

BARE CANVAS

Brand Guidelines & Standards Manual

Professional Waxing & Beauty Services

"Bare it all with the ultimate waxing experience"

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1. BRAND OVERVIEW

Business Information

- **Business Name:** Bare Canvas
- **Tagline:** "Bare it all with the ultimate waxing experience"
- **Location:** 2743 Smith Ranch Rd, Suite 804, Pearland, TX 77584

- **Owner:** Priscilla Garza Rodriguez
- **Services:** Professional body waxing, esthetician services
- **Instagram:** @barecanvas.beauty

Brand Positioning

- **Premium boutique waxing specialist**
- **Professional, comfortable, elegant**
- **Approachable expertise**
- **Sophisticated yet welcoming**

Target Audience

- **Primary:** Women aged 25-45 seeking professional waxing services
 - **Secondary:** Anyone wanting premium body hair removal
 - **Psychographics:** Values quality, comfort, professionalism, and discretion
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2. BRAND IDENTITY

Brand Personality

- **Sophisticated:** Professional expertise with premium positioning
- **Warm:** Approachable and comfortable atmosphere
- **Clean:** Hygienic, minimal, organized aesthetic
- **Confident:** Empowering clients to feel their best

Brand Values

- **Excellence:** Premium quality products and techniques
- **Comfort:** Client comfort and safety as top priority
- **Professionalism:** Licensed expertise and clean environment
- **Discretion:** Private, judgment-free experience

- **Empowerment:** Helping clients feel confident and beautiful

Brand Promise

"Professional waxing services that prioritize your comfort while delivering exceptional results in an elegant, welcoming environment."

3. COLOR PALETTE

PRIMARY COLORS

Deep Brown - #4a3528

- **RGB:** 74, 53, 40
- **CMYK:** 0, 28, 46, 71
- **Usage:** Main text, buttons, headings, footer
- **Brand Role:** Primary brand color, strongest contrast

Warm Brown - #6b4e3d

- **RGB:** 107, 78, 61
- **CMYK:** 0, 27, 43, 58
- **Usage:** Logo text, secondary text, navigation
- **Brand Role:** Logo color, readable text

Muted Gold - #c4a373

- **RGB:** 196, 163, 115
- **CMYK:** 0, 17, 41, 23
- **Usage:** Premium accents, highlights, luxury touches
- **Brand Role:** Accent color, premium positioning

BACKGROUND COLORS

Warm Cream - #faf9f7

- **RGB:** 250, 249, 247
- **CMYK:** 0, 0, 1, 2
- **Usage:** Main backgrounds, website body
- **Brand Role:** Primary background, clean canvas

Light Beige - #f7f3ed

- **RGB:** 247, 243, 237
- **CMYK:** 0, 2, 4, 3
- **Usage:** Section backgrounds, headers
- **Brand Role:** Secondary background, gentle separation

Soft Beige - #f2ebe3

- **RGB:** 242, 235, 227
- **CMYK:** 0, 3, 6, 5
- **Usage:** Cards, contact sections, subtle backgrounds
- **Brand Role:** Gentle contrast, soft warmth

SUPPORTING COLORS

Cream Accents - #f5f1ed

- **RGB:** 245, 241, 237
- **CMYK:** 0, 2, 3, 4
- **Usage:** Service cards, hover effects
- **Brand Role:** Interactive elements, highlights

Warm Stone - #e8ddd4

- **RGB:** 232, 221, 212
- **CMYK:** 0, 5, 9, 9
- **Usage:** Borders, dividers, icon backgrounds
- **Brand Role:** Structural elements, definition

Logo Beige - #d4c4b0

- **RGB:** 212, 196, 176
 - **CMYK:** 0, 8, 17, 17
 - **Usage:** Logo background match, special sections
 - **Brand Role:** Brand consistency, logo harmony
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4. TYPOGRAPHY GUIDELINES

Primary Typeface

- **Font Family:** Georgia (serif)
- **Usage:** Headings, body text, professional documents
- **Personality:** Elegant, readable, trustworthy
- **Fallbacks:** Times New Roman, serif

Secondary Typeface

- **Font Family:** Arial/Helvetica (sans-serif)
- **Usage:** Modern applications, digital interfaces
- **Personality:** Clean, contemporary, accessible
- **Fallbacks:** Helvetica, Arial, sans-serif

Typography Hierarchy

- **H1 (Main Headlines):** 42-48px, Deep Brown, Georgia
- **H2 (Section Headers):** 32-36px, Deep Brown, Georgia

- **H3 (Subsections):** 24-28px, Warm Brown, Georgia
 - **Body Text:** 16-18px, Warm Brown, Georgia
 - **Captions:** 14px, Warm Brown, Georgia
 - **Buttons:** 16-18px, White on Deep Brown, bold weight
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5. VISUAL STYLE

Design Principles

- **Minimalist:** Clean, uncluttered layouts
- **Warm:** Inviting color temperature
- **Elegant:** Sophisticated typography and spacing
- **Professional:** Credible, trustworthy aesthetic
- **Approachable:** Welcoming, not intimidating

Layout Guidelines

- **White Space:** Generous use of space for breathing room
- **Alignment:** Clean, organized grid systems
- **Contrast:** Sufficient contrast for accessibility
- **Hierarchy:** Clear visual organization
- **Balance:** Harmonious element arrangement

Image Style

- **Photography:** Clean, professional, well-lit spaces
 - **Colors:** Warm, natural lighting preferred
 - **Composition:** Simple, uncluttered backgrounds
 - **Mood:** Calm, comfortable, professional
 - **Avoid:** Harsh lighting, clinical coldness
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6. LOGO USAGE

Logo Characteristics

- **Style:** Elegant script with line art figure
- **Colors:** Warm Brown text on Logo Beige background
- **Mood:** Sophisticated, feminine, professional
- **Elements:** Typography + minimalist figure illustration

Logo Do's

- ✓ Maintain original proportions
- ✓ Use approved color combinations
- ✓ Ensure adequate clear space
- ✓ Use high-resolution files
- ✓ Place on appropriate backgrounds

Logo Don'ts

- ✗ Don't stretch or distort proportions
 - ✗ Don't change colors without approval
 - ✗ Don't place on busy backgrounds
 - ✗ Don't add effects or modifications
 - ✗ Don't use low-resolution files
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7. PHOTOGRAPHY STYLE

Subject Matter

- **Spa Environment:** Clean, elegant treatment rooms
- **Professional Tools:** Quality waxing supplies and equipment
- **Results:** Smooth skin, professional outcomes

- **Atmosphere:** Comfortable, welcoming spaces

Photography Guidelines

- **Lighting:** Soft, natural lighting preferred
- **Colors:** Warm tones matching brand palette
- **Composition:** Clean, minimal backgrounds
- **Quality:** High-resolution, professional standard
- **Mood:** Calm, comfortable, reassuring

Avoid

- Clinical or sterile appearance
 - Harsh or unflattering lighting
 - Cluttered or distracting backgrounds
 - Colors that conflict with brand palette
 - Overly personal or intimate imagery
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8. VOICE & MESSAGING

Brand Voice

- **Professional:** Knowledgeable and credible
- **Warm:** Friendly and approachable
- **Confident:** Assured without being aggressive
- **Empowering:** Helping clients feel their best
- **Discreet:** Respectful of client privacy

Tone Guidelines

- **Welcoming:** "We're here to help you feel comfortable"
- **Expert:** "Professional techniques and premium products"







- **Reassuring:** "Your comfort and safety are our priorities"
- **Empowering:** "Feel confident in your own skin"

Key Messages

- Professional expertise you can trust
 - Comfortable, judgment-free environment
 - Premium quality products and techniques
 - Your comfort and confidence matter most
 - Clean, hygienic, professional standards
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9. DIGITAL APPLICATIONS

Website Guidelines

- **Background:** Warm Cream (( #faf9f7))
- **Headers:** Light Beige (( #f7f3ed)) with Deep Brown text
- **Body Text:** Warm Brown (( #6b4e3d)) on light backgrounds
- **Buttons:** Deep Brown (( #4a3528)) with white text
- **Accents:** Muted Gold (( #c4a373)) for highlights
- **Cards:** Cream Accents (( #f5f1ed)) backgrounds

Social Media Standards


- **Consistent Colors:** Use brand palette consistently
- **Professional Images:** Clean, well-lit photography
- **Brand Voice:** Warm, professional, empowering
- **Logo Placement:** Include logo on branded content
- **Hashtags:** #barecanvasbeauty #professionalwaxing

Email Guidelines

- **Header:** Light Beige background with logo
 - **Body:** Warm Cream background, Warm Brown text
 - **CTAs:** Deep Brown buttons with white text
 - **Footer:** Deep Brown background with light text
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10. PRINT APPLICATIONS

Business Cards

- **Background:** Logo Beige ( #d4c4b0) or Warm Cream
- **Text:** Deep Brown for contact information
- **Logo:** Prominent placement with proper scaling
- **Finish:** Matte or soft touch recommended

Brochures & Marketing Materials

- **Primary Colors:** Deep Brown text on light backgrounds
- **Accent Colors:** Muted Gold for premium touches
- **Images:** Professional spa photography
- **Layout:** Clean, organized, plenty of white space

Signage

- **External Signs:** Deep Brown text on light backgrounds
 - **Interior Signs:** Consistent with brand palette
 - **Wayfinding:** Clear, readable typography
 - **Materials:** Quality materials reflecting premium positioning
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11. IMPLEMENTATION CHECKLIST

Website Development

- ☐ Apply complete color palette consistently
- ☐ Use Georgia font for professional appearance
- ☐ Ensure proper contrast ratios for accessibility
- ☐ Include logo with appropriate sizing and placement
- ☐ Implement warm, welcoming photography style
- ☐ Write copy using brand voice guidelines
- ☐ Test all colors across different devices
- ☐ Optimize loading speed and mobile responsiveness

Marketing Materials

- ☐ Create business card template with brand colors
- ☐ Develop brochure template following guidelines
- ☐ Design social media templates with brand elements
- ☐ Create email signature with consistent branding
- ☐ Establish photography style guide
- ☐ Write copy templates using brand voice

Digital Presence

- ☐ Update social media profiles with brand colors
- ☐ Create branded content templates
- ☐ Establish posting guidelines and voice
- ☐ Design email marketing templates
- ☐ Create digital business card/profile

Physical Space

- ☐ Plan interior design using brand color palette
- ☐ Design signage following brand guidelines
- ☐ Select decor elements that complement brand
- ☐ Create branded uniforms or professional attire

BRAND STANDARDS SUMMARY

This brand guidelines document ensures consistent, professional application of the Bare Canvas brand across all touchpoints. The warm, sophisticated color palette combined with clean typography and professional imagery creates a welcoming yet premium brand experience that builds trust and confidence with clients.

For questions about brand application or approval of new materials, please reference this document and maintain consistency with established guidelines.

Bare Canvas Brand Guidelines - Professional Standards for Consistent Brand Application
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