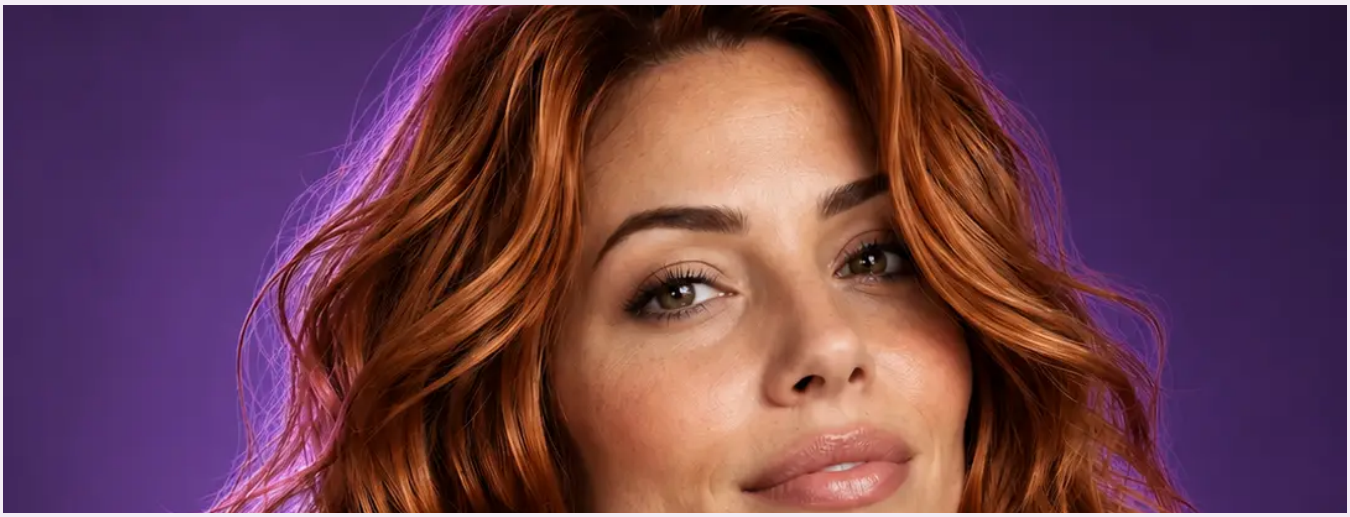
THE DIRECTION / SALON

Chroma Hair Studio

Expressive on the surface. Clear underneath.



THE BRIEF

Give a salon a recognizable visual identity while helping a first-time visitor understand the services and describe the change they have in mind.

THE WORK

Salon website, service presentation, consultation preview, stationery mockups and social profile direction.

DESIGN DECISIONS

Portraits and a violet palette establish the personality. Service information and the consultation preview give that personality a useful next step. The stationery and profile keep the same visual vocabulary.

EXPLORE THE CONCEPT WEBSITE

This file shows a design approach and sample working notes. It is not a client engagement, a record of measured business results or a final production specification.

THE HANDOVER / A WORKING STARTING POINT

Make the next step useful.

Sample project notes for Chroma Hair Studio. The final content, access, ownership and review process would be agreed with the business.

WORKING NOTES

01 Keep service names and indicative prices consistent across the website and profile.

02 Use a concise bio and one useful profile destination rather than a collection of competing links.

03 Provide agreed artwork, post templates and usage notes; account verification stays with the owner.

OWNER DECISIONS TO CONFIRM

REVIEW PRIORITIES

- [ ] Compare the first impression across website, stationery and social profile.
- [ ] Read service descriptions without relying on the photography.
- [ ] Review the consultation summary for the choices someone actually made.

BEFORE A REAL PROJECT

Agree the deliverables, final content, account access, ownership, price, payment timing, feedback rounds and timeline separately. The working website demonstrations use sample information and do not take real bookings or orders.