



BRAND GUIDELINES

Project:
Beauty Line
Brand Identity

Duration:
2019/2020

My role:
Branding, Ux /UI

Tools:
Figma, Sketch, Illustrator,
Photoshop, Blank Paper

Skills:
Html, CSS

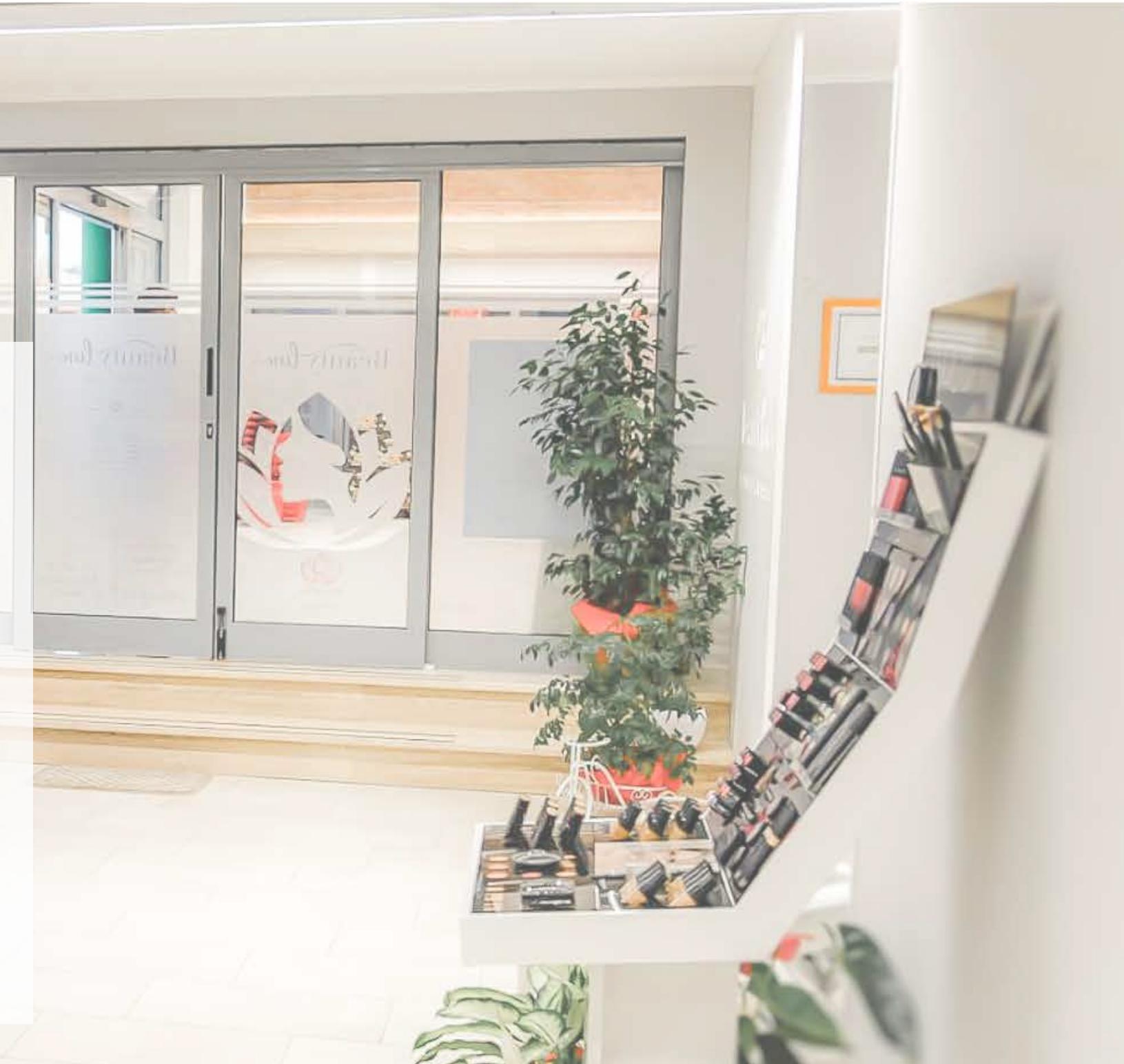
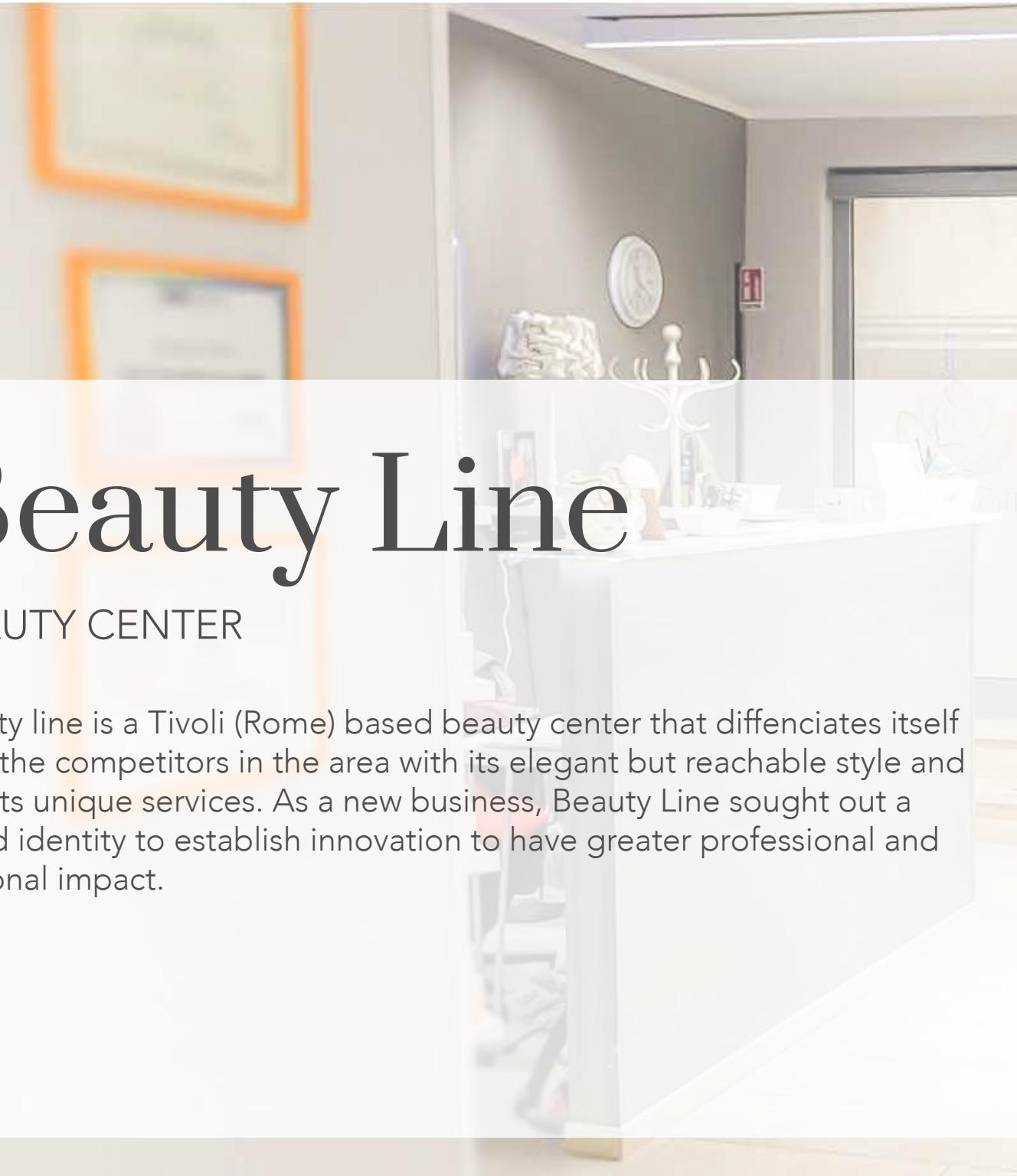


01 ABOUT

Beauty Line

BEAUTY CENTER

Beauty line is a Tivoli (Rome) based beauty center that differentiates itself from the competitors in the area with its elegant but reachable style and with its unique services. As a new business, Beauty Line sought out a brand identity to establish innovation to have greater professional and personal impact.





BRAND GUIDELINES

01 MOODBOARD



WWW.NINEFIVEBRAND.C

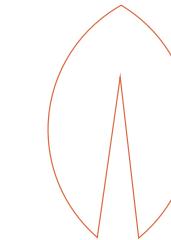
02 LOGO



Designed to find harmony between lotus flower that signifies purity, beauty and prosperity, and woman that is soft, powerful, practical and spiritual.



Lotus
Symbol for Purity
Beauty



Leaves
Naturality & Health



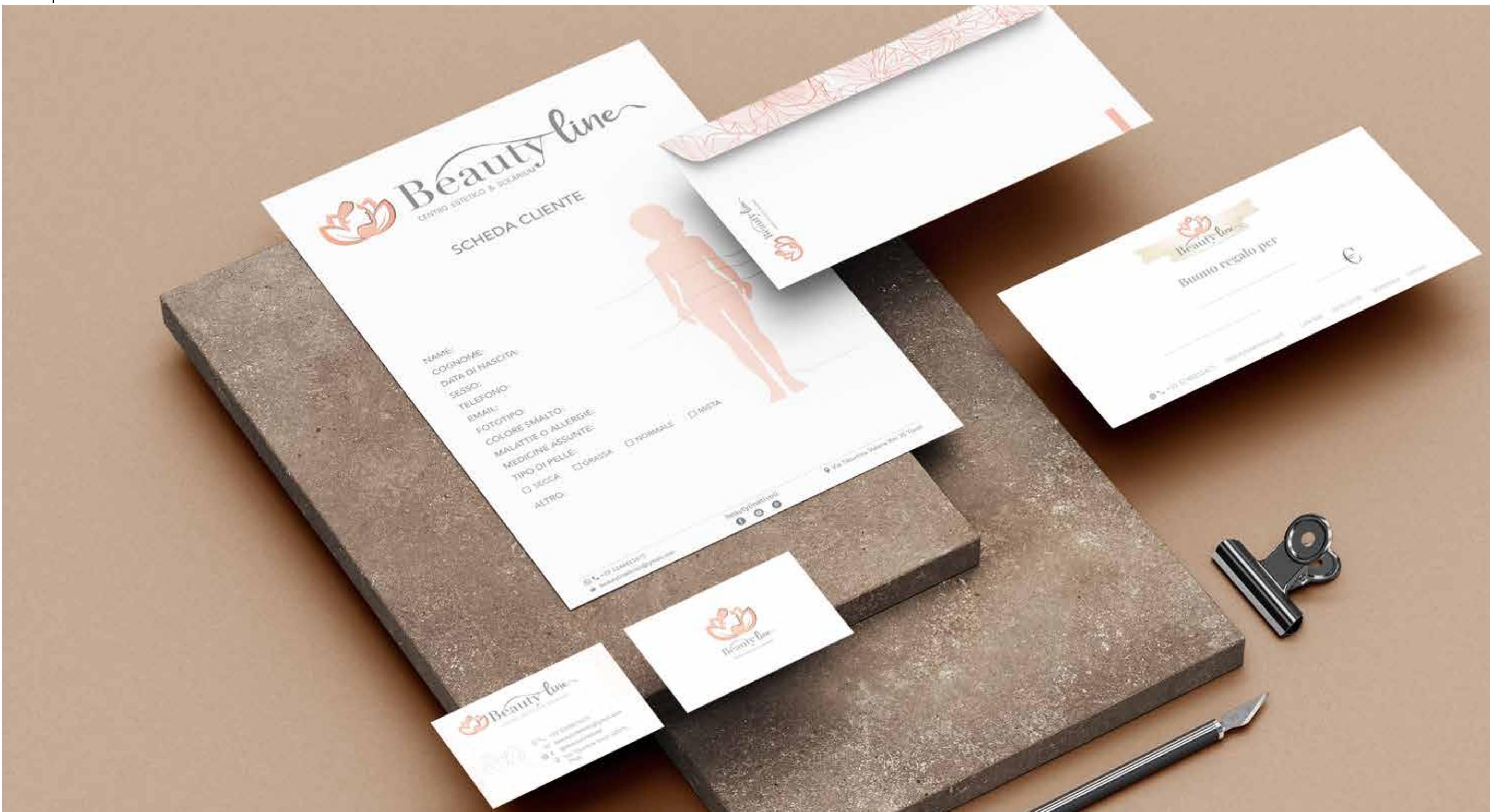
Femininity
Ideal Beauty



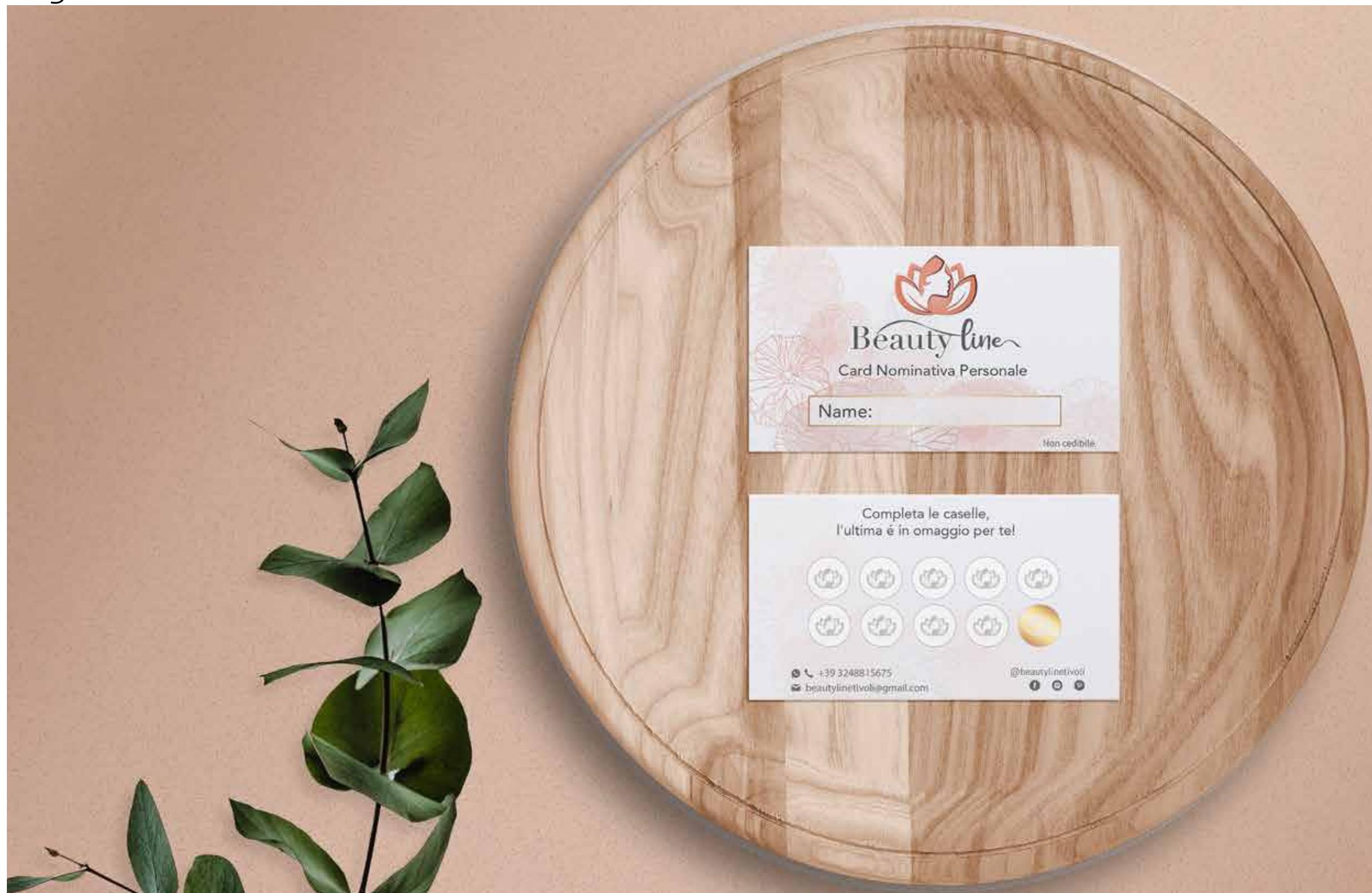
03 LOGO USAGE



04 STATIONARY



05 STATIONARY



06 FLYERS



Beauty line
CENTRO ESTETICO & SOLARIUM

NUOVA APERTURA

DOMENICA
15 SETTEMBRE 17.00
Inaugurazione

LUNEDÌ
16 SETTEMBRE
Apertura

VIA TIBURTINA VALERIA KM 35 TIVOLI

Beauty line

OFFERTE VALIDE FINO AL 30 SETTEMBRE

UNA SEDUTA DI PRESSOTERAPIA	35€
TRUCCO SEMIPERMANENTE SOPRACCIGLIA	25€
UNA SEDUTA DI BIOSTIMOLAZIONE ESTERNA	35€
350€	25€
OFFERTE VALIDE FINO AL 30 SETTEMBRE	
GEL SEMIPERMANENTE UNGHIE	20€
ESAFACCIALE	5€
DOCCIA SOLARE	7€
UNA SEDUTA DI TERMOTERAPIA	35€

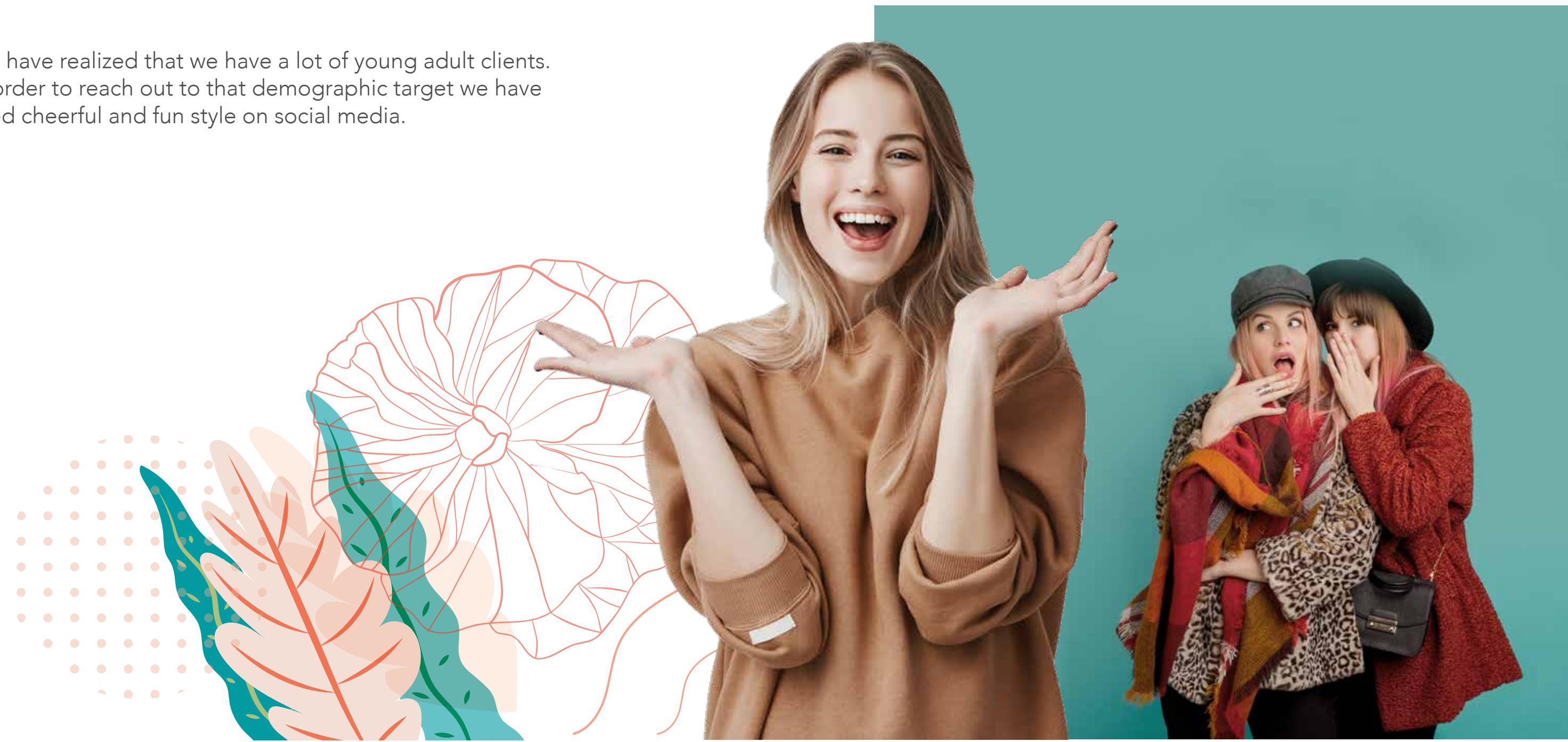
La tua consulenza gratuita!

CONTATTACI
06 39 73 48 01 11 675
mailto:medicalestetica@gmail.com

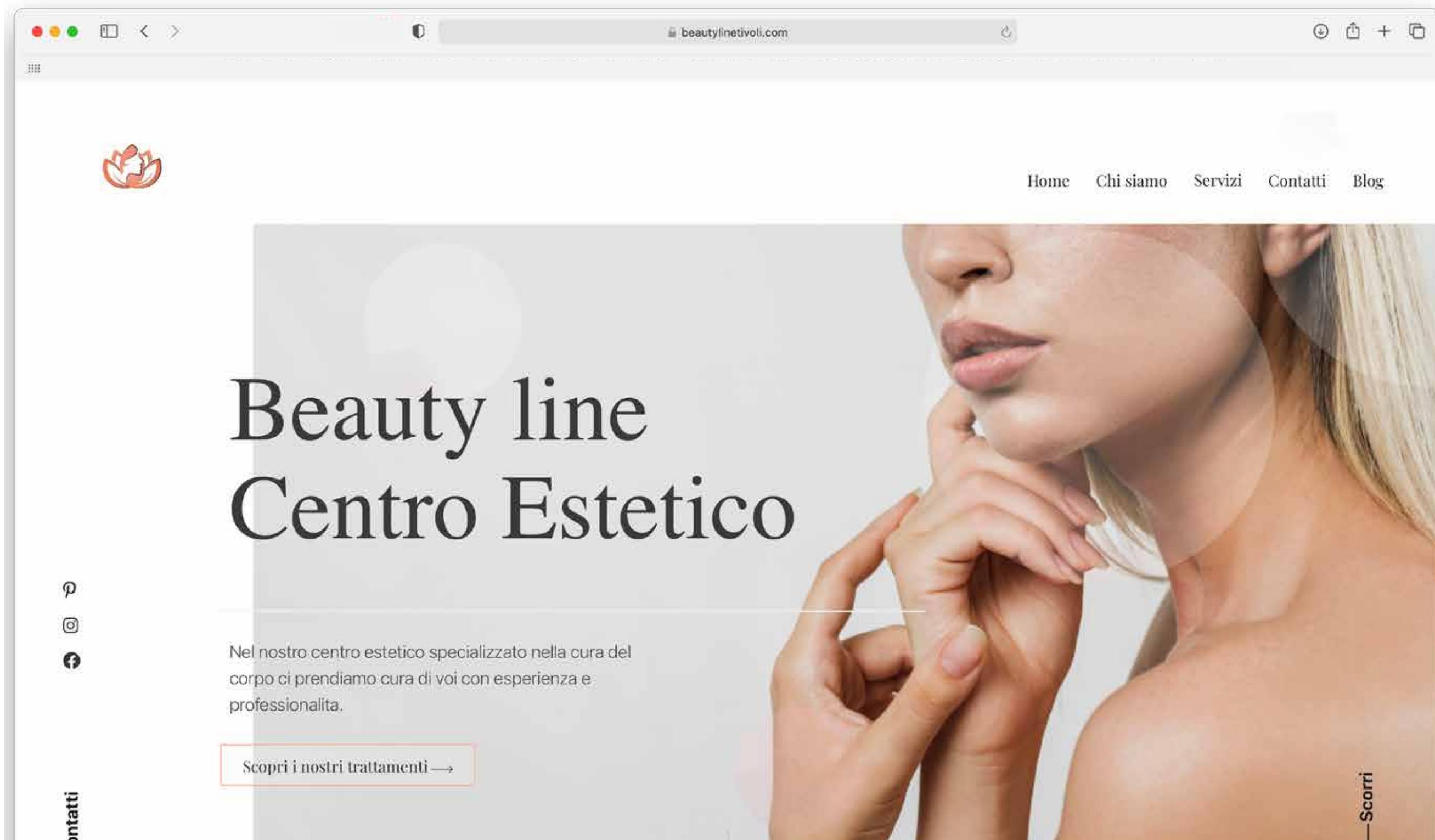
ORARI DI APERTURA
LUN-SAB 00.00-19.00
DOM 09.00-19.00

07 PATTERNS & VISUALS

We have realized that we have a lot of young adult clients. In order to reach out to that demographic target we have used cheerful and fun style on social media.



08 WEBSITE



The screenshot shows a web browser window displaying the website beautylinetivoli.com. The header features a small orange lotus flower icon on the left and a navigation menu with links to Home, Chi siamo, Servizi, Contatti, and Blog. The main content area has a large, semi-transparent orange lotus flower watermark. On the left, there is a large, bold text overlay that reads "Beauty line" on top and "Centro Estetico" below it. To the left of this text are icons for Pinterest (p), Instagram (i), and Facebook (f). Below the text, a paragraph of text reads: "Nel nostro centro estetico specializzato nella cura del corpo ci prendiamo cura di voi con esperienza e professionalità." At the bottom left, there is a red-bordered button with the text "Scopri i nostri trattamenti →". At the bottom right, there is a vertical "Scorri" (scroll) text.

beautylinetivoli.com

Home Chi siamo Servizi Contatti Blog

Beauty line

Centro Estetico

Nel nostro centro estetico specializzato nella cura del corpo ci prendiamo cura di voi con esperienza e professionalità.

Scopri i nostri trattamenti →

Scorri



08 WEBSITE



The screenshot shows the Facebook profile page for 'Beauty Line Centro Estetico'. The cover photo features a woman with long brown hair resting her chin on her hand, set against a background of white flowers and green leaves. The page header includes the 'facebook.com' URL, a search bar, and various navigation icons. The page name 'Beauty Line Centro Estetico' is displayed in a large, elegant font, with 'CENTRO ESTETICO & SOLARIUM' in smaller text below it. The logo, a stylized orange flower with a face profile inside, is visible in the top right of the cover photo and as a circular profile picture. A blue 'WhatsApp' button is located on the right side of the page. The navigation bar at the bottom includes 'Home', 'Recensioni', 'Foto', 'Video', 'Altro', 'Ti piace', 'Messaggio', a search icon, and a more options icon. A 'Chiedi' (Ask) button is present in the bottom left, and a 'Crea un post' (Create post) button is in the bottom right. The footer contains links for 'Foto/video', 'Registrati', and 'Tagga i tuoi amici'.



10 SOCIAL MEDIA

