PICTURE TELLS A THOUSAND WORDS...

THBA 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 attending The Hair Base Academy.

No stock people images are to be used.

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

Photos should be positive and tell a story. They should be happy and action focussed. Where possible in natural daylight.

Soft focus can be used.

Images should be placed straight in use.

Images should be used to break up text-heavy pages and add interest.

Images should relate to the topic.



SHAPES & GRAPHICS

The Hair Flair

The Hair Flair was designed to echo the hair shaft and strengthen the brand image. The flair will become easily identifiable across the website, social media and all communications.

The flair has been developed to add another design element. It doesn't need to be overused on everything, but a simple hint will tie branding together.

It has been developed to be placed in an ad-hoc manner and provided as jpegs that can be added to documents, posters, web, and social media.

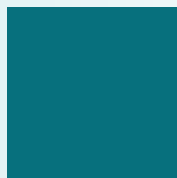
As this document illustrates, the page positioning should be horizontal, aligned to the left and random throughout documents.

Pages with full-bleed photos do not need to feature the curve as illustrated in this document.



Rectangle boxes

Rectangles with right-angled corners can be used to highlight text and create interest .



Circles that echo the hair shaft curve also features heavily and can be used to frame photos.

Unlock potential

The "unlock potential lock and scissors has been created to visually represent THBA. and



Icons & Lines



Icons can be used within circles, usually in THB Aqua to highlight a point and maketext easier to read and skim through.

With lines being used to separate information. as illustrated in the contents table and colour palletes pages of t his document.

FONTS

Caviar Dreams regular is the chosen fonts to provide cohesion to The Hair Base.

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

Headings

Where possible should be Caviar Dreams Bold, upper case to reflect the logo and at least 16 point and where possible box black.

Subheadings

Should be in either Caviar Dreams Regular or Caviar Dreams Bold, at least 14 point and where possible and if appropriate, in a different colour to highlight

Main text

Should be in at least 12 point Caviar Dreams Regular

Text Layout

Text should be aligned to the left.

To make documents easier to read two columns of text can be used.

Logo

It should always appear whole with a good clearance around the edge.

Where possible in colour.



LANGUAGE AND TONE

The language used, and tone is so important in any communication. Spoken and written words should echo the values of THBA both internally and externally. Expressed in emails, displays, printed literature, and website.

Reflecting core values: To educate, illustrate, listen and provide trust, dedication, and support in the educational salon community.

Language should be easy to read and understand, and jargon and acronyms should be avoided.

The tone should be positive, strong, and dynamic, concentrating on the solutions we offer rather than just the problems we are helping.

Communicate with integrity and language should be personable using words such as people, team, confidence and learning.

Think audience and tailor the language used appropriately.

Quotes

Quotes can be a brilliant way to validate, add value, weight and emotion to any communication.

Quotes should be highlighted using italics and coloured boxes where possible and attributed to a full name and location/ salon name where possible with attendees of the programme and for employees their full name and title to add weight.



*"I gained so much from The Finishing School course at THBA.
I now feel confident to hit the salon floor."*

Sarah Smith, Cutting It Salon, Hull

CONTACT DETAILS

Please think of future contacts.

The more followers THBA have on social media and in the database, the better!

If possible, all THBA contact details should be included in communications written in full, with live links and QR codes if appropriate.

This will give people the best chance of communicating with us and finding the information they need.

White icons should be placed within a circle.

Contact THB Academy Team



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