



Photo courtesy of gavinphotography

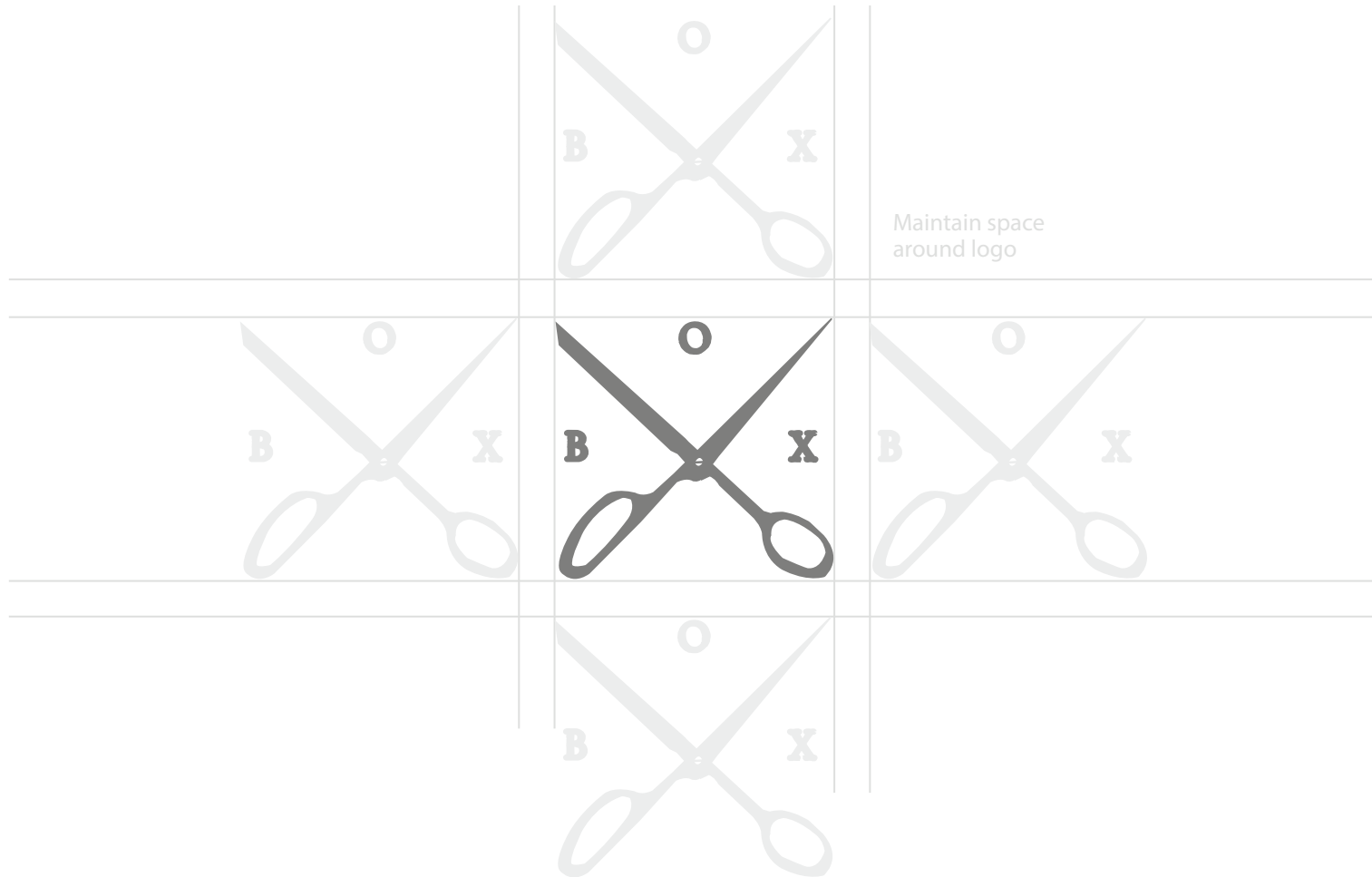


Scissorbox

The brief was to rebrand local hair salon 'Scissorbox'. The salon itself was undergoing a refit and a new logo was needed spearhead the project. Part of the brief was to approach the rebrand in a similar style to 'All Saints' as the refit was also being approached in this manner. Texture and tradition were key here and can be seen in the finished article...

Scissorbox

Logo concept



Logo concept

The final version of the logo uses a scissor emblem and simply the word 'box'. Separating the letters out around the logo in the style worked well, in a similar way to a traditional shield or crest. Rough edges to the scissor emblem and font help maintain texture in line with the brief.

Scissorbox

Colour palette



Light Grey
C=33 M=25 Y=26 K=5



Dark Grey
C=58 M=48 Y=47 K=38



Slate
C = 000 M=000 Y=000 K=100



Cream
C=7 M=17 Y=28 K=0



Chocolate
C=51 M=67 Y=100 K=68



Colour palette

The palette uses colours that lend themselves well to, and compliment the textures and materials found in the refit, such as leather, wood and slate

Title font

Archive Garamond Pro

Subtitle font

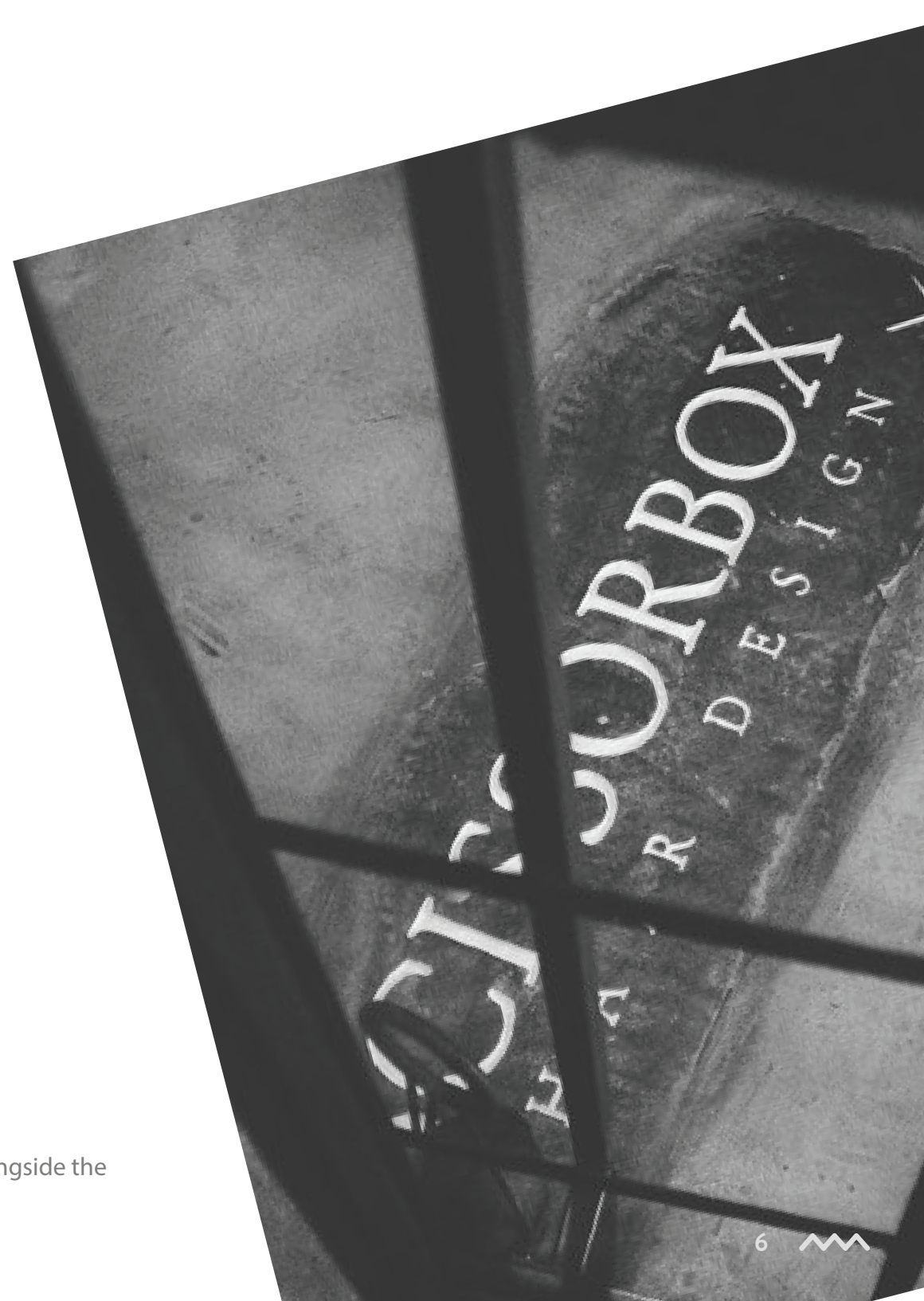
Archive Garamond Pro

Body text font

Myriad Pro Regular

Fonts

The font was chosen for its texture and traditional feel. It works perfectly alongside the new logo and crowns the shop front perfectly.






Logo layout options

The logo and header can be used in a combination of ways, either separately or together, with tag line or without.

rivr 

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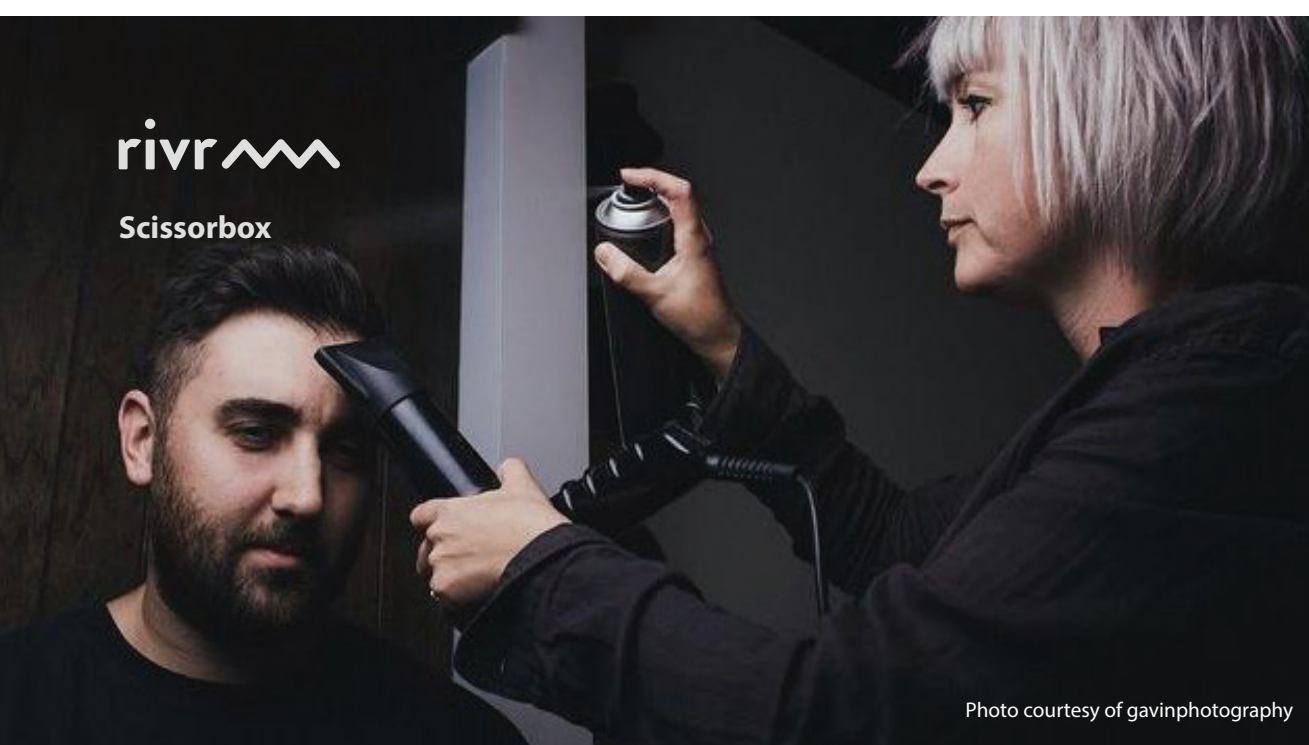


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