



Written by Shear Bliss Salon & Day Spa for brand managers, stylists, photographers, influencers, and more.

BRAND GUIDELINES



our beautiful brand

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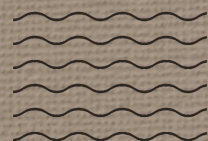


WE'RE SO EXCITED
YOU'RE HERE.

In this packet, you'll find all the information you need to work with the Shear Bliss brand. We've put this together to help maintain a consistent and stylized brand. If you have any questions, please don't hesitate to get in touch with us.

All our love,

Heidie & Lisa | owners



www.shearblisssalon.ca

123.456.7890



ABOUT OUR BRAND

Our brand isn't like any other. We chose you to work with us because we know you have what it takes to represent our brand well.

We want you to have all the information you could possibly need, so here's a background on our brand -

Social media and website presence are where we communicate with our clients. Keeping our brand consistent across all platforms at all times is what establishes our place within the community and let's people know who we are and what we stand for.

We want to create a space where everyone not only feels welcome but also at peace.



BRAND VALUES

Quality

We strive to maintain the highest standard of services, cleanliness, and customer experience from the moment you choose Shear Bliss.

Education

At Shear Bliss, we understand the importance of continuing education throughout our careers which is why we provide our employees with educational opportunities throughout their careers with us.

Inclusion

We believe in creating a welcoming space for all individuals no matter how they identify or what they believe so long as it does not interfere with the safety or individuality of others.

BRAND TONE

Educated

Feminine

Creative

Authentic

Natural

Welcoming

Kind

Elegant

Luxurious

Clean

BRAND PALLET & MOOD BOARD



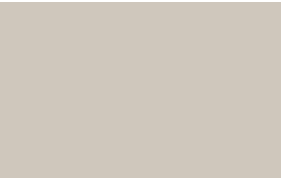
camel

#A38267



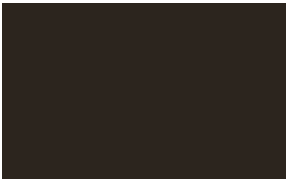
sea foam

#9BA5A2



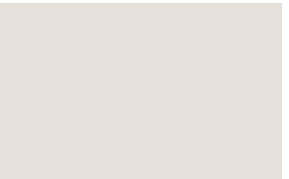
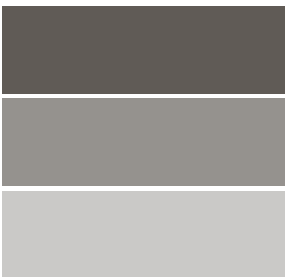
sierra

#CFC7BC



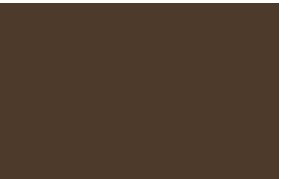
charcoal

#2C251E



creme

#E6E0DA



brown

#5F2F17





TYPOGRAPHY

HERE IS YOUR SAMPLE HEADING

Subheadlines look like this.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tristique laoreet sapien, in varius enim tempus eu. Morbi libero enim, congue nec dignissim at, rhoncus quis lectus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Sed bibendum odio a ex consectetur tristique. Sed varius, metus in fermentum.

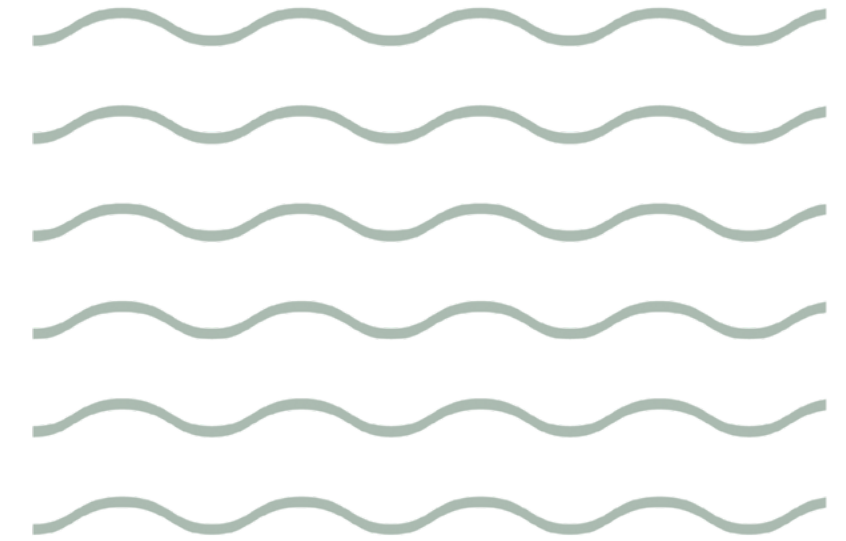
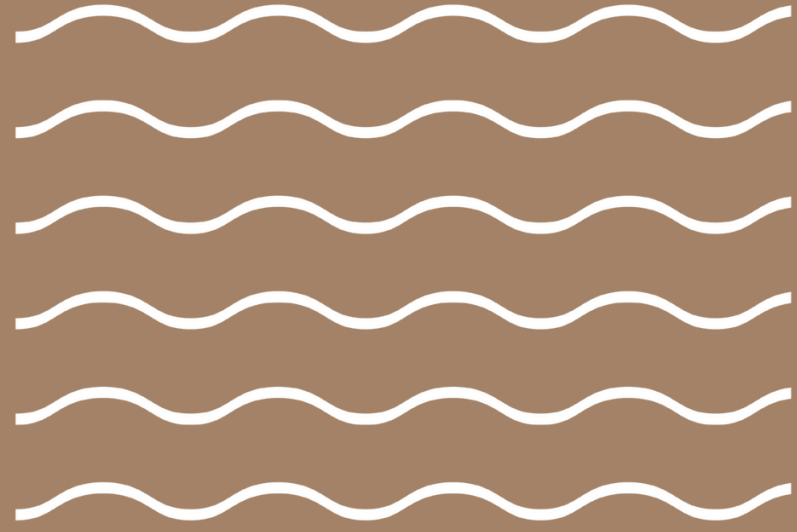


Shear Bliss
SALON & DAY SPA

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MOCKUPS



MOCKUPS



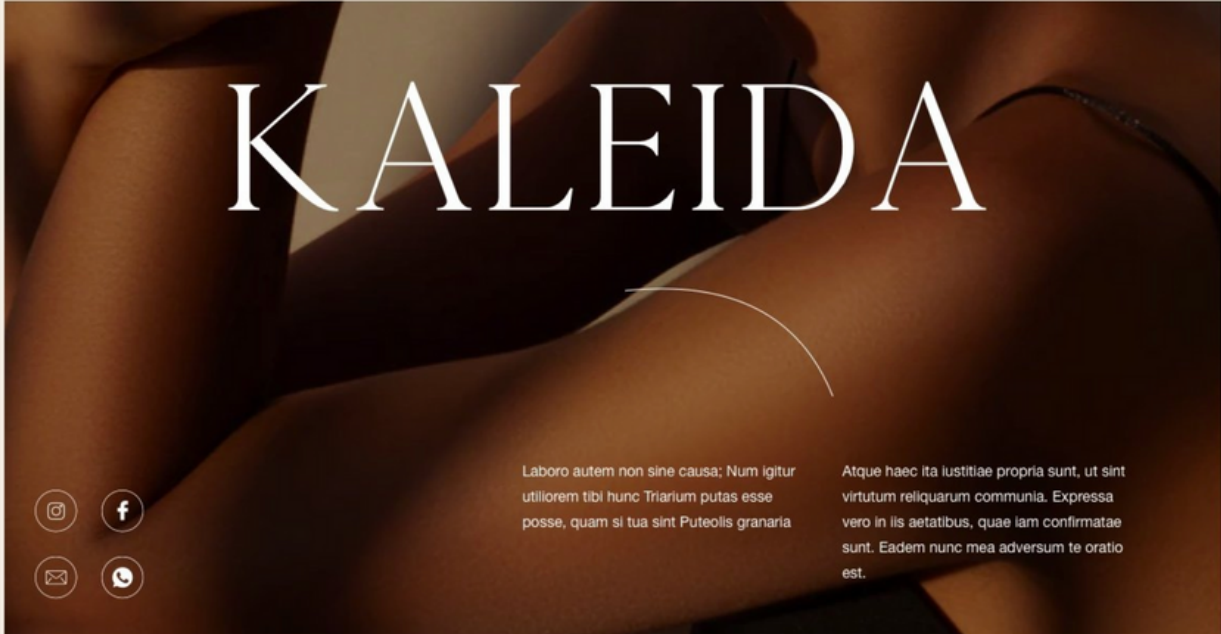
MOCKUPS

KALEIDA // HOMEPAGE

KALEIDA

Services About Press Contact

BOOK NOW



LABORO AUTEM NON SINE CAUSA; NUM IGITUR
UTILIOREM TIBI HUNC TRIARIUM PUTAS ESSE
POSSE, QUAM SI TUA SINT PUTEOLIS GRANARIA

ATQUE HAEC ITA IUSTITIAE PROPRIA SUNT, UT SINT
VIRTUTUM RELIQUARUM COMMUNIA. EXPRESSA
VERO IN IIS AETATIBUS, QUAE IAM CONFIRMATAE
SUNT. EADEM NUNC MEA ADVERSUM TE ORATIO
EST.

Instagram Facebook Email Twitter

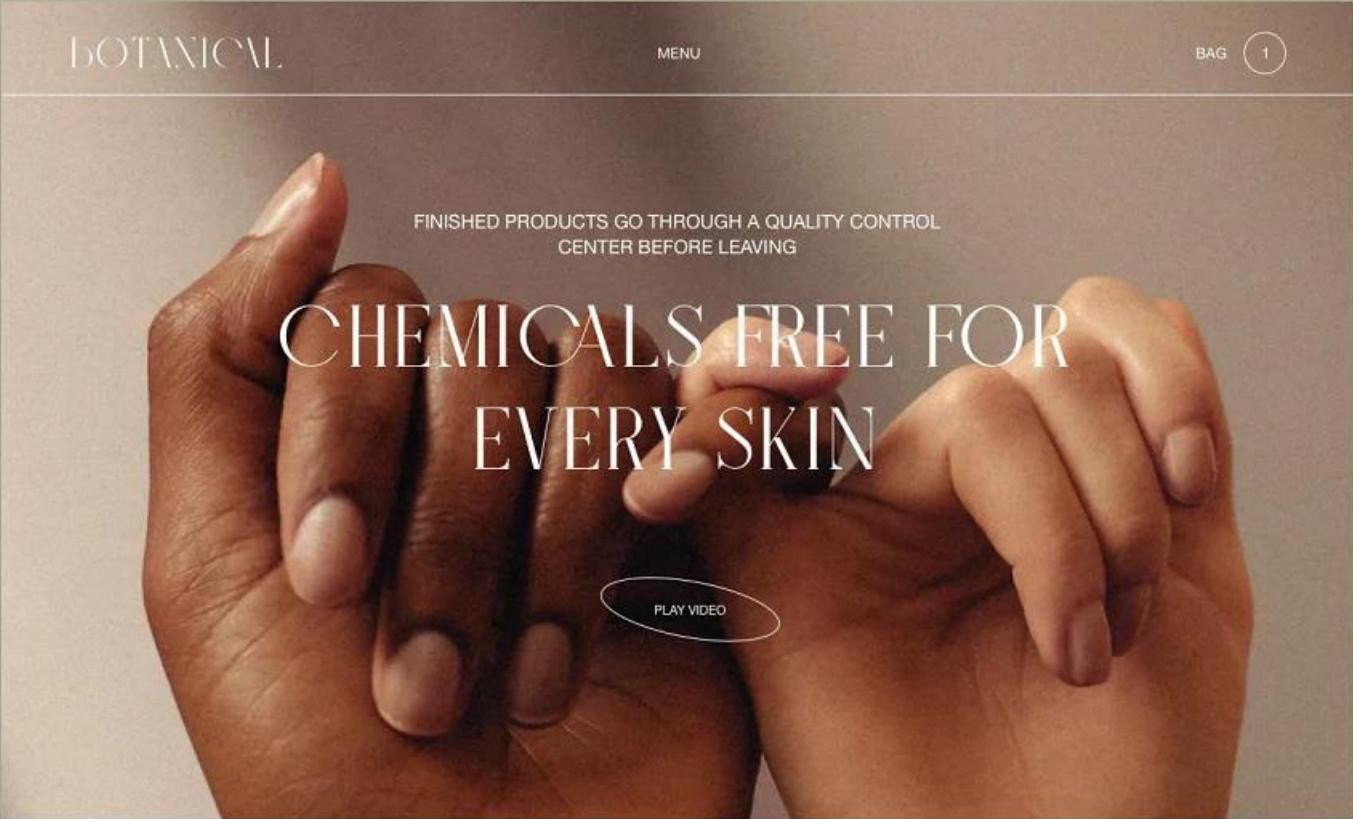


DESIGNED TO
REJUVENATE

BOTANICAL

MENU

BAG 1



FINISHED PRODUCTS GO THROUGH A QUALITY CONTROL
CENTER BEFORE LEAVING

CHEMICALS FREE FOR
EVERY SKIN



PLAY VIDEO

FACE

SEE ALL 15

Nurturing 04

TAKE A LOOK



CONTACT DETAILS

socials	@shearblisssalon
email	info@shearbliss.ca
call	204.822.8077
visit	180C-5th Street, Morden MB

