Evolve Salon Systems website rebrand ideas

Website journey/ Front page order

1. Our Story/ Who we are
2. Featured videos
3. Education and Events
4. Follow us / Contact us
5. Promos? Brands we carry?

Overall brand/ aesthetic

- Design site with cell phone and tablet heavy users in mind
- MATCH ALL TYPOGRAPHY
- Softer tone in all wording and descriptions
- Content and pictures need to be our own content showing our people
- Overall imagery refresh including current logos and product packaging for our brands om all pages where the brand is shown
- All images need to be in appropriate file type to prevent distorted images
- No drop down menu options
- All lengthy information needs to be condensed or provided via link to PDF
- PDF docs need to match manufacturer brand or Evolve brand aesthetic
- Less words, more pictures
- Use softer shapes such as ovals and circles throughout the site. Gives a less hard and rigid male feel
- Lots and lots and lots of engaging pictures and videos
- Homepage tabs are fine

Content needs

- We are Evolve video
- In the field organic content
- Halo salon media content
- Images of our Leadership and HQ for all about us related pages
- All content from education and events to to fill content spaces throughout the site

Banner

- Moves too fast
- Needs to be 3-4 slides max
- Align with brand values. Example, Make a difference, Passion for the stylist and Empowering the industry.
- Images need to be our content and our people
- Cuts off on the iphone. Change format to see full images on cell phones
- Align picture with Evolve brand value with picture of our people with tabs on the homepage

1. Our story/ Who we are
- Short mission statement or Evolve creed written in "Gerry's" voice talking about journey in this industry
- Video of leadership or We are Evolve full video or video clip
- Visual timeline of the company's growth story
- If a detail tab is used, make it a link to the longer form Evolve video or a page with all Evolve video content

2. Featured Videos
- Most recent Evolve content
- Manufacturer content aligned with most recent event or edu
- Halo salon content
- No detail page needed

3. Education and events
- Edu and event calendar needs to be in order from soonest to latest dates
- Thumbnails needs to be pictures from the actual course or picture of educator
- Front page image: Location, Time, Cost, and Educator IG info
- Details page: Course description and PDF file link

4. Follow us/ Contact Us
- No social media feed box
- Just platform icon links

5. Promos? Brands we carry?
- If used to show promos, make the wording cohesive. For example, choose quarters or month. When they start and when they end. Etc
- If used to show promos, use updated logo or product imagery for all of the thumbnails. All thumbnail content needs to match. For example, all logos or all product packaging
- Details page needs to have just a link to the PDF file of the the promo
- No long form details typed in description