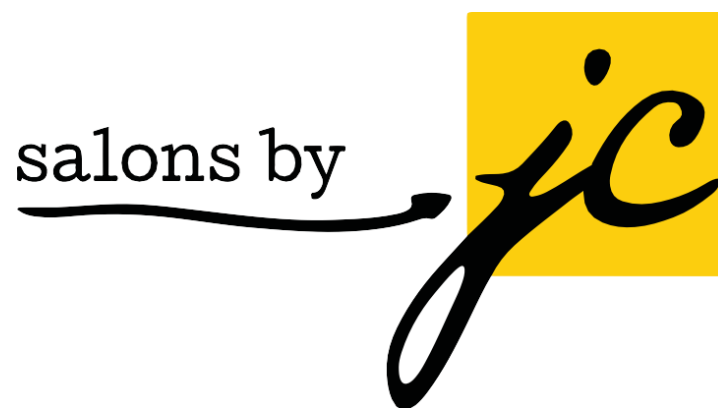




Brand Standards Guide 2021

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The Brand

At Salons by JC, we fill every suite with success.



Our Brand

Salons by JC is a place where excitement, creativity, and success live in the suites and the hearts of the people that make up the community. No matter which location you visit, you will sense this amazing feeling from the minute you walk in the door.

Salons by JC is a place of self-expression and self-care wrapped in a common culture of determined and business-minded entrepreneurs. We're dedicated to delivering the latest in high-end salon suites, business tools, and marketing resources. This is only elevated by the expansive and collaborative network of people that make up the Salons by JC community with our years of beauty industry experience and entrepreneurial spirit.

Personality Traits

Understanding a brand means understanding what the core traits is comprised of. At Salons by JC, we believe the following traits are at the core of all we do.

Embracing

Salons by JC was founded by entrepreneurs to help other entrepreneurs. The phrase **"we're in it together"** is at our core. This ideal attracts like-minded individuals who share this desire to see others succeed.

Relatable

Salons by JC consists of real people. From our founders to our franchisees, our suite owners to our concierges, we're all approachable and welcoming.

Determined

Salons by JC has thrived in our ultra-competitive industry for the last 25 years and is committed to doing the hard work it takes for our brand, franchisees, and suite owners to stay on top.

Relevant

Salons by JC consistently invests to remain meaningful to our suite owners and their clients. From our evolving building and suite designs to our brand marketing efforts, we continue to connect to our audiences, even as they change over time.

Successful

Salons by JC is a successful brand with successful franchisees and successful suite owners. Wherever you look, you'll find it. We attract franchisees and suite owners that are true entrepreneurs, who don't settle for the status quo.

Brand Archetype

A successful brand has a strong sense of identity, known as an archetype, which is a universally familiar character or situation that generally transcends time, place, culture, age, gender, etc. Our brand archetype helps us connect to our audience and mirrors their hopes and aspirations.

At Salons by JC, our core archetype is “The Hero”. The Hero is dedicated to achieving goals through competence, courage, and independence. This is something we strive for with all our franchisees, suite owners, and employees. We are passionate about helping everyone succeed and become heroes of their own businesses and life.

Brand Voice

Brand voice is the uniformity in the words we use, the attitude and values of the brand, and how we address our audiences. It is how Salons by JC conveys its brand personality to the external world. This voice should carry over on all platforms: email, social media, web, print, etc.

Our brand voice is more than ads, marketing, or public relations. It’s comprised of brand personality traits, tone, and style, our brand voice reflects the character of Salons by JC. It helps communicate what we offer, what we believe, and how we want to be considered in the marketplace. It guides how we behave, interact, and communicate to everyone.

Brand Tone

Brand tone of voice is not necessarily what we say, it is how we say it. The tone of our brand voice represents the communication style and what we sound like—it’s the attitude of Salons by JC.

The Salons by JC Tone Sounds:

Confident* | *Energetic* | *Supportive* | *Celebratory

By ensuring that the appropriate tone is used, it aligns communication with our brand personality traits and strengthens the cohesiveness and consistency of Salons by JC and its position within the marketplace and with our customers.

Consistency in tone helps us build trust and credibility across our customer base and with new potential customers and clients alike.

The style of the Salons by JC brand voice has to do with how we use grammar and punctuation. Below you'll find some writing-style guidelines that emphasize Salons by JC's tone and personality traits.

Do This

Not This

Be Conversational	Use personal pronouns like "we," "you," "our," and "your" helps Salons by JC sound friendlier and more welcoming.	Don't be overly strict in sentence structure which can cause the brand to seem stiff, unfriendly, or unapproachable.
Using Contractions	It's good to be informal in our communication with the usage of contractions like "we're" and "don't" or "haven't."	Using phrases like "we are," "do not" or "have not" can often sound rigid or impersonal.
Long and Short Sentences	Mix short sentences interspersed with longer sentences to keep the audience engaged while reading, especially when presenting a lot of information.	Don't bore readers by putting too much information in a single sentence (run-ons) or repeat long sentences back-to-back.
First-Person References	After establishing Salons by JC, use first-person references often to keep things warm and approachable. "The success of Salons by JC proves we understand the major shifts within our industry. In turn, we provide you with the tools you need to succeed."	The absence of first-person references creates an impersonal and unfriendly tone. "The success of Salons by JC proves they understand the major shifts within the beauty industry. In turn, Salons by JC provides you with the tools you need to succeed."
Strong and Direct Call to Action	Direct audiences with specific action: "Schedule a tour."	Don't be vague: "Get a hold of us soon."
Be Concise	Being direct and to the point. "At Salons by JC, suite owners are free to run their own business their way."	Don't say something in 50 words when it can be said in 15:
Bullet Points	When you have a list or a lot of information to include in writing, it's best to use a bulleted format for easier and faster reading. Always format bullets the same way, i.e., with or without periods at the end.	Don't dump a lot of critical information into a paragraph when it's easier to understand as a bulleted list.

Our Colors

The Salons by JC color palette helps to enhance our brand identify and maintain consistency across the multitude of platforms that we communicate visually. Consistency of use with the color palette is mandatory.

Primary Brand Colors



RGB:
39, 45, 53
HEX:
#272D35
CMYK:
78, 68, 56, 55

Pantone Coated
2379 C

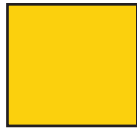
Pantone Uncoated
2189 U



RGB:
241, 239, 238
HEX:
#F1EFEE
CMYK:
4, 4, 4, 0

Pantone Coated
P 179-2 C

Pantone Uncoated
P 179-2 U



RGB:
250, 207, 14
HEX:
#FACF0E
CMYK:
2, 16, 99, 0

Pantone Coated
122 C

Pantone Uncoated
115 U

Secondary Brand Colors



RGB:
228, 32, 106
HEX:
#E4206A
CMYK:
4, 98, 35, 0

Pantone Coated
213 C

Pantone Uncoated
213 U



RGB:
189, 215, 69
HEX:
#BDD745
CMYK:
30, 0, 91, 0

Pantone Coated
2288 C

Pantone Uncoated
372 U



RGB:
123, 180, 182
HEX:
#7BB4B6
CMYK:
23, 1, 0, 29

Pantone Coated
7436 C

Pantone Uncoated
7674 U

Color Combinations

Primary colors can be used as background colors or large fields of color while secondary colors should be used sparingly for typography, call-out backgrounds or small headline backgrounds. Below are acceptable as well as unacceptable color combinations. Also see Collateral Examples on pages 24-30 of this guide for examples of color usage.

Do This

Not This

Yellow Text on Black Background	*Green Should Never Be Used For Copy*
White Text on Black Background	*Green Should Never Be Used as a Background*
Black Text on Off-White Background	Yellow Text on Off-White Background
Black Text on Yellow Background	White Text on Yellow Background
White Text on Pink Background	Yellow Text on Pink Background
White Text on Blue Background	White Text on Yellow Background
Black Text on Blue Background	Blue Text on Black Background
Yellow Text on Blue Background	Pink Text on Blue Background
Use Green For Accents: Bullets, Lines, Etc.	Blue Text on Yellow Background
Black Text on Pink Background	Blue Text on Pink Background

The Logo

"Identities are the beginning of everything. They are how something is recognized and understood. What could be better than that?"

- Paula Scher



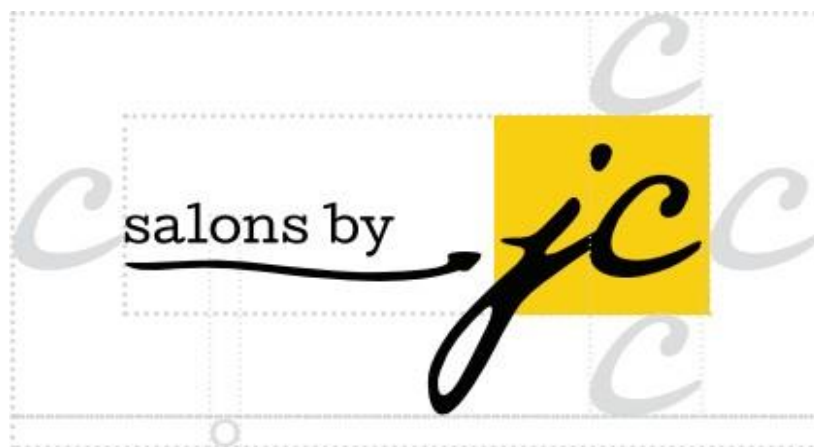
Primary Logo Usage

Our logo is a key element of our brand identity. It is one of our most valuable company assets, and using it consistently results in stronger brand awareness for Salons by JC. Our full-color logo should be used primarily unless there are special circumstances that require one of the versions outlined on the next page. This version of the logo should only be used on white or light-colored backgrounds.



Logo Clear Space

When using the official logo, it is important to “let it breathe”. Don’t overcrowd the logo, never put anything over the logo, never crop the logo, and always let the logo stand on its own.



Secondary Logo Usage

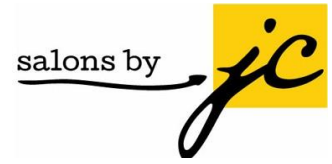
The below Salons by JC logo versions should only be used in instances where the primary logo cannot be used.

Brand Color Backgrounds



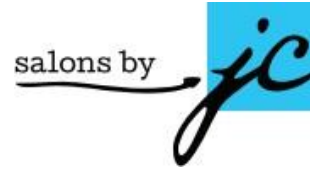
For one-color or grayscale printing on light backgrounds, use one of these versions of the logo.

Logo Misuse



In order to maintain brand integrity, never use the logo in the following ways.

DON'T change the color of the logo to a non-brand color



DON'T change the typography of the logo to anything other than the original



DON'T stack the icon above the words of the logo



DON'T stretch or compress the logo



DON'T change the colors of the typography, even to branded colors



DON'T add a dropshadow to the logo



DON'T add your location name or any other text to the logo



DON'T use the "JC" mark by itself– the logo must be accompanied by "Salons by"



**unless being used as a social media profile image.*

Typography

"Type is branding... Understand what an opportunity that is."

- Elizabeth Carey Smith



Brand Typefaces

The following typefaces are the only ones which should be used on Salons by JC branded materials, from marketing collateral to on-site signage. It is important that these typefaces are used appropriately to make sure our brand stays consistent. ***These fonts are available to download from the corporate drive.***

HEADLINES AND CALLOUTS

Montserrat Extra-Light

abcdefghijklmnopqrstuvwxyz // ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 // !@#\$%^&*()

Montserrat Light

abcdefghijklmnopqrstuvwxyz // ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 // !@#\$%^&*()

Salons by JC Script

***abcdefghijklmnopqrstuvwxyz // ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 // !@#\$%^&*()***

BODY COPY & COMPLIMENTARY TEXT

Lato Regular

abcdefghijklmnopqrstuvwxyz // ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 // !@#\$%^&*()

Lato Bold

**abcdefghijklmnopqrstuvwxyz // ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 // !@#\$%^&*()**

Photography

"Taking pictures is savoring life intensely,
every hundredth of a second."

– Marc Riboud



Our Photography

Photography is one of the best tools you can use to convey ideas, emotions, our brand, and more. Salons by JC has a library of photos taken by a professional photographer, which should be used when possible. Photography should look natural and candid and should portray salon suite owners in a positive manner. Ensure photos are clear, well-lit, and have a clear subject.



Stock Photography

While in-house or custom photography is highly preferred, in certain cases the proper images may not be available. In these scenarios high-quality stock photography may be utilized. When using stock photography, ensure you have proper credits or rights to use images for commercial purposes. When in doubt, don't use it and never use an image without proper authorization.

Web Design

"Design is not just what it looks like and feels like. Design is how it works."

–Steve Jobs



Our Blog

The Salons by JC blog, solely managed by the corporate marketing team, is one of our most critical web components for outreach, education, marketing, and SEO.

If submitting content for the blog, ensure primary blog images are a singular photo, no collages. In addition, use the highest quality imagery available, professionally done if possible. Further instruction will be given to you by the corporate marketing team.



Franchise News January 22, 2019

Salons by JC to Fill Columbia Sportswear Space in Uptown

Photo courtesy of Salons by JC Published on January 18, 2019
Twin Cities Business Written by: BURL GILYARD JC's lease marks its third metro location for local franchisees. The Columbia Sportswear

[READ MORE](#)



Franchise News April 25, 2019

Salon Suites Rental Concept Nabs Former Midtown Williams-Sonoma Space

Published on April 16, 2019 Commercial Observer BY LAUREN ELKIES SCHRAM 127 EAST 59TH STREET. RENDERING: NEWMARK KNIGHT FRANK Salons by JC, which is like WeWork for the beauty industry with its salon

[READ MORE](#)

Microsite Copy

All copy on each location's microsite must comply with the brand and style guidelines for voice, tone, and grammar. There are sections of each microsite which are deemed "non-editable" by the corporate marketing team with a goal of maintaining a level of consistency and brand integrity.

These are not to be changed without corporate marketing's permission and include the following sections:

- Headlines: Leasing a Salon Suite, About Salons by JC "location" and Our Suites
- Suites Bullet Section
- Leasing Requirements
- Profit Calculator

Microsite Headers

The image for the header will be a standard image that will be added when the microsite is created for new franchisees or applied when a location image is not uploaded.

Images should be at least 2,000px wide and a JPG file format. The image will be the full width of the uploaded image and crop the bottom.

Images which do not follow these guidelines or appear pixelated are not permitted and may be removed without notice.



Salon Suite Owner Directory Photos

Photos of the salon suite owner should be professionally shot in their suite or use the salon suite owner's logo. The image will be cropped into a square and is a 1:1 ratio. Images must be at least 380px by 380px and JPG file format. Do not use selfies and do not apply dramatic filters to the images. These images are to showcase the individual's salon suite and the salon professional to potential clients. A default image will be applied on the site if one is not uploaded.



Signage



Interior Signage



INTERIOR WALL SIGNAGE (ROSWELL, GA LOCATION IN IMAGE)

Exterior Signage

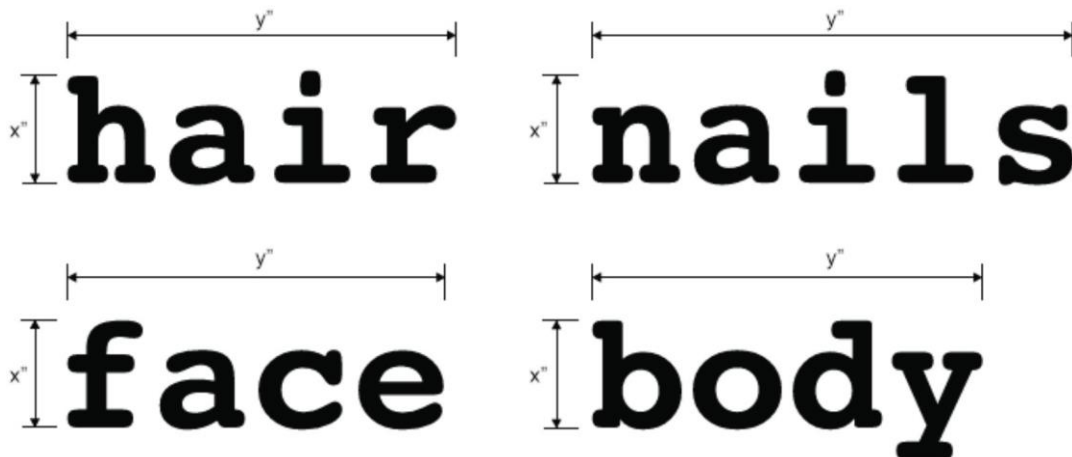
Exterior Building Signs

Exterior building signage is produced by Accent Graphics. There are two options that are outlined below. Signage criteria should be identified and negotiated prior to lease execution.



Optional Additions

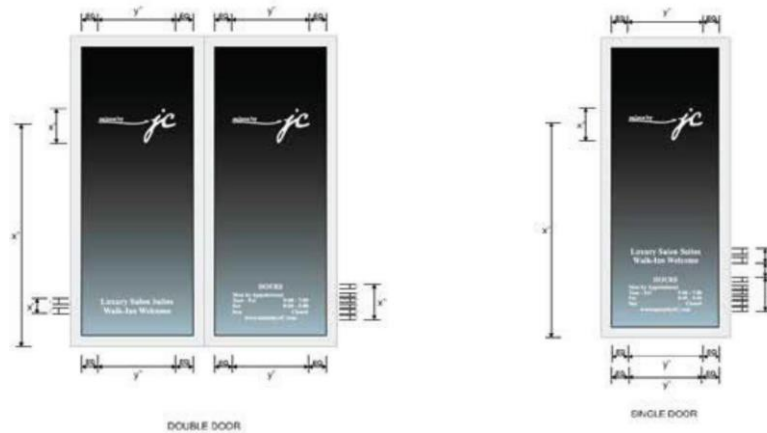
You have the option to add the graphics displayed below.



Exterior Signage

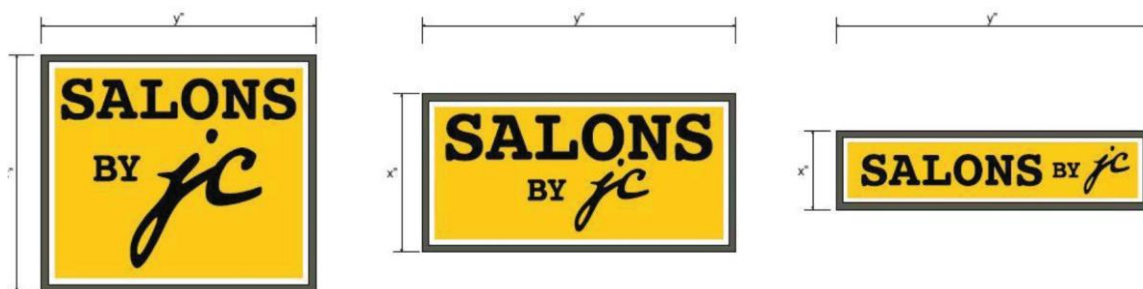
Exterior Door Signs

Exterior door graphics are produced by Accent Graphics. These graphics must be white. Placement options other than those described for 1 and 2 doors shown here need to be approved by Salons by JC.



Pylon Signs

Negotiated with LL prior to lease execution. 3 size options based on size of pylon. LL's or municipalities that require different sizing or color options need to be preapproved by Salons by JC.



Collateral Examples



Accessing Collateral

To access marketing materials, visit our marketing portal hosted by SilverCrest at <https://salonsbyjc.lmap.com>.

Pre-produced collateral contains the required elements, stock, and paper type. Materials produced by a 3rd party need to be approved by Salons by JC prior to production and mailing. Logo, taglines, and photography should maintain appropriate size relationship.

The following examples can also be used as a general reference for how to use the brand colors and elements to produce collateral going forward.

Business Cards

Option 1



Option 2



Thank You Cards + Envelope



2 Pocket Folders + Tiered Inserts



New Business Concept Flyers

salons by



Luxury Salon Suites
New Business Concept

Salons by JC
Sherway Gardens North

2511 N. Loop 1604 West
San Antonio, TX 78258

email@salonsbyjc.com
(XXX) XXX-XXXX

Create Your Vision

Your personal full
Salons by JC is the only
tenants free concierge
assistance—our signal
business to the next level.

Our friendly and know
take care of all salon li

- Ensuring the Salons by
- Managing all aspects of
- Keeping the lobby and
- Escorting guests and v
- Updating tenants with
- Conducting facility ma
- Anticipating and addi
- Coordinating work on
- Planning salon mixers

Let Salons by JC eleva
experience with our si

**We welcome talent
in the following
disciplines:**

- Hair Care
- Extensions
- Hair Braiding / Weaving
- Nail Care
- Skin Care
- Massage Therapy
- Makeup
- Permanent Cosmetics
- Eyelash Extensions
- Waxing
- Tanning / Body Art
- Specialty Services

Your fully customizable salon suite
We love this industry because it draws very passionate
and creative individuals with a unique edge and a hunger
for self-expression. At Salons by JC, we empower you to
use your suite as your canvas. Our suites are the perfect
turnkey solution for beauty and wellness professionals
wishing to customize their workspace as much as their
brand. We are the only salon that gives you total freedom
to customize your space. Suites come in a variety of prices,
sizes, and layouts to fit your needs. We also offer rooms
designed to handle more than one operator.

- Fully Customizable Suites
- Complimentary Concierge Service
- Fully Furnished Suites
- Secure 24/7 Access
- No Schedule Restrictions
- Free Wi-Fi and Online Booking
- Free Credit Card Processing Setup
- Marketing Assistance
- Access to Business Center
- Washer and Dryer On-Site

**A fully furnished
suite may include:**

- Styling Station & Chair
- Washing Station
- Mirror
- Portable Dryer
- Towel Cabinet

Salons by JC offers
additional equipment
to satisfy any specific
discipline in the industry.

Call today. Suites Now Available. (XXX) XXX-XXXX
All inquiries are confidential.

SalonsbyJC.com

Call today. Suites Now Available. (XXX) XXX-XXXX
All inquiries are confidential.

SalonsbyJC.com

When you love w
work, I don't have
Eileen Perez

Window Banners



Window Posters

Luxury Salon Suites

Your Fully Customizable Salon Suite

We love this industry because it draws very passionate and creative individuals with unique edge and change for self-expression. At Salons by JC, we empower you to use your skills as your service. Our suites are the perfect turnkey solution for beauty and wellness professionals looking to customize their workspace as much as their brand. We are the only salon that gives you total freedom to customize your space. Suites come in a variety of prices, sizes, and layouts to fit your needs. We also offer rooms designed to handle more than one operator.

- Fully Customizable Suites
- Complimentary Concierge Service
- Fully Furnished Suites
- Secure 24/7 Access
- No Schedule Restrictions

A fully furnished suite may include:

- Styling Station & Chair
- Washing Station
- Mirror
- Portable Dryer
- Towel Cabinet

Salons by JC offers professional equipment to satisfy any specific desire in the industry.

Your Personal Full-Service Concierge

Salons by JC is the only salon in the market that offers turnkey concierge services. This is no ordinary front desk assistance—our signature concierge service will take your business to the next level.

Our friendly and knowledgeable concierge team will take care of all salon logistics, including:

- Ensuring the Salons by JC experience for you and your clients
- Managing all aspects of front-desk guest assistance
- Keeping the lobby and common areas clean
- Escorting guests and walk-ins throughout the building
- Updating vendors with pertinent news from Salons by JC
- Coordinating facility maintenance checks
- Anticipating and addressing venue needs and salon disruptions
- Coordinating work orders with maintenance and IT departments
- Managing social media and networking events

Let Salons by JC elevate your business and your client's experience with our signature concierge service!

When you love what you do, it's no longer work. It's a job. It's a career. Sharen Renee | Hair Stylist

Salons by JC Location | email@salonsbyjc.com

SalonsbyJC.com

Luxury Salon Suites

Did you know that Commission vs. Lease can substantially **increase your income?**

Commission	Vs.	Lease	
Gross Income	\$800	Gross Income	\$800
10% Commission on \$100 Product Sales	\$10	50% Commission on \$100 Product Sales	\$50
Total Gross	\$810	Total Gross	\$850
50% on \$800 in Sales Goes to Salon Owner For Profit	-\$400	\$215 Rent on Suite	-\$215
		Phone	-\$10
		Misc	-\$10
Net Weekly Income	\$400	Net Weekly Income	\$575
Annual Income	\$21,320	Annual Income	\$29,900
		2 Weeks Free Rent	\$430
		Total Annual Income	\$30,330

BE YOUR own hero FOR MORE INFORMATION, CALL (480) 123-4567
Salons by JC Scottsdale | email@salonsbyjc.com

This business valuation calculator is designed as a self-help research tool for independent use only. All calculation results are for general purposes only based on your individual input.

Salons by **jc** | SalonsbyJC.com

Window Posters



Now Leasing Banner



