

# Brand Style Project

DMC 100



Menchie Dela Cruz  
Eyelash Artist

# My Small Business:



Before



After

- At **Beauty Lashes** we focus on enhancing natural beauty through **high quality lash**. We provide clean and customized designs to suit their eye shape and personal preferences.
- **Lash types: Classic, Hybrid, Volume, and Mega-volume** lash extensions.
- Located in accessible area on **Main Street, Saint George, NB** besides Asian Store.
- **Target audience** includes **young to middle aged** individuals who **love personal grooming** and **natural looking enhancement** that boosts **confidence**.

# Brand Attributes:

• High Quality • Personalized • Unique

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- We provide professional grade eyelash for our clients unique beauty. Every set of lashes is safe and long lasting.
- Our services focuses on personalization and precision . Services include after care guidance.
- Our goal is to help clients feel confident, beautiful and empowered. We aim to build long term trust by delivering consistent results.
- All services are completed with attention to detail, using high quality techniques and products that promote lash health and durability.



# Visual Identity

- **Black is my dominant color, with white and pink as accents,** creates a striking balance of sophistication and elegance.

**Black** - establishes power, authority and luxury.

**White** - represents cleanliness, simplicity, and purity.

**Pink** - youthful, fashionable and beauty.

- **Fonts** - The dominant font for the word Beauty Lashes is called **THE SEASONS** font, it's beautiful. For subordinates I use **MONSERRAT** it is modern and readable.

- **Logo** - The **Beauty Lashes By MDC** logo represents **elegance, and timeliness beauty.** The eye illustration symbolizes focus on lash artistry, attention to detail, and elegance. Clean design and soft framing reflects **professionalism.**

# Image and Photography

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Consultation for  
every booking!**



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5<sup>th</sup> Service**

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# For Appointments:



BEAUTYLASHESBYMDC@GMAIL.COM  
BOOK NOW!

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