

I AM CHIC



BRAND GUIDE

MULTICULTURAL LUXURY | PERSONALIZED CONFIDENCE

CONTENTS

4

BRAND FOUNDATION

5

CORE VALUES

6

BRAND PERSONALITY

7

AUDIENCE

8

COLOR PALETTE

CONTENTS

9
APPLICATION

10
TYPOGRAPHY

11
LOGOS + USAGE

14
PHOTOGRAPHY

15
BRAND APPLICATION

16
CONTACT



BRAND FOUNDATION

Chic is not one look. It is the confidence to wear your own.

PURPOSE

To help every client feel seen, understood, and confident through personalized hair care, skilled artistry, and an elevated salon experience.

BRAND PROMISE

Every client receives skilled, individualized service designed around their hair, lifestyle, maintenance preferences, and personal definition of chic.

VISION

To grow I Am Chic from a founder-led salon into a recognized multicultural luxury beauty brand that offers services, products, and education.

POSITIONING

I Am Chic is a multicultural luxury salon brand for clients who value thoughtful consultation, expertise, and polished results that work in real life.



CORE VALUES

Expertise

Technique, experience, and continued learning guide every recommendation.

Individuality

The client defines the desired result.

Inclusivity

Textures, backgrounds, and expressions of beauty are respected.

Confidence

The finished experience should feel as good as it looks.

Excellence

Details, communication, and presentation remain intentional.

Growth

The brand creates room for clients, team members, and the business to evolve.



BRAND PERSONALITY

Refined

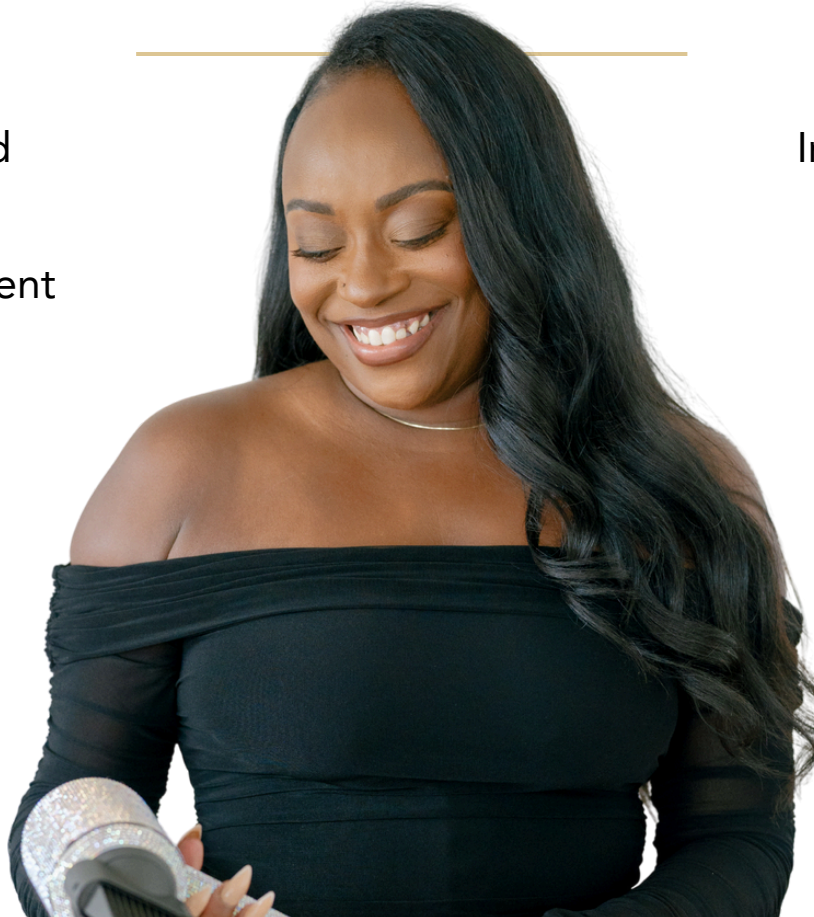
Inclusive

Confident

Diverse

Warm

Expert



I AM CHIC

Brand Guide V1.0



AUDIENCE

Style-conscious professionals, entrepreneurs, and clients preparing for important life moments.

Texture-diverse clients who value trusted expertise, personalized recommendations, premium service, and polished results.

People who want luxury to feel warm, personal, and culturally aware.



COLOR PALETTE



#FBFCF8

PEARL

#B8A487

TOBACCO

#4B3621

COFFEE

#BCC2C2

MISTY

#FAF6EF

SAND

#000000

MIDNIGHT

The I Am Chic palette represents the brand aesthetic by balancing a high-contrast black with warm neutrals and metallic-inspired accents.



COLOR APPLICATION

DO

- Use black for most body text.
- Use gold as a detail.
- Leave generous negative space.

AVOID

- Multiple accent colors competing in one layout.
- Low-contrast beige-on-beige body copy.
- Changing hex values from one platform to another.

I AM CHIC

LOGOS + USAGE

The I Am Chic wordmark is the primary visual signature of the brand.

Consistent use of the logo strengthens brand recognition.

The logo should always be reproduced from approved brand artwork and should never be recreated, retyped, or altered.

These are the approved color configurations of the I Am Chic wordmark. Select the version that provides the strongest contrast with the background. No alternative colors or color combinations should be applied to the logo.

Always maintain sufficient contrast between the logo and its background. When placing the logo over photography, select an area with minimal visual detail and enough tonal contrast to preserve the complete wordmark.

Signature



I AM CHIC

Primary



I AM CHIC

Reversed



I AM CHIC

INCORRECT USAGE



Do not rearrange the wordmark or letter forms.



Do not rotate the logo.



Place logo inside an unapproved shape.

DO NOT:

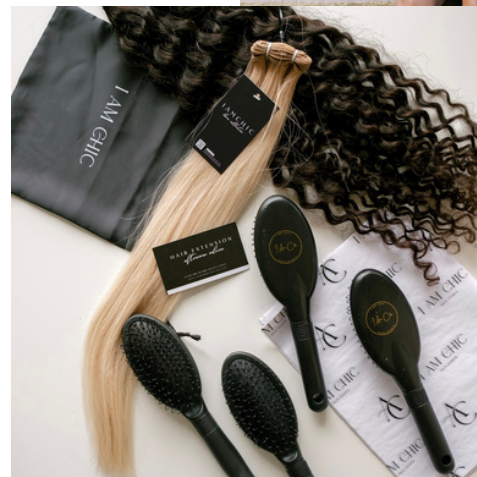
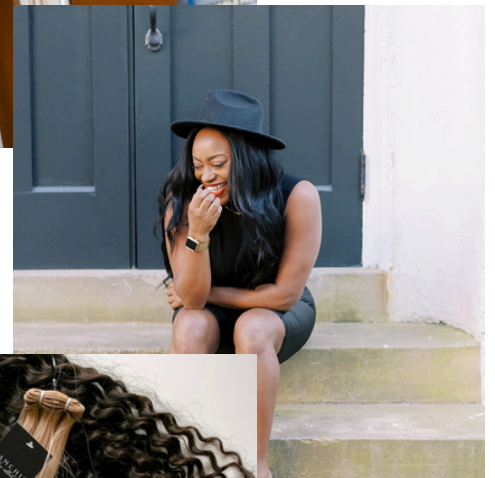
- Retype or substitute the typography.
- Add drop shadows, outlines, glows, bevels, or other effects.
- Apply gradients or unapproved colors.
- Place the logo on a low-contrast background.
- Place the logo over visually busy photography.
- Crop any portion of the wordmark.
- Modify the distinctive curves or letterforms.
- Separate or modify individual letters to create new brand marks.

PHOTOGRAPHY

I Am Chic photography should feel polished, confident, luxurious, and authentic. Imagery should celebrate healthy hair, expert styling, individuality, and the elevated client experience while maintaining a sophisticated editorial quality.

Prioritize clean compositions, flattering natural or studio lighting, rich detail, and intentional styling. Images should feature diverse hair textures and finished looks while allowing the client and artistry to remain the focus. Avoid overly filtered images, cluttered backgrounds, harsh lighting, generic stock photography, or visuals that feel overly staged.

Overall, photography should communicate modern beauty, expertise, confidence, and luxury.



BRAND APPLICATION



The I Am Chic identity should feel consistent, refined, and intentional across every touchpoint.

Digital

Clean, contemporary, and image-led across web, social media, email, advertising, and booking experiences.

Client Experience

Branded materials should reinforce a polished, premium experience.

Salon + Environment

Signage, displays, and salon materials should integrate the brand naturally into the physical environment.

Packaging + Retail

Simple, elevated packaging should create a sophisticated presentation.

Marketing + Promotion

Campaign and promotional materials may introduce visual variety while remaining consistent with the core identity.

Application Principle

Applications may vary while maintaining a recognizable visual language through color, typography, imagery, composition, and tone.



BRAND CONTACT

For questions regarding brand usage, approved assets, partnerships, or brand materials, please contact:



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