

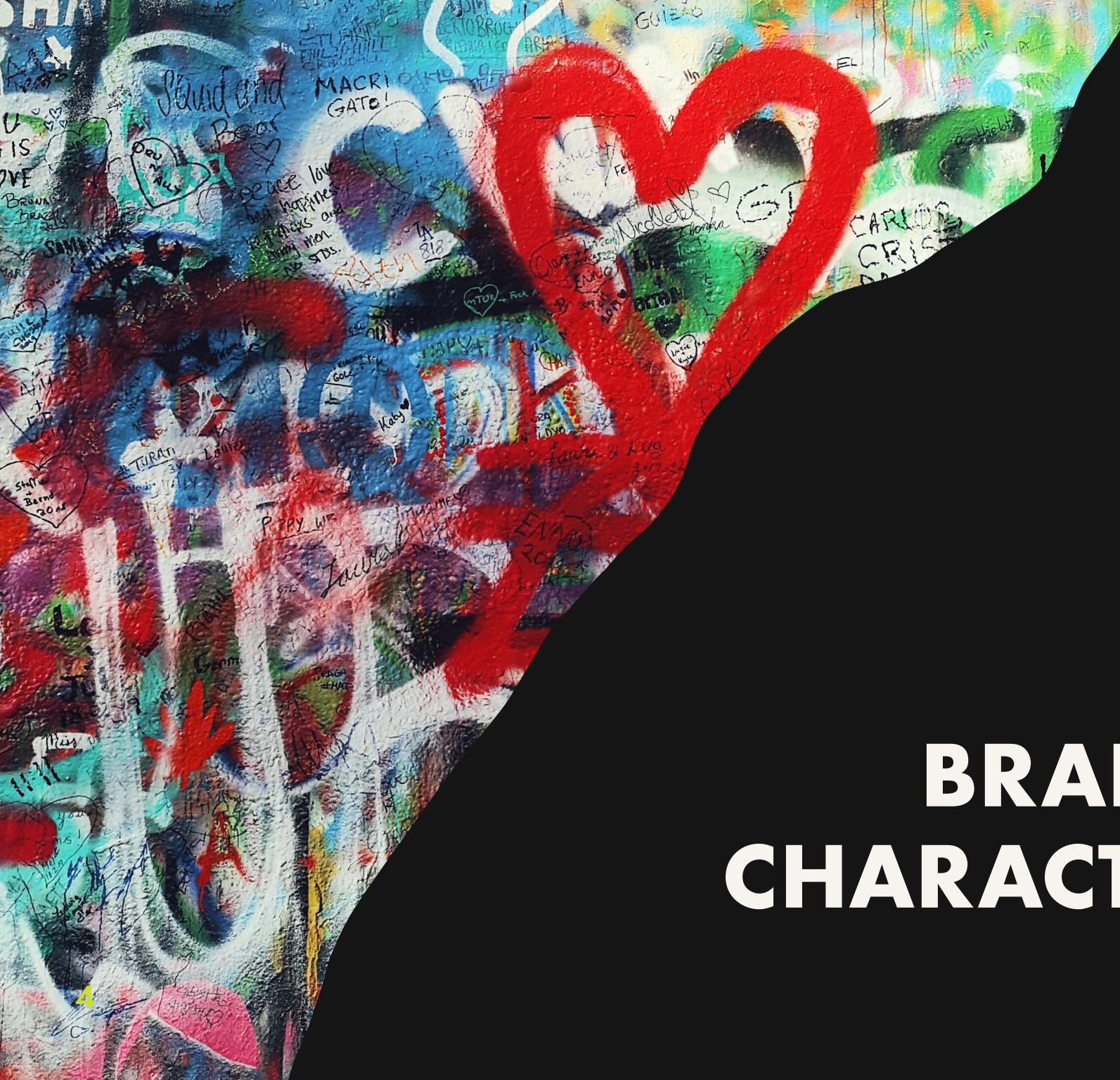
VAN!

BRAND BOOK



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BRAND CHARACTER

VAIN'S HISTORY

VAIN began in 1996, opening in Seattle's Belltown area, where it prided itself in being cutting-edge and affirming of people's personalities and styles and providing quality, professional hair styling.

They also are a community-forward business and participate in activism, mentorships and donates to programs.

Known for their hair styling and coloring, VAIN also does hair extensions, braids and bridal services. Their willingness to do cuts and color with an edge or flair is what brings many clients to them.

BRAND POSITION & PROMISE

VAIN has been committed to encouraging its clientele to unapologetically express their authentic selves. That's why they seek highly-skilled stylists that are able and unafraid to take risks in transforming their clients according to their style and vision in a safe, encouraging space.

VAIN is authentic, vibrant, and refined with an edge, just like their clients.

CHARACTERISTICS

VAIN has grown to be both a bastion for edgy, vibrant looks while also serving those looking for a more refined style. We want the brand to both embrace its grungy, urban 90s beginnings while embracing the contemporary. We achieve this by mixing the vibrancy of graffiti and street art with modern, clean elements.

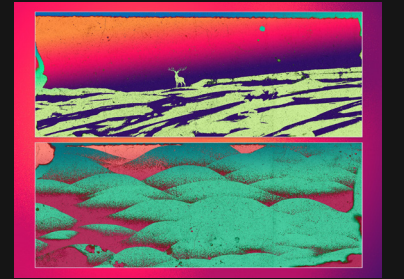
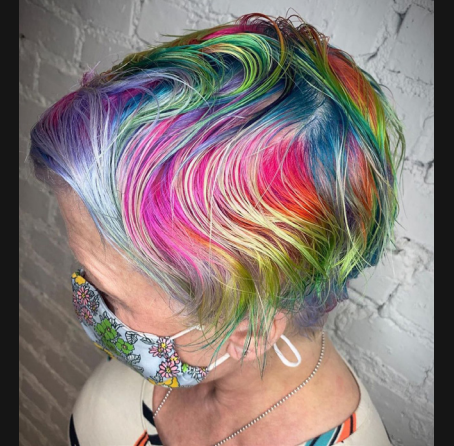
45%
**REFINED
YET EDGY**



40%
AUTHENTIC



15%
VIBRANT





MOODBOARD

We narrowed down the traits into a more concise aesthetic, something that include graffiti with rounded, sticker-style illustration, and vivid colors.



The logo is reminiscent of the original while giving it a new spin based on the contemporary street art aesthetic. It's energetic, authentic and unapologetic.

VAIN.

WHITE LOGO

VAIN.

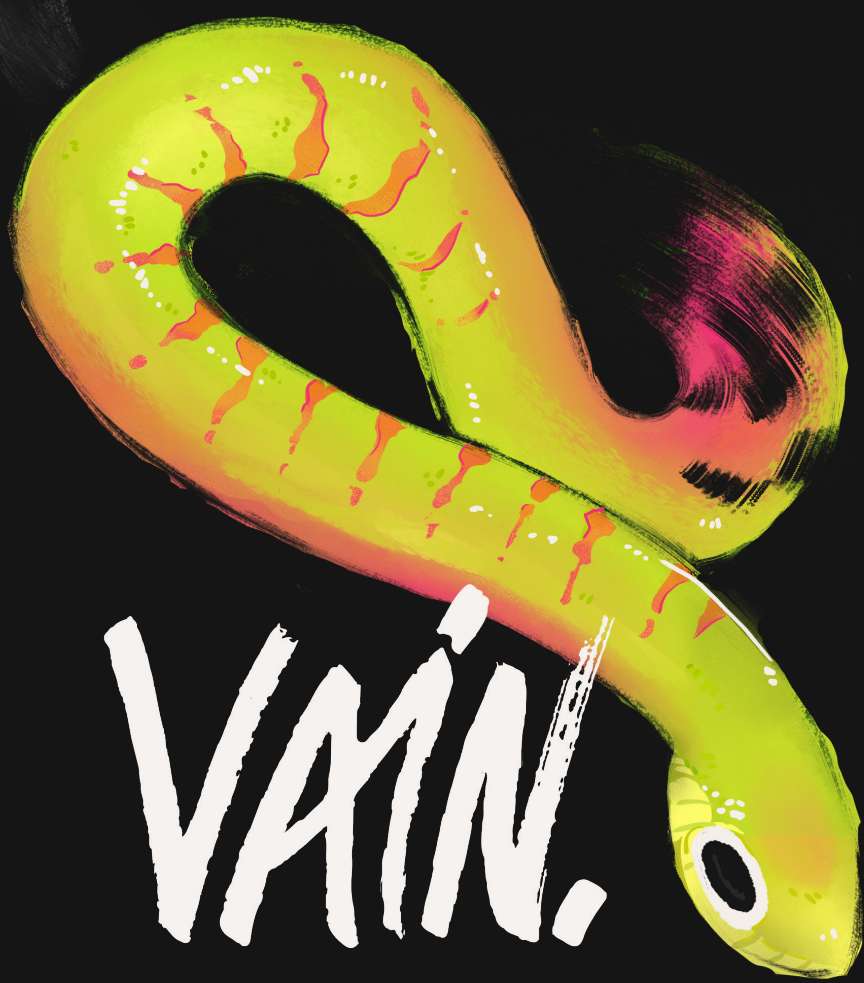
BLACK LOGO

VAIN.

VAIN.

SMALL VARIANTS

LOGO



Snake Variant

Some items we'll want to include the snake. Except in very rare cases, we want the wordmark to always be at the bottom with the snake's head, overlapping a little, as seen on the left.

The amount the body should be cropped isn't limited, but it shouldn't be cropped anymore than the below:



LOGO DON'TS



DO NOT reduce down to one letter



DO NOT use colors other than black or white



DO NOT put the logo over the snake fully



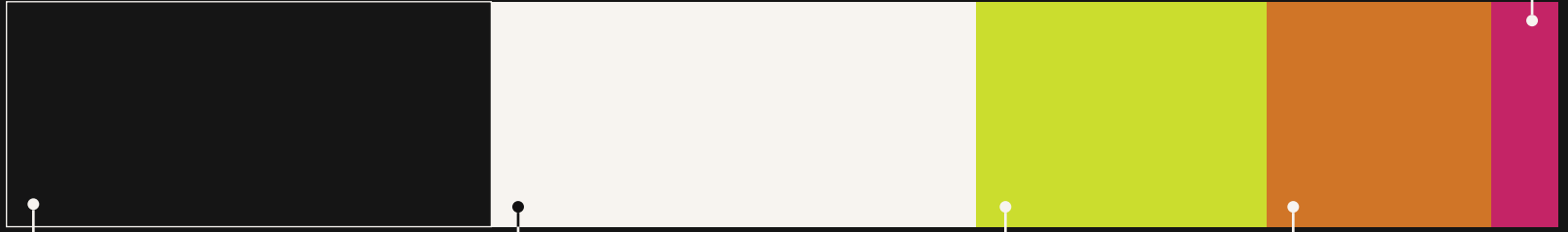
DO NOT skew, morph or distort



DO NOT outline



BRAND COLORS



MINESHAFT
#151515
RGB 21 21 21
CMYK 73 67 65 89

SPRINGWOOD
#f4efeb
RGB 244 239 235
CMYK 3 4 5 0

PEAR
#d0dd27
RGB 208 221 39
CMYK 23 0 100 0

TANGO
#f37321
RGB 243 115 33
CMYK 0 68 100 0

AMARANTH
#ee3472
RGB 238 52 114
CMYK 0 93 31 0



TYPOGRAPHY

The logo for VAIN is very expressive and loud, so we want the rest of the text treatment to be more subdued and refined. We chose Futura PT to accomplish this, as it's quiet but strong enough to stand out on its own.

Strong headline

FUTURA PT BOLD

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Secondary headline

FUTURA PT DEMI

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

Copy

Futura PT Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

CHARACTERISTICS

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Gib R. é

GRAPHICS

THE SNAKE

The snake is symbolic of change as it sheds its skin, the vibrancy of its new skin reminiscent of a new, colorful hair style. It also ties into the idea of "sin", along with how "vanity" is considered one, however our snake is friendly and beautiful, a testament to how we believe looking how you want to look is **not** sinful or shameful.

There are two versions of the snake. One includes a sticker-like border, and another without. There are no hard or fast rules for which to use, except the sticker snake should be used sparingly and only when the snake's body **has** to stand out.



THE EDGE

There are two standard edges that are provided, one is for slicing a landscape image or layout, the other for portrait sized.

New edges can be created, the rules are it should be ragged but not too messy, see the DON'TS section.

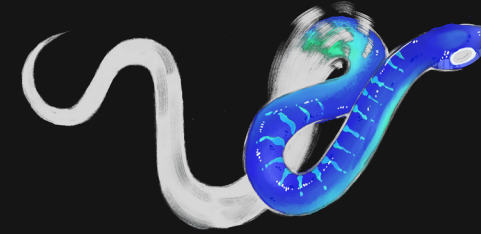


EDGE FOR LANDSCAPE LAYOUTS



EDGE FOR PORTRAIT LAYOUTS

GRAPHICS DON'TS



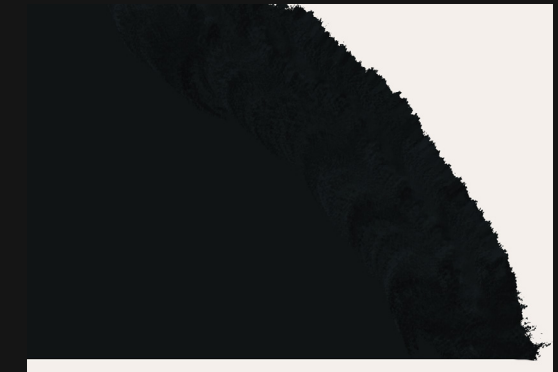
DO NOT recolor the snake



DO NOT recolor the sticker border



DO NOT recolor the edge



DO NOT have too messy of an edge

GRAFFITI

There are no rules for the content of a graffiti piece, other than, 1] it should be appropriate according to the rules set by the higher ups of VAIN (eg, if they want no cursing, etc) and 2] it's not a polished piece of street art. We want the chaos and beauty of layered art and tags.

If it's not a piece commissioned by VAIN, make sure we're legally allowed to use the graffiti.

Try to adjust colors to match one or more of the brand colors if the piece doesn't include them.



EXAMPLE OF COLOR ADJUSTMENT

BUSINESS CARDS



APPLICATIONS

CLOTHING



For clothing where the cloth is black, make sure the snake's body is made with a material that will help it stand out, such as a glossy finish.



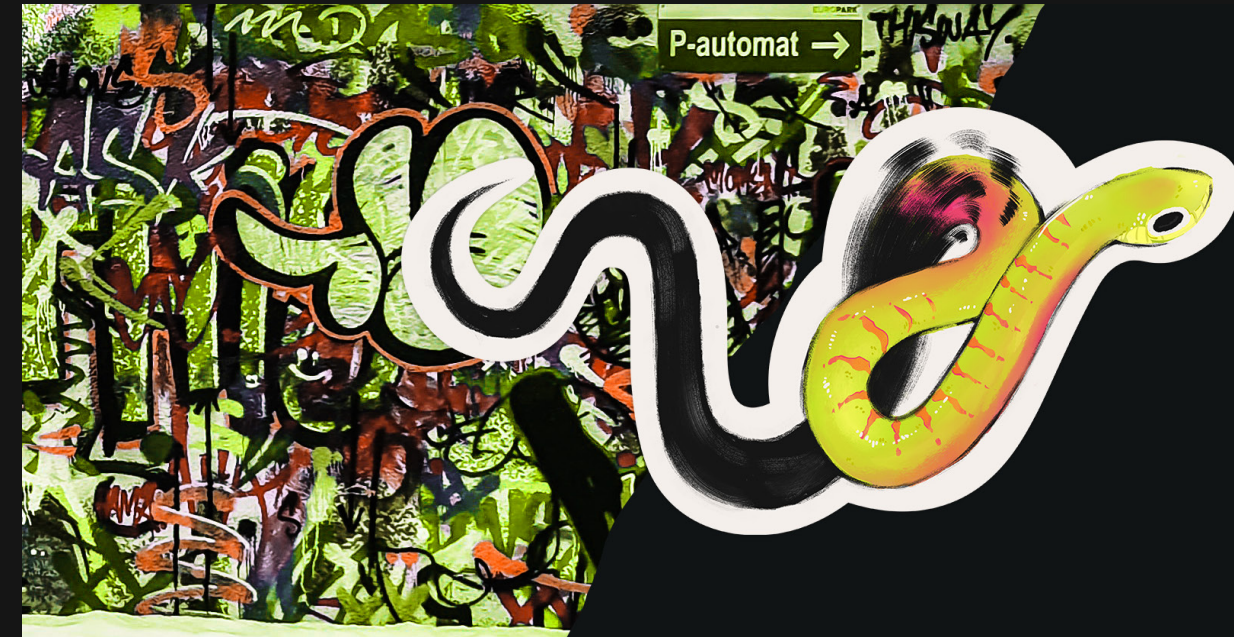
STATIONARY



HAIR PRODUCTS



WALL TREATMENT & MURAL



OUTDOOR SIGNAGE



GIFT CARD

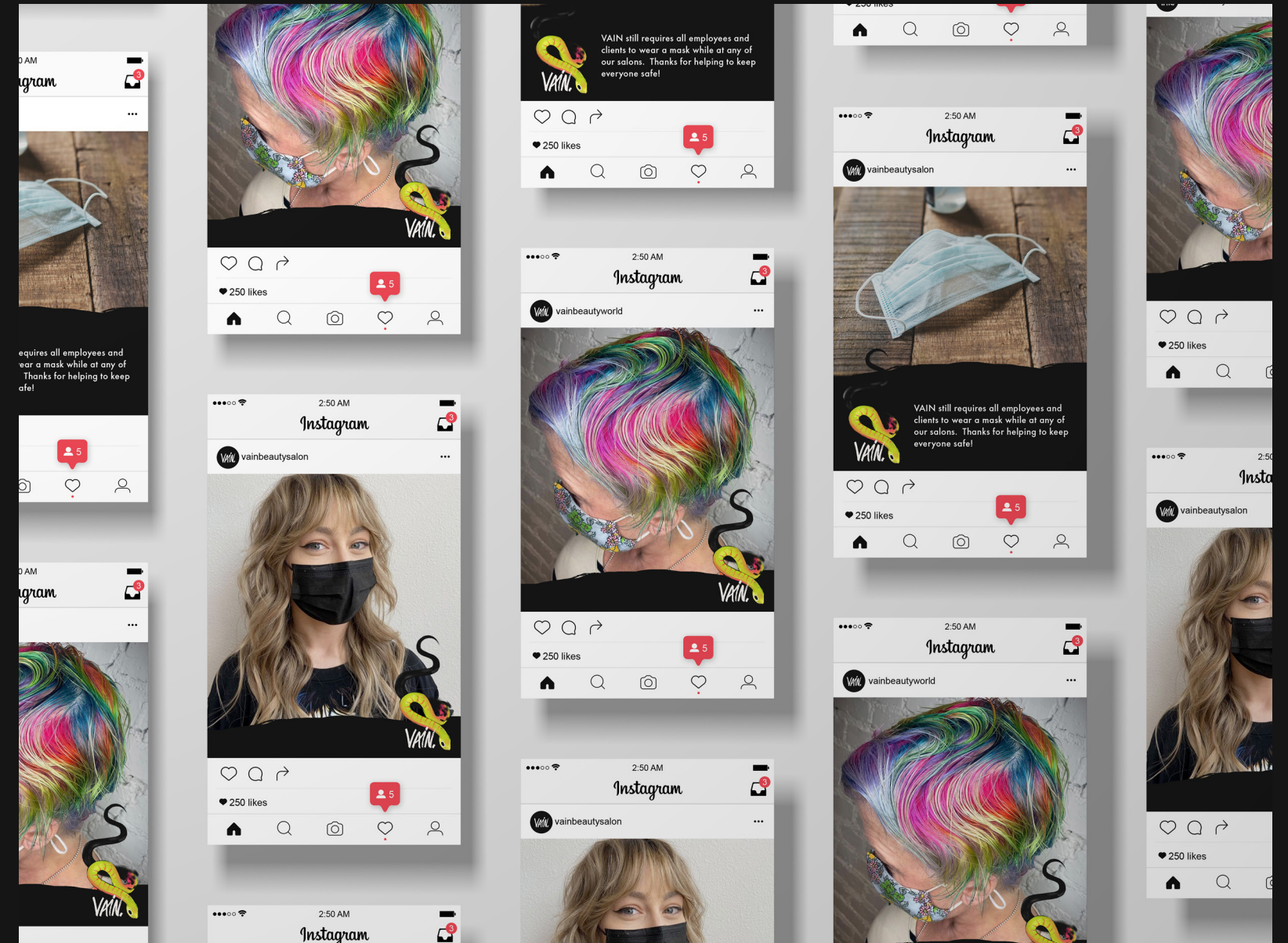


INSTAGRAM TEMPLATES

There are 3 provided templates for users to insert images and/or text into, depending on what is needed.

One template has the snake with logo on the left, the other on the right, which can be chosen depending on what side the focus of the image is in.

The third template is for posts with a message, such as a mask mandate or holiday hour notifications.



P-automat →



THANK YOU!