

LOGO DESIGN BRIEF

PROJECT 03 - LUXELINE HAIR STUDIO

Fictional Client Project

1. Business Overview

Item	Client Brief
Business Name	LuxeLine Hair Studio
Business Type	Modern hair salon and beauty studio
Location	Kilifi, Kenya
Tagline	Your Style. Your Confidence.
Positioning	A contemporary, welcoming hair studio focused on quality styling, healthy hair care and a polished customer experience.

2. Business Description

LuxeLine Hair Studio is a modern salon serving clients who want professional hair styling, hair care and grooming in a clean, comfortable environment. The studio combines current styles with attentive service and aims to build long-term relationships with its clients.

3. Target Customers

- Women aged approximately 18–45, including students, professionals and entrepreneurs.
- Clients looking for regular styling and healthy-hair maintenance.
- Customers preparing for weddings, graduations, parties and other special occasions.
- Style-conscious clients who value quality, cleanliness and a modern salon experience.

4. Main Services

- Braiding and protective styles
- Haircuts and styling
- Weaving and extensions
- Hair treatments and conditioning
- Natural hair care and styling
- Special-occasion and bridal hair styling

5. Brand Personality

The brand should feel:

- Elegant
- Modern
- Confident
- Friendly
- Professional
- Stylish
- Approachable

6. Brand Promise

To help every client look and feel confident through quality hair services, professional care and a welcoming salon experience.

7. Key Differentiator

LuxeLine is positioned between a basic neighborhood salon and an overly formal luxury beauty brand: professional and stylish, but still warm, accessible and relatable.

8. Logo Design Objective

Create a refined, memorable and contemporary logo that communicates style, confidence and quality without becoming overly decorative or stereotypically feminine.

9. Design Direction

Explore a clean and timeless identity. The logo should feel premium enough for a modern beauty studio but remain practical for everyday use.

Possible approaches:

- Elegant wordmark
- Monogram using the L and/or second L
- Combination mark
- Abstract form inspired by hair movement or a flowing line
- Subtle negative-space concept

Avoid relying on generic scissors, combs, female faces, lips, eyelashes or decorative crowns unless they are transformed into a genuinely distinctive concept.

10. Color Direction

Suggested starting palette:

Color	HEX	Role
Deep Plum	#3B233A	Sophistication and personality
Warm Ivory	#F7F1E8	Elegance and softness
Charcoal	#252329	Strength and readability

A restrained warm accent may be explored if it strengthens the concept, but the logo should not depend on metallic effects or gradients.

11. Typography Direction

- Prioritize a refined, highly legible typeface.
- Explore an elegant serif or modern sans-serif.
- Custom lettering may be considered for the wordmark.
- Avoid overly thin or decorative fonts that disappear at small sizes.

12. Logo Usage

The logo will be used on:

- Salon storefront and signage
- Social media profiles and content
- Appointment cards and price lists
- Staff uniforms or aprons
- Product packaging and shopping bags
- Business cards and promotional materials
- Website and digital booking platforms

13. Design Requirements

- Simple and memorable
- Modern but timeless
- Distinctive within the beauty/salon category
- Legible at small sizes
- Works in full color and one color
- Works on light and dark backgrounds
- Suitable for print and digital applications
- Avoid unnecessary decorative detail

14. Final Client Request

Design a sophisticated but approachable logo for LuxeLine Hair Studio. The identity should communicate style, confidence and professional care while avoiding the generic visual language often associated with salon

logos. The final concept should be distinctive enough to build a recognizable beauty brand over time.

15. Project Deliverable

Final logo system consisting of the primary logo, a one-color version and a simplified mark or icon where appropriate.