

Who is the client?

Blade Barbershop, a small chain in Los Angeles with 4 branches (North Hollywood, Chatswoth, Lake Balboa, Canoga Park)

They specialize in men's hairstyles of all textures. They also sell hair care products and limited apparel.

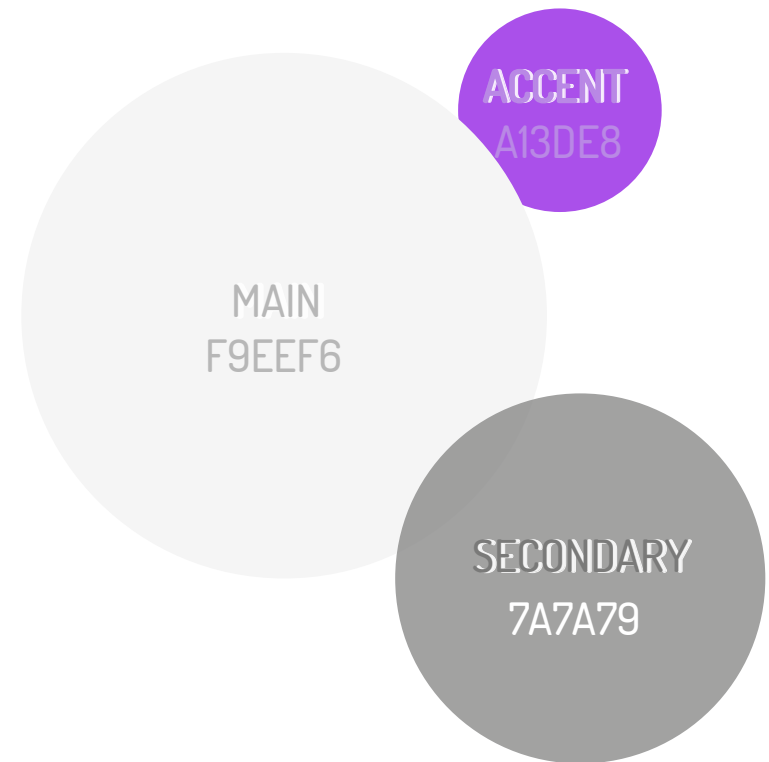
What do they want to achieve?

- online appointment system
- social media presence
- modern, mobile-responsive facelift to their current website
- a website that more closely aligns to their building aesthetic

Demographic

Males of all ages that need haircuts, but targeted at 16-50

PALETTE



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