Snippy Brand Guide

ONE-PAGE BRAND STANDARDS · V1.0

Logo

Snippy
HAIR SALON

Stacked logo on Cream or Plum. Icon mark for avatars, cape patches & gift cards. Keep clear space equal to one scissor loop on every side. Don't rotate Snippy, recolor the gold badge, or let anyone near the wordmark with kitchen scissors.

Color palette

Plum #2A1238	Grape #5B2A86	Violet #8A5CC7	Lilac #ECE2FB
Gold #F5B82E	Butter #FFF1C7	Cream #FFF9EF	Ruby #D7263D

Typography

HEADLINES · SHRIKHAND

Cut the drama.

SUBHEADS & BUTTONS · OUTFIT EXTRABOLD

More bangs for your buck.

ACCENTS · YELLOWTAIL

hey gorgeous…

BODY · OUTFIT

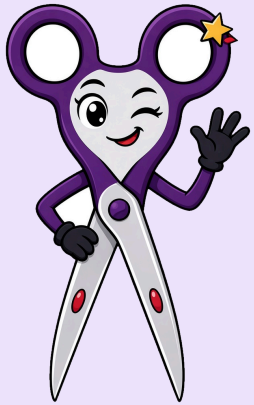
Cuts, color, blowouts, bridal, kids and treatments, with real talent, upfront prices and a chair that feels like home.

The Crew



Mari

The Stylist. Curl whisperer, color nerd, the calm in every hair storm.



Snippy

Head of Bang Security. Hand on hip, one eyebrow up, heart of gold.

Voice: sassy, never snippy

Lead with a catchy main hook, then a smaller pun or idiom. Snippy is the drama queen with a heart of gold: dramatic about hair, never about people. We roast kitchen scissors and box dye, never clients.

> ***Cut the drama.***
> Main tagline · "We'll sweep it up."

> ***Put the kitchen scissors down.***
> Snippy's signature line

> ***I'm not judging. I'm assessing.***
> Snippy, every consultation

> ***More bangs for your buck.***
> Pricing & menu

> ***Sassy, never snippy.***
> How we talk

Do: one pun per headline, hype the client, aim the sass at tools and frizz.

Don't: mock a real person's hair, fake reviews or mean jokes.

Mission
Great hair for every head on Main Street, with upfront prices and zero judgment.

Brand concept by Grinning Possum Creative Studio — not a real business. Phone, email & prices are placeholders.